

CRYSTALLIZING PUBLIC OPINION

ABSTRACT

One hundred years have passed since the publication of *Crystallizing Public Opinion*, the first book in the field of public relations published by the American psychologist, theorist, and practitioner Edward L. Bernays. At the time of publication, the book aroused enormous interest from the professional public. For years, it has served as a theoretical and practical guide for numerous communication practitioners, as well as the academic community. Edward Bernays expands his view on public relations in the books *Propaganda*, published in 1928, and *Public Relations* from 1952. It is necessary to look at Bernays in its entirety through his ideas and practice to understand the context of the book *Crystallizing Public Opinion*. A hundred years later, there are debates about whether the book *Crystallizing Public Opinion* is just a historical fact or whether it still has an influence on the development of the public relations profession. The authors think that both approaches are justified because the fact is that the book influenced the standards in the profession, but numerous methods are still relevant and are applied in the practice of public relations.

Keywords: crystallizing; public opinion; public relations consultant; ethics; group; herd.