



# Presse- und Öffentlichkeitsarbeit in Kulturbetrieben (German Edition)

*Hayat Caroline Issa*

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**Presse- und Öffentlichkeitsarbeit in Kulturbetrieben (German Edition)** Hayat Caroline Issa  
Studienarbeit aus dem Jahr 2003 im Fachbereich Kulturwissenschaften - Allgemeines und Begriffe, Note: 2,0, Universität Bremen (Fachbereich 9 Kulturwissenschaft), Veranstaltung: Grundlagen des Kulturmanagements, 3 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In der vorliegenden Arbeit beschäftige ich mich mit dem Thema Presse- und Öffentlichkeitsarbeit in Kulturbetrieben. Nach einer kurzen Einführung in Definition und Geschichte des Begriffs der Public Relations, bzw. der Presse- und Öffentlichkeitsarbeit, gehe ich auf die wichtigsten Instrumente der Presse- und Öffentlichkeitsarbeit in Kulturbetrieben ein. Diese Ausführungen ergänze ich durch die Schilderung eigener Erfahrungen in Presse- und Öffentlichkeitsarbeit im Veranstaltungs- bzw. Festivalbereich, die ich während meiner Tätigkeit in einem großen Konzerthaus sowie bei einem renommierten Klassik-Festival in den vergangenen zwei Jahren gesammelt habe.

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