



Die Theorie der Schweigespirale nach Elisabeth Noelle-Neumann (German Edition)

Stefan Plenk

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 1,3, Ludwig-Maximilians-Universität München (IFKw), Veranstaltung: Medientheorien, 14 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Inwiefern kann es Medien gelingen, die öffentliche Meinung gezielt so zu beeinflussen, dass das allgemeine Meinungsbild zu bestimmten Themen kippt, um so gewissermaßen eine Realitätsveränderung zu erzeugen? Die Theorie der Schweigespirale von Elisabeth Noelle-Neumann versucht mit dieser Medientheorie der Starken Medien diesem Phänomen, Medien beeinflussen und verändern die Wirklichkeit, einzugehen. Das Massenmedien auch im Stande sind eine Scheinrealität entstehen zu lassen, welche schließlich zur "echten" Realität werden kann, versucht die dynamische Theorie der Schweigespirale zu erklären. Die Arbeit geht hierbei auf die Entstehung und die Kernelemente ein, wobei ein eigener, einfach konzipierter Feldversuch, die interessante aber komplizierte Theorie zu veranschaulichen sucht.
Für Medienwissenschaftler und Journalistikstudenten kann diese Arbeit durchaus sehr informativ und interessant sein.

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