



Eigenlogik der Medien (German Edition)

Roland Hallmeier

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Studienarbeit aus dem Jahr 2004 im Fachbereich Soziologie - Kommunikation, Note: 1,3, Friedrich-Alexander-Universität Erlangen-Nürnberg (Institut für Soziologie), 6 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Medien üben einen nicht zu unterschätzenden Einfluss auf die Gesellschaft aus. Mehr noch: ohne Kommunikation - und damit auch ohne Medien - wäre Gesellschaft, so wie wir sie kennen, gar nicht denkbar. Ihre Macht und diese soziale Bedeutung werfen die Frage nach einer Medientheorie auf, die das Verhältnis von Medien und Gesellschaft untersucht und dessen Tragweite gerecht wird.

Sind die Medien nach Belieben formbar und eher als Werkzeug zu sehen, oder unterliegt ihre Entwicklung einer eigenen Logik? Die Frage muss vor allem sein, inwieweit sich Gesellschaft und Medienstruktur gegenseitig bedingen. Bis heute gibt es dazu keine einheitliche Theorie, was sicher auch mit dem rasanten technischen Fortschritt auf dem Gebiet der Kommunikation zusammenhängt.

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