

Die Internet-auftritte Der Politischen Parteien: Eine Vergleichende Analyse - Andy Stock

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1. Einleitung Das Internet ist wohl die bedeutsame Erfindung des späten 20. Jahrhunderts. Es stellt sich als ein weltweites digitales Netzwerk dar, mit dessen Hilfe man immer größer werdende Mengen an Texten, Daten, Grafiken, Bildern, bewegten Bildern, Tönen u.v.m. weitergeben, übermitteln und/oder empfangen kann. Das so genannte world wide web (www) bildet bei diesem Massenkommunikationsmittel / Massenmedium die zentrale Schnittstelle. Über Links' (Verbindungen) wird der Zugang auf räumlich und zeitlich unabhängige Server mit den entsprechenden web sites' (homepages) ermöglicht. So verfügen heute zu Tage alle politisch aktiven und bedeutenden Parteien über ihre eigenen homepages' (Startseiten). Dadurch ist es den politisch interessierten Bürgern jederzeit möglich, sich über die Parteien zu informieren (aktuelle Programme, Themen, Abgeordnete . . .) und mit ihnen in Kontakt zu treten. Im Gegensatz zu allen anderen Medien ist es den jeweiligen Parteien durch ihre homepages' vorbehalten, die vollständige Kontrolle über Information, Kommunikation und Inhalte auf dieser Plattform zu behalten. Es ist den Parteien möglich, zielgruppenspezifisch zu kommunizieren, zu informieren und den Inhalt zu gestalten. Studienarbeit aus dem Jahr 2005 im Fachbereich Soziologie - Politische Soziologie, Majoritäten, Minoritäten, Note: 2,0, Helmut-Schmidt-Universität - Universität der Bundeswehr Hamburg, 19 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Stock, Andy Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Internet-Auftritte der politischen Parteien: eine vergleichende Analyse Pages: 00020 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638354813 Category: Social Science : Sociology - General

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