

LATIN AMERICAN PERSPECTIVES ON THE ROLE OF PROFESSIONALS IN THE ORGANIZATIONAL COMMUNICATION AND PUBLIC RELATIONS.

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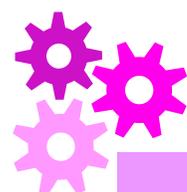
RESEARCH

The article presents the evidence of the consolidation of the profession in Latin America and proposes a review of empirical research published on scientific basis, on the role of the professional of organizational communication and public relations in the region.



OBJECTIVE

The different traditions present in the region and the debate that has taken place on the name of the professional field are highlighted, in which the denominations of organizational communication and public relations prevail.



TOOLS

The consolidation process of the profession in Brazil is analyzed, achieved by the market and academia impulse, as well as by the early institutionalization of the profession.



RESULTS

As a result of the review, we propose a classification of the lines of thought on the profession that have been disseminated most in scientific publications and, for each one, the main researchers and the most recorded empirical research.



3 CURRENTS OF THOUGHT

Research the political and social function of the profession with studies on the contribution of the profession to development and social change.

Research framed in a strategic perspective of the profession

Empirical studies that conclude on the influence of the social environment in the exercise of the profession in Latin America.