

English Abstracts

Henk Erik Meier / Jörg Hagenah: On the so-called ‚Soccerization‘ of German Television. A Study of the Change in Supply and Demand within the Most Important German Free TV Stations („Fußballisierung“ im deutschen Fernsehen? Eine Untersuchung zum Wandel von Angebot und Nachfrage bei den wichtigsten Free TV-Sendern), pp. 12-35

In our increasingly pluralistic society, soccer appears to represent one of last ‘campfires’, thus inspiring the claim of a ‘soccerization’ of media sport. Our paper examines this idea by re-investigating data conducted by the German *Arbeitsgemeinschaft Fernsehen* (Working Group Television). Our analysis indicates that all major free TV stations in Germany (Das Erste, ZDF; RTL, Sat.1) have reduced their supply of sport broadcasting; at the same time, however, a relative ‘soccerization’ has, indeed, taken place. Moreover, the importance of sports coverage differs substantially between the different stations. In comparison to the stations’ overall programme supply, soccer broadcasts do not seem to suffer as much from the general erosion of audience market shares. In addition, our analysis of viewer preferences confirms an outstanding role of major soccer events. In sum, we stress the changed role of sport programmes in the German free TV market, which probably worries the sport-governing bodies, and must require further mediation efforts.

Keywords: sport, sport media, soccer, mediatization, eventization

Claudia Riesmeyer / Senta Pfaff-Rüdiger / Anna Kümpel: Transferring Knowledge into Action: A Motivational Research Perspective on Media Literacy (Wenn Wissen zu Handeln wird: Medienkompetenz aus motivationaler Perspektive), pp. 36-55

The Internet, and social media in particular, continually challenge our theoretical and methodological idea of media literacy. Crucially, knowledge appears necessary, but not sufficient for developing media literacy. Hence, we need to address the question of whether individuals are empowered and motivated to putting knowledge into action. Building on theories of motivation and socialization, we investigate what it is that creates online media literacy in adolescents. In semi-structured interviews with 82 children and adolescents aged 9 to 19 years, we asked questions about participants’ living environment, patterns of Internet use, as well as online skills. Analysing the data, we developed a typology that explicates various motivations to showing media literate behaviour; identifying relevant aspects affecting this. The results illustrate the relevance of a stronger focus on the processes of developing media literacy skills, and stress the necessity to considering knowledge and action as interdependent aspects.

Keywords: media literacy, media socialization, motivation, qualitative interviews, typology

Teresa K. Naab: The Need for Penalties against Facebook Content, and its Determinants. A Users' Perspective (Der Sanktionsbedarf von Facebook-Inhalten aus Sicht von NutzerInnen und seine Determinanten), pp. 56-73

Users of social media without an institutionalised education on the relevance of freedom of speech and its limitations can impose penalties against content produced by other users. Such sanctions complement regulations of the relevant platform providers, as well as add to constitutional regulations. This scenario calls for a new field of research focusing on the potential and the challenges of the need for penalties against media content from the perspective of the users. Drawing on data from a survey of 265 Facebook users, I investigate what characteristics and attitudes can influence sanctioning acts. I also examine what determines if users are more likely to impose negative sanctions against Facebook content themselves, or expect sanctions by the platform provider or the state. My results partly confirm findings on attitudes towards the regulation of the traditional media. Influencing aspects includes a perceived threat of a message, limited Facebook exposure, and lower educational levels, which seem to increase the perceived need for sanctions from the users' perspective. Further factors (age, gender, political orientation, religion and the perceived effect of the Facebook content) seem less important.

Keywords: regulation, sanctions, social media, Facebook, survey

Jürgen Wilke: From the Study of Newspapers to an Integrated Science. Roots and Dimensions in View of the Past 100 Years of Journalism, Media and Communication Studies in Germany (Von der Zeitungskunde zur Integrationswissenschaft. Wurzeln und Dimensionen im Rückblick auf hundert Jahre Fachgeschichte der Publizistik-, Medien- und Kommunikationswissenschaft in Deutschland), pp. 74-92

This paper represents a review of the past 100 years of Journalism, Media and Communication Studies in Germany. 1916 is generally seen as the founding year of our academic field; i.e. the year Karl Bücher established the Institute for the Study of Newspapers at the University of Leipzig. During the years, the discipline has grown into modern 'integrated Science'. The paper elaborates on the roots and the dimensions of this 'integrated' field, discussing the influence of new media and new technical terms. The field of Journalism, Media and Communication Studies has evolved from various other disciplines, namely national economy, history, sociology, psychology, law, philosophy and, lately, political economy. Other dimensions also contribute to the integrational perspective of the field. Combining theory and practice, institutional and personal features, as well as ideas from the fields of methodology and theory of action have added to shaping the discipline. The history of our field has been closely related to the question of its identity. In view of the challenge of disintegration which our field is currently facing, this is still a timely aspect worth considering.

Keywords: journalism, media and communication studies, history of science, integrated sciences, technical terms

Alexander Filipović / Elisabeth Klaus / Christian Strippel: The Code of Ethics of the German Association DGPK (Der Ethik-Kodex der DGPK. Erläuterungen aus Anlass des Beitrags von Rudolf Stöber in M&K 4/2015), pp. 93-108

This article focuses on the code of ethics that was passed by the General Assembly of the DGPK in 2015. Following a few introductory remarks, we concentrate on the general aims of ethical codes, then elaborating on their history of origins in chapter 2. Chapter 3 is devoted to specific objections against some of the formulations and passages in the DGPK's code of ethics raised by Rudolf Stöber in an article published by *Medien & Kommunikationswissenschaft* in winter 2015. We see the code of ethics as a much-needed document, and a negotiated agreement that serves to measuring communication researchers' responsibilities. We believe that the freedom of research is not violated or challenged by ethical guidelines. Instead, we claim that such guidelines help to interpret and shape such freedom. This implies that codes of ethics are not fixed one and for all, but have to open up to changes and debates.

Keywords: ethics, ethics of science, code of ethics, DGPK



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