Constructive advocacy:

A strategy of hope in activist strategic communication

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*Abstract*

This study contributes to the new body of literature on public interest communication, opening up theoretical and methodological arenas in understanding how activists plan and execute strategic communication. To date, public relations research has not examined positive information and solutions-based strategies and tactics. This research presents the con­­cept of constructive advocacy, inspired by constructive journalism, as a theoretically and empirically fruitful area for public interest communication.

*Keywords*: public information communication, activism, advocacy, public relations, solutions-based, constructive advocacy