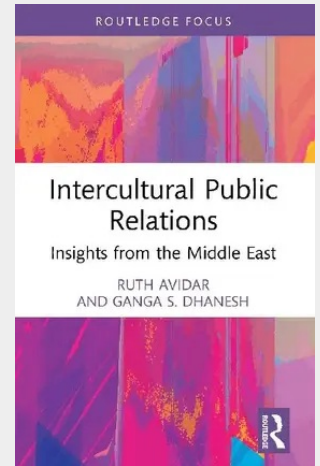


Intercultural Public Relations

Insights from the Middle East

This book examines the intricate relationship between culture and public relations within the Middle Eastern context, adopting an interpretive, inductive approach to explore how various cultural dimensions shape the enactment of key public relations concepts. Using the Global Public Relations Framework (GPRF) as a guiding structure, the book analyzes the influence of political, economic, societal, media, activist, and organizational cultures on public relations in Israel and the United Arab Emirates (UAE). The book first focuses on Israel, investigating how cultural factors influence organizational identity and reputation. The book then shifts to the UAE, exploring how cultural dynamics affect organizational listening and engagement among organizations and publics. By examining the dialectical interaction between local and global cultural factors, the book offers a nuanced understanding of how public relations is practiced in these diverse Middle Eastern contexts. This book provides valuable insights for scholars, practitioners, and students interested in global public relations, intercultural communication, and Middle Eastern studies. It highlights the significance of cultural specificity in shaping public relations strategies and practices, offering a unique contribution to the field's understanding of public relations in non- Western settings.

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