

GITAL JOURNALISTS Socialnetworks and search engines - how are they developing further lism, swarm intelligence and crowdsourcing - to what extent does the social Interner Y The economics of media convergence. INCREASING COMPANIES Where is advertising her while media convergence progresses? FORCES Media consumers, cooperatives, to vers, RESEARCH DEVOTED WORLD How willpublic relations develop in the converging media wold cialnetworks and search engines - how are they developing further and what are ligence and crowdsourcing - to what extent does the social Internet force journet to media convergence. INCREASING COMPANIES Where is advertising heading - and what as the

# DER NEUE MEDIEN-Staatsvertrag

Konvergenzgerechte Regulierung oder symbolischer Aktionismus?

## PODIUMSDISKUSSION

Prof. Dr. Roland Broemel, Goethe-Universität Frankfurt am Main Dr. Wolfgang Kreißig, Landesanstalt für Kommunikation BW Dr. Franziska Löw, LL.M., ANGA e.V.

IMPULS: Pascal Jürgens, M.A., Johannes Gutenberg-Universität Mainz

izen journalism, swarm intelligence and crowdsourcing – to what extent does the social lism? TECHNOLOGY The economics of media convergence. INCREASING COMPANIES Where is a an advertising vehicle while media convergence progresses? FORCES Media consumer

### 18. OKTOBER 2018, 16.00 UHR

which ill be alism ynote alistic s have ct for ISIN alism ctising al for IGITAT alism GY The alism GY The alism GY The alism GY The alism CY The condia CY The CY The condia CY The C

## HS VII (REWI II)

#### Informationen und Anmeldung (bis 11. Oktober 2018) WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM



#### JOHANNES GUTENBERG UNIVERSITÄT MAINZ

