

Communicating Statehood: Public Relations Strategies in Promoting Palestine (Routledge New Directions in Public Relations & Communication Research)



The book argues that the Palestinian response to the challenge of promoting their cause is to extend their repertoire of public relations communication tactics. It explores the discursive strategies employed by Palestinian communication strategists, across the range of political allegiances, via public relations techniques to advance the cause of statehood. It also explores how the growing number of professional communicators use strategic communication to position key national issues. These tactics have emerged not only as the result of planned strategy but also through improvisation and informal responses to outside pressures. Whether this increasing coherence and confidence arises from the growing availability of professional communication planning expertise, or the decreasing cost barriers associated with digital media, the outcome has been greater international political recognition for Palestine. By illustrating this effectiveness and symbolic coherence in the face of both poor internal mass media structures and political constraints, the Palestinian example may offer insights for other aspiring national movements and for public diplomacy.

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