



# Propaganda - Die Kunst Der Public Relations (German Edition)

*Yana Veleva*

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Bachelorarbeit aus dem Jahr 2009 im Fachbereich Soziologie - Medien, Kunst, Musik, Note: 3.0, Universität Konstanz, Sprache: Deutsch, Abstract: Wir leben in einer Epoche, die durch Massenkommunikation zweifellos fundamental gekennzeichnet wird. Die Industriegesellschaften mit ihrer technologischen Innovationen, Urbanisierung und soziokulturellen Differenzierung sind ohne die Existenz der Massenmedien nicht denkbar. Nur durch Kommunikation kommt jede Art von Gesellschaft zu gesellschaftskonstruierten Normen, Werten, Kulturinhalten, Lernprozessen und Konflikten. Zwar besteht kein Zweifel darüber, dass nämlich durch Massenkommunikationsmittel - die Massenmedien - stürmerische, aufdringliche, manchmal verdeckte Beeinflußung der öffentlichen Meinung möglich ist. Sie war und ist ein Teil aller modernen Zivilisationen und die Rolle der Massenbeeinflußung in der heutigen Gesellschaften ist unbestritten. In einem durch Kommunikation konstruierten Gesellschaftssystem, sind Public Relations zentrales Kommunikationsinstrument, das existenziell für jede Institution, Unternehmung und Organisation ist. Genauso wichtig war in der Vergangenheit die Wirkung von Propaganda als „kommunikative Technik im politischen Raum“. In der vorliegenden Arbeit untersuche ich nämlich diese zwei Formen persuasiver Kommunikation - Propaganda und Public Relations. Hinter diese beide breiten Titel kann man Attribute der geplanten und gezielten Massenkommunikation erkennen. Man versucht heutzutage Public Relations heftig von jeder Beziehung mit Propaganda zu distanzieren. Die folgende Arbeit verfolgt in diesem Kontext das Ziel, die unterschiedlichen Aspekten von Propaganda und Public Relations zu beleuchten, um einen vollständigen Vergleich zu machen. Der Aufbau der Analyse orientiert sich an der folgenden Fragestellung - In wie weit impliziert Public Relations Propaganda? Um diese Frage zu beantworten, setze ich mich mit vielfältigen Texten von Kommunikationsforschern, PR-Praktikern und anderen Wi

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