

Online Zeitungen

Mark Leach

Optimale Nutzungspreise für Online-Zeitungen Timo Schulze, 2015-02-27 Timo Schulze zeigt die Erlösquellen und -interdependenzen bei Online-Zeitungen auf und entwickelt bestehende Verfahren zur Ermittlung optimaler Nutzungspreise weiter. Auf der Basis von Befragungsdaten erarbeitet er einen Ansatz, mit dem der monetäre Wert von Tarifform-Biases gemessen und bei der Optimierung der Nutzungspreise berücksichtigt werden kann.

Online News and the Public Michael B. Salwen, Bruce Garrison, Paul D. Driscoll, 2004-12-13 Offers insights on the state of online news, exploring the issues surrounding this convergence of print and electronic platforms, and the public's response to it. The heart of the book is formed by empirical studies - mostly social surveys - coming out of the media effects and uses traditions.

The Heart of a Morning Paper Beats Online Pit Gottschalk, 2011-02 If online journalism becomes an integral part of the daily routine of the editorial staff within five years, then, in order to be fit for the future, it will only be consequent to set the degree of integration now and to adjust the editorial workflow of each morning paper to its online capacity. This book of Pit Gottschalk helps understand the necessity of online integration in Journalism, assess the status quo, and implement the right steps within the organization based on a broad research. Structure, culture, people, and tasks - all the aspects of a modern organization of content workflow are to be considered. Pit Gottschalk creates a measurement system to check the own newsroom.

Newspapers in Central and Eastern Europe / Zeitungen in Mittel- und Osteuropa Hartmut Walravens, 2017-11-07 The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the information profession. The series IFLA Publications deals

with many of the means through which libraries, information centres, and information professionals worldwide can formulate their goals, exert their influence as a group, protect their interests, and find solutions to global problems.

Online News: Journalism And The Internet Allan, Stuart, 2006-08-01 Provides an analysis of online news. This book offers insights into debates concerning the ways in which journalism is evolving on the internet, devoting particular attention to the factors influencing its development. It shows how the forms, practices and epistemologies of online news are gradually becoming conventionalized. In this exciting and timely book, Stuart Allan provides a wide-ranging analysis of online news. He offers important insights into key debates concerning the ways in which journalism is evolving on the internet, devoting particular attention to the factors influencing its development. Using a diverse range of examples, he shows how the forms, practices and epistemologies of online news are gradually becoming conventionalized, and assesses the implications for journalism's future. The rise of online news is examined with regard to the reporting of a series of major news events. The topics include coverage of the Oklahoma City bombing, the Clinton-Lewinsky affair, the September 11 attacks, election campaigns, and the war in Iraq. The emergence of blogging is traced with an eye to its impact on journalism as a profession. The participatory journalism of news sites such as Indymedia, OhmyNews, and Wikinews is explored, as is the citizen journalist reporting of the South Asian tsunami, London bombings and Hurricane Katrina.

Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues Sharma, Ravi S., 2011-10-31 Increasingly, multimedia content—from music, movies, games, news, books, and digital art to sharable educational material, e-government services, and e-health services—is delivered over broadband networks. With technological advances, cloud

computing applications, and social networking approaches, many exciting applications are emerging to deliver this content as Interactive Digital Media (IDM). Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues presents the results of a large, industry-oriented, multi-national research program. This research seeks to discover usable business models, technology platforms, market strategies and policy frameworks for the emerging global digital economy, particularly for digital media researchers and industry entrepreneurs who wish to reach users around the world.

E-Commerce als strategische Option für regionale Online-Zeitungen Mark Leach, 2013-03-07
Mark Leach entwickelt ein Modell, mit dessen Hilfe die Determinanten zur Erklärung der Einstellung der Nutzer gegenüber zeitungsinitiertem E-Commerce identifiziert werden und ihre Wirkungsweise analysiert wird. Er überprüft die gewonnenen Erkenntnisse im Rahmen einer empirischen Untersuchung und leitet Gestaltungsempfehlungen für die Unternehmenspraxis ab.

Kommunikationswissenschaft und Public Relations in Osteuropa Stefanie Averbeck, Stefan Wehmeier, 2002

News and the Net Barrie Gunter, 2015-07-16 Originally published in 2003. This book examines the growth of news provision on the internet and its implications for news presentation, journalism practice, news consumers, and the business of running news organizations. Much of the focus is placed on the migration of newspapers onto the internet, but references are also made to the establishment of news websites by other organizations. The book examines the growth of online technology as a source of information and entertainment and considers how this development can be framed within models of communication and comments, on the apparent shortage of new models to explain the use, role, effectiveness, and impact of online communications.

Digitizing the News Pablo J. Boczkowski, 2005 A study of the development of nonprint publishing by American daily newspapers: how new media emerge by combining existing media structures and practices with new technical capabilities.

Online - Die Zukunft der Zeitung? Christoph Neuberger, Jan Tonnemacher, 2013-08-13 Aus Sicht der alten Medien sind neue Informations- und Kommunikationstechniken stets als Chance und Risiko zugleich gesehen worden. Ebenso wie früher schon in Bildschirm- und Videotext engagieren sich daher heute die etablierten Massenmedien, darunter die Tageszeitungsverlage, im Internet, um Einbußen im Informations- und Werbebereich zu verhindern und sich neue Verbreitungswege zu erschließen. Entwicklung und Perspektiven des Engagements der Tageszeitungen im World Wide Web werden für Deutschland und die USA in diesem Reader vorgestellt.

Finanzierung von Online-Zeitschriften - Wege zu einem erfolgreichen Web-Engagement für Tageszeitungen Patrick Hammer, 2007 Studienarbeit aus dem Jahr 2000 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2-, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft (Zeitungswissenschaft)), Veranstaltung: Hauptseminar: Tageszeitung und Internet, Sprache: Deutsch, Abstract: Das Internet erlebt momentan einen gewaltigen Boom und ist das Medium, dass unsere Informationsgesellschaft prägen wird. Im Laufe dieser Entwicklung sind natürlich gerade die Tageszeitungen gezwungen, in diesen neuen Markt einzusteigen, um ihre Stellung als Hauptinformationslieferanten zu behaupten. Was mit den Printprodukten passieren wird, ist noch unklar. Roger Fidler, ehemaliger Chefentwickler von tragbaren Computern im Medienlabor Knight-Ridder und derzeit Universitätsprofessor in Boulder, sagt das Verschwinden von Printzeitungen bis zum Jahr 2005 voraus. Digitale Informationen sind mobil, kostengünstig und hochaktuell

auslieferbar und lassen sich darüber hinaus individuell an die Bedürfnisse des Rezipienten anpassen - mit dem Internet als Infrastruktur erreicht man ohne Druckerpressen und Lieferfahrzeuge eine immer größer werdende Kundschaft. Zeitungsverlage dürfen also den Anschluss im derzeitigen Online-Boom nicht verpassen. Fast jede deutsche Tageszeitung ist deshalb mittlerweile mit einer Internet-Ausgabe vertreten. Eines der Grundprobleme beim Online-Engagement einer Tageszeitung stellt jedoch die Refinanzierung dar: so müssen für einen akzeptablen Internetauftritt hohe Investitionen für Technik und Onlineredaktionen getätigt werden. Daher gibt es momentan noch einige Zweifel, ob es sich für Medienhäuser überhaupt lohnt, eine eigene Online-Redaktion aufzubauen und eine Internetausgabe eines Printproduktes zu betreiben. Gehen die Zeitungen aber nicht online, laufen sie natürlich Gefahr, dass sie es verpassen, auf diesen vermeintlich wichtigen Zug aufzuspringen und damit der Konkurrenz diesen großen Markt zu überlassen., Gerade die potenti

Textgestaltung im Web am Beispiel von Print- zu Online-Zeitungen Nicole Streich, 2007-07
Studienarbeit aus dem Jahr 2005 im Fachbereich Informationswissenschaften,
Informationsmanagement, Note: 1,0, Heinrich-Heine-Universität Düsseldorf, 21 Quellen im
Literaturverzeichnis, Sprache: Deutsch, Abstract: Durch die stetigen Verbesserungen der Technik
breitete sich das Internet in rasender Geschwindigkeit aus, sodass immer mehr Menschen Zugang
dazu haben und die Angebote im Netz nutzen. Angesichts dieser Entwicklung, ist es
selbstverständlich, dass viele Verbreitungsformen, die früher auf den Print- Bereich beschränkt
waren, nun auch im Internet zu finden sind. Heutzutage ist jegliche Art der Textverbreitung auch
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Reproduction, dass für Belletristik das gedruckte Buch vorerst als Hauptform bestehen bleiben wird. Die Publikationsform Zeitung dagegen ist als Print- sowie auch als Online- Medium besonders geeignet, sodass sich Online-Zeitungen immer stärker als Teil der täglichen Mediennutzung etablieren. Doch diese beiden Formen von Nachrichtenverbreitung unterscheiden sich in einem höheren Maße, als es vielen bewusst ist. In dieser Arbeit werden daher die Vor- und Nachteile der beiden Publikationsformen Print und Online sowie die Möglichkeiten aufgezeigt, die sich sowohl für den Autor als auch für den Leser durch die Digitalisierung des Mediums Zeitung ergeben. Der Hauptteil befasst sich mit der idealen Textgestaltung im Online-Medium, denn der Text steht aus der Sicht von Online-Redakteuren auch beim Thema Weblayout im Vordergrund. Eyetracking- Studien belegen, dass die meisten User zuerst auf den Text schauen, denn Online-Leser sind sehr viel textfixierter als Zeitungsleser, so eine Studie der Stanford University. Ab Kapitel 3 wird anhand von Praxisbeispielen aufgezeigt, welche Textgestaltungsprinzipien bei Online-Zeitungen beachtet werden sollten und inwieweit diese in der Realität umgesetzt werden. Als Hauptbeispiel wird die Online- Ausgabe der Tageszeitung Die Welt analysiert, die durchgängig positive Aspekte aufweist.

News in the Internet Age New Trends in News Publishing OECD,2010-10-18 This study provides an in-depth treatment of the global newspaper publishing market and its evolution, with a particular view on the development of online news and related challenges.

Zeitungen Online - Fluch oder Segen? Uwe Sperlich,2003-06-19 Studienarbeit aus dem Jahr 1999 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 1,0, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft (ZW)), Veranstaltung: Proseminar II: Medienlehre Presse, Sprache: Deutsch, Abstract: Das Internet ist in aller Munde. Egal wo wir hingehen oder hinsehen, überall rücken diese merkwürdigen

„http:-Adressen“ ins Blickfeld. Ganz gleich, ob wir die Tageszeitung oder eine Illustrierte aufschlagen, die Nachrichten oder eine Unterhaltungssendung im Fernsehen sehen, in der U-Bahn stehen oder ins Kino gehen, das Internet ist allgegenwärtig geworden. Und selbst wenn viele noch nie im „Netz der Netze“ ‚gesurft‘ sind, eine Internet Adresse haben sie schon einmal gesehen. Online ist in. Und so macht dieser Trend natürlich auch nicht vor einem Traditionsmedium wie der Tageszeitung halt. Während der Computer in den letzten 20 Jahren vor allem die Herstellung des Printprodukts beispielsweise durch Desktop- Publishing und Computer-to-plate Verfahren revolutionierte, so findet jetzt die Vermittlung und Rezeption der Inhalte mit Hilfe des Computers statt. Waren bis 1995 noch keine deutschen Tageszeitungen im Internet vertreten, so stieg die Zahl bis Mitte Februar 1997 auf über 70 Zeitungen an. Zur Zeit sind 236 deutschsprachige Zeitungen mit einem Angebot im World Wide Web vertreten (Stand: Februar 1999). Bei einer derart rasanten Entwicklung ist man versucht von einem Online- Boom bei den Verlagen zu sprechen: „[...] die Zeitungsverleger verstehen sich mehr und mehr als unternehmerische Publizisten [...] und betonen, daß sie auch bislang schon unterschiedliche Transportmittel für Informationen nutzen.“ Dabei geht es für die Verlage mittlerweile nicht mehr um die Frage ob, sondern wie ein solcher Online-Auftritt realisiert werden kann. Es stellt sich daher zwangsläufig nicht nur die Frage, wie sich die Online-Zeitungen im Internet präsentieren, sondern vor allem auch aus welchen Gründen dies geschieht. Welche Vor- und Nachteile birgt der WWW-Auftritt einer Zeitung gegenüber dem gedruckten Produkt, und wie wird ein Online- Angebot finanziert? Aber auch Zukunftsängste regen sich: Wird die Internet-Zeitung die gedruckte Zeitung verdrängen? Die vorliegende Arbeit soll diese Fragen untersuchen, dafür ist jedoch zunächst ein kurzer Rückblick sowie eine Begriffsklärung notwendig.

Die digitale Mediamorphose und der Wandel der traditionellen Massenmedien aus Sicht der

Medienökonomie Paul Clemens Murschetz, 2019-09-30 Paul Clemens Murschetz befasst sich mit ausgewählten Phänomenen der digitalen Transformation in der Medienbranche und stützt sich vor allem auf Erkenntnisse aus der Medienökonomie und der Medienmanagementforschung. Sein erkenntnisleitendes Interesse ist es, einen entscheidenden Beitrag zur Beantwortung der gegenwärtig stattfindenden Transformationsprozesse der am meisten entwickelten Mediengesellschaften vor dem Hintergrund der Problematiken der „digitalen Mediamorphose“ zu leisten und damit Einblick zu geben in die radikalen Veränderungen, die Mediensysteme in den letzten Jahren in westlichen Demokratien erfahren haben.

Online-Zeitungen International am Beispiel der USA Uwe Sperlich, Alexander Chavez, 2003-06-19 Studienarbeit aus dem Jahr 2000 im Fachbereich Medien / Kommunikation - Multimedia, Internet, neue Technologien, Note: 2,0, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft (ZW)), Veranstaltung: Hauptseminar: Tageszeitungen und Internet, Sprache: Deutsch, Abstract: Das Internet hat sich in den letzten Jahren mit rasanter Geschwindigkeit entwickelt und macht mittlerweile vor keinem Lebensbereich mehr Halt. Ganz gleich wo wir hingehen oder hinsehen, überall rücken diese merkwürdigen „http:-Adressen“ ins Blickfeld. Es ist dabei nicht von Bedeutung, ob wir die Tageszeitung oder eine Illustrierte aufschlagen, die Nachrichten oder eine Unterhaltungssendung im Fernsehen sehen, in der U-Bahn stehen oder ins Kino gehen, das Internet ist allgegenwärtig geworden. Während sich diese Erkenntnis bei uns erst jetzt durchsetzt, hat Jon Katz in den USA dies bereits 1994 erkannt: „[...] you can't pick up a paper any longer without reading the words e-mail, Internet, or cyberspace.“ Und selbst wenn man vielleicht noch nie im „Netz der Netze“ ‚gesurft‘ ist, eine Internet Adresse hat man zumindest schon einmal gesehen, wenn man zum Beispiel die Tagesschau ansieht. Online ist in. Und

so macht dieser Trend natürlich auch nicht vor einem Traditionsmedium wie der Tageszeitung halt. Der Computer hat in den letzten 20 Jahren vor allem die Herstellung des Printprodukts durch Desktop- Publishing und Computer-to-plate Verfahren revolutioniert. Die Vermittlung und Rezeption der Inhalte findet heute dagegen ebenfalls mit Hilfe des Computers statt. Während hierzulande die Entwicklungen der deutschen Tageszeitungen im Internet verfolgt und kommentiert werden, vernachlässigt man gerne den Rest der Welt und damit einen der Hauptvorteile des Internets, die Globalität, die es ermöglicht, Inhalte nicht nur weltweit, sondern fast zeitgleich abzurufen. Katja Riefler bemerkte dazu sehr treffend: „Das Internet wird zu einem riesigen Kiosk, an dem das Wall Street Journal neben der New York Times, der Frankfurter Allgemeinen Zeitung und der Financial Times liegt“. Was dies für Auswirkungen auf die deutschen Tageszeitungen hat, wurde schon mehrfach von verschiedenen Forschergruppen untersucht. Es wurden sowohl Typologisierungen für Online-Zeitungen erstellt, als auch Finanzierungsmodelle und Zukunftsprognosen unter die Lupe genommen.

Introduction to Online Journalism Roland De Wolk, 2001 Introduction. 1. Setting Up. Uploading the Future. What Is a Multitude Journalism Story? Hardware Needs. Software Needs. Larry Pryor of the Online Journalism Review, A Century Opens, a Century Closes. 2. Day One. The New Grammar. Reconciling Experts and Amateurs. How to Begin Without Tripping at the Start Line. John Pavlik of the Center for New Media, Columbia University School of Journalism, Transforming Journalism Education. 3. Way New Journalism Meets Lord Northcliff. Primary Issues in Reporting an Online Publication. Basic Reporting. Retractions, Corrections, Clarifications. Traps and Triumphs in Partnerships. Advertising. David Weir of Salon.com, The Role of Journalist as Both Church and State in New Media. 4. Gathering Digital Data. Essential Rules of the Game. Using Search Engines.

Computer Assisted Reporting. E-mail, Newsgroups, and Mailing Lists. Digitalized Photography and Sound. Mark Potts, Internet Journalism Consultant, Musing on the Future of Journalism. 5.A Message for Each Medium. Writing for the Web. Hyperlinks. Using Video to Tell a Story. The Power of Audio. Still Photography in an Age of Motion. Graphics Getting Graphic. Interactivity in Journalism. Jane Ellen Stevens of the Online Journalists Association, Where Are the New Storytellers? 6. Convergence. Design Online. Fitting the Multiples into a Medium. What Works Right Now. Preparing for What Will Work Tomorrow. Fred Stefany of ReacTV, Converging Cyber-Journalism. 7. Multimedia Editing. Seeing the Parts. Ethics in Online Journalism. Seeing the Whole. Rewriting, Reshooting, Redrawing, Rescripting. Richard Gingras of Excite@Home, Five Hot Tips, or How to Deal with the 26-Year-Old Harvard MBA Who'd Rather You Didn't Exist. 8. Preparing for Liftoff. Final Edits. Libel. Stitching It All Together. Last Minute Emergencies. The Launch. Rusty Coats of the Minneapolis Star-Tribune.com, It's All about Invention. 9.A Journalist's Introduction to Online Intellectual Property. Copyright and Fair Use. Trademarks and Soundmarks. Copyright Checklist. James Wheaton of the First Amendment Project, The New Information Railroad. 10. Issues in the Future of Online Journalism. The Doubts about Online Journalism. The Opportunities for Doing It Right. The Work Ahead. A Parting Salutation. John Markoff of the New York Times, Farewell to the Web.

Online Business Sourcebook Oksana Newman, 2007-01-01 *Online Business Sourcebook* is the only evaluative guide to electronic business database products and services. The arrangement of products and services within the Sourcebook is by thematic chapter, to make it easy to review all products on a specific topic: Online hosts and aggregators; The Internet; Company directories; Company financials; Investment analysis; Shareholder analysis; Credit; Mergers and acquisitions;

Business and financial news; Business opportunities; Grants, advice and source of finance; Legislation and regulations; Prices; Market data; Industries; Economics and finance; International trade; Business management literature; Trademarks, trade names and brands; Recent highlights. Within most chapters, products are arranged by geographic coverage. Incorporated are three indexes: names; country/regions and subjects.

Internet Censorship and Regulation Systems in Democracies: Emerging Research and Opportunities Koumartzis, Nikolaos, Veglis, Andreas, 2020-05-08 As the internet has been regulated from its conception, many widespread beliefs regarding internet freedom are actually misconceptions. Additionally, there are already two main categories of internet regulation systems in use: the open and the silent IRSs. Unexpectedly, the former are quite popular among authoritarian regimes, while the latter are implemented mainly in Western democracies. Many IT experts and media analysts criticize Western governments' choice to use a silent IRS, expressing their fear that this could set a dangerous precedent for the rest of the democratic countries around the world. New regulation systems must be developed and implemented that are more acceptable to the general public. Internet Censorship and Regulation Systems in Democracies: Emerging Research and Opportunities is an essential reference source that discusses the phenomenon of internet regulation in general and the use of internet regulation systems (IRSs) by authoritarian regimes and Western democracies and proposes a blueprint for the development and implementation of a fair internet regulation system (FIRS). using original research conducted in seven countries from 2008 to 2017. The book also considers the function of a fair internet regulation system in terms of maximizing its effectiveness, keeping the implementation cost low, and increasing the probability of acceptance by each country's general public. Featuring research on topics such as governmental control, online

filtering, and public opinion, this book is ideally designed for researchers, policymakers, government officials, practitioners, academicians, and students seeking coverage on modern internet censorship policies within various international democracies.

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