

Report indicates traditional PR breaks down in a digital era

'The South Africa PR Landscape 2014 report', produced by the Department of Strategic Communication at the University of Johannesburg, offers key insights into the achievements, challenges and future trends facing the public relations profession. The results provide valuable recommendations for the need to rethink traditional public relations and communication business models in this rapidly changing industry.



The report is part of the popular 'PR Country Landscape' series comprising 28 similar studies conducted by leading academics in global markets and published by the Global Alliance for public relations and communication management. UJ conducted the local research on behalf of the Public Relations Institute of Southern Africa.

Key insights into future trends include the dominance of digital technologies, branding for millennial stakeholders, the new paradigm of brand stewardship, reputation management risks, measurable return on investment and the emergence of co-creation where

communication convergence is a significant challenge to traditional public relations.

"A key recommendation of the study highlights how the traditional role of agencies is changing in the volatile, uncertain and complex post-modern environment. Increasingly, clients assume greater accountability for strategy know-how and expertise to ensure their own sustainability," says Prof Sonja Verwey, Head of the Department of Strategic Communication, who supervised and guided the research project.

The report concludes with a comprehensive list of resources for the profession such as Professional Associations and Commercial firms.

The South Africa PR Landscape 2014 report can be [freely downloaded here](#).

For more, visit: <https://www.bizcommunity.com>