

## English Abstracts

**Michael Meyen: Media-Transmitted Knowledge and Media Menus as Cultural Capital and Distinctive Features. A Typology of Media Users in Germany (Medienwissen und Medienmenüs als kulturelles Kapital und als Distinktionsmerkmale. Eine Typologie der Mediennutzer in Deutschland), pp. 333–354**

Why do people in Germany on average spend ten hours a day with media offerings? Why do some people become information junkies, while others end up as media avoiders? Which factors determine the individual user's media menu? This study is based on 133 in-depth interviews conducted in Germany. Following Pierre Bourdieu, the study assumes that an actor's habitus, and therewith his/her habits of media use, are above all determined by his/her social standing. In addition, this paper tries to figure out whether the ten hours of everyday media use spent by an average German citizen contribute to a personal fund of capital. The inquiry shows that media-transmitted knowledge and media menus have become distinctive features and are able to supply cultural capital. Consequently, media use is (also) a task to many people. Especially those who either hold high social positions or seek promotion cannot avoid complying with the norm of being informed. The value a person attaches to his/her social position is at least as important as the social position itself. This judgement again is notably influenced by a person's gender, origin, period of life, personal environment, and burden of everyday life.

**Keywords:** media use, media menus, Bourdieu, qualitative research, guided interviews, typology

**Regina Vettres: On Site in Europe. A Comparison of EU News Coverage in German Quality and Regional Papers (Vor Ort in Europa. Ein Vergleich der EU-Berichterstattung deutscher Qualitäts- und Regionalzeitungen), pp. 355–371**

Studies on the European public sphere usually compare the EU news coverage of quality papers from different European countries. At the same time, the mediated image of Europe within the far more frequently read regional papers remains largely unconsidered. This article compares general EU news between 2002 and 2005 as well as journalistic dealings with the European constitutional debate in 2005 in two German quality and regional papers respectively. All in all, the lack of resources and the frequent recourse on agency material lead to a gap of competence between the newspapers. Europe not only appears less often but also more bland and dull in the regional papers. On the other hand, the two smaller papers make an effort to have a different perspective, to quote actors on site and to thus create their own kind of European news coverage. In the constitutional debate differences between the two media types become even more apparent: While the prestige papers come up with pro-European articles from all over Europe, the two regional papers under investigation are more focused on elites, report rather eclectically and are sometimes more sceptical with regard to the European Union.

**Keywords:** European public sphere, European Union, constitutional debate, quality papers, regional papers

**Thomas Hanitzsch: Journalism Culture: Dimensions of a Central Construct in Cross-Cultural Journalism Research (Journalismuskultur: Zur Dimensionierung eines zentralen Konstrukts der kulturvergleichenden Journalismusforschung), pp. 372–389**

Despite the growing importance of journalism culture as a heuristic device theoretical examination of the concept has been rarely undertaken. This is particularly true for comparative research as well as cultural and sociological analyses in the field of journalism studies. This paper attempts to close this gap. It develops an abstract and universal model on the basis of which diverse journalism cultures can be analysed in terms of common denominators and mapped by means of their essential elements. Based on a review of the relevant literature it is proposed to deconstruct journalism culture in terms of its principal dimensions consisting of three essential constituents, including institutional functions, epistemologies and ethic ideologies. These constituents can be decomposed in seven continuous dimensions: interventionism, power distance, market orientation, objectivism, empiricism, relativism and idealism. By doing so, the proposed model discloses a seven-dimensional space in which diverse journalism cultures can be systematically compared and typified.

**Keywords:** journalism culture, comparative journalism research, journalistic epistemologies, professional ethics, professional self-conception

**Christoph Klimmt / Petra Netta / Peter Vorderer: Entertaining Political Campaign Messages: The Influence of Humour on the Effects of Negative Political Campaigning (Entertainisierung der Wahlkampfkommunikation. Der Einfluss von Humor auf die Wirkung negativer Wahlwerbung), pp. 390–411**

Research on the effects of negative political advertising has so far neglected the frequent use of humour in this kind of campaign messages. The present study integrates research findings from political communication with humour theories in order to derive assumptions on the specific effects of humorous political advertising. An online experiment (N = 589) tested these assumptions and revealed that the attacking party can influence its supporters quite effectively by adding humour to a negative ad. Such positive effects are much weaker for recipients without a party preference; supporters of the attacked party respond even more negative to humorous attack ads than to serious attack ads. The results are discussed in terms of the advantages of linking entertainment theories and research in political communication.

**Keywords:** political communication, election campaign, negative political advertising, entertainment, humour, attack ads, effects, experiment, elections, North Rhine-Westphalia

**Eva Blömeke / Michel Clement / Ilaha Mahmudova / Frank Sambeth: Success Drivers of Books. A Critical Analysis of the Empirical Literature (Status Quo der betriebswirtschaftlichen Erfolgsfaktorenforschung bei Büchern. Eine kritische Analyse der empirischen Literatur), pp. 412–441**

This paper analyses the theoretical and empirical literature addressing success drivers of fiction books. Research from leading marketing, cultural, and economic journals is summarised based on the classic four marketing-mix categories, i.e. product, price, communication and distribution. We synthesise the empirical findings along the dimensions

of modelling issues and managerial impact. Our review reveals that present literature is concentrated on the star power of authors, the topicality of content, the edition format, and cross-selling with complementary goods. In addition, there also exists some research with regard to the influence of advertising, reviews by critics and customers, as well as bestselling lists. When summarised relative to the marketing-mix categories the research focus rests primarily on product and promotion. Retail prices are also addressed, while only publisher size and image has been studied relative to place.

**Keywords:** book market, success factor research, innovation research, marketing-mix