



Was leisten Infografiken in der Tageszeitung? (German Edition)

Claudia Walther

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Studienarbeit aus dem Jahr 2001 im Fachbereich Medien / Kommunikation - Printmedien, Presse, Note: 2,0, Universität Leipzig (Institut für Kommunikations- und Medienwissenschaft), Veranstaltung: Einführung in journalistisches Arbeiten: Wahrnehmen, Selektieren, Präsentieren, Sprache: Deutsch, Abstract: „Infografiken sind gezeichnete Nachrichten oder Erläuterungen von komplizierten Sachverhalten“¹. Ihr Ziel ist es, Informationen grafisch aufzubereiten und zu präsentieren. In den 80er Jahren verschmolzen die Worte Information und Grafik zu dem Begriff Informationsgrafik, kurz Infografik. Heute ist sie ein bedeutender und regelmäßiger Bestandteil von Zeitungen, Zeitschriften und Informationssendungen im Fernsehen wie z.B. Nachrichten.² Angela Jansen unterscheidet drei Typen von Infografiken nach den jeweiligen Fragen, welche diese beantworten: Prinzipdarstellungen beantworten die Fragen „Was?“ und „Wie?“. Sie beschreiben einen Gegenstand, seine Struktur oder den Ablauf eines Prozesses. Karten (kartographische Infografiken) zeigen den Ereignisraum bzw. die räumliche Verteilung von qualitativen oder quantitativen Aspekten eines Themas, d.h. sie beantworten die Frage nach dem „Wo?“. Typ drei sind Bildstatistiken. Hier werden Zahlen ins Bild gesetzt, oft erfolgt auch eine zeitliche Einordnung. Diese Infografiken geben Antwort auf die Fragen „Wie viele?“ und „Wann?“. Die verschiedenen Infografiktypen werden zum Teil kombiniert, denn häufig kann erst so die Frage nach den Ursachen und Gründen, also dem „Warum?“ beantwortet werden.³

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