The impact of public relations and promotional communication on human rights, inequalities and social justice: Interdisciplinary reflections and future directions

Tuesday 25 June, 08:30-18:30
Gardens Point Campus, Room P419, QUT, Brisbane

**Conference Programme**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Coffee, pastries</td>
</tr>
<tr>
<td>09:00</td>
<td>Welcome and Opening Keynote</td>
</tr>
<tr>
<td>10:00</td>
<td>Parallel sessions</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Session 1: Environment and climate</strong></td>
</tr>
</tbody>
</table>
|        | Debashish Munshi and Priya Kurian University of Waikato  
|        | *Fostering an alternative promotional culture: Challenging capitalism and consumerism through climate fiction* |
|        | Belinda Smaill and Kate Fitch Monash University  
|        | *Promoting energy in twentieth century Australia* |
|        | Franziska Weder  
|        | Vienna University of Business and Economics  
|        | *Sustainability as guiding principle of communicative action: The transformative and transformational potential of strategic sustainability communication as niche construction* |
|        | **Session 2: Promotion, gender and diversity** |
|        | E. Ciszek University of Texas at Austin  
|        | *Challenging the binary: Rethinking sex and gender in PR through of queer theory* |
|        | Purity Lisa Osiako Edith Cowan University  
|        | *#IAMBOLD: Social media as a tool for activism – A case study of an influential member of the LGBTQ+ community in Kenya* |
|        | Maryam Folarin University of New South Wales  
<p>|        | <em>Listening in public relations for human rights: Considering cultural integration and safety for more effective healthcare</em> |
| 11:30  | Coffee                           |</p>
<table>
<thead>
<tr>
<th>11:45</th>
<th>Parallel sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 3: Activism and promotion</td>
<td>Session 4: States, Institutions and Promotion</td>
</tr>
</tbody>
</table>
| Alice Ekeroth¹, Ellen Ahlqvist Larsson¹ and Ilkin Mehrabov²  
¹Independent researchers, ²Lund University  
*Using provocative PR and promotional communication to Leverage a vegan activist brand: An exploratory study of Mr. Charlie’s communicative strategies*  
Katharina Wolf¹ and Petra Theunissen²  
¹Curtin University, ²Auckland University of Technology  
*‘My body, My choice’: A critical examination of brandjacking by the Antivax movement*  
Alison Stieven-Taylor  
Monash University  
*SAVE OUR FORESTS: Visualising PR as activism on Instagram*  
Yolandi Botha and Lauren O’Mahoney  
Murdoch University  
*From hostility to co-creation: Exploring the collaborative potential of activism in public relations*  
Aeron Davis  
Victoria University of Wellington  
*Promotion, politics and discourses around the housing crisis in Aotearoa-New Zealand*  
Øyvind Ihlen¹ and Mitchell Hobbs²  
¹University of Oslo, ²University of Sydney  
*Strategic diversion as a rhetorical practice in lobbying and public relations campaigns*  
Rachel Pietracatella, Catherine Archer, and Kay Hearn  
Edith Cowan University  
*The legitimation of state elite power through promotion: How capital foots the public relations bill of elite ethos building and institutional legitimation through industry-funded, state-supported charities, Drinkaware and Gambleaware*  
Anca Anton, Camelia Cmeciu and Eugen Glăvan  
University of Bucharest  
*Shaping narratives: Governmental hashtag hijacking of online activism in the immunization debate* |
<p>| 13:15 | Lunch |</p>
<table>
<thead>
<tr>
<th>14:00</th>
<th>Parallel sessions</th>
<th></th>
<th>Session 6: Responsible practice and pedagogy</th>
</tr>
</thead>
</table>
| **Session 5: Digital Promotion, rights and advocacy** | Laura Ripoll González¹, Olga Kolotouchkina², Warda Belabas¹  
¹Erasmus University, Rotterdam,  
²Complutense University of Madrid  
Towards inclusive Smart Cities: Examining the role of strategic communication in bridging divides | Gabriel Sadi¹, Claudia Labarca² and Alejandro Álvarez Nobelli³  
¹University of Huddersfield,  
²Pontificia Universidad Católica de Chile,  
³Universidad de Málaga  
Are we (even) there yet? The role of communication departments on DEI-related issues in Latin America and the Caribbean |
| Emily Acosta Lewis¹, InHaeng Jung¹, Damien Wilson¹ and Robin Shaw²  
¹Sonoma State University,  
²University of Adelaide  
Communicating change: The impact of AI and communication technology integration on labor and human rights in the wine industry | Jenny Zhengye Hou, Greg Hearn and Kim Johnston  
Queensland University of Technology  
From under-presentation to self-representation: Empowering multicultural participants in public relations research by using co-creative storytelling |
| Catherine Archer¹ and Kate Delmo²  
¹Edith Cowan University,  
²University of Technology, Sydney  
Kidfluencers, trust and PR: An exploration of the impact on the human rights of children as social media influencers within public relations and promotional practice | Anca Anton  
University of Bucharest  
Beyond Buzzwords: A Delphi Study on defining the social value, social impact, and legacy of the PR profession |
| 15:30 Break | | | |
| 15:45 Parallel sessions | | | Session 8: Human rights and promotion |
| **Session 7: Theorising promotion** | Lee Edwards  
London School of Economics and Political Science  
Explaining promotional culture: An institutional logics approach | Øyvind Ihlen  
University of Oslo  
The human rights discourse of the world’s largest corporations |
| Chiara Valentini  
University of Jyväskylä  
Public Relations as an organizing function: An aspirational prospective | Iago Santos Muraro and Katarina Stanojevska-Slabeva  
University of St. Gallen  
Beyond lip service: Building moral legitimacy via human rights communication on social media – An Instagram-based investigation |
| César Jiménez-Martínez  
London School of Economics and Political Science  
Beyond methodological statism: Power and nation promotion in the age of digital nationalism | Elaine Xu  
University of Newcastle  
The roles and implications of promotional communication in framing water as a global human right and global public good |
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:15</td>
<td>Closing panel</td>
</tr>
<tr>
<td>18:00</td>
<td>Drinks reception and dinner</td>
</tr>
</tbody>
</table>