

Editor's Note

Present and Future of Advertising and Public Relations as Strategic Communication

Byoung Hee Kim

Department of Advertising and Public Relations, Seowon University, Cheongju, South Korea

Advertising and public relations (PR) in Asia reflect on the growing professionalism in the practice of advertising and PR in the world's fastest expanding economy. It has a strategically and tactically drawn roadmap for all kinds of entities, both for-profit and not-for-profit, on how to establish and maintain effective relationships with their numerous stakeholders. Particularly insightful are the success stories of advertising and public relations in action within the Asian region. Strategic communication in Asia is primarily driven by multinational corporations promoting their products to consumers through marketing, advertising, PR, events, and media relations.

The first study in this issue by Wonjun Chung and Taejun (David) Lee demonstrated that corporate social responsibility is strategic crisis communication in an economic crisis among financial service organizations. This study investigated how U.S. financial services organizations (FSOs) changed the way they strategically used corporate social responsibility (CSR) messages as crisis management strategies in their advertising during and

after the economic crisis of 2007-2008. The second study by Jay (Hyunjae) Yu and Kyoo-Hoon Han demonstrated the usage and credibility of information sources for cancer prevention between American and South Korean women. Results revealed significant differences between South Korean and American women not only in popular and major information sources for women's cancers, but also in the levels of credibility that the respondents placed on each information source. The third study by Najin Jun demonstrated that internet and social media focused on integrated consequences for political discussion for Korean college students. This exploratory study with a small, non-representational sample attempts to explain the possible interplay between the traditional internet and social media and their combined influence on young voters' daily life, face-to-face political discussion. The fourth study by Koo Seunghwe demonstrated the company branding based on the type of convergence technology and the consortium of firms. This study performed a practical analysis for domestic firms to analyze the situation that convergence technology contributes to the company branding the most effective. The fifth study by Chiung Hwang Chen and Ethan Yorgason demonstrated the redefining Asian masculinity in the age of global media. This article examines American/transnational perceptions of Asian manhood through Asian popular culture. Specifically, it asks whether Korean dramas, with their emphasis on powerfully attractive male stars, is changing long-standing stereotypes of Asian men's relatively weak masculinity.

Also, two book reviews and one travel essay are included in this issue. Jongmin Park's book review titled "Unearthing strategic fantasy themes in human communication through Bormann, Cragan, and Shields' symbolic convergence theory." discussed symbolic convergence theory (SCT). Se-Hoon Jeong's

book review discussed social media strategy on the marketing and advertising in the consumer revolution. Young-eum Lee's Travel essay titled "Dokdo and My Corny Patriotism" reported her experience to visit the Dokdo island on a Naval vessel that was made possible by the Korean Society for Journalism and Communication Studies(KSJCS).

This issue is a special issue on strategic communication that focuses on Asian advertising and PR phenomenon. We will be able to predict in what direction the strategic communications of our time will flow in the five papers and two book reviews published in this issue. In the era of the Fourth Industrial Revolution, the paradigm of marketing communication is evolving into 'fusion of high-tech and high-touch marketing' (Market 4.0). A hyper-connected intelligence society is approaching based on digital technology. Artificial Intelligence, Block Chain, and Creativity have emerged as essential keywords to open the future society. In this context, the issues of strategic communication presented in this special issue are expected to present practical points of merit in theoretical and practical contexts.

Submission:	September 22, 2018
Review:	September 25, 2018
Decision of publication:	September 25, 2018