

# Abstracts

## *Alexander Filipović: Miscellaneous, Panorama, From Around the World. Communication Sciences and Media Ethical Approaches Towards a Heterogenic Rubric*

In the daily press the sections are called “Miscellaneous“, “Panorama” and “From around the World”. Terms such as Chitchat and Gossip, Catastrophes, People, Sensations and Curiosities describe what it’s all about in these pages. On television these same themes are addressed through the boulevard magazines. It is not easy to define the borders, as there is no communication sciences theory concerning gossip. This article is also unable to set such a goal. However, the attempt is made to narrow down a very heterogenic phenomenon and to compile descriptive approaches. In addition to this clarifying and arranging objective, an ethical interest is strengthened.

## *Claudia Paganini: The Perfect Master for Fox. Or: What Animal Ethics and Media Have to do with Each Other*

Over the past 40 years the subject of animal ethics has rapidly developed as a scientific discipline and become fully differentiated. The article provides an overview concerning various normative approaches, which can be categorized into anthropocentric and physiocentric positions. In accentuation thereof, the main objectives of Human-Animal-Studies are outlined; a somewhat younger, strongly interdisciplinary field of research which originated in the Anglo-American language region. Under consideration of these two perspectives, the focus is lastly placed on the representation of animals in media. Based on examples found on German television, the type of understanding implicitly assumed concerning the human-animal relationship is demonstrated, as well as those related questions which arise and could or should be addressed in the future.

## *Jörg-Uwe Nieland: Modern Sports Stars. Entertainment as Part of the Commercialization*

Sport stars receive an enormous amount of media attention. As a communications strategy, personalization is the evidence of the medialization of sports. In light of the preeminent status of sports stars the article outlines why the prominent, the majority of which are men, are omnipresent in media society and why the attention accorded sports stars addresses less their (sporting) achievements and is directed more on their successes outside the sports arena. Based upon a typology, the contribution demonstrates a line of development from Michael Jordan to Cristiano Ronaldo to Mesut Özil and addresses the negative side effects of commercialization.

*Tanja Evers/Jonas Schützeneder/Hanna Tonnemacher: Between Tulle and Tears. The Royal Wedding on Facebook and its Journalistic Makers*

Emotionalization and personalization have always been indispensable hallmarks of boulevard news coverage. That applies all the more to large events in the world of prominence and nobility, as was proven by coverage of the wedding of Prince Harry and Meghan Markle in May 2018. Proceeding from this event, the article addresses the subject of boulevard coverage and its social media commercialization. Thereby, in a two-staged methodology, boulevard journalists are first interviewed concerning their work before, in a detailed content analysis of the case example, the comparison between boulevard and quality media coverage is made. Thereby, across all media, two central commonalities can be found: a high level of emotionalization and the merely moderate emphasis of any negative aspects.

*Viera Pirker: Social Media and Mental Health. Exemplified by Strategies of Identity Construction on Instagram*

Young people today barely know a life without social media-platforms via smartphones. Recent surveys illustrate that correlations exist between the use of these media and mental health in adolescence. Positive and negative effects become apparent. Insights gained from U.S.-American and British surveys are augmented with data from Germany using picture-oriented Instagram to exemplify aspects of identity construction. This quickly-growing platform offers strong possibilities for self-expression and creativity, but has a slightly negative impact on mental health and psychosocial development during adolescence. The article highlights some creative Instagram accounts which employ opposing strategies of narration and aestheticization within the platform.

*Jeanne Jacobs: Livestreaming after Acts of Violence. Ethical Principles and the Limits of Journalistic Real-time Coverage*

After attacks or at violent demonstrations livestreaming apps provide journalists the opportunity to quickly convey a situational picture to their viewers. This is a technical innovation, which has the potential to alter news coverage, because it makes the live transmission of audio and video possible in ways which were possible only marginally or only under certain conditions a few years ago. In light of these changes, the question arises whether ethical bounds, which have been fundamental with regard to journalistic news coverage until now, are still viable with regard to the ethical questions related to livestreaming. Six journalists have replied to this question in a qualitative survey.

*Lena Baumann: Anonymous, Destructive, Sarcastic. A Content Analysis of User Comments on Texts Concerning Women in Islam*

Since the “refugee crisis” of 2015, during which primarily people from the Arabic region fled their countries, Germany has been forced to grapple with the hitherto relatively foreign religion of Islam. It has become necessary to overcome prejudices and establish one's own viewpoint. Long since, this opinion making process has been taking place digitally: media coverage, online forums and social media comments shape the attitudes of many users. That this development has taken on some alarming features is proven by a content analysis of user comments of texts addressing the subject of women in Islam. It is shown that the anonymity on the Internet renders constructive debate almost impossible and that large parts of the discussion take place on the edge of absurdity.