

## **EDWARD BERNAYS' CONTRIBUTION TO GIVING USE-VALUE TO PUBLIC OPINION**

### **ABSTRACT**

Edward L. Bernays' book "Crystallizing Public Opinion", published in 1923, is widely regarded as the beginning of public relations as a scientific discipline and modern public relations as a practical activity based on research, analysis, strategic thinking, and planning. Bernays drew the theoretical basis for his book from the knowledge of other authors, whom he respectfully cited. Walter Lippmann and his book *Public Opinion* from 1922, indispensable in communication studies, stands out. The discourse analysis in this paper proves that Bernays valorized Lippmann's knowledge not in a theoretical but in a practical sense, giving it a beneficial value by shaping the field of activity of a public relations counselor. The comparative and ideal-type method used in Zoran Tomić's 2023 work, "Encyclopaedic Dictionary of Public Relations", confirmed that Bernays' insights have stood the test of time and that many of them are still relevant today, from particular terms and definitions to the model of asymmetrical relations with the public. The one-hundred-year period between Bernays' and Tomić's book testifies to the development and constant improvement of public relations but also to the survival of the basic principles, which are the foundation of modern public relations.

**Keywords:** Edward L. Bernays; Crystallizing Public Opinion; Public Relations; Walter Lippmann; Zoran Tomić.