



Modern transfer of cultures considering as example of a german radio-homepage

Tanja Kasper

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Seminar paper from the year 2005 in the subject Sociology - Culture, Technology, Peoples / Nations, grade: 1,7, University of Vaasa, course: Transfer in Literature and the Media, 0 entries in the bibliography, language: English, abstract: Is it possible to transfer the basics about another culture in 724 words? Or if not, what else can be gained?

This shall be an essay to explore in which way different cultures present each other in modern times, illustrated on the basis of a German homepage presenting several information about Finland. The very popular german radio station EINS LIVE publishes this page. The choice was made because it's so popular, it applies one of the most modern information ways and present an interesting composition of the information. Furthermore one can assume that these information are relative important for the future image of Finland in Germany, because the target group of this radiostation is the generation between 14-30 and therefore the future generation of a more and more accreting Europe.

First of all there will be given some more necessary information about the analysed homepage and its publisher. Afterwards, every topic will be analysed which and in which way information is given. Finally it should be tried to reflect why this choice was made. That means the way in which the performing culture influences the choice and how far this gives information about the illustrated culture. The final aim here is to draw conclusions how transfer of a culture works or is practiced in modern Media and times.

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