



# Images of Nations and International Public Relations (Routledge Communication Series)

*Michael Kunczik*

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This volume addresses the importance of images of nations in international relations. One fundamental assumption is that the behavior of states is not the same as that of individuals. States are social systems whose behavior as a rule directly corresponds neither to the motives of their respective leaders nor to those of their populations. However, it is also self-evident that international activities always depend on personal relationships. The studies presented relate to more or less deliberate attempts to induce change in images. Given the interdisciplinary nature of the subject matter, findings made in public relations, advertising research, prejudice research and other fields are also taken into account. Very often it is impossible to distinguish between the image of the nation-state and the images of big enterprises such as Krupp, Ford, or Coca Cola. For this reason, the country of origin effect is also discussed.

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