



Department of Communications & New Media  
Faculty of Arts & Social Sciences

## **APPRREN 2022 CALL FOR ABSTRACTS**

### **Reframing Risk and Rebuilding Community: PR Research and Pedagogy for a Post COVID Recovery**

The COVID pandemic has disrupted our work, research, and pedagogy since the end of 2019. We observed how strategic communication and health messaging became key elements in various governments' pandemic responses. We also saw how readily misinformation and disinformation spread as easily as the virus, exploiting communities and driving health authorities to grapple with ever-changing situations. We learned how even the most seasoned risk and crisis communication professionals were recalibrating their playbooks for this once-in-a-century pandemic. As we transition from the 'new normal' to the 'next normal, it is time to reimagine our future, reflect upon practice, reset our research agenda, and rebuild our community.

The Asia-Pacific Public Relations Research and Education Network's (APPRREN) invites you to its 6<sup>th</sup> International Research Symposium scheduled for February 10-11, 2022. The virtual event is hosted by the Department of Communications and New Media, National University of Singapore and coordinated by Dr Suwichit (Sean) Chaidaroon.

#### **We invite you to submit 500-word abstracts that address the theme and/or one of the following questions:**

First, how does PR research and scholarship prepare us for a post COVID recovery? What does PR research and scholarship need to address to help us transition into an era of post-COVID recovery? For instance, how does telework impact employee communication? How do organisations enable productive and effective stakeholder engagement within the constraints and/or opportunities of technology? How do we engage with diverse perceptions of risk? We invite health communication, crisis communication, employee communication and strategic communication scholars and related fields to reimagine these issues and reset our research agenda together.

Second, how do remote learning and online teaching, accelerated in take up during the pandemic, enhance or hinder public relations pedagogy? How do we envision public relations pedagogy as part of the post COVID recovery efforts? We invite all PR educators to envision PR education that prepares students for a new era in the PR industry. Both scholarship of teaching and learning research addressing PR pedagogy and theoretically informed reflective accounts of pedagogical practices are welcomed.

Finally, what are we learning from the pandemic and how can we use our experience to rebuild a stronger community? We invite both scholars and practitioners to share their case studies and applied research that could enhance PR praxis and scholarship. These cases may include, but are not limited to, public communication campaigns that manage various perceptions on the pandemic and the vaccination programs, or cases of (social) media portrayals of disadvantaged people during the pandemic.

You may also submit abstracts on other topics related to public relations that are not covered in the above themes.

**Important Dates:**

10 December 2021	Abstracts deadline for submission
10 January 2022	Notification of outcome
10-11 February 2022	2022 APPRREN Research Symposium

**Submission**

Please submit your abstract by emailing [sean.chaidaroon@nus.edu.sg](mailto:sean.chaidaroon@nus.edu.sg).

**Symposium information:**

Registration	TBA
Format	Tentatively Hybrid (online + one session to be livestreamed from Singapore)

**For more information, please contact:**

Dr Sean Chaidaroon ([sean.chaidaroon@nus.edu.sg](mailto:sean.chaidaroon@nus.edu.sg))

Dr Marianne D Sison ([marianne.sison@rmit.edu.au](mailto:marianne.sison@rmit.edu.au))