



AL JO<mark>URNALISTS Socialnetworks and search engines – how are they developing furthe</mark> arm intelligence and crowdsourcing – to what extent does the social Inter economics of media convergence. INCREASING COMPANIES Where is advertising head media convergence progresses? FORCES Media consumers, cooperative ARCH DEVOTED WORLD How willpublic relations develop in the conve etworks and search engines – how are they developing furthe e and crowdsourcing - to what extent does the social Internet lists convergence. INCREASING COMPANIES Where is advertising hea progresses? FORCES Media consumers, cooperatives, tax-payers, How willpublic relations develop in the converging media world nes – how are they developing further and what are the consequ at extent does the social Internet force journalists to G COMPANIES Where is advertising heading - and what is the whic ha ations develop in the converging media world - and what will be

MEDIENPOLITIK: AUS DER PAR-LAMENTARISCHEN PRAXIS UND AKTUELLE HERAUSFORDERUNGEN IM DIGITALEN ZEITALTER

Tabea Rößner, MdB Medienpolitische Sprecherin B'90/Grüne

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sm? ADVERTISING Citizen journalism, swarm intelligence and crowdsourcing Killing journalism? TECHNOLOGY The economics of media convergence. INCREASIN vehicle while media convergence progresses? FORCES Med c mec m? RESEARCH DEVOTED WORLD How willpublic relation 2016, 12.00–14.00 UHR, intelligence and crowdsourcing to what exte COMPANIES OLOGY The economics of media convergence INCREASING

Veranstalter

Prof. Dr. Birgit Stark, Institut für Publizistik

Dr. Melanie Magin, Institut für Publizistik

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