





AL JOURNALISTS Social networks and search engines — how are they developing further, swarm intelligence and crowdsourcing — to what extent does the social Interplace economics of media convergence. INCREASING COMPANIES Where is advertising here is emedia convergence progresses? FORCES Media consumers, cooperative tax tax to extend DEVOTED WORLD How will public relations develop in the convergence dia world etworks and search engines — how are they developing further are the ce and crowdsourcing — to what extent does the social Internet force job alignment to a convergence. INCREASING COMPANIES Where is advertising heading — and what he progresses? FORCES Media consumers, cooperatives, tax—payers, force is not provided that the progresses is a proper to the social Internet force is a convergence. Increasing further and what are the consequences for a realism that extent does the social Internet force is convergence for a realism that extent does the social Internet force is convergence.

"INTERNET KILLED THE TV-STAR?"

Zur Zukunft(-sfähigkeit) des Fernsehens

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