



Verbandskommunikation und Kommunikationsmanagement: Eine systemtheoretische Perspektive (essentials) (German Edition)

Olaf Hoffjann

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?In diesem Band wird auf einer systemtheoretischen Grundlage eine Theorie der Verbandskommunikation entwickelt. In Verbänden stellen sich drei zentrale Probleme: das Problem der Legitimation gegenüber dem politisch-administrativen System, das Problem zurückgehender Mitgliederbindungen sowie die Widersprüche, die sich aus der Bearbeitung dieser Probleme ergeben. Zur Lösung dieser drei Probleme haben sich mit der Legitimationskommunikation, der Mitgliederbindungskommunikation und dem integrierten Kommunikationsmanagement drei Disziplinen ausdifferenziert, die der klassischen Verbandskommunikation zugeordnet werden können. Damit wird eine Spezialisierungs- und Integrationsperspektive gleichermaßen eingenommen: Zunächst wird zu untersuchen sein, wie die Probleme fehlender Unterstützung und der Legitimation bearbeitet werden, um anschließend zu fragen, wie die daraus entstehenden Widersprüche bearbeitet werden.

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