

## **BERNAY'S "CRYSTALLIZATION" OF ETHICS AND THE MODERN APPROACH IN PUBLIC RELATIONS**

### **ABSTRACT**

From one of its founders, Edward Bernays, public relations inherited methods and techniques that were appropriate for the era of its creation, but were not acceptable from the point of view of ethics. The paper analyzes the approach of the mentioned founder and evaluates his influence on contemporary public relations. The focus of the analysis is Bernays' mention of ethics, the practice of manipulation and propaganda, the theory of advocacy and the anticipation of the importance of social responsibility. The paper compares the hierarchy of values and emphasis on principles in Bernays and in the modern concept of public relations.

**Keywords:** ethics; public relations; manipulation; advocacy; social responsibility.