



# Wirkungsforschung - Die Schweigespirale (German Edition)

*Friederike Wittmaack*

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## **Wirkungsforschung - Die Schweigespirale (German Edition)** Friederike Wittmaack

Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 2,3, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft und Medienforschung), Veranstaltung: Wahrnehmungsphänomene in der Wirkungsforschung, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Welche Wirkung haben Medien auf den Menschen? Sind die Einflüsse direkt nachweisbar oder verstecken sie sich in Verhaltensweisen der Menschen die mehr oder weniger von verschiedenen Medien beeinflusst sind? Und was ist eigentlich die Wirkung, die eine Aussage haben kann?

In dieser Arbeit wird der Begriff der Wirkung der Medien auf Menschen allgemein geklärt. Es wird dabei auf die Rolle des Rezipienten und des Mediums eingegangen. Das Modell des Stimulus-Response wird widerlegt und lässt Platz, verschiedene Wirkungsprozesse zu erläutern. Mehrere Wirkungstheorien wie die Pluralistische Ignoranz, der Looking-Glass-Effekt und der Third-Person-Effekt werden kurz beschrieben. Die Theorie der Schweigespirale, die davon ausgeht, dass Menschen, die die Minderheitsmeinung vertreten, diese oft verschweigen, um nicht isoliert zu werden, steht im Mittelpunkt der Betrachtungen. Je mehr diese Menschen schweigen, desto mehr scheint die Mehrheitsmeinung wirklich die Meinung der meisten Menschen zu werden. Hier erscheint es sinnvoll, einige andere Theorien einfließen zu lassen, die auf der Theorie der Schweigespirale aufbauen oder sie ergänzen. Es soll eine Verbindung zwischen verschiedenen Ansätzen zur Erklärung von Effekten der Medien auf die Menschen hergestellt werden.

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