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Andrea Attwenger

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Studienarbeit aus dem Jahr 2013 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 1,7, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft und Medienforschung), Veranstaltung: Proseminar Medienlehre, Sprache: Deutsch, Abstract: Mit der zunehmenden Wichtigkeit und Nutzung des Internets ist es auch für die Verlage von Publikumszeitschriften unerlässlich geworden, ihre Titel angemessen im World-Wide-Web zu repräsentieren. Diese Arbeit befasst sich mit den Herausforderungen und Möglichkeiten, die das Internet als Medium bietet, sowie mit den Strategien, die Verlage beim Versuch, die Qualitäten ihrer Zeitschriften ins Internet zu transferieren, verfolgen.

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