



Darstellungspolitik Horst Seehofer Seiner Führung

Bettina Kleber



Darstellungspolitik Horst Seehofer Seiner Führung:

Die Darstellungspolitik des Horst Seehofer. Die CSU unter seiner Führung Bettina Kleber, 2015-06-17

Studienarbeit aus dem Jahr 2010 im Fachbereich Politik Politische Systeme Politisches System Deutschlands Note 2,0
Ludwig Maximilians Universität München Politikwissenschaft Sprache Deutsch Abstract In dieser Arbeit wird der Frage nachgegangen, wie es dazu kam, dass Seehofer die Partei in den letzten zwei Jahren mit dem von ihm gewählten Politikstil des Machers nicht auf die erhofften 50 plus X bringen konnte. Zur Beantwortung dieser Frage wird zuerst auf Karl Rudolf Kortes Theorie eingegangen. Dabei werden Chancen und Risiken aufgezeigt. In der Arbeit wird zuerst dargestellt, wie Seehofer im Laufe seiner Amtsführung über das Superwahljahr hinweg seinen Führungsstil zunehmend autoritärer ausgestaltete. In einem weiteren Abschnitt wird Horst Seehofers Strategie beschrieben, mittels Schwerpunktsetzung auf Telepolitik und damit Darstellungspolitik über die Bundespolitik den Koalitionspartner in Bayern zu schwächen, mit dem Ziel, die Umfragewerte der CSU in Bayern zu steigern. Anschließend werden drei Beispiele aufgezeigt, die darlegen sollen, dass eine starke Prioritätensetzung auf Darstellungspolitik bei gleichzeitig ausbleibender Verknüpfung mit Entscheidungspolitik die Gefahr birgt, innerparteilich und in der Öffentlichkeit an Glaubwürdigkeit und Zustimmung zu verlieren. **Die**

Aschermittwochsrede im Wandel: 1978, 2003, 2018 Daniel Nagl, 2024-09-23 Politische Aschermittwochsreden sind ein faszinierendes, bislang aber wenig erforschtes Phänomen. In diesem Buch entschlüsselt der Autor mittels einer qualitativen Inhaltsanalyse Struktur, Funktionen sowie Symbolik dieser Reden und bietet neue Einsichten in die strategischen Kommunikationsmuster der CSU. Ausgangspunkt der Analyse ist dabei die stilbildende Rede von Franz Josef Strauß als Ministerpräsidentenassistent der CSU aus dem Jahr 1978. Mit dieser werden die Reden von Edmund Stoiber 2003 und Markus Söder 2018 verglichen. Die Untersuchung offenbart die hohe Relevanz von Rhetorik als Instrument der Politik und liefert einen tiefen Einblick in die Feinheiten politischer Kommunikation sowie ihre Auswirkungen auf den politischen Diskurs.

Darstellungspolitik Horst Seehofer Seiner F Htung Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the power of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such is the essence of the book **Darstellungspolitik Horst Seehofer Seiner F Htung**, a literary masterpiece that delves deep into the significance of words and their affect our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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