

English Abstracts

Dorothee Arlt / Imke Hoppe / Jens Wolling: Climate Change and Media Use. Effects on Problem Awareness and Behavioral Intentions (Klimawandel und Mediennutzung. Wirkungen auf Problembewusstsein und Handlungsabsichten), pp. 3-25

Against the backdrop of recent events and intense media coverage on climate change, this paper examines the question if media reporting has an effect on citizens' climate-related environmental awareness. Drawing on selected social science and psychological approaches and building on previous research in the field, we suggest an inclusive model for explaining climate-related problem awareness and behavioural intent. We verify this model using data from a representative German survey. In contrast to most other studies, our analysis focuses on examining effects of information use on multiple dependent variables rather than investigating the effects of selective, topic-specific media use. The results indicate that media use affects climate-related problem awareness and behavioral intentions to a certain extent. However, the findings cannot be explained using a simple formula, as different results occur with regards to diverse variables and across different media outlets. Interestingly, however, we found that media reporting on climate change does not always have a mobilising and awareness-enhancing effect on audiences.

Keywords: media use, differential media effects, climate change, environmental awareness

Bertram Thiemo Scheufele: Linking and Judging. An Experimental Study on the Effects of Media Value Frames (Verknüpfen und Urteilen. Ein Experiment zur Wirkung medialer Value-Frames), pp. 26-45

This paper examines the effects of media value frames by taking the discourse about Turkey's potential EU membership as a case study. A two-factorial experimental design was employed to distinguish between three political values/goals („international security“, „human rights“, and „economic stability“) and two politicians (Merkel, Steinmeier). The experiment tested whether presenting a particular politician as a 'preserver' of certain values causes audience members to link this politician with this value (linking effect). Furthermore, the experiment explored effects of value-framing on audiences' image of politicians (priming effect). The results show that the linking effect is stronger with regards to values that are more important than others to the majority of citizens of a country. Moreover, there is some evidence for priming effects occurring in participants' voting behaviour. However, these appear weaker if viewed in the context of the public mood during the 2009 general election. While participants' general political orientation amplified priming effects, the role of respondents' personal values remained ambiguous.

Keywords: framing, priming, value, media effects, political communication, general elections

Corinna Lütjhe: Is Elite Culture Opening up through the Mass Media's Dissemination of Symbolic Innovation? Classical Music in German Commercial Radio Programming (Öffnung von Elitekultur durch massenmedial verbreitete symbolische Innovation? Klassische Musik im privat-kommerziellen Radio in Deutschland), pp. 46-62

The relationship between the mass media and elite cultures is characterised by an implicit paradox. While mass media aim at the largest possible audience, social elites tend to attempt detachment from other social groupings and remain self-contained. This exploratory case study examines the opening up of a traditional area of high culture (classical music) through the private commercial radio station *Klassik Radio*. This 'opening up' is understood as characterised by two processes: (a) people from other social groupings access the elitist sphere (which includes, for instance, a space, cultural products, or practices of cultural consumption and production); and (b) the transfer of new, externally defined meanings of formerly distinctive symbols into the elitist sphere. Such new meanings have the status of a symbolic innovation and may result in social change. In the programming of *Klassik Radio*, meaning and function of the distinctive symbol "Klassik" has undergone a fundamental transformation, representing a symbolic innovation. The purpose of this case study is to explore the internalisation of the symbolic transformation into the audiences' collective habitus within the specific milieu of the German bourgeoisie. The theoretical framework is based on concepts of elite and cultural sociology. Of particular relevance is Bourdieu's theory of symbolic power. Drawing on open group discussions, the processes of meaning-creation are analysed using Bohnsack's documentary method.

Keywords: elite culture, classical music, symbolic power, symbolic innovation, open group discussions (documentary method)

Christiane Eilders / Sebastian Geißler / Michael Hallermayer / Michael Noghero / Jan-Mathis Schnurr: Civil Societies' Construction of Political Reality. A Comparative Analysis of Themes and News Factors in Political Weblogs and Professional Journalism (Zivilgesellschaftliche Konstruktionen politischer Realität. Eine vergleichende Analyse zu Themen und Nachrichtenfaktoren in politischen Weblogs und professionellem Journalismus), pp. 63-82

Due to evolving participative opportunities on the Internet, particularly in the course of web 2.0, civil society actors can engage in political discourse more easily. They can address their claims to a large audience without being scrutinised by journalistic gate keeping mechanisms. Presumably, this causes an increase in the number and variety of both, political information and communicators. Moreover, the nature of political content is transformed. Frequently, contributions by civil society actors in their role as speakers within the public sphere are understood as forms of citizen journalism. We assume that citizen journalists select and present issues and events differently than professional journalists do. Hence, their content represents what is perceived as relevant by society, rather than representing typical mass media's selection and presentation practices. Focusing on examining themes and news factors, our assumptions are tested through a comparative content analysis of political weblogs and news reporting in established mass media outlets. The findings suggest that citizen journalists address a greater variety of issues, however, their reporting is only marginally different from that of professional journalists with regards to the role of news factors.

Keywords: political communication, civic journalism, citizen journalism, weblogs, web 2.0, news value research, civil society, news factors

Ilona Ammann / Benjamin Krämer / Sven Engesser: Visual Themes and Curious Types. The Significance of *Bild*'s "Reader Reporters" Photography (Bildhafte Themen und kuriose Typen. Die Bedeutung der Fotos der Bild-Leserreporter), pp. 83-101

Drawing on a comprehensive analysis of the photographs taken by *Bild*'s "reader reporters" between 2006 and 2008, we examined content, meaning and functions of participatory press photography to popular journalism. Following an iconographical-iconological approach and employing the method of image type analysis, we identified different motives and themes in the images and assembled them to these categories. Following this inductive step, we quantified the material and analyzed the different image types with regards to the worldview they represented and the functions this had for the newspaper. Our presupposition was that the selection and presentation of the images follows certain routines which are guided by recurring motives (images types), symbols and meanings. The results show that particularly themes relating to celebrity, curiosity, eroticism and nudity as well as nature and animals represented by image types can be interpreted in terms of narrative strategies and ideologies central to tabloid journalism. Hence, the "reader reporter" section represents a form of symbolic participation in the production of *Bild*. Adopting the topics and worldviews that are characteristic to the newspaper (with a few exceptions), the content provided by "reader reporters" offers conventional means of collective identification and provides possibilities for readers' self-portrayal.

Keywords: tabloid journalism, photo journalism, "reader reporters", participatory press photography, quantitative image type analysis, iconographical-iconological approach