



Gatekeeperforschung (German Edition)

Kristin Simon

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Fachbuch aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 1,0, Ernst-Moritz-Arndt-Universität Greifswald, Veranstaltung: Theorien der Nachrichtenauswahl, 6 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der Psychologe Kurt Lewin führte den Begriff des „Gatekeepers“ ein. Seiner Theorie zufolge wirken bestimmte Stellen in Kommunikationskanälen als Pforten für den Nachrichtenfluss. Diese Pforten werden entweder durch neutrale Regeln, oder aber durch Individuen oder Gruppen, so genannte „Gatekeeper“, beeinflusst. Diese Gatekeeper entscheiden jeweils über die erfolgreiche Weiterleitung einer Nachricht.

Seit diesem Ansatz gab es verschiedene Studien und es wurden Theorien entwickelt, um den Prozess der fortwährenden Nachrichtenselektion zu erklären. Diese kann man in drei Hauptgruppen unterteilen: individualistische Untersuchungen, den institutionellen Ansatz und kybernetische Studien. Im nachfolgenden Exposee sollen die drei Ansätze kurz erklärt werden.

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