

EARCH DEVOTED WORLD How willpublic relations develop in the converging media wor networks and search engines – how are they developing further and what are to be and crowdsourcing – to what extent does the social Internet force journalis a convergence. INCREASING COMPANIES Where is advertising heading – and for is to be progresses? FORCES Media consumers, cooperatives, tax-payers, foundations with the best of the willpublic relations develop in the converging media world – and what will the how are they developing further and what are the consequences for the set.

## **MEDIENDATENSCHUTZ-RECHT RELOADED** Der Streit um das "Medienprivileg"

## PODIUMSDISKUSSION

mit

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SM? DIGITAL JOURNALISTS Social networks and search engines - how are they developin 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 consumer

## 27. APRIL 2018, 16.00 UHR RW2, GEBÄUDE REWI I, JGU

Informationen und Anmeldung (bis 23. April 2018) WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM



## JOHANNES GUTENBERG UNIVERSITÄT MAINZ

