

**Corridors and Time Lapses: Corporate Communication, the
Building of Reality and Comm Tech**

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Luís Miguel Paulino Poupinha 2006
for Stuttgart

Weblogs definition

- Place in the the internet where someone leaves a trace of what is going on in his mind and wants to tell the others, with a high degree of involmment by the author and also a high degree of Nowness (the characteristic of things which are done almost at the same speed as they are created);
- A cry
- A demonstration of existence;
- A lihaison appeal;
- A demonstration of will to communicate and influence;
- An appeal and an attempt to participate;
- An expressive place

an EXTROVERTED INNER
WORLD AFTER BEING FEEDED WITH
LIFE WHICH IS WHAT PEOPLE THINK IT IS WHAT ON
GOING ON AROUND THEM

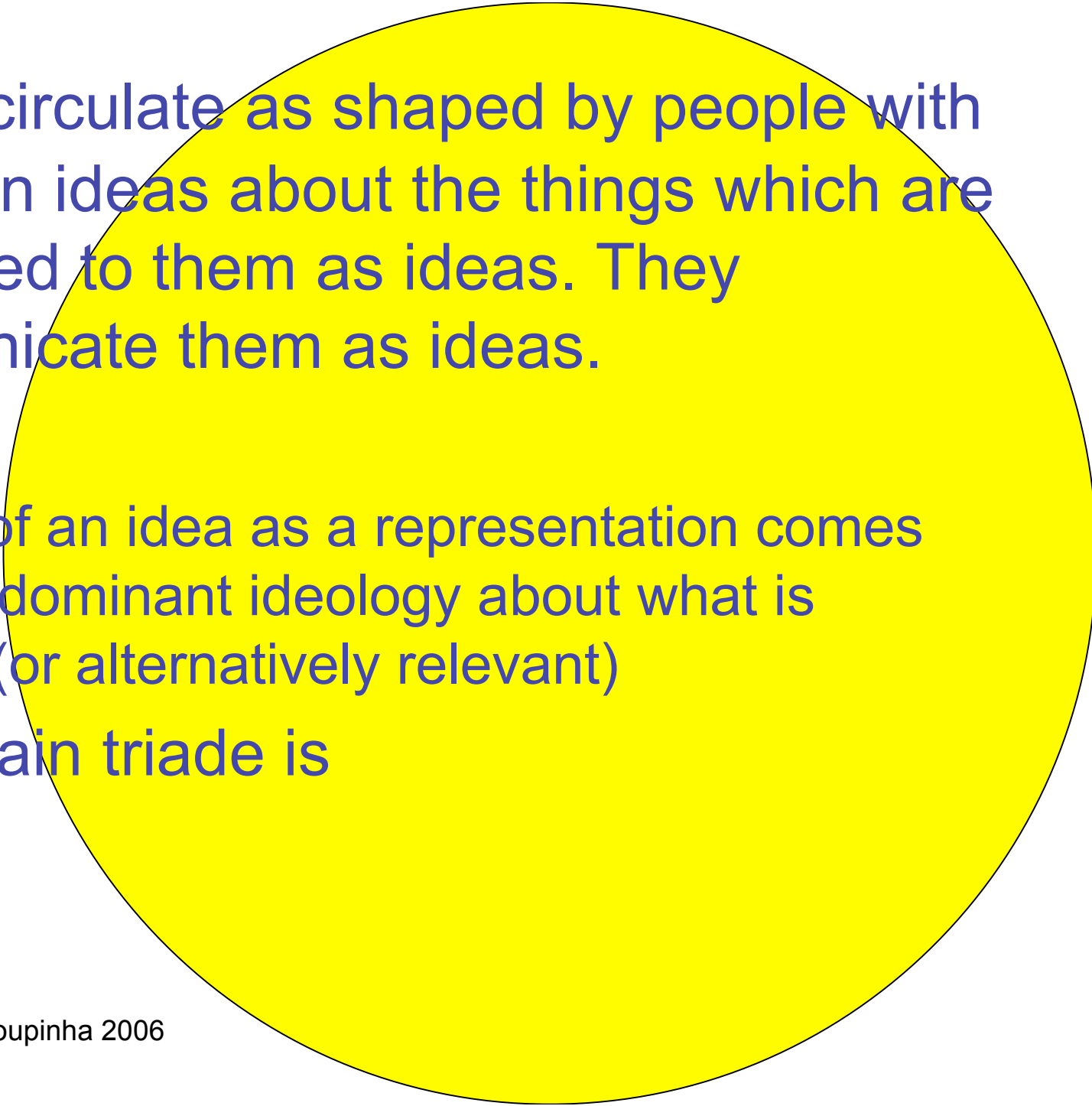
Weblogs

Are an expression of mental corridors (and reality is what it is in people's mind, getting in by several ways)

Are a compromise (past ideas and positions about an issue are registered)

Are a labyrinth made of **IDEAS,**
words, images crossing
several levels of reality building

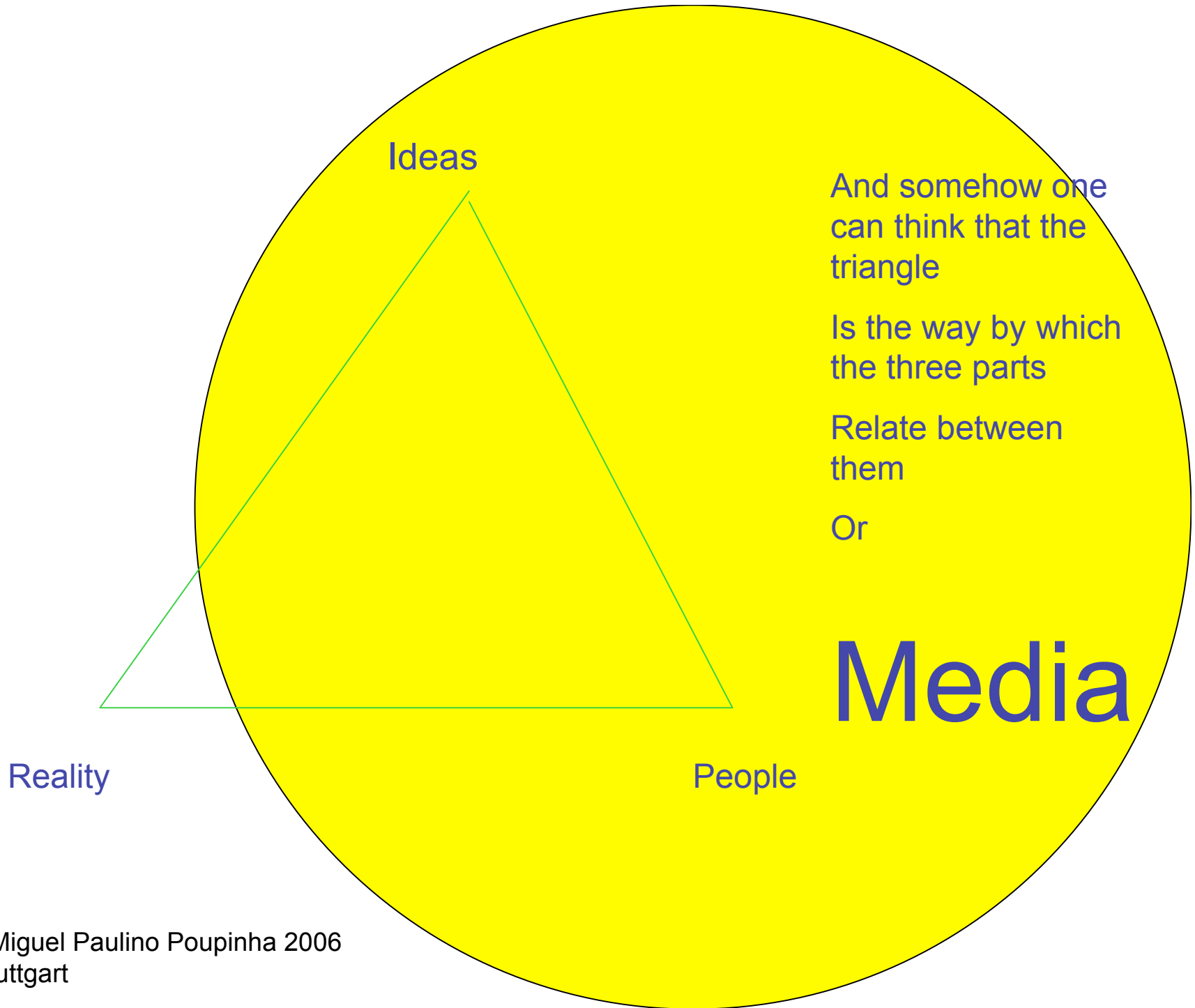
And another way of maintaining the viral way of life of ideas (ideas and their epidemiology) and reality



IDEAS circulate as shaped by people with their own ideas about the things which are presented to them as ideas. They communicate them as ideas.

The value of an idea as a representation comes from the dominant ideology about what is relevant (or alternatively relevant)

So, the main triade is



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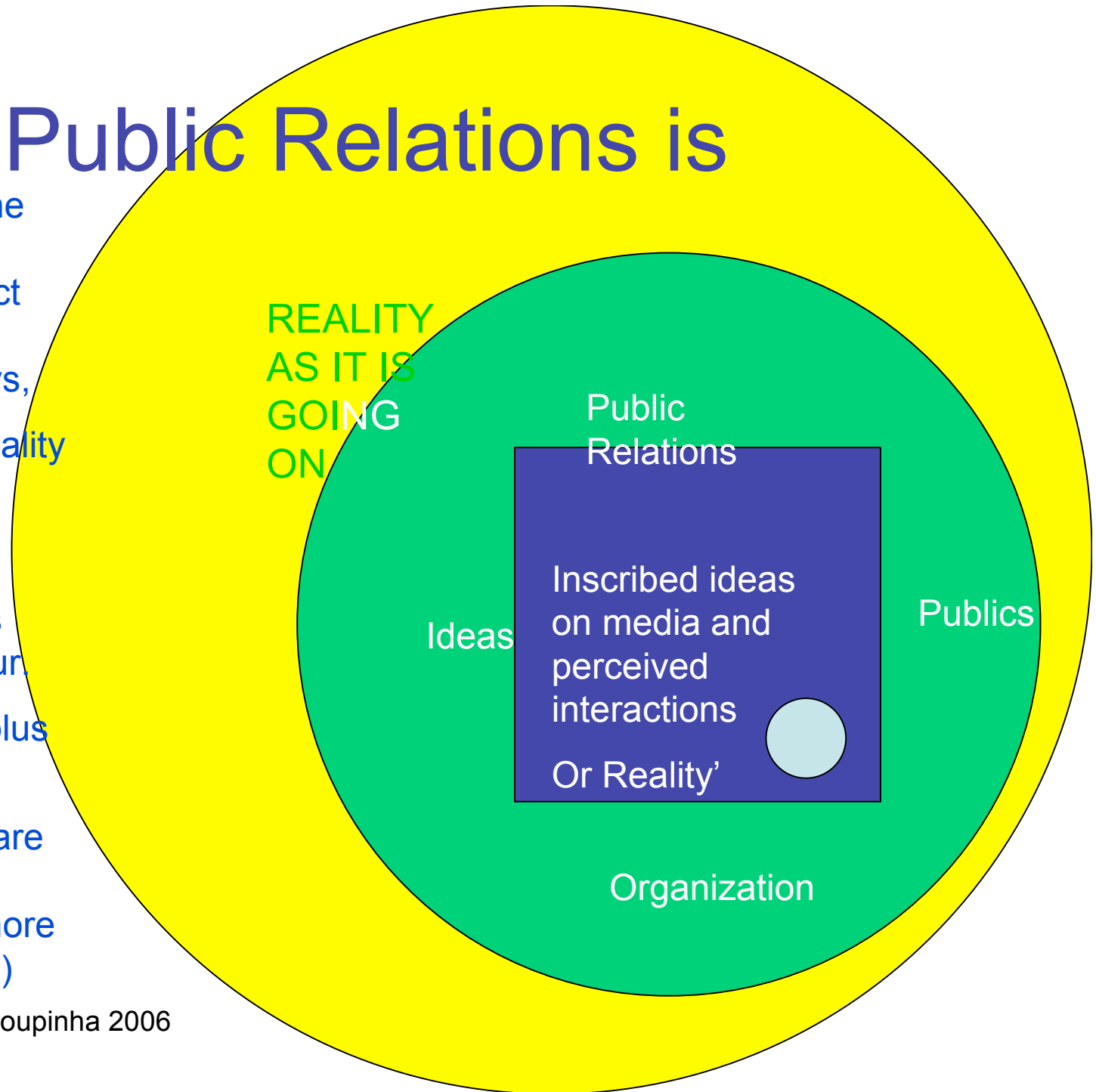
Public Relations is

Public Relations is the way by which Organizations interact with their publics by controlled or not ways,

Having a sense of reality by means of oral or inscribed media, depending from perceptions of things and People behaviour

It is Grunig triangle plus

The former triangle (which means a square or, in another way of saying it, a shared more or less public sphere)



Public Relations activity means

- A mental corridor of the pro's;
- Having situational crossing points with the mental corridors of colleagues or interlocutors (i.e. the publics of the pro)
- Having somehow a kind of established language about what things are, shared with other people (different language inside the community, adopted to others in a lesser degree than, for instance, Medicine)

A mental corridor means

A flow of elements, transcribed in
Sensations, imagens, words, people
Situations, issues, organized in
a sequence related to the
development on how each one
defines one's identitary life
Movement in three dimensions of
time: the Was, the Is, the Will Be

In Public Relation there is...

The personal mental corridor of the pro;
The personal mental corridor of each pro;
The cross-over (and contact points/entries)
of each pro when contacting with their
working partners (colleagues, journalists,
other kind of public)

So, PR is...

- An attempt of someone to get, in a positive way, into the mental corridor of someone in the public and

To get inside the shared contact point of a collective network, which means broadened, negotiated or in another way (when there is lack of knowledge or too much consensus) narrow corridors in a certain moment

And, for that, weblogs for PR are...

Vestiges of the thematic corridors that people and groups share

Clues for the value of something (company, product, issue) in the corridor of someone in a certain moment

A chance to cross personal or shared corridors (mutual knowledge)

A way to interfere in other people's reality corridor

In several aesthetical and expressive ways

Allowing to work in a more accurate way in the Panoramicom

Getting out of the self-centered of seeing life;

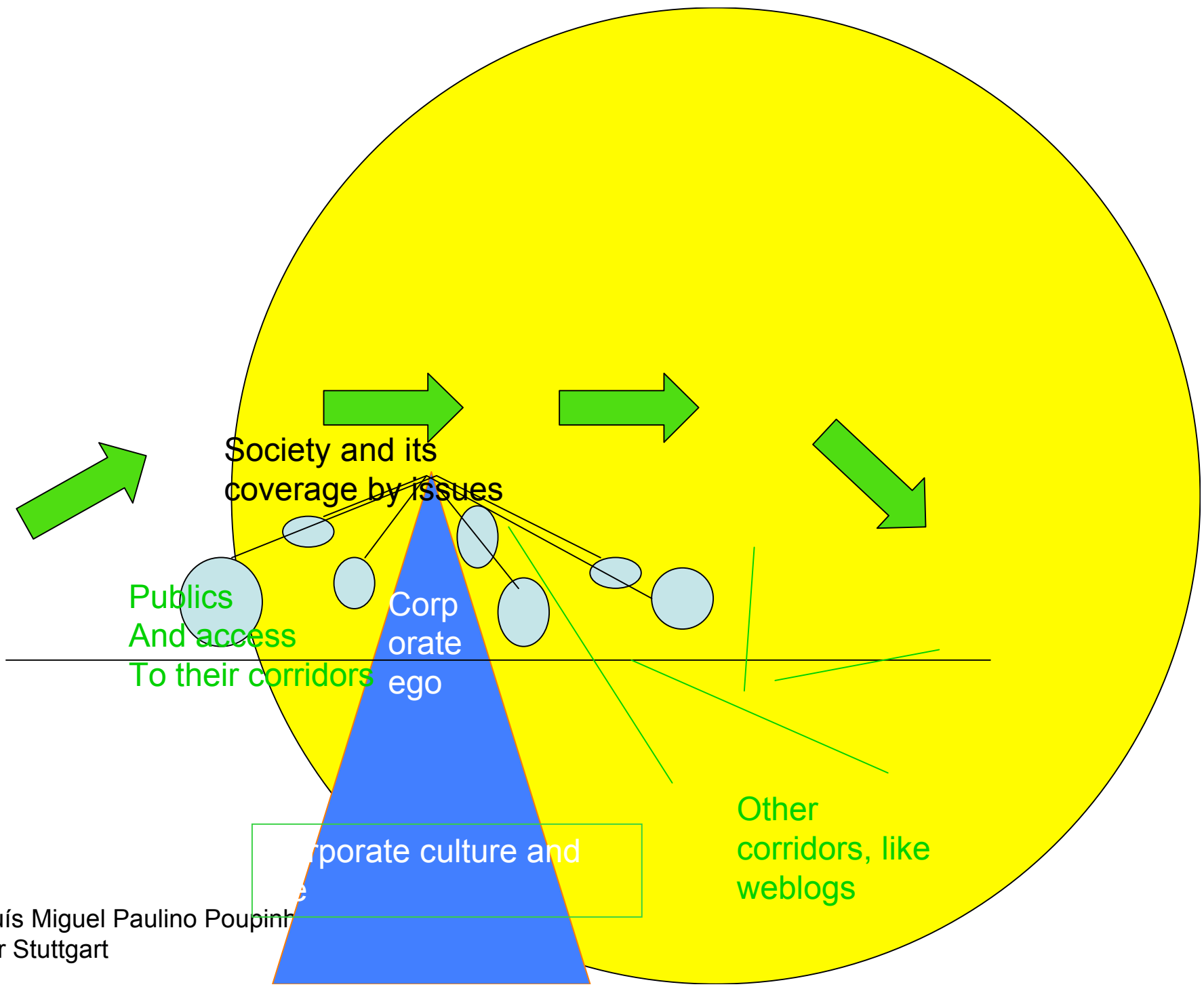
Tracking what is going around;

Allowing to identify and understand what is going around in less official ways;

And

because it supplies another way of balancing power in society (spreading the watchdog role in society) but also creating

The possibility of abusing of that possibility.



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Addi(c)tion

So

If you add

weblogs to

reports

media analysis

watching media (several media)

and working (through media)

And the urban advertising panorama

You have the natural environment which supplies people with reality to their life corridors.

If you have...

- The Behind part of the corridor
- The immediate part
- The prospective part (or as it seems to you)
- And the events (even if just possible) you associate with those parts

You have **TIME**, related to a sequence of issues which fulfill it or, like gas, which says it is there.

If you get out of that sequence of
events

To the beach

To countryside

To a Congress

To somewhere where there is no such thing as the
main flow of events generating events (or
information generating information)

You will have what Alfred North Whitehead calls a

TIME LAPSE (also a piece from Michael
Nyman)



Or at least

A lapse on the main flow of events,
connected to each other, in what we call
The general order of things

So...

Weblogs are, for PR/StratCom...

- Ways of getting connections between several dimensions of reality (several corridors) and to have a multiple synchronization of decisions and knowledge (or at least what can be accorded as knowledge)



That is all

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