



Kodizes und Richtlinien der Public Relations (German Edition)

Jenny Kramer

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Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Katholische Universität Eichstätt-Ingolstadt, Veranstaltung: Ethik der öffentlichen Kommunikation: Journalismus, Public Relations, Werbung, 16 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Öffentlichkeitsarbeit hat keinen guten Ruf. Zu hoch dotierte Beraterverträge, ethisch fragwürdige Arbeitsweisen, Bestechung von Journalisten und anderes mehr. All das wird PR-Leuten vorgeworfen – in einigen Fällen zu Recht. Vorwürfe dieser Art treffen die ganze Branche, obwohl man nicht davon ausgehen kann, dass die Mehrheit der PR-Leute tatsächlich ethisch fragwürdig agiert. Dieses schlechte Image will die PR-Zunft loswerden: Nicht umsonst hat sie sich, nicht aus staatlichem Zwang, sondern aus PR-Gründen, ein Selbstkontrollorgan gegeben. Dies ist der PR-Rat. Er fällt seine Urteile über PR-Sünder auf Grundlage von Kodizes und Richtlinien, die sich die PR-Zunft im In- und Ausland gegeben hat.

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