



The Future of Public Relations

AI's Impact on History, Practice, Ethics, and Education

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OVERVIEW & DESCRIPTION FOR AUTHORS

The primary aim of this book is to provide a holistic perspective on the development of artificial intelligence (AI) within the field of public relations (PR). It highlights the necessity for PR practitioners and educators to implement these technologies transparent, honest, and open. Under this scope, one of the key questions the book seeks to answer is how AI is utilized in public relations. The book, which will explore the central theme of AI and PR, will also address the development of AI in the PR industry, its use in education, and ethical.



LIST OF TOPIC AREAS

- Impact of AI in PR industry in historical context.
- Global adaptation and implementations
- Early Developments in AI and Their Influence on PR
- Future Perspectives on AI in PR

- AI in PR campaign creation & management
- Automating routine PR tasks
- AI for sentiment and resource analysis
- Stakeholder management, media relations with AI
- Crisis and competitor analysis with AI
- AI in reputation management & community relations
- Promoting values through AI-driven media planning
- AI tools: text, speech, video, chatbots, and analytics

- Incorporating AI into PR curricula
- AI usage and accuracy in education
- Educators' role in AI integration
- Training resources for AI skills in PR
- AI and PR Curriculum development,

- Addressing bias, discrimination, and plagiarism risks
- Labor and copyright debates in AI
- Mitigating ethical issues in AI
- Trust, reliability, compliance, transparency, accountability, and AI literacy

The Historical Integration of Artificial Intelligence in Public Relations

This section examines the historical development of AI systems and their impact on public relations, focusing on technological advancements and the adaptation of AI in the field. It centers on a single article that traces key milestones and transformative moments in the integration of AI into communication and PR.

Artificial Intelligence Practices for Public Relations

This section explores the development, application, and benefits of AI systems in public relations. It analyzes AI's role in PR campaign design, execution, and evaluation, including research, target analysis, and strategy development. Key topics include streamlining tasks, measuring public sentiment, tailoring communication strategies, predicting and managing crises, and promoting company values.

Artificial Intelligence in PR Education

This section examines the role of AI in PR education, focusing on the awareness, attitudes, and behaviors of educators and students. It explores current AI teaching practices, opportunities for better integration into PR curricula, and the challenges educators face, offering recommendations for improved AI education in PR programs.

Artificial Intelligence and Ethics

This section highlights the responsible use of AI in public relations, focusing on key principles such as transparency, fairness, privacy, accountability, and ethical considerations like beneficence and autonomy.



GUIDELINES FOR AUTHORS

1. Title of manuscript

2. Abstract: Provide a short background and purpose of the research project. (100-200 words)

3. Introduction: Provide background information to the topic, with relevant sources.

4. Theoretical Background: Review and discuss the existing body of work relevant to your topic. Identify key theories, studies, and debates that shape the field.

5. Conceptual Framework / Research: Explain the conceptual framework/research in details.

5. Conclusion: Discuss potential future developments on the topic and suggest a future research agenda.

6. References: use APA referencing style.

7. Appendix: Include any additional materials, tools or examples that may be useful for readers.

Please conform to Routledge styles.

DEADLINES

Abstract Submission: June 30th, 2025 (Abstract: 500 to 750 Words)

Approach and brief contributors: July 15th, 2025

Manuscript submission: October 31st, 2025

Please include your ORCID and a short biography in your abstract.

MAXIMUM NUMBER OF WORDS PER SECTION

(INCLUDING REFERENCES) 7,000

INTERESTED?

Contact & Share Your Abstracts

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