



REPUTATIONSRECHT

Die Pflicht der Bewertungsportale zur Prüfung von
Bewertungen

Zur Reputation Parteien Reputationsmanagement Mediengesellschaft

Hanno Burmester, Isabella Pfaff



Zur Reputation Parteien Reputationsmanagement Mediengesellschaft:

Political Reputation Management Christian Schnee, 2014-12-17 It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically but is this really true Comprehensive control of communications in a fast moving political and media setting is often upset by events outside the communicator's control taking over the news agenda and changing the political narrative Based on interviews with leading communicators and journalists this book explores the tensions between a planned strategic communications approach and a reactive tactical one The interviewees who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers include amongst others William Hague Ian Duncan Smith Michael Howard David Cameron Tony Blair and Gordon Brown It draws a unique picture of how political reputations are managed and ultimately confirms the discrepancy between what political communications management is thought to be and how communications practitioners actually operate This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management This will be essential reading for researchers educators and advanced students in public relations communications studies and marketing

Reputation Management Sabrina Helm, Kerstin Liehr-Gobbers, Christopher Storck, 2011-08-29 Reputation is the most complex asset of an organization Despite the call for consistent management of corporate reputation comprehensive approaches to measure and steer a company's reputation are still in their infancy Reputation management aims at creating a balance between stakeholder demands perceptions and corporate reality in order to foster behavior that helps a company achieve its business goals It needs to be based on thorough research and requires orchestrated execution through management processes across organizational units communication disciplines and countries This calls for a management system to establish a closed cycle of strategic planning implementation performance measurement and reporting The book gives answers to the following questions What is reputation and which conceptualizations do exist What are the state of the art methods and tools to measure corporate reputation What are best practice examples and future trends in the field of corporate reputation management

Zur Reputation von Parteien Oliver Pellarin, 2015 **The FORA Framework** Edy Portmann, 2012-12-30 Online reputation management deals with monitoring and influencing the online record of a person an organization or a product The Social Web offers increasingly simple ways to publish and disseminate personal or opinionated information which can rapidly have a disastrous influence on the online reputation of some of the entities The author focuses on the Social Web and possibilities of its integration with the Semantic Web as resource for a semi automated tracking of online reputations using imprecise natural language terms The inherent structure of natural language supports humans not only in communication but also in the perception of the world Thereby fuzziness is a promising tool for transforming those human perceptions into computer artifacts Through fuzzy grassroots ontologies the Social Semantic Web becomes more

naturally and thus can streamline online reputation management For readers interested in the cross over field of computer science information systems and social sciences this book is an ideal source for becoming acquainted with the evolving field of fuzzy online reputation management in the Social Semantic Web area Strategische Kommunikation im Spannungsfeld zwischen Intention und Emergenz Stefan Wehmeier, Dennis Schoeneborn, 2017-07-20 Strategische Kommunikation ist ein wachsendes Feld innerhalb der Kommunikationsforschung Strategische Kommunikation bewegt sich in der Praxis jedoch zumeist in einem Spannungsfeld zwischen intendierten zielgerichteten Kommunikationspraktiken einerseits und nicht intendierten emergenten Kommunikationspraktiken andererseits die nichtsdestotrotz strategische Wirkung entfalten können Der Band dokumentiert Ergebnisse und Debatten zum Spannungsfeld der strategischen Kommunikation basierend auf der Jahrestagung 2015 der DGPUK Fachgruppe PR und Organisationskommunikation an der Universität Greifswald

Medienunternehmen und der strategische Umgang mit Media Responsibility und Corporate Social Responsibility Philipp Bachmann, 2016-10-24 Philipp Bachmann geht der Frage nach wie Medienunternehmen ihrer publizistischen Verantwortung für öffentliche Information und Meinungsbildung und gesellschaftlichen Verantwortung für die soziale und ökologische Dimension ihres wirtschaftlichen Handelns gerecht werden und so handeln können dass ihr Organisationserfolg unterstützt wird Die Arbeit nutzt die Strukturierungstheorie von Anthony Giddens um ein konsistentes Verständnis der Medienunternehmen und deren strategischen Umgang mit Media Responsibility MR und Corporate Social Responsibility CSR zu entwickeln Mittels kommunikationswissenschaftlicher Inhaltsanalyse und experimenteller Befragung wird untersucht welche Verantwortungsstrategien Schweizer Medienunternehmen verfolgen und inwiefern diese einen Beitrag zum Organisationserfolg leisten Öffentliches Vertrauen in der Mediengesellschaft Michael Haller, 2017-09-16 Polarisierung der politischen Meinungen Misstrauen gegen die Informationsmedien Angst vor sozialen Konflikten Rückzug in die Community Den Umfragen zufolge schwindet Vertrauen und Verunsicherung breitet sich aus Ist öffentliches Vertrauen ein notwendiges Ferment für den gesellschaftlichen Zusammenhalt Zerfällt dieses Vertrauen in der digitalisierten Mediengesellschaft Oder geht es doch nur um persönliches Vertrauen wie es derzeit in den Kommunikationsräumen der sozialen Medien neu entsteht Die Autoren dieses Buches untersuchen das Konstrukt öffentliches Vertrauen und beschreiben die Bedingungen für Vertrauen in der digitalen Gesellschaft Kommunikations- und Medienwissenschaftler Informatiker und Marktforscher befassen sich mit den Einflussgrößen und fragen nach der Messbarkeit des öffentlichen Vertrauens Sie diskutieren aber auch die Bedingungen die in den Zeiten des Web 2.0 für den Prozess der Vertrauensbildung ausschlaggebend sind *Politische Kommunikation und Reputation - ein Widerspruch?* Jan Lies, 2012 Der Social-Media-Zyklus Alexander Decker, 2018-12-19 Das Buch bietet mit dem Social Media Zyklus einen systematischen Ansatz zum strategischen Management von Social Media Es illustriert die Vorgehensweise praxisnah mit vielen Beispielen und Checklisten Unternehmen können anhand des Social Media Zyklus Schritt für Schritt die strategische Ausrichtung ihres Social

Media Marketings entwickeln und im Alltag erfolgreich managen Studierende lernen Grundlagen und einen konkret anwendbaren Ansatz für systematisches Social Media Management kennen Als Unternehmen kann man heute nicht nicht Social Media betreiben Jedoch kommt im Alltag das systematische Vorgehen häufig zu kurz Der strategiegeleitete Social Media Zyklus fällt diese Lücke Er bietet Entscheidern und Social Media Managern eine konkrete Schritt für Schritt Hilfestellung beginnend bei dem Kunden zuhören über die Strategie Planung und Redaktion den Umgang mit Shitstorms bis hin zu Social Media Analytics

Professionelle Sportkommunikation Jana Wiske, 2024-09-30 Dieses Buch bietet einen umfassenden Einblick in die Facetten des dynamischen Themas Sportkommunikation Die Beitragsautorinnen beschreiben die komplexen Spannungsfelder aber auch die vielfältigen Chancen von Vereinen Organisationen Sportlerinnen und Unternehmen sowie die wirtschaftlichen Zusammenhänge untereinander Zudem beleuchtet das Buch das Berufsfeld Sportjournalismus und geht auf Wertedebatten Diversität digitale Mechanismen sowie Erwartungshaltungen der Medienkonsumenten ein Erkenntnisse aus aktuellen Forschungsprojekten werden ergänzt durch praxisnahe Einblicke in den Sportjournalismus von Kommentator Tom Bartels und Moderatorin Okka Gundel sowie durch Beiträge zu Kommunikationsaktivitäten des VfL Wolfsburg der Baskets Bamberg aber auch des Sponsors Porsche Mit Weltklasse Zehnkm pfer Niklas Kaul und dem ehemaligen Fußball Nationalspieler Nils Petersen geben zwei Sportler persönliche Einblicke in Kommunikationsstrategien von Athleten Ein Buch für Kommunikationsprofis Studierende und Sportinteressierte die neue Einblicke gewinnen und einen Blick hinter die Kulissen der Sportkommunikation werfen wollen

Öffentlichkeitsarbeit von Staatsanwaltschaften in der Mediengesellschaft Julia Kottkamp, 2014-08-08 Die Steueraffäre um Uli Hoene der Vergewaltigungsprozess gegen Jörg Kachelmann die Festnahme Klaus Zumwinkels vor laufenden Kameras Dies sind nur einige Fälle die zu massiver Kritik an der Kommunikationsarbeit deutscher Staatsanwaltschaften führten Während in der Öffentlichkeit und in den Medien teilweise heftig diskutiert wird fehlte bislang die wissenschaftliche Auseinandersetzung mit der Thematik Julia Kottkamp schließt mit ihrer Studie diese Lücke und gibt einen ersten wissenschaftlich fundierten Überblick über die Öffentlichkeitsarbeit von Staatsanwaltschaften

Medienwandel durch Crossmedia Kirsten Rautenberg, 2015-12-09 Medienunternehmen Setzen zunehmend auf Crossmedialität wobei Journalisten für Fernsehen Radio Online und Print zusammenarbeiten Vor etwa zehn Jahren war das noch undenkbar alle Medien arbeiteten streng getrennt Doch der Wandel in den Medienunternehmen funktioniert nur bedingt Die vorliegende Dissertation analysiert warum Medienunternehmen auf dem Weg zur Crossmedialität so viele Probleme haben Außerdem untersucht sie die multiplen Veränderungen bei den journalistischen Inhalten und dem Berufsbild von Journalisten Dafür hat die Autorin ein Mehrmethodendesign aus Beobachtung Befragung und Leitfadeninterviews gewählt Die Studie wurde bei Radio Bremen durchgeführt der ersten Rundfunkanstalt in Deutschland die in ein crossmedial ausgestattetes Funkhaus gezogen ist in der alle Medien vernetzt miteinander arbeiten können Zentrales Ergebnis der Arbeit ist dass vor allem der Journalist selbst den Medienwandel bremst

Er tut sich schwer damit anders als bisher zu arbeiten. Daher kommt die Autorin auch zu dem Schluss, dass eine vollständige crossmediale Arbeitsweise erst mit Journalisten möglich sein wird, die bereits crossmedial ausgebildet wurden. Außerdem zeigt die Studie, dass die Arbeitsdichte von Journalisten weiter zunimmt. Das wiederum hat Auswirkungen auf die journalistischen Inhalte, die ohnehin seit Jahren einem Konsumierungszwang unterliegen sind.

11 Irrtümer über Social Media Hendrik Wolber, 2012-08-16

Personalisierung der Organisationskommunikation Mark Eisenegger, Stefan Wehmeier, 2009-10-14

Sowohl in der Kommunikation selber als auch in der Kommunikation von Organisationen ist Personalisierung im Trend. Die Massenmedien geben den anonymen Organisationsgebilden ein Gesicht und feiern oder brandmarken die Führungseliten als Stars oder als Versager. Aber auch im Kommunikationsmanagement der Organisationen gehen Personalisierungsstrategien längst zum etablierten Muster im Wettbewerb um Aufmerksamkeit und Publikumsgunst. Dieses Buch beleuchtet das Thema Personalisierung der Organisationskommunikation aus verschiedenen theoretischen und empirischen Perspektiven. Es werden grundlegende Typen und Muster der Personalisierung herausgearbeitet und die makrosozialen Ursachen aktueller und vergangener Personalisierungsdynamiken beleuchtet. Weiter werden empirische Befunde zur Logik der Personalisierung in der Medienberichterstattung präsentiert und deren Konsequenzen für die Organisationen reflektiert. Schließlich wird untersucht, welche Personalisierungsstrategien im internen und externen Kommunikationsmanagement der Organisationen zur Anwendung kommen und welche funktionalen und dysfunktionalen Effekte diese Strategien zeitigen.

Public Relations Angela Kreis-Muzzulini, Bernhard Müller, 2018-10-01

Auf dieses Buch haben die PR Praktiker, PR Auszubildende und Studierende, aber auch alle kommunikationsbewussten Menschen in den Bereichen Wirtschaft, Recht, Gesundheit, Soziales, Politik, Sport und Kultur gewartet. Es vermittelt die richtigen Grundlagen, präsentiert die richtigen Werkzeuge und bringt zahlreiche Beispiele aus der Praxis. Wertvolle Anleitungen und Tipps, über vierzig Checklisten sowie ein Glossar mit rund 300 Begriffen erleichtern die Kommunikationsarbeit in Unternehmen, Institutionen und Non-Profit-Organisationen. Das Buch eignet sich hervorragend als Lehrmittel für die Aus- und Weiterbildung sowie als Nachschlagewerk. Es leistet einen nützlichen Beitrag zur weiteren Entwicklung des Kommunikations- und Dialogmanagements und fördert den bewussten Umgang mit Information und Wissen.

Political Public Relations Jesper Stromback, Spiro Kioulos, 2019-07-30

The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization and the growth of political populism. As a singular contribution to scholarship in public relations and political communication, this volume serves as an important catalyst for future theory and research. This volume is ideal for researchers and courses at the intersection of public relations, political communication and political science. Chapter 7 of this book is freely available as a downloadable

Open Access PDF under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license available at <http://www.taylorfrancis.com>

Methoden der Webwissenschaft. Teil 1 Konrad Scherfer, Birgit Pieplow, 2013 **Politik mit Zukunft** Hanno Burmester, Isabella Pfaff, 2014-02-11 Die deutsche Politik zerreibt sich im Spagat zwischen zunehmend protestbereiten Wählern vor Ort und der Anforderung hyperkomplexer Probleme auf europäischer und globaler Ebene. Insofern zu massen. Dadurch erodiert das Ansehen von Politik und Parteien eine Bewegung, die letztlich demokratiegefährdend ist. Die in der Nachkriegszeit ausgeprägten Mitwirkungs- und Entscheidungsmechanismen der Bundesrepublik werden zunehmend in Frage gestellt, sie scheinen den Wählerbedürfnissen und Herausforderungen des 21. Jahrhunderts nicht mehr gerecht zu werden. Das Ergebnis: die Politik wird abgelehnt. Dieses Buch ist ein leidenschaftliches Plädoyer für gute Politik und die Voraussetzungen, die man für ihre Renaissance schaffen muss. In dreizehn streitbaren Thesen benennen Kenner des politischen Berlins offen die Schwächen des bundespolitischen Betriebs und zeigen, was sich ändern muss, um den Ansehensverlust der Politik zu stoppen. Dabei richtet sich der Blick nicht nur auf Politiker selbst, sondern auch auf die anderen Steuermänner des Raumschiffs Berlin: Journalisten, Beamte, Berater und Mitarbeiter.

Public Relations bei Markteinführungen Robert Ingo Maurer, 2004-04-27 Inhaltsangabe Zusammenfassung Für Cooper vgl. 2002: S. 1 ist das Einführen neuer Produkte ein Krieg am Schlachtfeld der globalen Märkte. Die Waffen sind die Produkte von der Unterhaltungselektronik bis hin zu den Kartoffelchips. Gekämpft wird um höhere Marktanteile, um größere Brocken am zu verteilenden Kuchen und um die Teilhabe an neuen Marktsegmenten. Dabei schicken die Kombattanten des Krieges zunächst ihre Stoßtruppen, die Verkaufs- und Marketingteams, die Werbe- und Public Relations-Experten in die Schlacht. Ihr Budget ist ungeheuerlich groß: geben die Unternehmen in den G5-Staaten pro Tag mehr für die Einführung neuer Produkte am Markt aus, als der gesamte Golfkrieg von 1991 gekostet hat. Neue Produkte bedeuten Überlebens- und Zukunftssicherung für das Unternehmen und Arbeitsplatzsicherung für die Mitarbeiter. Um so verwunderlicher ist es, wie wenig seriöse Literatur sich zu diesem Thema im Zusammenhang mit Public Relations finden lässt. Die Ziele dieser Arbeit: Das generelle Ziel dieser Arbeit besteht darin, dem Leser die Thematik und die theoretischen Grundlagen der Public Relations verbunden mit Markteinführungen näher zu bringen. Dazu ist es wichtig, alle mit dem Thema verbundenen Programmbereiche: Produkt, Produktentwicklung, Marketing, Marktkommunikation zu beschreiben. Im Speziellen liegen die Ziele der Arbeit in der Beschreibung und Darlegung der Methoden der Public Relations sowie auf die Gefahren und Fehler bei Markteinführungen aufmerksam zu machen. Es handelt sich in meiner Diplomarbeit um eine Basisuntersuchung mit Literaturanalyse, wozu auch 33 Experten aus unterschiedlichen Branchen zu ihren Erfahrungen bei Produkteinführungen befragt wurden. Es wurden die Möglichkeiten der Public Relations bei Markteinführungen aufgezeigt und Einflussfaktoren auf die PR-Arbeit ausgemacht. Die Diplomarbeit ist nach logischen Prinzipien aufgebaut. Es handelt sich dabei um einen deduktiven Handlungsstrang, in welchem ich versucht habe, vom Allgemeinen zum Speziellen zu kommen. Die Arbeit ist in 13 Kapitel gegliedert. Den Anfang macht Kapitel 1 mit einer kurzen Einleitung und Vorstellung des Themas, der Methoden und

Forschungsfragen sowie der Ziele der Arbeit Kapitel 2 handelt von Kommunikation und themenrelevanten Kommunikationsmodellen. Einen besonderen Schwerpunkt bildet dabei die Konvergenztheorie von Rogers. Kommunikation ist die Basis aller kommunikationspolitischen Einf hrungsmaßnahmen, weshalb es ein logischer Schritt war, im Das Bestiarium Jakob Maser, 2016-04-27 Sie suchen einen Designer und wissen nicht, ob Sie bei einem Designbüro, einer Werbeagentur oder einer CI-Beratung besser aufgehoben sind. Das Bestiarium hilft Ihnen durch den Designerdschungel. Es stellt verschiedene Unternehmenstypen mit dem schonungslosen Blick des Insiders vor, damit Sie stets den richtigen Partner für Ihr Kommunikationsdesign finden. Jakob Maser wendet eine SWOT-Analyse auf alle Unternehmenstypen an und kommt zu überraschenden Ergebnissen.

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