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CONTEXTUALISING THE ADOPTION OF MODERN DIGITAL MEDIA FOR PUBLIC RELATION PRACTICES

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Abstract

Digital media is seen as a powerful business communication tools rapidly evolving and everyone needs to adapt to these changes brought about by the internet so that they will not be left behind. The paper borrows from the diffusion of innovation theory (DIT) and technology acceptance model (TAM) constructs, along with concepts of trust, digital media and social support to build up an interdisciplinary model. Paradoxically, the increase in the availability of new digital media technologies makes public relations practitioners' duties more complicated. Therefore, this paper explores how the presence and abundance of modern new digital influences the practices of public relations.

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Adoption, Digital Media, Implications, Public Relation Practice

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Business communication, Innovation theory, DIT, TAM

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