

What Communication Scholars can offer to Comms Practitioners or Who is Missing Out More?

Who we are

- School of integrated communication

<https://cmd.hse.ru/en/incomm>

- BA program — «Advertising and Public relations»
- MA program — «INTEGRATED COMMUNICATIONS»
- 70% of course are taught by practitioners
- General courses – broad mind set
- Constant bridging between education and practical world via internships, joint programs with companies and again practitioners
- **Try to bring together communication science and public relations/ business world**

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Who is missing out?

Communication practitioners are behind in getting to know the communication science

«Of course, many practitioners don't really care how communication works. For example, you could be an effective public speaker without understanding why the audience likes what you say. But when you take a course in communication theory, you lose your amateur status. The reason something happens becomes as important as the fact that it does.» **Griffin**

Two parallel approaches

Instrumental approach

Instrumental + theoretical approach

Education
communication
business world



- dialogue
- creativity
- creation of strategies
- investment into the education process from the practitioners

Communication science
Communication business
World



- more constructed messages by applying theory
- «Communication research has the potential and the duty to focus on research agendas that can help societies and people to “communicate better”» Donsbach
- Research can change/redirect communication strategy
- Understanding your customer via science («we must have behavioral scientists in the company» Paul Holmes)

How to be prepared for the future?

- Get to know communication theory world
- Integrate theory into practice which will optimize your campaigns
- Create joint platforms for communication with scholars