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STRATEGIC MANAGEMENT OF POLITICAL REPUTATION

Abstract

Strategic management of political reputation has been a very important and serious segment of communication in recent times. It is a fact that every kind of management denotes a systematic work using methods and techniques to achieve the ultimate goal. That ultimate goal can refer to politicians and political organizations as well. The paper deals with the analysis of an ideal politician's characteristics, importance of image and reputation and similar topics. In order to manage political reputation successfully, it is important to understand the communication style, shaping of political stories, media reporting, organization of strategic resources and internal organization. The authors aim to bring closer segments of political reputation management using examples from practice and emphasize important factors within this process. The authors also try to explain the importance and characteristics of political reputation management through research of relationship between reputation management, public relations, professionalization of communication and political reputation.

Key words: management, political reputation, image, reputation, public relations, political communication