

Public relations: Concepts and practice (Grid series in advertising and journalism)

Relações públicas: políticas ou na política? Um contributo para o estudo das RP no setor da política

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Relações públicas: políticas ou na política? Um contributo para o estudo das RP no setor da política

*Public Relations: political or in politics?
A contribution to the study of PR in the political sector*

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Resumos

Português English
Apesar de a prática das relações públicas na política ser tão antiga quanto a própria política, enquanto campo de estudo é relativamente recente e ainda procura a sua institucionalização. As suas idiossincrasias dão-lhe contornos específicos, convergindo o conhecimento das relações públicas com o da ciência política e o da chamada *political communication*, mas tal não pode ser confundido com a natureza política inerente à própria atividade de relações públicas. Este artigo tem como objetivo contribuir para o debate em torno da compreensão e do esclarecimento do conceito de relações públicas na política enquanto atividade de comunicação estratégica inerente às organizações da vida política, fazendo a distinção teórica entre o que é a natureza política das relações públicas e aquilo que é a sua prática no setor da política.

Despite the practice of public relations in politics been as old as politics itself, it is a relatively new field of study and in search of its institutionalization. Its owns idiosyncrasies gives it distinct, converging the knowledge of public relations with the one from political science and political communication, but it cannot be confused with the *political nature* of the public relations activity. This article aims to further debate in terms of the understanding and clarification of the concept of public relations in politics an activity of strategic communications in the different organizations of political life, making a theoretical distinction

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