



Einführung in die Publizistikwissenschaft (German Edition)

Heinz Bonfadelli (Hg.), Otfried Jarren (Hg.), Gabriele Siegert (Hg.)

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3. Aufl. - Mit diesem Lehrbuch wird eine systematische Einführung in das Fach Publizistikwissenschaft geboten. In den Beiträgen vermitteln die Autoren Basiskenntnisse zu allen relevanten Kernthemen und analysieren die jüngsten Entwicklungen in den Bereichen Medien, Öffentlichkeit und Informationsgesellschaft. Einige Kapitel sind den Grundlagen, Theorien und Modellen der Publizistik gewidmet, andere der Analyse von Struktur, Ökonomie und Regulierung des Mediensystems. Weitere Schwerpunkte sind Mediennutzung und Medienwirkung, Medienleistungen und Medienrealität und auch die grundlegenden Methoden der quantitativen und qualitativen Medienforschung.

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