

Multi-National Corporations and International Communication. An Analysis of Arçelik global's Online Presences

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Abstract : Public Relations (PR) has rapidly evolved around the world, just as companies have expanded to reach other parts of the world. With most multinational corporations conducting businesses in more than one country, only a few of these Multinational Corporations (MNC's) are actual public relations firms, many have public relations departments or divisions that conduct public relations practices internationally. Hence international public relations is seen as a fast-growing specialty in the field of Public Relations. Multinational companies have devised strategies to effectively communicate and execute their roles within and between foreign publics and other cultures in which they operate through various means including the internet which is among the major inventions that have enabled corporations to establish their presents while targeting anonymous and diverse publics from varied cultures. International public relations practitioners rely on strategies coupled with internet use to communicate among and with foreign publics. Corporate websites and various social media handles have served as an important channel for public relations activities targeting both internal and international publics. In an incessant expansion of corporations and interactions with the publics from different cultures, it has become eminent to understand the public relation strategies used by MNCs in their international communication. This study therefore seeks to establish the international public relation strategies or models employed by Multinational Corporations specifically Arçelik Global in the management of its subsidiaries and communicating with international public. This study analyses both Arçelik global's (one of the largest multinational companies in Turkey) website and social media accounts to understand the management strategy used with it subsidiary as well as strategies used to communicate with its global and local publics. Other underlying objective of this study are, 1. To examine the dominant international public relations models used by Multinational Corporations (Arçelik global). 2. To understand how Multinational Corporations manage (Arçelik global) its subsidiaries. 3. To understand how Multinational Corporations (Arçelik global) communicate with international or global publics. Research Questions 1. The main global PR strategies employed by multinational corporations (Arçelik global) 2. How subsidiaries of multinational corporations like Arçelik Global are managed. 3. How multinational corporations, like Arçelik worldwide, interact with international publics.

Keywords : multinational corporation, ethnocentric model, polycentric model, international public relations

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