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Doris Milletich

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Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Printmedien, Presse, Note: 2, Fachhochschule St. Pölten, Veranstaltung: Medienorganisation, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In dieser Seminararbeit werden in Anlehnung an die Forschungsfrage „Welche nationalen Tages- und Sonntagszeitungen gibt es in Großbritannien?“ die bedeutendsten Zeitungen in Großbritannien überblicksmäßig dargestellt. Großbritannien hat einen sehr umfangreichen nationalen Printmarkt, der durch eine Literaturrecherche hier dargestellt wird. Das Ziel dieser Arbeit ist, dem Leser einen Überblick über die nationale Printlandschaft zu geben.

Zuerst werden Definitionen der Tages- und Sonntagszeitungen geklärt. Dann wird die Geschichte der Printmedien erläutert um die Entstehung der Zeitungen zu kennen und die Marktsituation verstehen zu können.

In der Abgrenzung wird der britische Printmarkt aufgeteilt und danach die aktuelle Marktsituation veranschaulicht, um die Präferenzen der Leser zu erkennen.

Im Hauptteil werden die Tages- und Wochenzeitungen kurz veranschaulicht. Dazu werden noch Informationen zu den Verlagen gegeben. Die Auflistung der Zeitungen erfolgt in dieser Arbeit nach ihrer Marktstärke und nach den 3 verschiedenen Märkten, die in Großbritannien existieren.

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