

**TÍTULO DA TESE EM INGLÊS: The Public Relations Consultant in Portugal: scenarios and trends.**

The theme of the dissertation is "The Public Relations Consultancy in Portugal: scenarios and trends". It is intended to do a portrait of the public relations function in Portugal, highlighting its trends, taking into account the network society and the prevailing globalization. It is analyzed the nature of the profession, as well as the professional's own role and importance of communication in establishing relations between the organization and the different audiences (internal and external).

The question of departure which we consider most suitable for this research is "what are the main trends of public relations in Portugal?" This research aims to: understand the growing importance of the profession in contemporary democratic societies; demonstrate the core values, training and competencies necessary for the profession of public relations; highlight the importance of associations in the sector and to identify the main trends in terms of services provided.

The selected technique methodology to achieve these ends is the bibliographical research where we include international studies analysis and the semi-structured interview to professionals who exercise their function in the area. To this end, we analyze the ranking of specialized in communication newspaper (Briefing), analyzing the main communication consultancies in the Portuguese market and on the export market.

**Palavras Chave:** Public Relations; trends; *publics*, associations; *online*; international studies.