



Finanzierung des Printmediums - Zur Lage der Zeitungen 2003 (German Edition)

Nina Röhr

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Studienarbeit aus dem Jahr 2003 im Fachbereich Medien / Kommunikation - Printmedien, Presse, Note: 1,3,
Business and Information Technology School - Die Unternehmer Hochschule Iserlohn, 11 Quellen im
Literaturverzeichnis, Sprache: Deutsch, Abstract: Gegenstand der vorliegenden Arbeit sind die
mikroökonomischen und makroökonomischen Aspekte der Zeitung und ihrer Produktion. Dabei liegt der
Schwerpunkt sowohl auf der publizistischen, als auch auf der betriebswirtschaftlichen Seite der Printmedien.
Während sich die ersten Kapitel der Hausarbeit mit der Abgrenzung von Zeitungen und Zeitschriften
beschäftigt, erläutern die darauffolgenden Artikel die unterschiedlichen Finanzierungsformen der Zeitungen.
Abschließend wird die Konzentration der Zeitungsmärkte genau analysiert um dann in Kapitel 6 alle
vorzuliegenden Ergebnisse zusammenzuraffen, die in einem Fazit zusammengefasst werden.

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