

## Awards for best master theses in public relations

### EUPRERA Annual Congress 2024 University of Bucharest (11-14 Sept.)

Bucharest, September 13, 2024 – The European Public Relations Education and Research Association (EUPRERA), a body of academic institutions, researchers and senior professionals in the field of strategic communication with more than 500 members from 51 countries has awarded two master students for their excellent theses in strategic communication.

**The Master Thesis Award for Excellence** is an annual prize aimed to celebrate the PR academia and the role performed by European Higher Education Institutions in the evolution of knowledge of this field. The jury, headed by Martina Topić, from Leeds Beckett University in UK, selected the winning theses in two categories:

#### **PRACTICAL IMPACT AWARD**

*Flexible Organizational Structures of the Digitally Mediated Collective Actor.*

*A Case of the Shame Movement in Georgia.*

by **Darejan Tsurtsunia**, Lund University, Sweden

Supervisor: Ilkin Mehrabov



The success of social movements is highly dependent on their sustainability, and in their efforts to produce meaningful change, they inevitably encounter oppressive dominant forces. The winning

dissertation is entitled 'Flexible Organizational Structures of the Digitally Mediated Collective Actor - A Case of the Shame Movement in Georgia' and analyses the stages of transformation a collective actor undergoes, from a reactionary crowd-enabled network to a more traditional social movement and emphasises the role of strategic communicative processes and digital technologies in the constitution of its organisational structures..

### THEORETICAL IMPACT AWARD

*Strategic Communication of Trustworthiness in Autonomous Systems, Machine Learning & AI.*

by **Megan Rollerson**, Lund University, Sweden

Supervisor: Marlène Wiggill



Autonomous systems, machine learning and artificial intelligence are increasingly integrated into our everyday lives at an accelerating pace. The winning dissertation is entitled 'Strategic Communication of Trustworthiness in Autonomous Systems, Machine Learning & AI' and analyses how an organisation can effectively and strategically communicate an autonomous system's trustworthiness before and during a system crisis, failure or rupture and develop a framework for how strategic communication can foster trust in the technology and support a successful organisation-public relationship.