

Die Hearst-Presse Und Der Spanisch-amerikanische Krieg 1898 - Tobias Raschke

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Im Zusammenhang mit dem massiven Einsatz von Propaganda von nicht-staatlich gelenkten Medien ist der Name des Medienmoguls William Randolph Hearst und sein New York Journal nicht wegzudenken. Dies wird besonders am Beispiel des Spanisch-Amerikanischen Krieges von 1898 deutlich. Diese Arbeit verfolgt zwei Ziele. Einerseits wird versucht darzustellen, wie Gräueltaten der Spanier als Besatzungsmacht auf Kuba durch die Hearst-Presse in den Vereinigten Staaten von Amerika durch die Hearst-Presse an die Öffentlichkeit kamen. Dieser anfangs nicht wahrgenommene Konflikt wurde von der sich im Entwicklungs- und Experimentierstadium befindliche Boulevardpresse New York Citys zum Agenda-Setting im Auflagenkampf verwendet. Andererseits geht es um den Einfluss des Medienmoguls auf die Politik der Vereinigten Staaten, und damit auch um den Einfluss der Medien in der Frage von Krieg und Frieden. Im Jahr 2003 haben die USA wieder einen Krieg geführt. Entsprechende in den Krieg treibende Propaganda, - als seriöse Berichterstattung verkauft, - beeinflusst die Einstellungen der Amerikaner, die der Politiker und damit die Politik der Vereinigten Staaten bis zum heutigen Tag. Studienarbeit aus dem Jahr 2003 im Fachbereich Medien / Kommunikation - Medien und Politik, Pol. Kommunikation, Note: 1,0, Technische Universität Berlin (Fachbereich Medienwissenschaft), Veranstaltung: Medienpersönlichkeiten im 20. Jh., 14 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Raschke, Tobias Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Hearst-Presse und der Spanisch-Amerikanische Krieg 1898 Pages: 00033 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638516600 Category: Social Science : Media Studies Category: Political Science : General

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