

Crystallizing Public Opinion

PUBLIC RELATIONS CLASSIC

Edward L. Bernays



Crystallizing Public Opinion Author Edward L Bernays

Aug 2011

Edward Louis Bernays



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Eisenhower Pam Parry,2014-10-30 In the 1950s public relations practitioners tried to garner respectability for their fledgling profession and one international figure helped in that endeavor President Dwight D Eisenhower embraced public relations as a necessary component of American democracy advancing the profession at a key moment in its history But he did more than believe in public relations he practiced it Eisenhower changed how America campaigns by leveraging television and Madison Avenue advertising Once in the Oval Office he maximized the potential of a new medium as the first U S president to seek training for television and to broadcast news conferences on television Additionally Eisenhower managed the news through his press office molding the role of the modern presidential press secretary The first president to adopt a policy of full disclosure on health issues Eisenhower survived politically as well as medically three serious illnesses while in office The Eisenhower Administration was the most forthcoming on the president s health at the time even though it did not always live up to its own policy In short Eisenhower deserves credit as this nation s most innovative public relations president because he revolutionized America s political communication process forever changing the president s relationship with the Fourth Estate Madison Avenue public relations and ultimately the American people

Paracosm Andrew Spano,2025-07-22 Paracosmos Misadventures in Unreality is a psycholinguistic and social analysis of the phenomenon of the paracosm a detailed imaginary world which manifests itself in public discourse and experience as an inversion of the real for the irreal and the irreal for the real In particular this book uses two particular events in 2015 as examples of various characteristics of this phenomenon the mysterious case of Ellen Brody parking her car on train tracks in front of an on coming commuter rail train in New York and Andreas Lubitz deliberately crashing his Germanwings passenger plane into a mountainside in Switzerland This book is an attempt to answer what these events might represent in the emerging ethical aesthetic of public consciousness driven by the manufacture of a paracosm in mass media and consumer culture The matter is examined from the perspectives of psychology psychiatry neurology linguistics politics sociology phenomenology and ethics in an attempt to understand the problem holistically Peer reviewed papers as well as classical works are analysed in an attempt to provide the reader with a comprehensive resource to understand what is described by the text as the paracosm of an imaginary world at odds with the fundamental mechanics of the analog physical world

Land of Desire William R. Leach,2011-06-15 This monumental work of cultural history was nominated for a National Book Award It chronicles America s transformation beginning in 1880 into a nation of consumers devoted to a cult of comfort bodily well being and endless acquisition 24 pages of photos

SUMMARY Edition Shortcut (author),1901 *Crystallizing Public Opinion* Edward Louis Bernays,2020-05-12 What is public opinion Whatever it is it is often so vague chameleonic and evanescent that attempts to formulate it are in vain But in general public opinion may be defined as the aggregate of individual judgments the conclusions sometimes uniform but frequently conflicting of the men and women constituting society or any one of its various

groups The ever increasing importance of public opinion in our modern world has created a new profession counsel on public relations This is a new phrase to describe an activity that is old In his book Crystallizing Public Opinion Mr Edward L Bernays a professor in New York University sets forth the scope and functions of the profession The work of the counsel on public relations is of growing importance he points out because of three facts The tendency of small organizations to group themselves in one large organization of a semi public nature the increased willingness of the public to make its voice heard in the conduct of affairs and the keen competition in modern methods of selling The function of the public relations counsel is therefore somewhat like the business of the attorney to advise his client and to litigate his causes for him In the motivation of public judgments he must begin with the established point of view which has its foundations in individual notions or stereotypes In the technique of his work he is aided in spite of the highly heterogeneous nature of society by the interlapping of innumerable groups which make possible widespread appeals In the ethical relations involved certain it is that the counsel on public relations as purveyor and creator of news must conform to the highest moral and technical requirements Thus in his treatment of the scope and functions of the newly recognized profession public relations counsel in his analysis of group psychology underlying the subject in his description of the technique and methods employed and in his portrayal of the ethical issues involved Mr Bernays has made a contribution to the better understanding of public opinion He has indicated clearly what is the duty of those who are learned and expert in discovering interpreting and creating the public will In the words of Professor Tonnies cited by Mr Bernays They must inject moral and spiritual motives into public opinion Public opinion must become public conscience Advocate of Peace through Justice Vol 86 No 7

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