

## **MEDIA AND PUBLIC RELATIONS - THEORETICAL ACCOUNTS OF M. MCLUHAN AND E. L. BERNAYS**

### **ABSTRACT**

This paper delves into the theoretical aspects of the media and public relations featuring two seminal figures, Marshall McLuhan and Edward L. Bernays, whose professional work simultaneously approaches, converges, and diverges along diametrically opposed sides. The first deals with media theory, aiming to inform the public, and the second with the theory and strategy of media content, aiming to form the public. McLuhan, as a media prophet who first predicted the Internet and a networked society imbued with new technologies, and Bernays, as the founder of public relations, who is responsible for numerous social trends certainly marked society as a whole. They showed direction and gave instructions and inspiration to numerous professionals who continue to enrich society and propel the ongoing evolution of media and public relations.

**Keywords:** media; public relations; McLuhan; Bernays.