



## Rolle der politischen PR (German Edition)

*Johannes Keller*

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Medien und Politik, Pol. Kommunikation, Note: 1,7, Helmut-Schmidt-Universität - Universität der Bundeswehr Hamburg, Sprache: Deutsch, Abstract: Gerhard Schröder, ehemaliger Bundeskanzler von 1998 bis 2005, sagte einst: „Zum Regieren brauche ich nur Bild, Bams (Bild am Sonntag) und Glotze“. Die Aussage dieses Zitates, welches gleichzeitig die vorliegende Arbeit einleitet, besitzt auch heute noch einen hohen Stellenwert, obwohl der Bezug, die Medien als politisches Sprachrohr erfolgreich zu nutzen, vielschichtiger erscheint als zunächst angenommen. Ziel der vorliegenden Arbeit ist es, diese Komplexität in Form einer schriftlichen Ausarbeitung aufzuzeigen, welche sich auf das am 26.05.2010 durchgeführte Referat des Seminars „Medien als Akteure und Instrumente in der politischen Kommunikation“ an der Helmut Schmidt Universität, Universität der Bundeswehr Hamburg, von Dr. Hans-Joachim Reeb bezieht. Der begrenzte Umfang der Arbeit lässt eine detaillierte Auseinandersetzung mit der Thematik der politischen PR bedauerlicherweise nicht zu. Deshalb wird bereits an dieser Stelle auf die Notwendigkeit verwiesen, weitere Bestrebungen der Recherche zu betreiben, um das umfangreiche Themengebiet der politischen PR konstruktiv zu erfassen. Eine schriftliche Ausarbeitung reicht dafür nicht aus. Sie besitzt daher eher einen deskriptiven Charakter und verhilft dem Leser, einen Einstieg in die Materie zu erhalten.

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