



Einfluss von Unternehmen

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Influence on People

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„DAS HERZSTÜCK EINES GUTEN NATIVE ADVERTISING IST EIN KLARES VERSTÄNDNIS
DER INTERESSEN IHRER ZIELGRUPPE. WENN SIE SIE KENNEN, IST ES VIEL EASIER
DIE RICHTIGEN INHALTE, VERTRIEBSKANÄLE UND FORMATE FÜR EINE GUTE
KAMPAGNE ZU DEFINIEREN.“

–KARSTEN KRÄMER

The use of media

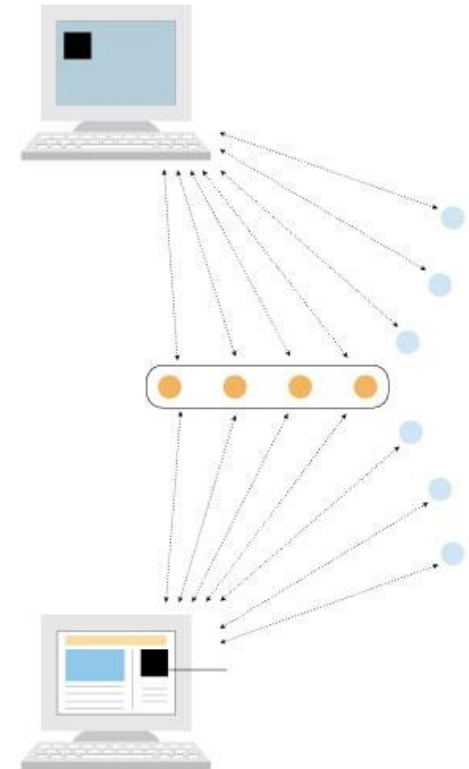
1. The average human uses media 10 hours a day
2. Companies can influence us 10 hours a day with media
3. Influence through advertisements/target advertising, influencer...
4. Ads are everywhere and influence our perception

How advertisements work

1. Showing us products of companies and make us feel that we need them
2. Telling us, our life would be more complicated without the product of that company
3. We think the product is useful/necessary -> we buy it
4. We got influenced through advertisements of big companies
5. Big companies can spend more money on ads than smaller ones -> they make more profit
6. It's all about manipulation to make more profit and show us how cool our life is with those goods

Target advertising

1. Your PC sends information about previous websites you visited before to a third party
2. The information get used to show you similar or the same product you did not buy on other websites
3. Companies sell more products because we have more than one opportunity to think about and buy it
4. Often we buy things we don't need but in the end we think they are useful



Influencer

1. Person of the public life
2. People with a huge range
3. Share products of companies with their followers
 1. Followers like those people and think: „If they have that specific product, I have to get it as well because i want to be as cool as they are“
4. Companies use the influencer to create sympathy for their products/business

The positive site

1. Easy shopping: we get tons of offers that we need
2. We don't have to search for specific products because ads show them to us
3. Personalized ads are more interesting than advertisements that show goods we're not interested in

The negative site

1. Companies have our data and use it for their interests
2. We buy lots of unnecessary stuff
3. That leads to overconsumption
4. That leads to trash, environmental pollution etc.



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Influence on politics

(Joshua Bernhart)

1. „Politik ist nur der Spielraum, den die Wirtschaft ihm lässt.“



~Dieter Hildebrandt

Grafik

1

Lobbying

1. Lobbying stands for any attempts to influence the legislators or the government by individuals or private interest groups such as big companys.
2. The term of lobbying references to the represantatives of the just mentioned interest groups generally waiting in the lobby outside of the legislative chamber.
3. Besides of influencing politicians lobbying has a few more effects. One of them is that lobbyists inform and brief politicians about their issues which allows them to be well prepared in meetings without wasting time on acribic research.
4. Therefor in theory politicians can work more effectively.

Lobbying

1. Even though mostly disliked and unaccepted by society, germany has huge amounts of lobbyists.
2. In Berlin alone there are a little over 6000 lobbyists according to Lobbycontrol.
3. Concerns anually pay millions of euros for it

How does lobbying work?

1. Usually lobbying works much more subtle than we see it in films and TV.
2. It's not about buying votes and politicians with a stack of money
3. It's more like:
4. sponsoring election campaigns
5. giving the politicians food for thought in the wished direction



Grafik

2

For example:

1. 1)There is a new law to vote for in the Bundestag about restricting the use of a certain chemical fertiliser that is known for making people sick.
2. 2)The agrar lobby gets active because the law would make it more expensive for their farmers to produce food.
3. > ideally they already have someone from their own ranks in the agrar resort (for example the agrar minister)
4. > they pay money to foundations and universities to get some glossed over reports about the chemicals they use

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1. > the reports they now have are used in a combination with grants and bad news about food getting far more expensive in the future if the law passes to convince members of parliament to vote against the law
 2. > if all that isn't enough they will organize protests where thousands of farmers take their biggest tractor to Berlin which usually blocks a lot of traffic and generates publicity for the issue
 3. 3) the law gets changed to please the farmers and their needs

Pro's and Con's

1. So as you see lobbying is indeed a mighty weapon when fighting for your political will. Here are some of the reasons one can like or dislike lobbying:

Pro lobbying:	Contra lobbying:
Part of democracy	Money decides how important your vote is
Helps politicians at being more efficient	Provocates political apathy
Protects the requirements for a working economy	Undermines democratic processes
Legal and very professionell	The lower your income the less will you be heard

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Bildquellen:

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