

Wolfgang Baumann

**Mediale Politikvermittlung.
Marketingaspekte: Ziele und Strategien von
politischen Public Relations**

Magisterarbeit

Mediale Politikvermittlung Marketingaspekte Ziele Und Strategien Von Politischen Public Relations Wolfgang Baumann

Wolfgang Baumann



Mediale Politikvermittlung Marketingaspekte Ziele Und Strategien Von Politischen Public Relations Wolfgang Baumann:

Mediale Politikvermittlung. Marketingaspekte: Ziele und Strategien von politischen Public Relations Wolfgang Baumann, 2002-05-01 Magisterarbeit aus dem Jahr 2001 im Fachbereich Medien Kommunikation Medien und Politik Pol Kommunikation Note 1,3 Rheinische Friedrich Wilhelms Universität Bonn Philosophische Fakultät Sprache Deutsch Abstract Die richtige Vermittlung politischer Inhalte ist notwendig weil politisches Handeln in einer Demokratie zustimmungsabhängig und infolgedessen begründungsbedürftig ist Der Wandel moderner Demokratien zu Mediengesellschaften hat im vergangenen Jahrzehnt zu gravierenden Veränderungen hinsichtlich dieser Verfahren geführt Hier erscheint das Handeln der politischen Akteure immer transparenter und sichtbarer für die Öffentlichkeit Deshalb besteht für Politiker eine immer stärkerer Verpflichtung ihr Handeln gegenüber den Wählern zu rechtfertigen um ihre Zustimmung zu erlangen Diese Legitimation durch Kommunikation ist Folge eines strukturellen Wandels im politisch medialen Umfeld der sich seit Gründung des privaten Rundfunks 1984 ergeben hat Inzwischen haben die Gegebenheiten einer sich ausweitenden Medienlandschaft einen völlig veränderten Bedingungsrahmen für die erfolgreiche Vermittlung politischer Botschaften geschaffen mediale Präsenz ist längst zu einer entscheidenden Machtpotential für Politiker geworden Diese Situation ist heute zunehmend charakterisiert durch ein Spannungsverhältnis zwischen Politikdarstellung in den Medien insbesondere im Fernsehen und der Politikherstellung in den Verhandlungen und Entscheidungsgremien der Politik Die Politikwissenschaft selbst leistet bislang keinen wirklich geschlossenen Beitrag zur Analyse von politischer Kommunikation In dieser Arbeit wird daher der Versuch einer Systematisierung unternommen die einerseits politik und kommunikationswissenschaftliche Aspekte miteinander verbindet und andererseits Erkenntnisse des betrieblichen Marketings einbindet mit dem Ziel Beurteilungskriterien für politisches Handeln in einer Mediengesellschaft abzuleiten Dazu dienen folgende Leitfragen 1 Weshalb ist es für eine erfolgreiche Politikvermittlung zunehmend wichtiger sich den erweiterten medialen Aufmerksamkeitsregeln anzupassen 2 Warum müssen politische Akteure in Deutschland infolgedessen ihr Handeln zunehmend unter Marketinggesichtspunkten nach amerikanischem Vorbild gestalten 3 Welche entscheidende Rolle in allen Fragen der Politikvermittlung spielen Public Relations als zentrales Marketinginstrument 4 Wie weit können politische PR Kampagnen amerikanischen Formats für die deutsche politische Kultur übernommen werden

Mediale Politikvermittlung unter spezifischen Marketingaspekten Wolfgang Baumann, 2002-05-15 Inhaltsangabe Einleitung Ein Schlagwort macht auch in Deutschland die Runde die Mediengesellschaft Das ist weder neu noch spektakulär hat aber gerade seit den Zeiten des Medienkanzlers Gerhard Schröder eine ganz neue Bedeutung auch für die Politik erlangt Heute besteht für politische Akteure ein immer stärkerer Zwang ihr Handeln gegenüber den Wählern gegenüber die Medien zu rechtfertigen Dabei entsteht zunehmend ein Spannungsverhältnis zwischen öffentlicher Politikdarstellung in den Medien und nicht öffentlicher

Politikherstellung in den Entscheidungsgremien der Politik Um dieses Spannungsverhältnis weitestgehend aufzulösen und das jeweils richtige Maß an Inszenierung anzuwenden muss das politische Geschehen heute neu bewertet werden nämlich auch als Markt im ökonomischen Sinne dessen Akteure Politiker Journalisten Wahlbürger sich ganz pragmatisch wie Nutzenmaximierer verhalten Eine solche Einsicht bedeutet keineswegs den vielbeschworenen Untergang der Politik wie in Kritiker des Politainment befürchten Ganz im Gegenteil der professionelle Einsatz von Marketingmethoden wie Public Relations dient doch gerade dazu die Kunden namens Wähler vom eigenen Angebot zu überzeugen Das kann nur gelingen wenn deren Interessen wieder stärker in den Mittelpunkt rücken Entscheidend für eine gelungene mediale Politikvermittlung ist also den richtigen Grad an strategischer Inszenierung zu treffen und die Zielgruppe der Wähler nie aus den Augen zu verlieren Deshalb muss eine politische Kommunikation die auf ein langfristiges Ziel Vertrauensgewinn in der anvisierten Wählergruppe ausgerichtet ist weit mehr als nur kurzfristige Show made in USA bieten Das geschieht zwar noch nicht immer aber immer öfter auch in Deutschland Was im Grundsatz positiv zu werten ist denn so erlangt die Politik die Chance sich wieder stärker den Bürgern zu nähern um die es eigentlich geht den Wählern Die Politikwissenschaft selbst leistet bislang noch keinen in sich geschlossenen Beitrag zur Analyse von politischer Kommunikation Versuche einer systematischen Erschließung des Gesamtfeldes von Politikvermittlung unter Marketingaspekten finden sich erst ansatzweise im Nachbarbereich der Kommunikationswissenschaften In dieser Arbeit wird daher der Versuch einer Systematisierung unternommen die einerseits politik und kommunikationswissenschaftliche Aspekte miteinander verbindet und andererseits Erkenntnisse des betrieblichen Marketings einbindet mit dem

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