



Newsfabrikanten (German Edition)

Richard Aschinger

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Schleckzeug statt Information: Die Konzerne erobern die Schweizer Medienmacht. Gratisblätter werden von immer weniger und immer billigeren Journalisten produziert. Die Werbung nimmt gezielt Einfluss auf redaktionelle Inhalte. Inszenierte Storys verdrängen in den neuen Zeitungsformen relevante Informationen. Die ökonomische Expansionspolitik der Konzerne bedroht direkt die Meinungsfreiheit. In einer präzisen und unterhaltsamen Analyse schildern die Autoren, wie die Meinungsvielfalt in Gefahr gerät, wenn wenige Konzerne die öffentliche Berichterstattung in ihren Medien bündeln und nach Belieben formen. Expansionspolitik der Konzerne direkt die Demokratie. In einer präzisen und unterhaltsamen Analyse schildern die beiden anerkannten Journalisten, wie die Meinungsvielfalt in Gefahr gerät, wenn ein Konzern die öffentliche Berichterstattung in seinen Medien bündelt und nach Belieben formen kann.

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