



Publizistik- und Kommunikationswissenschaft (German Edition)

Heinz Pürer

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2. Aufl., Ein Lehr- und Handbuch, das den Gegenstandsbereich der Publizistik- und Kommunikationswissenschaft umreißt und in ihre Grundbegriffe, nämlich Kommunikation, Massenkommunikation und computervermittelte Kommunikation einführt. Breiten Raum nehmen dann die wichtigsten Lehr- und Forschungsfelder ein. Abschließend wird ein Überblick über die wichtigsten Methoden der empirischen Kommunikationsforschung wie Befragung, Inhaltsanalyse, Beobachtung und Experiment gegeben.

Unter Mitarbeit von Philip Baugut, Helena Bilandzic, Wolfgang Eichhorn, Andreas Fahr, Nayla Fawzi, Friederike Koschel, Marcus Maurer, Rudi Renger, Nina Springer, Jeffrey Wimmer, Susanne Wolf und Thomas Zerback.

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