

English Abstract zur Dissertation von Christof Barth

Media in transformation

Research on media transformation concentrates mostly on media as a communication technology. Literature on the theory of media transformation is scarce.

This thesis aims to settle whether there are specific joints exposing problems of media transformation fairly well and which in addition may be helpful to specify demands for a theory of media transformation. In the focus is not only media production. Explicitly the products themselves and media usage of its audience are considered as well.

An empirical study in two newsrooms (participant observation, interview) and a study on the audience use of their web sites provides material to examine production workflow and usage patterns of their respective audience.

As a result it was found that the examined media companies employ a strategy of adaption. Mismatch of production competence and their limited production possibilities on one hand and the competence of their audience using the site on the other hand unveils a problem. Further on media theory has to be multidimensional to accommodate for the different interdependencies in media communication.