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An internal communication knowledge framework

This matrix illustrates the framework published in:

Welch, M. (2013) Mastering internal communication: Knowledge foundations and postgraduate education. *Public Relations Review*. DOI: <http://dx.doi.org/10.1016/j.pubrev.2013.04.003>.
Dr Mary Welch (2014), Lancashire Business School, University of Central Lancashire, Preston, UK.

Knowledge cluster categories

Internal communication knowledge components

Specialist knowledge areas*

<i>Fundamental specialist knowledge</i>	1. Employment relations Employee engagement* Trust* Internal stakeholders		
<i>Strategic communication management</i>	2. Leadership - Leadership communication* - Change communication	3. Management - Communication management - Interaction with Human Resources *and Marketing - Relationship management - Reputation management	4. Strategy - Internal communication strategy and objectives - Internal communication message strategies - Internal communication campaigns
<i>Underpinning theory and research</i>	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
<i>Context and tactical considerations</i>	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