

BERNAYS' PUBLIC RELATIONS ADVISOR AND CURRENT PUBLIC RELATIONS MANAGER

ABSTRACT

The book *Crystallizing Public Opinion* (1923) is considered extremely important for public relations because it explains the emergence of interdisciplinarity in public relations. With the emergence of interdisciplinary approaches in public relations, it is increasingly promoted as a crucial activity for organizational management. Ultimately, in today's contemporary world, it becomes an integral part of organizational management's strategic component. For the first time, the term public relations consultant appeared, which at that time increasingly influenced everyday life in society. In the above examples, the public relations advisor was in most cases engaged in cases where a problem arose, which means that at that time, in most cases, there was no department dealing with public relations in the organization. Today, most organizations have a department within their organization that deals with public relations issues or the activities they represent. It is confirmed by most of literature dealing with this topic and numerous research related to public relations. The term public relations consultant is now largely replaced by the term public relations manager. Even though today there are jobs called public relations advisor, as such they are mostly related to operational activities or activities of a one-time nature. Today's public relations manager implies a strategically important function in the management of organizations whose goal is the analysis and classification of the public, the creation of messages aimed at nurturing relations with the strategically important public for the organization, creating and nurturing an image, reputation, and similar activities, of which ultimately a certain level of business performance of organizations depends.

Keywords: public relations; management; organization; public relations consultant; public relations manager.