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SOCIAL SOFTWARE IN THE NETWORK PUBLIC RELATIONS

New challenges in the corporative communication

Summary

New structures of public communication were created fifteen years ago with the appearance of internet. They update traditional media mechanisms and in the same time question their domination. Spreading of internet has put corporative communication in front of new challenges: in that sense network communication takes joint responsibility for digital reputation, and it has become a factor of creating values. Challenges and possibilities for the communication management on the network have been made; it enables direct and infiltrated relations with different shares/parts. But, network communication has its own rules, new public is different from the classic one not only by virtuality but also by its own rules of attention and styles. Role of a door-keeper is significantly smaller than in classical media. New forms of network communication are made with the emergence of network communication. Those are blogs, subcast, RSS and wiki which can enlarge communicative area of the corporation activity. The first type of network relations with public, digitalized PR, was developed with appearance of web pages. The second type, internet-PR, was created with a possibility of return channel, but both types are monological. The third type, called Cluetrain-PR, was developed in 2005 with the appearance of social software. It is dialogical and its goal is achieving mutual understanding.

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