



# **E-Merging Media: Kommunikation und Medienwirtschaft der Zukunft (European Communication Council Report) (German Edition)**

*Axel Zerdick, Arnold Picot, Klaus Schrape, Jean-Claude Burgelmann, Roger Silverstone, Valerie Feldmann, Dominik K. Heger, Carolin Wolff*

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Der neue Report des European Communication Council (ECC) untersucht aus unterschiedlichen Blickwinkeln den tiefgreifenden gesellschaftlichen und wirtschaftlichen Wandel der Medienlandschaft, der vor allem durch Digitalisierung und Vernetzung eingeleitet wird. Er beleuchtet vor dem Hintergrund der jüngeren Mediengeschichte u.a. die Rolle des Internet-Hype als Wegbereiter in die veränderte Mediengesellschaft. Zentrale Frage ist, wie die mediale Zukunft aussehen wird. Betrachtet werden in diesem Zusammenhang tiefgreifende Auswirkungen und neue Perspektiven in den Bereichen Wirtschaft, Gesellschaft und Politik. Die Aspekte Verhaltenswirkungen, Geschäftsmodelle, Rechts- und Regulierungsfragen, Selbstverständnis von Gesellschaft und Medienwirtschaft werden von internationalen Autoren zur Debatte gestellt, um für den Leser das Verständnis für die Zukunft der Medien zu verbessern und Handlungsoptionen zu eröffnen.

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