



Big Brother Stars - Stardefinitionen und praktische Anwendung (German Edition)

Martina Korff

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Studienarbeit aus dem Jahr 2001 im Fachbereich Medien / Kommunikation - Theorien, Modelle, Begriffe, Note: 2,0, Ludwig-Maximilians-Universität München (Institut für Kommunikationswissenschaft), Veranstaltung: Big Brother - Format ohne Format?, Sprache: Deutsch, Abstract: [...]Ein angekündigter Tabubruch, zehn nach Konfliktpotential gecastete Teilnehmer und eine perfide Marketingstrategie sollten den Zuschauern immer wieder Anlass geben, jede einzelne Folge der insgesamt sechs unterschiedlichen, regelmäßigen Sendung zu „Big Brother“ aufmerksam zu verfolgen. Und sie haben! Bereits am Abend des Einzuges verfolgten 3,33 Millionen Menschen die 90-minütige Show; in der Hauptzielgruppe der 14 – 29 Jährigen waren es im Durchschnitt sogar bis zu 40% täglich (vgl. Feige 2001: 87, 128). RTL II konnte dank „Big Brother“ und den fleißigen Zuschauern seinen Gewinn im Jahr 2000 gegenüber dem Vorjahr nahezu verdreifachen und stellte einen neuen Zuschauerrekord auf. Es lässt sich diskutieren ob „Big Brother“ eine Absage an die Menschenwürde, quotenbedingte Missachtung der Medienethik, kommerzielle Instrumentalisierung des angeborenen Voyeurismusinstinkts oder schlichtweg eine weitere langweilige Fernsehsendung ist. Eines steht jedoch jetzt schon fest: A Star was born!

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