



# Medienjournalismus: Strukturen, Themen, Spannungsfelder (German Edition)

*Karl H. Müller-Sachse*

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In der Bundesrepublik ist in den 90er Jahren das größte Mediensystem Europas entstanden. Die Professionalisierung des Medienjournalismus hat mit dieser Entwicklung jedoch nicht Schritt gehalten. Ein eigenständiges Fachressort für Medienthemen leisten sich bisher nur wenige tagesaktuelle Medien. Die Studie liefert eine Bestandsaufnahme des Publikationsspektrums, des Umfangs und der Infrastrukturen des Medienjournalismus. Sie untersucht inhaltsanalytisch die Medienberichterstattung der Presse und analysiert an Fallbeispielen den publizistischen Umgang mit medienpolitischen Kontroversen. In Interviews und Gesprächen vermitteln Experten ihre Sicht auf die Problemfelder und Entwicklungsperspektiven des Medienjournalismus. Ein Fazit: Die Chancen kritischer Auseinandersetzung schwinden zunehmend unter dem Druck medienökonomischer Marktstrategien.

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