



New Horizons in Media Psychology: Research Cooperation and Projects in Europe (German Edition)

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Technische und ökonomische Entwicklungen im Medienbereich setzen sich über nationale Grenzen hinweg durch, gelegentlich gilt dies auch für Medieninhalte und -formate. Die europäische Medienforschung im allgemeinen und damit auch die Medienpsychologie entwickelt sich bis heute jedoch zumeist noch im nationalen Rahmen. Erste Schritte zur Überwindung dieser unbefriedigenden Lage werden seit einigen Jahren von namhaften Medienpsychologen aus zahlreichen Ländern unternommen. Die in diesem Band versammelten Beiträge vermitteln dem Leser ein repräsentatives Bild von vielversprechenden Kooperationsmöglichkeiten wie auch von bereits bestehenden Kooperationsabsichten und gewähren ihm zugleich einen Einblick in den interessanten, wenngleich langwierigen Prozeß der europäischen Integration im Bereich der Medienforschung.

Technical and economical developments in the media spread increasingly beyond national borders. Occasionally this also applies to the contents and formats of media. Yet research in general and also in the field of media psychology is done on an entirely national scale. Results, methods and theories of research in Europe are very often acknowledged only when they are published in American journals. In the present volume, well-known media psychologists from several European countries discuss new perspectives and schemes for cooperation on subjects such as content analysis, parasocial interaction with TV characters, television and language, and the impact of TV broadcasts on the audience, thus preparing the ground for further integration in the research of media in Europe.

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