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Agenda-Setting: Entwicklung & Facetten eines Forschungsansatzes (German Edition)

Stefan Noack

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Agenda-Setting: Entwicklung & Facetten eines Forschungsansatzes (German Edition) Stefan Noack Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 1.7, Freie Universität Berlin, Veranstaltung: Praxisseminar: Nachrichten und Politik , Sprache: Deutsch, Abstract: Ein grundlegendes Problem der Publizistik- & Kommunikationswissenschaften ist die Alltagsgebundenheit ihres Fachgegenstands. Schriftliche und verbale Kommunikation „schein[en] dem Laien, der sie [jeden Tag] praktiziert, problemlos erkennbar.“ Die Gefahr, dass Begriffe aus der Umgangssprache „unhinterfragt und undefiniert in die Wissenschaft“ übernommen werden, ist deshalb groß. Ebenso groß ist die Gefahr, dass Laien Wissenschaftsbegriffe, ohne Verständnis der ihnen zu Grunde liegenden Konzepte, im Alltag verwenden. So zum Beispiel den Begriff des ‚Agenda-Settings'. Längst schmückt er zahllose Berichte in Zeitung, Fernsehen und den neuen Medien. „Betreibt der Bundestrainer Agenda-Setting?“, fragt Onlinejournalist Oliver Fritsch. Sein Kollege, Wolf Schneider schreibt mit Blick auf die Politik in Hessen: „In der Zeitung stand [Roland Koch] jeden Tag. [A]uch den kritischsten Journalisten blieb nichts anderes übrig, als ihm [ein] Forum zu verschaffen.“ Koch bestimmte die Tagesordnung. Er bestimmte „worüber sich die Menschen aufregen.“ – „‚Agenda Setting' heißt das in der Publizistik.“ Schneider und Fritsch gehen auf einzelne Aspekte des Agenda-Setting-Ansatzes ein. Diese Aspekte integrieren sie in ihre eigenen, simplen Erklärungsmodelle. Agenda-Setting ist jedoch ein komplexer Prozess und muss als solcher dargestellt werden. 40 Jahre Forschung fordern ihren Tribut.

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