



## Infotainment - Characteristics, History, Problems

By Maria Vogele

GRIN Verlag. Paperback. Condition: New. 28 pages. Dimensions: 9.7in. x 6.8in. x 0.0in. Seminar paper from the year 2011 in the subject Communications - Journalism, Journalism Professions, grade: 1, University of Salzburg, course: Content Management, language: English, comment: Through Globalisation the world of media changes rapidly. The commercial driven model of popular television spread all over the world and is now present everywhere. Especially the privatisation of the media has led to growing competition and, linked with that, to a change in journalism. To attract people, especially news has to be entertaining. This mix of information and entertainment is called Infotainment. This paper wants to describe what Infotainment is, how it can be characterised, when it started and, of course, what problems can be connected with Infotainment., abstract: 1. Introduction 2. Infotainment 2. 1. Tabloidization 2. 2. What is Infotainment 2. 2. 1. Definition of Infotainment 2. 2. 2. The long tradition of Infotainment 2. 2. 3. The characteristics of Infotainment 2. 2. 4. Personalisation 2. 2. 5. Emotionalism 3. Examples of Infotainment 4. Problems of Infotainment 5. Conclusion This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne,TN. Paperback.



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