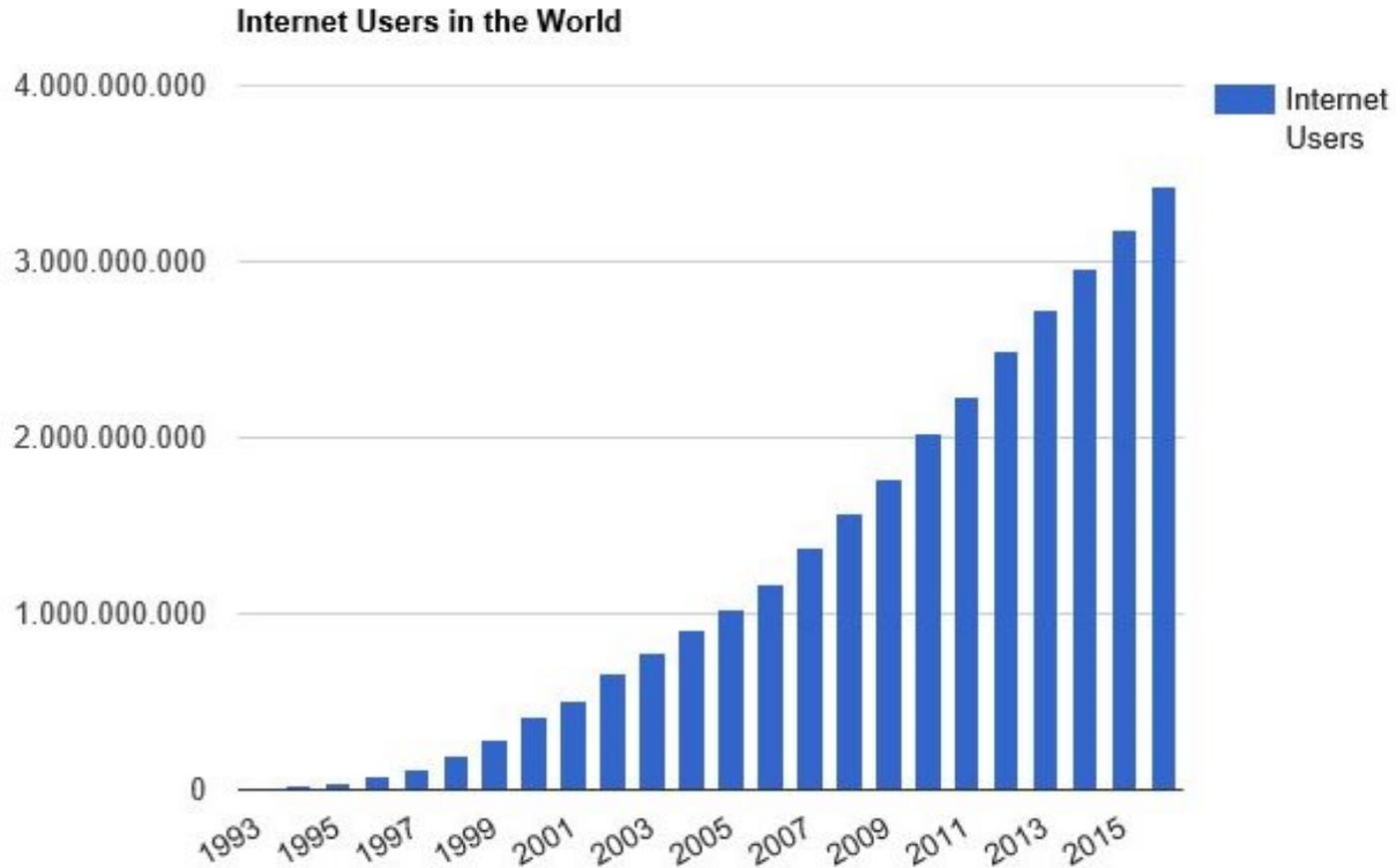


**Hyperglobalization  
and hyperdemocratization:  
Implications for Public Relations**

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# A game changer = the Internet



# What is Hyperglobalization?

→ globality?

- transplanetary relations (human relations transposing borders)
- supraterritoriality - a globalized space in which we share media and channels
  - transworld simultaneity
  - transworld instantaneity

(Scholte, 2008)

**Globalization as globalism  
is irreversible**

# What is Hyperdemocracy?

→ post-truth?

- as the movable type print democratized 16th and 17th century Christianity (Protestantism)
- (the Internet is enabling) democratization of knowledge („Protestant Science“)
- *disenchantment* of scientific (expert) authority

(Fuller, 2011)

# A paradox of *disenchantment*

- we are completely dependent on expert systems
- *yet, experts of all kinds are less and less trusted*

⇒ large organizations like governments, MNCs, IGOs, INGOs as the major carriers of modern rationality and expertise are finding themselves in a new situation

# Implications for practice

# ⇒ 1: politics is alive and well

- our society is transplanetary and suprateritorial, yet politics is national
- nations matter, it is denial that causes nationalism

The reports on the death of history  
have been largely exaggerated.

Paraphrasing Mark Twain

## ⇒ 2: duality of publics

- publics are general **AND** situational
- we must learn how to use OPR and rhetorical (and social representations) theory consecutively and simultaneously

# Duality principle

*"It seems as though we must use sometimes the one theory and sometimes the other, while at times we may use either. We are faced with a new kind of difficulty. We have two contradictory pictures of reality; separately neither of them fully explains the phenomena of light, but together they do."*

Albert Einstein

# ⇒ 3: mediatization of everything

- today, more than ever, power is media-generated
- access, control and diffusion of media are rising
- reconfiguration of media reconfigures power
- a new golden age for media relations

# Where do we go from here?

1. We must positively politicize public relations
2. We must recognize public relations' dual nature
3. We must rethink media and media relations