

The Convergence of Communication, Information Technology, and Strategic Communication: Driving Impact in a Connected World

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Abstract : The rapid advancement of communication and information technology has significantly transformed how organisations engage in strategic communication. As the world becomes increasingly interconnected, leveraging the convergence of these fields is essential for driving impact and fostering innovation. This study examines the integration of communication, information technology, and strategic communication, exploring how their synergy enhances message delivery, audience engagement, and organisational effectiveness. Using a mixed-methods approach, the research employs surveys and case studies to investigate the adoption of digital tools and platforms in strategic communication practices across various industries. Quantitative data were analysed to identify trends in technology use, while qualitative insights were drawn from interviews with communication professionals to understand challenges and best practices. The findings reveal that organisations which strategically integrate communication and information technology experience improved message clarity, wider audience reach, and stronger brand positioning. However, the study also highlights barriers such as gaps in technological literacy and ethical concerns regarding data privacy. In conclusion, the convergence of communication, information technology, and strategic communication is pivotal in shaping the future of organisational success. Embracing these advancements enables more effective engagement, adaptability, and resilience in a rapidly evolving digital landscape.

Keywords : communication, information technology, strategic communication, digital transformation

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