

Wsa 03

Der Einfluss der Medien auf das W² hlerverhalten Doris Roitner

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inhaltsangabe einleitung die lieblingsbesch² ftigung der ² sterreicher und ² sterreicherinnen ist das fernsehen danach erst kommen andere freizeitaktivit² ten wie sport lesen musik usw wir leben in einer mediengesellschaft und medien sind aus unserem allt² glichen leben nicht mehr wegzudenken morgens schalten viele menschen als erstes entweder radio oder fernseher ein noch bevor sie ihren mitmenschen einen guten morgen w² nschen k² nnen wir ² berhaupt noch ohne medien leben eine berechnete frage und f² r viele ² sterreicher lautet die antwort wahrscheinlich nein auch im politischen leben sind die medien ein wichtiger bestandteil politik ohne medien kann man sich in unserer heutigen zeit nicht mehr vorstellen wie sonst sollen sich die w² hler und w² hlerinnen ² ber das politische geschehen informieren das pers² nliche gespr² ch zwischen b² rger und politiker gibt es immer weniger die bedeutung der interpersonellen kommunikation ist wohl auch auf grund der starken medienpr² senz stark zur² ckgegangen besonders f² r die politische informationsbeschaffung n² tzen die menschen verst² rkt die medien somit ist es eine sehr interessante und auch berechnete frage ob und in welcher weise die medien einen einfluss auf das verhalten der ² sterreichischen w² hlerschaft aus² ben diese frage n² ber zu beleuchten und eine antwort darauf zu finden steht im mittelpunkt dieser diplomarbeit problemstellung wenn man das politische geschehen der letzten jahrzehnte im allgemeinen und den wahlkampf im besonderen betrachtet merkt man sofort dass sich vieles ver² ndert hat politik wird immer mehr vermarktet wie ein produkt oder eine dienstleistung viele werbe und marketingfachleute sind stets darum bem² ht dass sich parteien und politiker in einem guten licht pr² sentieren die kompetenz eines politikers alleine reicht nicht mehr aus um erfolgreich zu sein viel mehr muss er oder sie wissen wie man sich in der ² ffentlichkeit bzw in den medien pr² sentiert der grund daf² r ist dass sich menschen immer mehr ² ber das fernsehen informieren weil es einfacher ist bilder wahrzunehmen als texte zu verstehen man muss politik und deren vertreter in scene setzen um die menschen anzusprechen ein einfacher bericht ² ber irgendein sachthema zieht das interesse der bev² lkerung wohl kaum auf sich menschen interessieren sich mehr f² r geschichten und skandale um sich richtig in scene zu setzen brauchen die politiker die medien denn sie sind der ² berbringer der

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