



Die Pressekrise: Ursachen, Reaktionen, Konsequenzen (German Edition)

Henryk Hielscher

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Die Pressekrise: Ursachen, Reaktionen, Konsequenzen (German Edition) Henryk Hielscher
Studienarbeit aus dem Jahr 2003 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note:
noch nicht, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft),
Veranstaltung: Hauptseminar: Presse unter Druck, Sprache: Deutsch, Abstract: Die wirtschaftliche Basis der
Presse hat sich seit Ende 2001 dramatisch verschlechtert: Alarmierender Werberückgang, Auflagenschwund
und rote Zahlen bestimmen die Lage. Kernziel dieser Hausarbeit ist es, die Ursachen, Reaktionen und
Auswirkungen der Pressekrise und der damit einhergehenden Sparmaßnahmen zu analysieren und zu
interpretieren. Ein Schwerpunkt liegt dabei auf den möglichen Veränderungen der journalistischen
Arbeitsbedingungen.

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