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## Public Relations for the Arts: What are the benefits?

By Candy Lange

GRIN Verlag Nov 2007, 2007. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2006 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1, University of Auckland (School of Communication Studies), course: Media Communications Research Methods, 19 entries in the bibliography, language: English, abstract: Long before the arts and public relations were literally formulated, they were already linked together. With the beginning of civilisation, visual arts were used to influence the public opinion. In ancient Egypt, impressive architecture such as statues and temples were built to represent the greatness of the ruling priests and nobles (Bates, 2002). Art was an essential element of the propaganda machines during World War II. Especially Hitler misused art to propagate his politic opinion amongst the public. Today, a vast range of companies use art in order to receive (hopefully) positive media coverage, e.g. Telecom New Zealand is sponsor of the New Zealand International Arts Festival, the City Gallery in Wellington and the Auckland Philharmonia, and initiator of the Telecom New Zealand International Film Festivals, the White Pages Arts Award and the IHC Telecom Art Award. However,...



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