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**Strategic Communication:
Views on how practioners enact discursive strategies.**

Strategic communication, as a field of study in in professional and public spheres has been tagged as being a misunderstood, ambiguous, contested or neglected area of professional communication (Holtzhausen and Zerfass, 2015). Despite efforts to better define and give focus to its applications in a variety of professional contexts through conferences, academic journals such as *The International Journal of Strategic Communication*, online courses and monograph textbooks, each initiative appears to add to or create even further nuanced interpretations which avoid an overall unifying perspective. This study does not assume there is one exclusive top-down catagorisation of strategic communication, but wants to explore strategic communication as being sector and task specific to each practitioner, while at the same time sharing lexico-grammatical and interdiscursive strategies across disciplines. This study addresses practitioners in a variety of professional contexts to see if, how and which discursive strategies such as lexico-grammatical choices, thought to be integral to their notions of strategic communication, are realized through their discursive choices.

The data for analysis will include a corpus compiled from published Web documentation (Web-sites, press-releases, newsletters et al.) Along with pre- and post-study interviews with practioners regarding their communicative practices . Practitioners include two health care communication administrators, an airport public information officer, a pharmaceutical project management director and a multinational corporation's financial governance officer. Using frameworks taken from critical genre analysis (Bhatia, 2008) and computer assisted discourse analysis (Partington, 2010), I will examine generic, lexico-grammatical and interdiscursive practices which strategically enact mediation of these institutions with their public.

Areas of investigation intend to include, where relevant: 'framing', 'image repair' ' crisis communication', 'messaging frameworks' ' strategic health communication' and 'relationship cultivation strategies' (Holtzhausen and Zerfass, 2015)

Conclusions from this bottom-up approach hope to provide insights into how practitioners view their role and performance in producing strategic content and reveal shared patterns and discursive choices found in their strategic public communications. The resulting linguistic analysis hopes to provide participating practitioners with views which confirm or inform their production of strategic content while furnishing insights into intertextual and interdiscursive elements which reveal shared usage between practitioners across disciplines. Lastly, this study hopes to and contribute to a more grounded contribution into further defining strategic communication.

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