How will public relations develop in the converging media world – and what will be the impact for journalism? Where is advertising heading – and what is the future for journalistic media as an advertising vehicle while media convergence progresses? 

ADVERTISING Citizen journalism, swarm intelligence and crowdsourcing – to what extent does the social Internet force journalists to rethink? 

EDITORIAL JOURNALISTS Social networks and search engines – how are they developing further? What are the consequences for journalism? 

TECHNOLOGY The economics of media convergence. INCREASING COMPANIES Where is advertising heading – and what is the future for journalistic media as an advertising vehicle while media convergence progresses? FORCES Media consumers, cooperatives, tax-payers, foundations – which business models have future potential for journalism? 

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SCHUTZ DER PRIVATSPHÄRE IM COMMON LAW

Ein Vergleich mit der Rechtslage nach europäischem Recht

PODIUMSDISKUSSION
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