

EDITOR'S INTRODUCTION

Welcome to Volume 13 Issue 4 of *Public Relations Journal*. We continue to wish everyone strength and solidarity during these final months of 2020. We are looking forward to the end of 2020 and moving into the 76th year of the journal.

In *Fake News in the Business World: The Main Types and the Implications of the 2016 U.S. Presidential Election*, Xiaomeng Lan and Leping You identify the themes surrounding companies targeted by “fake news” before, during, and after the 2016 election.

The second article, *Roles and Functions of Public Relations Practitioners in the Resolution of Conflicts in the U.S. and Turkey*, compares the negotiation techniques that practitioners use in conflict resolution in the contexts of these different countries. Tugce Ertem-Eray and Eyun-Jung Ki emphasize the need for more understanding of cross-cultural differences.

In the third article, *Examining the Effects of Symmetrical Internal Communication and Employee Engagement on Organizational Change Outcomes*, Linjuan Rita Men, Marlene Neill, and Cen April Yue analyze internal communication during organizational change and its impact on employee engagement.

I would like to extend my deepest thanks to the following reviewers for their service on this issue:

Bruce Berger, Ph.D., University of Alabama

Michele Ewing, APR, Kent State University

Amiso George, Ph.D., Texas Christian University

Tina McCorkindale, Ph.D., APR, Institute for Public Relations

Ken Plowman, Ph.D., Brigham Young University

Sean Williams, APR, Bowling Green State University

Thank you for reading and your support for the *Public Relations Journal*.

Hilary Fussell Sisco, Ph.D., APR

Editor-in-Chief