



Modejournalismus in der Zeit des Web 2.0 (German Edition)

Anne-Kathrin Strauss

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Akademische Arbeit aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Medienökonomie, -management, Note: 1,0, Ostfalia Hochschule für angewandte Wissenschaften Fachhochschule Braunschweig/Wolfenbüttel, Sprache: Deutsch, Abstract: Ein bedeutsamer Grund für die Entwicklung des Modejournalismus sind die Eigenschaften des Web2.0. Über verschiedene Plattformen können Internetnutzer Inhalte selbst produzieren, publizieren und kommentieren. Dabei können sie sich durch Verlinkungen vernetzen und ihre Inhalte somit an eine breite Öffentlichkeit weltweit richten.

Zunächst soll festgestellt werden, was Journalismus eigentlich ist. Dafür wird eine kurze Einführung in die Wissenschaft der Journalistik gegeben. Anschließend wird aufgezeigt, wie das Berufsbild des Journalisten definiert ist, um daraufhin zu analysieren, in welcher Form der Journalismus mit dem Aufkommen der neuen technischen Möglichkeiten durch das Web2.0 umgeht. Resultierend aus den Forschungsergebnissen soll ein Vergleich zwischen dem herkömmlichen Journalismus und dem Modejournalismus gezogen werden. Anschließend wird die Geschichte des Modejournalismus näher betrachtet und erläutert, um weitere Schlüsse über den Forschungsstand der Modeberichterstattung zu ziehen.

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