



## **Innovationen für den Journalismus (Kompaktwissen Journalismus) (German Edition)**

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# Innovationen für den Journalismus (Kompaktwissen Journalismus) (German Edition)

## **Innovationen für den Journalismus (Kompaktwissen Journalismus) (German Edition)**

Wer in der Medienwelt von morgen als Journalist erfolgreich sein will, muss in der Lage sein, die Möglichkeiten des Internets ebenso wie neue Konzepte des Medienmanagements souverän zu nutzen. Dieses Lehrbuch vermittelt angehenden Journalisten, aber auch interessierten Praktikern einen umfassenden und aktuellen Überblick, wie Innovationen in der redaktionellen Praxis den Journalismus nachhaltig verändern: Welche neuen Aufgaben haben Journalisten in Newsrooms zu bewältigen? Wie sprechen Trendsetter im Medienbereich ihre Zielgruppen an? Und welche neuen Möglichkeiten ergeben sich durch computergestützte Berichterstattung (Computer-Assisted Reporting, CAR) Anhand von internationalen Fallbeispielen und ausgewählten Studien analysiert der Band, wie Innovationen den Journalismus künftig prägen werden.

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