

# Northumbria Research Link

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KEY QUESTION: how can professionalism ensure sustainability of communications practice?

PROJECT = work in progress

- Digital disruption and globalisation are transforming the nature of work.
- Collective agility helps negotiate resulting tensions and improvisation paradoxes.
- People need to thrive within this plurality.

- We recognise **need for fresh ways** to explore role of professionalism to ensure sustainability of communication practice.

- **WE NEED HELP TO**....assemble a rhizomatic typology of knowledge and professional development in spirit of the bricoleur/bricoleuse.

- We're interested in interdisciplinary scholarship, reflective practice and action learning.
- We'd like to be part of a community of meta-modernist scholars/practitioners.
- We spy an **ecosophy** of PR – that shares:

ethical struggle

betwixt & between

meta-modernist  
and  
ecological lens

mandorla

liquid  
modernity

- Requirement for greater flexibility and adaptability in practice.
- Future professional-type occupations have less clearly defined boundaries.
- Contours within communication fields blurring and entwining.

Sensibilities of a  
**WISE SOCIETY:**

1. growth
2. goodness
3. sustainability
4. well-being
5. humility

How do we feel?????



becoming professional

reflective

liminal