

THE INFLUENCE OF EDWARD BERNAYS ON THE DEVELOPMENT OF PUBLIC RELATIONS AND PROPAGANDA

ABSTRACT

Edward Bernays is surely one of the most influential scientists and practitioners who made an exceptional contribution to the development and recognition of public relations (PR) as a profession and scientific discipline. He is often called the “father of public relations”. There is no doubt that he improved and “revolutionized” the way companies communicate with the public. Bernays wrote several books and articles, the most famous of which are *Crystallizing Public Opinion*, *Propaganda*, *Public Relations and Engineering of Consent*. In addition to making a significant contribution to the development of public relations, he also had a significant impact on developmental propaganda. The paper gives a brief description of his life and work, as well as a review of the historical context in which E. Bernays worked. The paper includes an analysis of his key contributions and a discussion of the lasting impact of his work in public relations and propaganda, as well as comparisons of his work with other well-known names in the relevant field.

Keywords: Edward Bernays; public relations; propaganda; influence.