



Sozialisation durch Printmedien (German Edition)

Roland Scheller

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Magisterarbeit aus dem Jahr 1999 im Fachbereich Medien / Kommunikation - Printmedien, Presse, Note: 2, Technische Universität Berlin (Inst. f. Kommunikationswiss.), Veranstaltung: Universitätsabschlussarbeit, 29 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Printmedien sind Bestandteil unseres täglichen Lebens. Wir haben fast alle gelernt, mit ihnen umzugehen, sie zu lesen. Wir befinden uns in einer Lesekultur, in der wir ständig mit Printmedien konfrontiert sind, und es gibt keinen Weg, sich ihnen zu entziehen.

Wir als Angehörige der Industrienationen sind zu weiten Teilen durch Printmedien sozialisiert. Diese Arbeit beschäftigt sich mit dem Thema " Sozialisation durch Printmedien " und greift verschiedene Aspekte der Medienwirkungsforschung und der Sozialisationsforschung auf. Ferner beschreibt sie die Printmedienlandschaft und versucht die Frage zu beantworten, ob Printmedien durch neue Medien verdrängt werden, oder ob es zu einer gleichberechtigten Ko-Existenz kommt.

Doch es kommen nicht nur positive Aspekte zum Tragen, denn Probleme wie Analphabetismus auf der einen Seite und staatlich gelenkte Zensur und Propaganda auf der anderen stellen schwerwiegende Probleme dar, die nicht außer acht gelassen werden dürfen.

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