

PRESENTATION

This is the fourth monographic issue of «Comunicazioni sociali» edited by Professor Edoardo Teodoro Brioschi.

The first, devoted to the theme Advertising Research: What Future?, was published in 1986; the second, Business Communication in the Nineties, in 1990, and the third, on The Effectiveness of Advertising Communication: Problems and Experiences in an International Context, in 1996.

This new monographic issue, titled Total Business Communication in the International Context, is issued at a significant time.

- *forty years have passed since Professor Mario Apollonio, founder and first director of the Advanced School of Social Communications, appointed Professor Brioschi to work with him to develop the Advertising Section of the School, soon after its foundation. Professor Brioschi eventually headed the Advertising Section for nearly twenty years;*
- *early in April this year the American Academy of Advertising presented Professor Brioschi with the Charles H. Sandage Award for Teaching Excellence. This important prize, named after an American pioneer of advertising education, was assigned for the first time to a non-American scholar following the substantial contributions made by Brioschi on the international level.*

It is precisely the international context, as we have seen, to which the monographic number in question is devoted, logically following on from the earlier number that dealt with Business Communication in the Nineties, which sought to depict the fundamental issues that would distinguish business communication – total business communication – in that decade.

A confirmation of this is found in Professor Brioschi's introduction, which makes direct reference to the profiles and problems of business communication at the start of this new century. Therefore the reader is referred to the introduction in question for some idea of the scope of this monographic issue, which covers a wide and complex range of interrelated topics and questions.

First of all the issue of theory. The advance that has led from the concept of advertising and its related approaches to total business communication – in the Anglo-Saxon world the term used is Integrated Marketing Communication (IMC), but the concept as well as the terminology now sees a shift towards Totally Integrated Communication – has been long, complex and is still evolving.

This is recalled firstly by the fundamental contribution by Don E. Schultz, the authoritative protagonist of this development, as appears clearly from the contributions

dealing with the various market areas (from Latin America to Australia, the Middle East and China) and in particular from the discerning essay by Charles H. Patti.

A further profile of analysis in this monographic issue is strategic in character: namely the business strategy adopted by firms that deploy communication and those that offer consultancy services in this sector.

While the exploration of the global-local alternative and the combination (glocal) into which it is resolved, or often tends to be resolved, appears of fundamental importance, no less significant – to pass from the business user to firms that offer consultancy services – is the fact of the concentration under way on the international level precisely among the latter and the prospects this concentration heralds.

Closely bound up with issues of strategy and their most appropriate solutions appears the world of research: research planned on the international level and not merely the extension to a number of different countries of approaches and methods of research developed locally. This kind of research – as shown by the incisive contribution by Gordon E. Miracle – calls for further study (of cultural issues, for instance) as well as the development of its own specific methods and instruments.

Finally, the present monographic number covers aspects of the management of communication: from the identification of a worldwide consumer as the recipient of communication to the questions bound up with ways of planning the communication media on the international level.

As can be seen, this issue is rich and articulated in scope, and introduces us to an international vision of business communication, to problems already dealt with in this sphere and the manifold issues still awaiting treatment.

This is, moreover, the spirit in which this issue has been planned and the primary objective which it intended to attain.

To this objective, however, the editor has subjoined two other aims:

- to make this monographic number both an occasion and an instrument to foster international debate over business communication and its prospects;*
- to offer a further contribution of study and analysis to students in the Course of International Communication that Professor Brioschi organized and instituted last year in this university.*

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