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Die Kultivierungshypothese nach George Gerbner et al (German Edition)

Julia Kahl

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Studienarbeit aus dem Jahr 2000 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 2,3, Ludwig-Maximilians-Universität München, Veranstaltung: Theorien und Modelle der Massenkommunikation, Sprache: Deutsch, Abstract: Die Fragestellung, ob stetig steigende Gewaltbereitschaft im amerikanischen Fernsehen eine negative Auswirkung auf seine Zuschauer haben könnte, war der Antrieb vieler Sozialwissenschaftler in den USA sich mit diesem Thema zu beschäftigen. Ab Mitte der 60er Jahre sollte die Sachlage anhand von Untersuchungen mehrerer Forschungsteams geklärt werden. Finanzielle Hilfestellung und Koordination sollte dabei von der amerikanischen Gesundheitsbehörde und hier speziell von der Surgeon Generals's Scientific Advisory Committee on Television and Social Behavior gewährleistet werden. Unter den Teams befand sich auch der Sozialwissenschaftler George Gerbner mit seiner Forschungsgruppe der Annenberg School of Communication der Universität von Philadelphia, die zu ihren eigenen Ergebnissen kamen. Im Gegensatz zu den meisten anderen Forschungsinitiativen, die sich mit der Fragestellung befaßten, ob mediale Gewalt das Verhalten von Kindern auf negative Weise beeinflussen würde, widmete sich das Team um George Gerbner auch der inhaltsanalytischen Erfassung von Gewalt im Fernsehen. Hierzu wurden entsprechende Experimente und Feldstudien durchgeführt.

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