

Wsa 03

Der Einfluss der Medien auf das Wählerverhalten Doris Roitner

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inhaltsangabe einleitung die Lieblingsbeschäftigung der Österreicher und Österreicherinnen ist das Fernsehen danach erst kommen andere Freizeitaktivitäten wie Sport, Lesen, Musik usw. Wir leben in einer Mediengesellschaft und Medien sind aus unserem alltäglichen Leben nicht mehr wegzudenken. Morgens schalten viele Menschen als erstes entweder Radio oder Fernseher ein, noch bevor sie ihren Mitmenschen einen guten Morgen wünschen können. Wir überhaupt noch ohne Medien leben, eine berechtigte Frage, und für viele Österreicher lautet die Antwort wahrscheinlich nein. Auch im politischen Leben sind die Medien ein wichtiger Bestandteil. Politik ohne Medien kann man sich in unserer heutigen Zeit nicht mehr vorstellen. Wie sonst sollen sich die Wähler und Wählerinnen über das politische Geschehen informieren? Das persönliche Gespräch zwischen Bürger und Politiker gibt es immer weniger. Die Bedeutung der interpersonellen Kommunikation ist wohl auch aufgrund der starken Medienpräsenz stark zurückgegangen. Besonders für die politische Informationsbeschaffung nutzen die Menschen verstärkt die Medien. Somit ist es eine sehr interessante und auch berechtigte Frage, ob und in welcher Weise die Medien einen Einfluss auf das Verhalten der österreichischen Wählerschaft ausüben. Diese Frage näher zu beleuchten und eine Antwort darauf zu finden, steht im Mittelpunkt dieser Diplomarbeit.

Problemstellung: Wenn man das politische Geschehen der letzten Jahrzehnte im Allgemeinen und den Wahlkampf im Besonderen betrachtet, merkt man sofort, dass sich vieles verändert hat. Politik wird immer mehr vermarktet wie ein Produkt oder eine Dienstleistung. Viele Werbe- und Marketingfachleute sind stets darum bemüht, dass sich Parteien und Politiker in einem guten Licht präsentieren. Die Kompetenz eines Politikers alleine reicht nicht mehr aus, um erfolgreich zu sein. Viel mehr muss er oder sie wissen, wie man sich in der Öffentlichkeit bzw. in den Medien präsentiert. Der Grund dafür ist, dass sich Menschen immer mehr über das Fernsehen informieren, weil es einfacher ist, Bilder wahrzunehmen, als Texte zu verstehen. Man muss Politik und deren Vertreter in Szene setzen, um die Menschen anzusprechen. Ein einfacher Bericht über irgendein Sachthema zieht das Interesse der Bevölkerung wohl kaum auf sich. Menschen interessieren sich mehr für Geschichten und Skandale, um sich richtig in Szene zu setzen, brauchen die Politiker die Medien, denn sie sind der Überbringer der

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