



mainzer medieninstitut

ARCH DEVOTED WORLD How willpublic relations develop in the converging media works and search engines – how are they developing further and what are the and crowdsourcing – to what extent does the social Internet force journalist convergence. INCREASING COMPANIES Where is advertising heading – and prist the progresses? FORCES Media consumers, cooperatives, tax-payers, foundations will how willpublic relations develop in the converging media world – and what will hes – how are they developing further and what are the consequences for all the converging media world.

DAS NEUE WISSEN-SCHAFTSURHEBERRECHT

Fairer Interessenausgleich oder untauglicher Versuch?

PODIUMSDISKUSSION

mit

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sm? DIGITAL JOURNALISTS Socialnetworks and search engines - now are they developing ournalism, swarm intelligence and crowdsourcing - to what extent does the social TECHNOLOGY The economics of media convergence. INCREASING COMPANIES Where is advertising vehicle while media convergence progresses? FORCES Media consumes

19. OKTOBER 2017, 16.00 UHR HS VII (ALTES REWI)

Informationen und Anmeldung (bis 12. Oktober 2017)

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