عنوان فارسی مقاله:
تعداد فرهنگی در ارتباط‌های مردم آسیا: تأثیر فرهنگ بر روابط عمومی در شهر سنگاپور

عنوان انگلیسی مقاله:
Asian multiculturalism in communication: Impact of culture in the practice of public relations in Singapore

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک فایل.
6. Conclusion

This study examines how multiculturalism is operationalized in a multicultural city in Asia, i.e. Singapore, and to uncover how cultural values are reflected in communication practice. It is critical for PR practitioners operating in today’s multicultural environments to understand how organizations should manage diversity with internal and external stakeholders. This is because the issues facing multicultural publics can have an impact on an organization’s business and its reputation. If practitioners are not cultural competent, their solutions to communicate problems will not be creative or effective. When managing stakeholders, the ability to recognize and be acquainted with audiences with multicultural minds or who belong to multicultural groups, i.e. race, ethnicity, religion all at the same time, will equip practitioners to better identify other dimensions of diversity, which has become a very significant part of PR practice if organizations hope to succeed in the globalizing era of multiculturalism.