

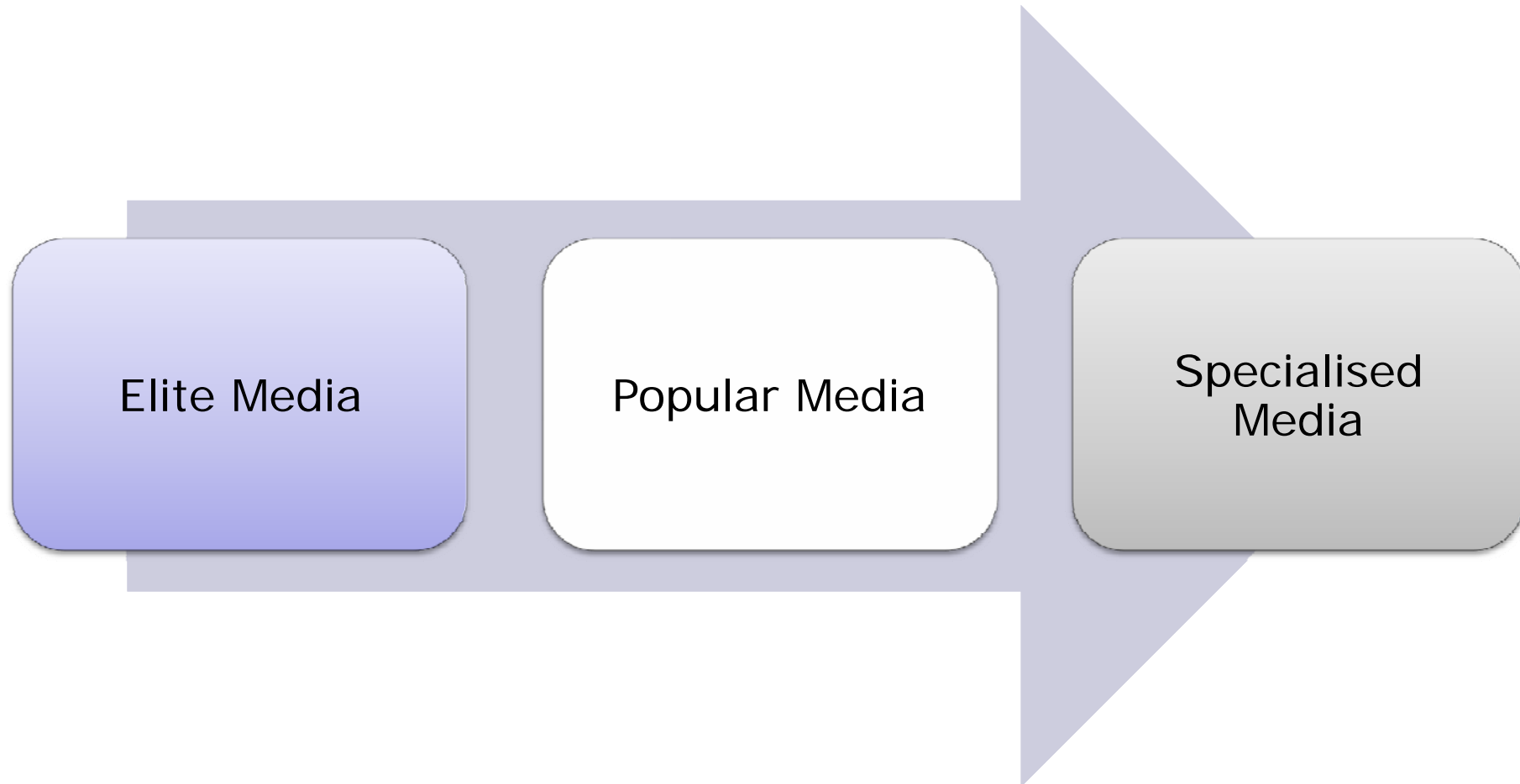
Media consumption in a converging world and possible effects to publishing companies



Outline

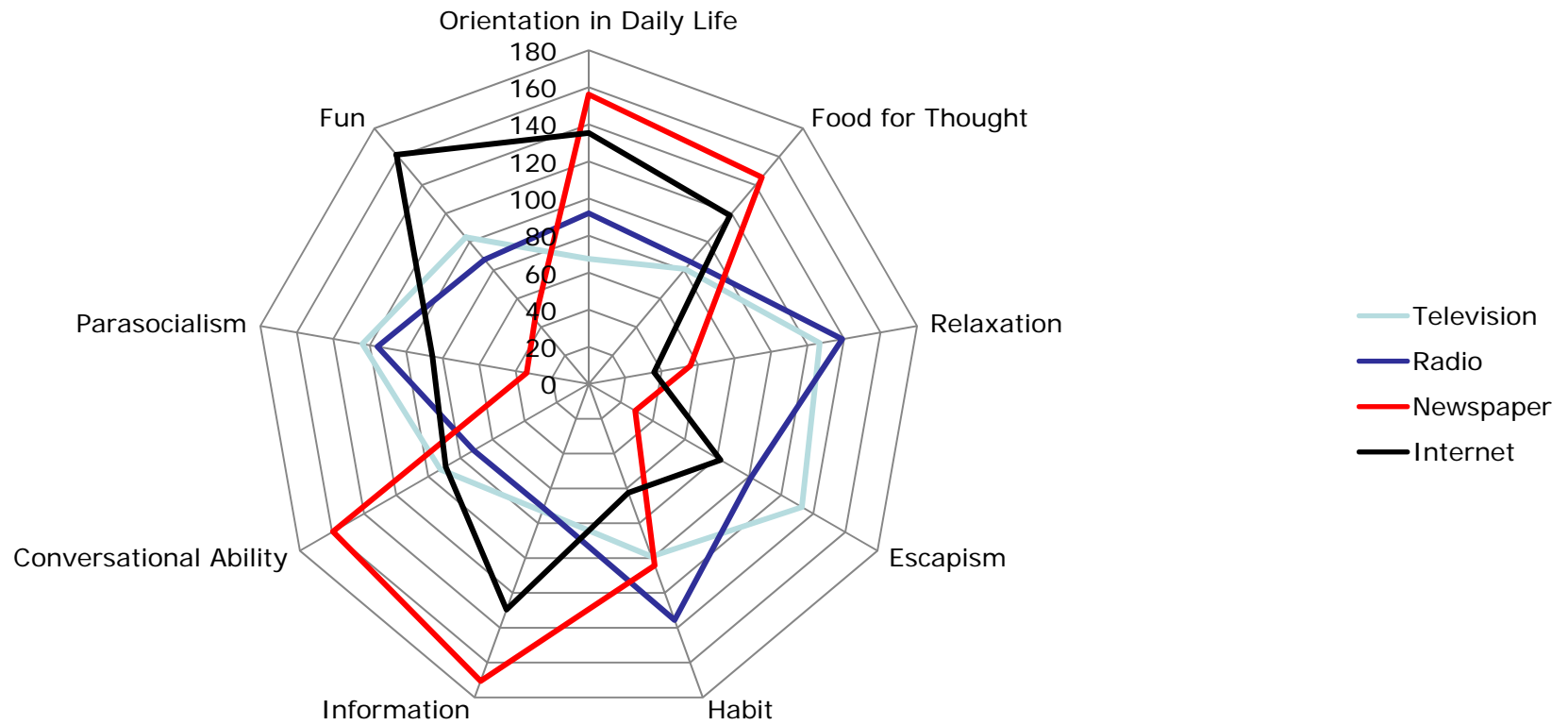
- Introduction
- Development and use of mass media
- Excursus: Gate Keeping models
- The spherical model of Communication
- Conclusion

3-Level-Model of Mass Communication

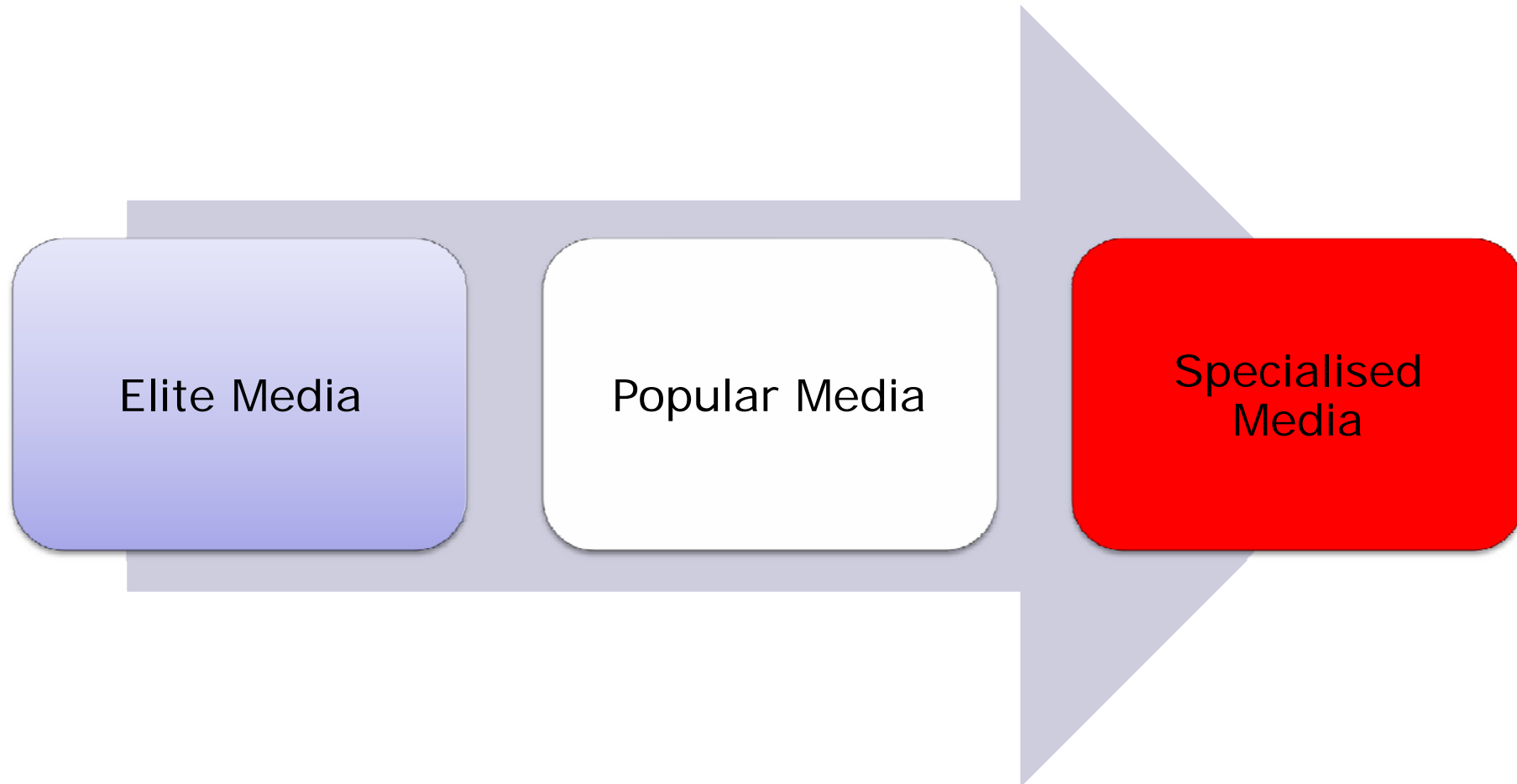


(MERRILL, John Calhoun und LOWENSTEIN, Ralph Lynn (1979): Media, messages and men. 2. ed, New York u.a),.

Working Profiles of current daily media

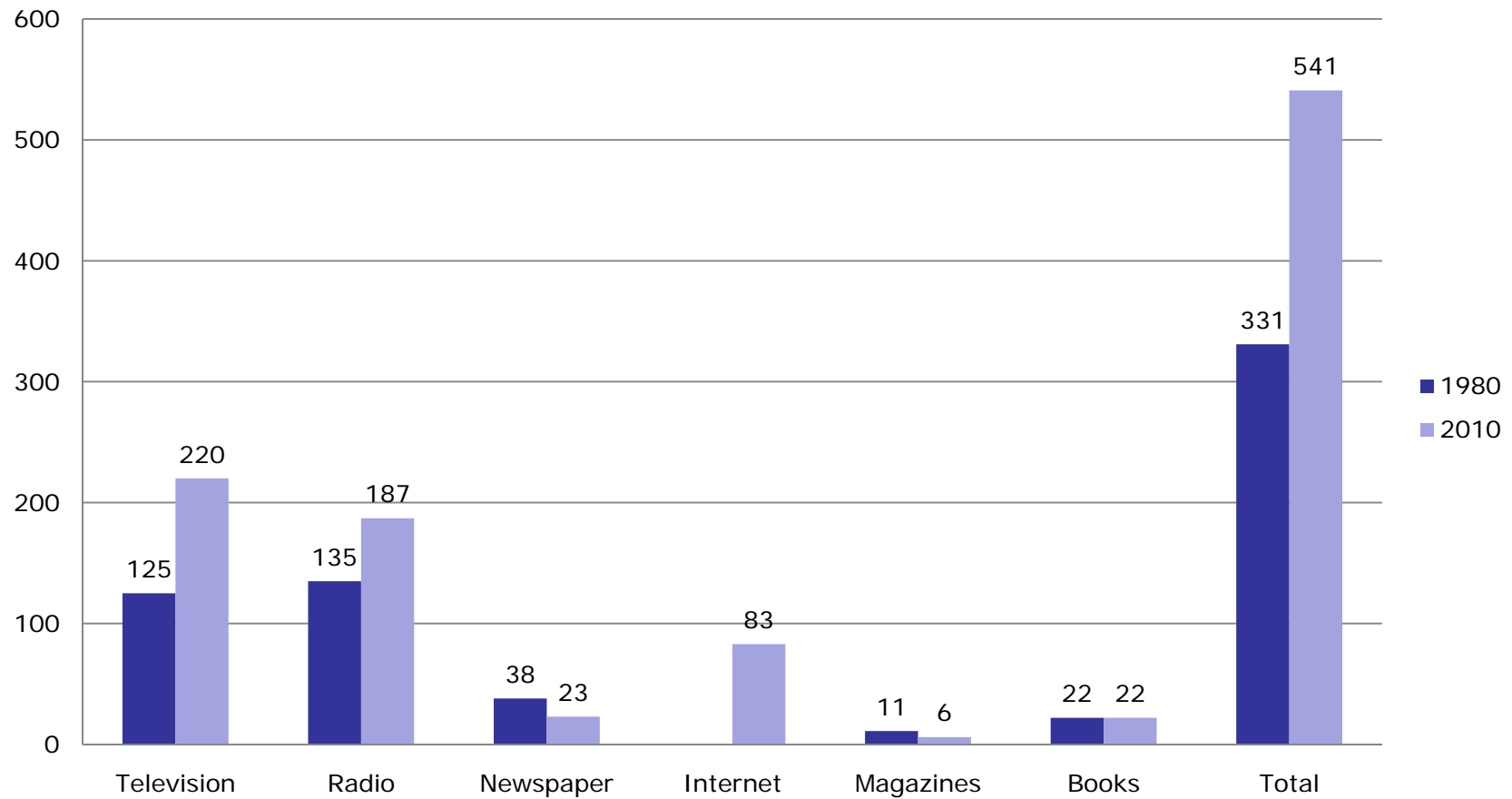


3-Level-Model of Mass Communication

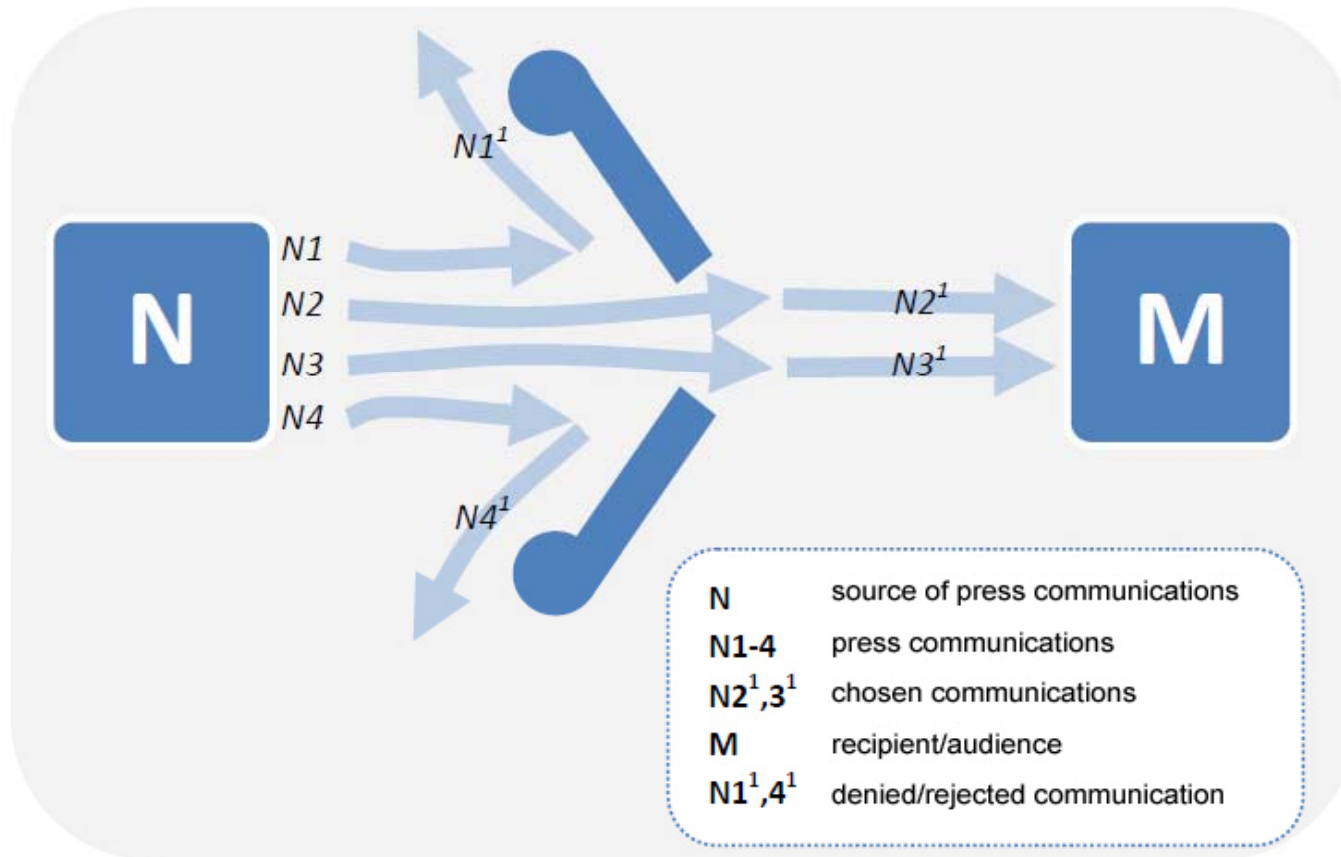


(MERRILL, John Calhoun und LOWENSTEIN, Ralph Lynn (1979): Media, messages and men. 2. ed, New York u.a),.

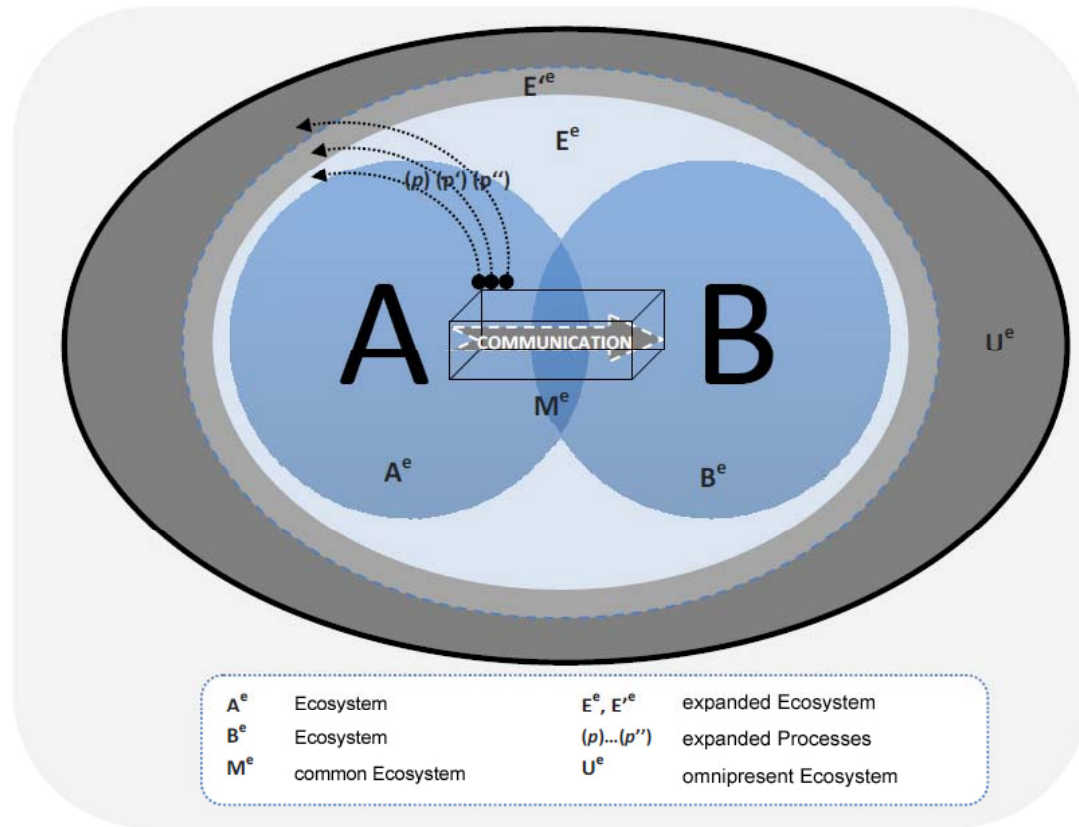
Media Consumption 1980 – 2010 in Minutes



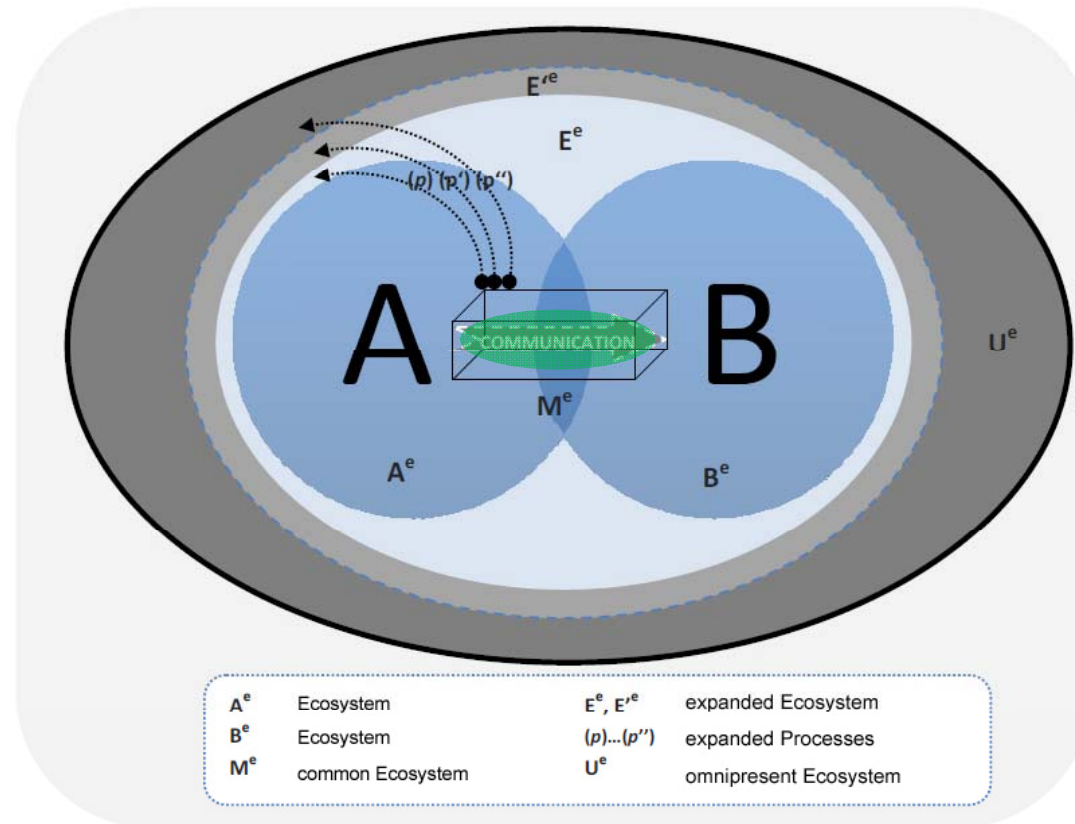
The Classic Gate Keeping Model



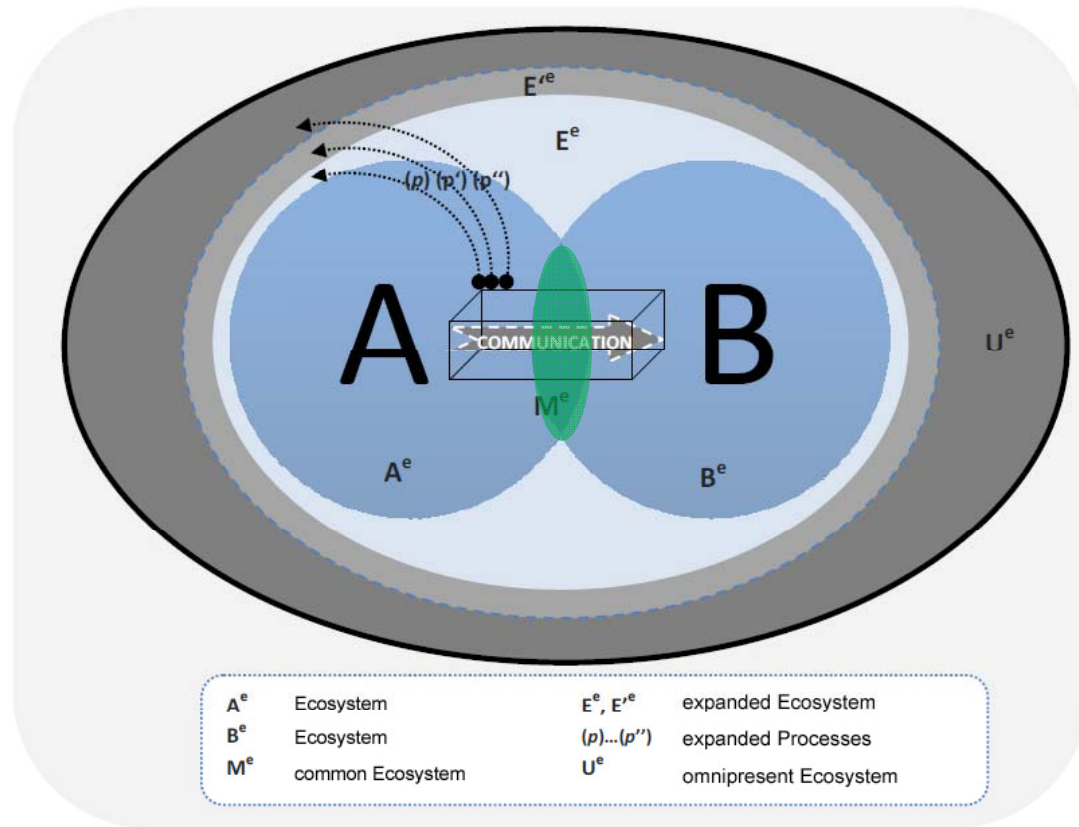
The Spherical Model of Communication



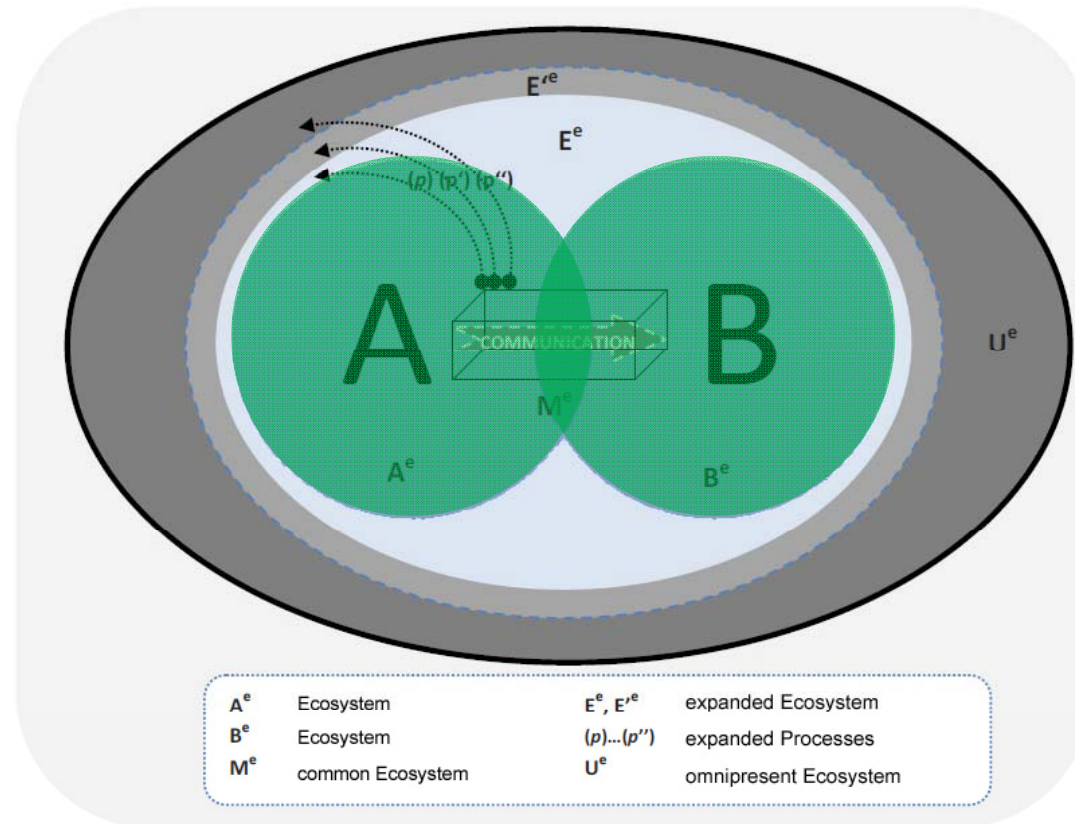
Case 1: A contacts B directly



Case 2: A contacts B in a common Ecosystem ($A > M^e > B$)



Case 3: A contacts B in their own personal ecosystems ($A > A^e > B$ or $B^e > B$)



4 Practical Suggestions

1. Brand strengthening and clear positioning
2. Focus on quality criteria in journalism
3. Reflect upon the changing role of journalism
4. Invest in real media development and use of products