

Preface

Public relations refer to a series of public activities for an organization to improve the relationship with the public, promote the public's understanding and support of the organization, and achieve the purpose of establishing a good organizational image and promoting commodity sales. Its original intention is that social organizations, collectives or individuals must establish good relations with various internal and external publics around them. However, there are some global problems facing public relations, which could in some way be solved through international communication and dialogue to form a consensus and formulate international standards.

In order to bring in the latest progress in theory, technology and application in the fields of Public Relations and Social Sciences at home and abroad in recent years, and show the latest achievements, 2023 3rd International Conference on Public Relations and Social Sciences (ICPRSS 2023) was held in Xi'an, China from September 15th to 17th, 2023 via virtual form. It was attended by about 80 participants from different countries and regions.

The Conference presented an outstanding program of papers covering the most recent advances in public relations and social sciences, including Public Relations Psychology, Crisis Public Relations, Business Communication, Integrated Marketing Communication, etc. The papers in this Proceedings published by SHS Web of Conferences represent a collection of the invited speeches and other contributions.

At this meeting we had a comprehensive overview of this fascinating field and of future scenarios thanks to the participation of distinguished delegates around the globe. Assoc. Prof. Padma Priya Pillai from Sunway University, Malaysia performed a keynote speech and shared with us her own research experience and professional view with the report Impact of Lecturer's Personal and Impersonal Facebook Account Access on Student-Lecturer Communication Satisfaction. Her study aimed to examine student-lecturer communication satisfaction in personal and impersonal lecturers' Facebook accounts and define the difference between the pre-test and post-test of Student-lecturer Communication Satisfaction (SCS) in personal and impersonal lecturers' Facebook accounts. This study also examined the hypotheses regarding differences in student-lecturer communication satisfaction with feedback on personal versus impersonal Facebook accounts. By clarifying the association of lecturers' self-disclosure on Facebook with students-lecturers' communication satisfaction, this research contributes to the growing body of knowledge on using Facebook in instruction.

We would like to thank all the participants, especially those who contributed speeches, posters and manuscripts, for making ICPRSS 2023 such an exciting and memorable conference. We thank the Technical Program Committee for putting together so outstanding a program. Finally, we acknowledge the members of SHS Web of Conferences for their tireless efforts in the preparation of this volume, and all our colleagues whose friendly and efficient service contributed much to the success of the Conference.

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