

An internal communication knowledge framework

This matrix illustrates the framework published in:

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Knowledge cluster categories

Internal communication knowledge components

Specialist knowledge areas*

Fundamental specialist knowledge

1. Employment relations Employee engagement* Trust* Internal stakeholders

Strategic communication management

- 2. Leadership**
- Leadership communication*
 - Change communication

- 3. Management**
- Communication management
 - Interaction with Human Resources *and Marketing
 - Relationship management

- 4. Strategy**
- Internal communication strategy and objectives
 - Internal communication message strategies
 - Internal communication campaigns

Underpinning theory and research

- 5. Communication science**
- Business psychology
 - Persuasion theory
 - Organisational behaviour
 - Employee internal communication needs*
 - Internal communication effects*
 - Informal communication in organisations*

- 6. Concepts and theory**
- Internal communication theory*
 - The concept of internal communication*
 - Communication ethics

- 7. Research and evaluation**
- Internal communication evaluation
 - Internal communication audits
 - Internal communication research

Context and tactical considerations

- 8. Organisational culture and context**
- Organisational culture
 - Organisational context*

- 9. Issues and crisis communication**
- Internal crisis communication
 - Internal issues communication

- 10. Emergent communication methods**
- Internal communication methods: social media