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Edited by guest editors Øyvind Ihlen (University of Oslo, Norway) and Winni Johansen (Aarhus University, Denmark), and with the editorial team consisting of Alexander Buhmann (BI Norwegian Business School, Norway), Jesper Falkheimer (Lund University, Sweden), Guro Refsum Sanden (BI Norwegian Business School, Norway), and Chiara Valentini (University of Jyväskylä, Finland), the special issue aims to explore how strategic communication is conceptualized and practiced within the Nordic region, considering the arguably unique aspects of the so-called 'Nordic model' (e.g.,

With a sensitivity for both viewpoints, we invite submissions that explore or criticize the 'Nordic model' and how it relates to the theory and practice of strategic communication, to offer valuable insights for both practitioners and scholars.

In the context of the Nordic model, st egile

Use of media technology and AI for strategic communication influenced by the Nordic setting.

Characteristics of communication professionals and/or their roles in the Nordic countries.

The influence and power of the Nordic communication professionals.

Case studies of successful or unique strategic communication campaigns in the Nordic region, including the use of specific multimodal elements (verbal, visuals, audio, tone, and style e.g., the use of humor and irony).

The special issue is open for interdisciplinary work, as well as a wide range of methodologies and epistemologies.

The selection of papers will reflect the scope of the International Journal of Strategic Communication, which aims to build an interdisciplinary body of knowledge in strategic communication, defined as "all communication that is substantial for the survival and sustained success of an entity. Specifically, strategic communication is the purposeful use of communication by an entity to engage in conversations of strategic significance to its goals. Entity includes all kind of organizations (e.g., corporations, governments, or non-profits), as well as social movements and known individuals in the public sphere. Communication can play a distinctive role for the formulation, revision, presentation, execution, implementation, and operationalization of strategies" (Zerfass et al., 2018, p. 487).

Submitted papers should clearly be linked to existing scholarship in strategic communication and reflect the understanding mentioned above, but can be based on theoretical and methodological approaches from diverse disciplines. Research questions and topics addressed should be valuable for a global readership. While international, comparative, and cross-cultural studies are especially welcome, research with a regional or national focus is suitable if insights or results build understanding of strategic communication in other parts of the world.

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Business School, Oslo, Norway; Kelly Page Werder, Ph.D., Zimmerman School of Advertising and Mass

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