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Introduction. Strategic communication is an umbrella term to describe the activities of disciplines including public relations, management communication, and advertising. However, strategic communication is also increasingly recognized as a developing subfield within communication. As such, it explores the capacity of all organizations—not only corporations, but also not-for-profit organizations (including advocacy and activist groups) and government—for engaging in purposeful communication.

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Strategic communication can mean either communicating a concept, a process, or data that satisfies a long term strategic goal of an organization by allowing facilitation of advanced planning, or communicating over long distances usually using international telecommunications or dedicated global network assets to coordinate actions and activities of operationally significant commercial, non-commercial and military business or combat and logistic subunits. It can also mean the related function wit

## **Strategic communication - Wikipedia**

4 See the discussion in Chapter Two of Paul, Christopher, Strategic Communication: Origins, Concepts, and Current Debates , Santa Barbara, Calif.: Praeger, 2011 5 An example of the latter is the “strategic communication” plans of the various military services.

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