

Prof. Øyvind Ihlen receives the EUPRERA award as Distinguished Public Relations Scholar

The European Public Relations Education and Research Association (EUPRERA) has named **Øyvind Ihlen**, Professor at the University of Oslo, ***Distinguished Public Relations Scholar***.

The lifetime award recognises his outstanding contribution to the development of the European and global body of knowledge in public relations and strategic communication.



He was awarded on September 26, 2025, at Lund University, Sweden, on the occasion of the EUPRERA annual Congress.

Throughout his career, Øyvind Ihlen has combined intellectual rigour with a deep commitment to our scholarly community. His research on rhetoric, framing, political public relations, and sustainability communication has shaped how we understand the role of strategic communication in society, giving us new lenses to explore legitimacy,

power, and responsibility in public life.

Øyvind Ihlen has authored more than 160 publications, including *Public Relations and Social Theory: Key Figures, Concepts and Developments*, the *Handbook of Organizational Rhetoric and Communication*, and the award-winning *Handbook of Communication and Corporate Social Responsibility*.

But Øyvind's influence goes far beyond his impressive publication record. As a former President of EUPRERA, he has worked tirelessly to strengthen our network, fostering collaboration across borders and disciplines. For many years, he has led the EUPRERA PhD Seminar, guiding early-career researchers with generosity and enthusiasm, helping them find both their scholarly voice and a sense of belonging in our field.

With this award, we celebrate not only a prolific and respected scholar but also a leader, mentor, and community builder whose work and spirit have left a lasting mark on European and global public relations research. We are proud to name Øyvind Ihlen as the EUPRERA "Distinguished public relations scholar" of 2025.

See the other recipients of this Award [HERE](#).