



Wahlwerbung im Radio (German Edition)

Peter Brück

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Das Radio ist, zusammen mit dem Fernsehen, das mit Abstand meist genutzte Medium in Deutschland. Auch die bundesdeutschen Parteien nutzen es häufig für ihre Werbung im Vorfeld von Wahlen. Trotzdem führt Wahlwerbung im Radio im Gegensatz zu Wahlwerbung auf und in anderen Trägermedien (z.B. Fernsehen, Internet) ein sozialwissenschaftliches Schattendasein. Vor diesem Hintergrund klärt Peter Brück die allgemeinen Voraussetzungen für Wirkungen von Wahlwerbung im Radio und erarbeitet ihre speziellen Wirkmechanismen. Er untersucht die Intentionen und Strategien der Parteien sowie ihre Wirkungen auf die Rezipienten aus politikwissenschaftlicher Perspektive und unter Beachtung der Befunde aus Kommunikations- und Werbeforschung.

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