

BERNAYS' PUBLIC RELATIONS AND MODERN MEDIA

ABSTRACT

Edward Bernays believed that media is crucial in shaping public opinion and influencing society. His concepts and ideas, such as creating public events and managing perception, have had a profound impact on the contemporary media landscape. Modern media plays a key role in shaping reality and public perception. Bernays' notion that information and images can be used to shape people's opinions remains relevant in the age of digital media. In today's society, media has the power to mold reality based on what they present to the public, making Bernays' concepts and strategies important and relevant in contemporary information and media systems and communication.

Keywords: media systems, contemporary media, public relations, communications.