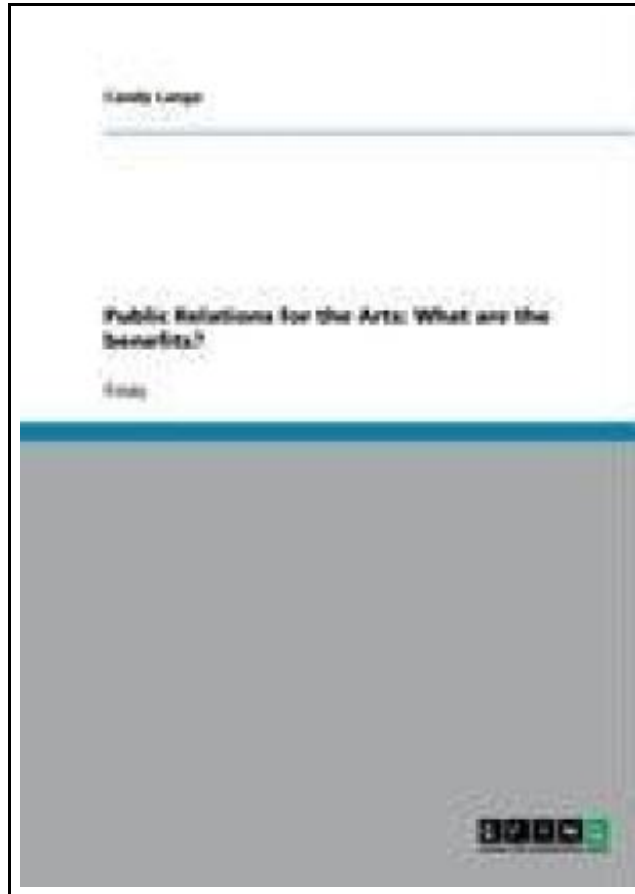


Public Relations for the Arts: What are the benefits?



Filesize: 4.21 MB

Reviews

This publication is definitely not effortless to get going on looking at but really exciting to read through. It really is rally intriguing throug looking at time period. Its been written in an remarkably straightforward way which is just soon after i finished reading through this book where basically altered me, change the way i think.

(Erna Langosh)

PUBLIC RELATIONS FOR THE ARTS: WHAT ARE THE BENEFITS?



To get **Public Relations for the Arts: What are the benefits?** eBook, make sure you follow the web link beneath and save the file or gain access to other information that are highly relevant to PUBLIC RELATIONS FOR THE ARTS: WHAT ARE THE BENEFITS? ebook.

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, the connection between public relations and the arts must also be seen from another point of view. In terms of arts marketing, the arts can benefit from public relations. What are the benefits for artists and arts organisations, and how can they use public relations in order to promote their products 20 pp. Englisch.



[Read Public Relations for the Arts: What are the benefits? Online](#)



[Download PDF Public Relations for the Arts: What are the benefits?](#)

Relevant eBooks



[PDF] Programming in D

Click the web link below to download "Programming in D" file.

[Save eBook »](#)



[PDF] Psychologisches Testverfahren

Click the web link below to download "Psychologisches Testverfahren" file.

[Save eBook »](#)



[PDF] From Kristallnacht to Israel: A Holocaust Survivor s Journey (Paperback)

Click the web link below to download "From Kristallnacht to Israel: A Holocaust Survivor s Journey (Paperback)" file.

[Save eBook »](#)



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Click the web link below to download "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)" file.

[Save eBook »](#)



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Click the web link below to download "Adobe Indesign CS/Cs2 Breakthroughs" file.

[Save eBook »](#)



[PDF] The Java Tutorial (3rd Edition)

Click the web link below to download "The Java Tutorial (3rd Edition)" file.

[Save eBook »](#)