

Introduction

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Welcome to the 2014 edition of the *McMaster Journal of Communication*, a special edition featuring case studies and book reviews by students in the Master of Communications Management program at McMaster University.

The theme of this issue is engagement. All organizations, whether in the private, public, non-for-profit or academic setting, stand to benefit when they establish and nurture a participative culture in which their key stakeholders feel that their needs, interests and perspectives are considered.

The five case studies featured in this issue examine different theories that provide a framework for organizing and integrating the activities and purposes of public relations, such as two-way symmetrical communications, co-creation, and community building. They also provide tangible examples of several outcomes of communications excellence, such as loyalty, commitment, understanding, and acceptance. These outcomes are expressed as employees who are motivated to be brand ambassadors; lessons on how to adapt PR plans for different cultures; corporations and individuals who are inspired to donate; and youth who are driven to complete recovery programs.

The two critical book reviews highlight the importance of several tools, tactics, and models to engage audiences through social media, measure the impact of an organization's efforts, and improve strategic planning by harmonizing internal and external perspectives of an organization to enhance corporate reputation.

We hope you enjoy this special edition of the *MJC* and find value in the ways that its articles address questions of new media, culture, social life, mass communication, and public relations.

We extend a special thanks to the authors for responding to our call and submitting their work. We equally thank Dr. Jessica Langer, Michael Meath, Dr. Laurence Mussio, Dr. Philip Savage, and Dave Scholz for their contribution during the peer review process. We also extend our gratitude to Sandon Hamnett for assistance with editing and proofreading, to Dr. Alex Sevigny for his guidance

throughout this process, and to McMaster University for maintaining this journal.

We hope that you enjoy this special edition of the MJC and find value in the ways that its articles address questions of new media, culture, social life, mass communication, and public relations. We are proud to have played a small role in bringing this new Canadian research to light.

Sincerely,

Phyllis Bennett,
Christine Szustaczek

Co-Editors, MJC 2014