

Podcasting - Bedrohung Oder Bereicherung Klassischer Radiosender In Deutschland? - Rico Scholz

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Seit Mitte 2004 gibt es ein neues webgestütztes Medium namens Podcasting. Es handelt sich hierbei um eine Nutzungsform des so genannten Broadcatching, bei dem der Rezipient nicht nur die Quelle, sondern auch den Inhalt selbst auswählt. Ziel der Arbeit ist es zu klären, ob Podcasting das konventionelle Medium Radio in Deutschland in seiner Existenz bedroht oder eine Bereicherung darstellt, die dem Radio zu einer Neubelebung verhelfen kann. Dazu wird im Vorfeld geklärt, was es mit dem Begriff Podcasting überhaupt auf sich hat. Es wird die technische und distributive Funktionsweise dieser Mediums beschrieben und auf die einzelnen bis dato entstandenen Typen von Podcasting eingegangen. Dem folgt die Analyse der Vor- und Nachteile von Podcasting, sowie dessen Möglichkeit als Ersatz für das Radio. Betrachtung finden auf der anderen Seite aber auch die Möglichkeiten für Radiosender, Podcasting für sich selbst nutzbar zu machen. Schlussendlich wird im Fazit geklärt, ob Radio und Podcasting in Deutschland zukünftig miteinander harmonieren oder in Konkurrenz zueinander stehen werden. Author: Scholz, Rico Publisher: GRIN Verlag Illustration: N Language: GER Title: Podcasting - Bedrohung oder Bereicherung klassischer Radiosender in Deutschland? Pages: 00023 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638588652 Category: Social Science : Media Studies Category: Political Science : General

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