



# Leitfaden für ein zielgruppenspezifisches Seniorenradio (German Edition)

*Ulrike Schnabel*

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**Leitfaden für ein zielgruppenspezifisches Seniorenradio (German Edition)** Ulrike Schnabel  
Diplomarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 1,8, Universität Leipzig (Institut für Kommunikations- und Medienwissenschaften), Sprache: Deutsch, Abstract: Ein Hörfunkprogramm für Ältere muss seinen Rezipienten niveauvolle Informationen und Unterhaltung bieten und dabei abwechslungsreich sein. Nach den in einer explorativen quantitativen und qualitativen Befragung erhobenen Ergebnissen verfügen Ältere über ein sehr breites Themen- und Musikinteresse und legen großen Wert auf Wortbeiträge im Programm. Ihre Programm-, Musik-, und Themenpräferenzen sind abhängig von der Tageszeit. Ansätze dieser Untersuchung waren andere Hörpräferenzen älterer Rezipienten, die auf andere Nutzungsmotive schließen lassen, sowie, die Ableitung der für die Programmgestaltung essentiellen Bedürfnisse der Hörer aus ihren Vorstellungen für ihr ideales Radio.

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