

Marco Schneider

Medialisierung der Corporate Reputation
von Unternehmen. Wie Firmen ihre
medialisierte Perzeption und
Reputationskonstruktion beeinflussen
können

Studienarbeit

Medialisierung Unternehmen Medialisierte Reputationskonstruktion Beeinflussen

Marco Schneider



Medialisierung Unternehmen Medialisierte Reputationskonstruktion Beeinflussen:

Medialisierung der Corporate Reputation von Unternehmen. Wie Firmen ihre medialisierte Perzeption und Reputationskonstruktion beeinflussen können Marco Schneider, 2015-07-22 Studienarbeit aus dem Jahr 2015 im Fachbereich Medien Kommunikation Medienökonomie management Note Hervorragend Universität Zürich Institut für Publizistik und Kommunikationswissenschaften Veranstaltung Wirtschaftsberichterstattung und Wirtschaftsjournalismus Sprache Deutsch

Abstract Unternehmen agieren nicht nur in der wirtschaftlichen Sphäre sondern müssen sich auch auf der gesellschaftlichen Ebene behaupten. Die Medien bilden für die Firmen dabei eine wichtige Anspruchsgruppe. Sie verschaffen Publizität und erlauben Werbeschaltungen erfüllen aber auch soziale oder politische Funktionen für die Gesamtbevölkerung. Dem Ideal des pflichtbewussten Watchdog folgend betreiben sie investigativen Journalismus und decken auch unternehmerische Skandale auf. Der gute Ruf eines Unternehmens wird nicht mehr als beiläufig und zufällig entstandenes Produkt angesehen sondern zunehmend als unersetzliche und intangible Kernkompetenz verstanden. Firmen versuchen bewusst und kontrolliert auf die Reputation Einfluss zu nehmen indem auf direkte und indirekte Kommunikationskanäle eingewirkt wird. Sei es durch Einbringen von Themen in die Medienagenda präventive Umweltüberwachung oder via ökonomische Handlungsmacht. In der vorliegenden Arbeit stehen die Beeinflussungsmöglichkeiten der Unternehmen auf die Medienorganisationen im Mittelpunkt da die Massenmedien als starke Formgeber der öffentlichen Meinung und Reputation zu betrachten sind.

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