Abstracts

Michael Jäckel: The Quiet Ones and the Loud Ones. A Search for Traces

To the fundamental conditions of human communication belong the expectations toward the roles of the participants. Whoever has something to communicate and wants it understood, is not only dependent upon the goodwill of the other, he/she is also operating within a framework, whereby the articulation is connected to specific rules. Spontaneity is not always an advantage, but then neither is continuous restraint. To the act of speaking also belongs that of remaining silent, which can have various causes. Hence, that which is muted and that which is loud do not solely represent something incompatible, but both also accompany many interactions like an unwritten musical score. Sometimes attention is sought, and other times this shifts to the role of being an observer. This correlates with knowledge and the craving for recognition, as well as the need to get to the bottom of things – a search for traces.

Jonas Schützeneder/Michael Graßl: Evolutionary Stage Audio 3.0: Clubhouse, Spotify and Podcasting as Manifestations of Interactive Listening

For a long time, media-communicated listening was characterized by the classic transmitter-receiver model (Audio 1.0): the public as a silently interested multitude and the recipient of audio content. Driven by digital features, that model evolved into "Take-Part Radio" (Audio 2.0). In light of an expanded multimedia communications reach in recent years, this understanding has climbed a further evolutionary stage. Currently, based upon evolutionary stage 3.0, various trends become apparent. Audio 3.0 is essentially characterized by simple conferencing, production, and distribution processes, as the popularity of Clubhouse, Podcasts and Spotify attest. This article takes a closer look at these developments and structures. It describes the individual development steps according to specific examples.

Uwe Hasebrink: Modes of Audio Usage: Radio in a Digital World

In view of the manifold options available to access audio services at any time, the question arises what role radio broadcasting will play in the future. This article addresses the question from the perspective of the users: to access which specific functions is classical radio used? For which functions do they access other audio services? The thoughts thereto lead to a classification of ideally typical modes of audio usage, whereby the classical radio mode is also assigned a specific function. Thereby, it is shown that the alleged disadvantage of the medium, namely the linear structure which does not allow for time sovereignty with regard to usage, is actually an advantage in terms of the function of user participation in public communication and social synchronization.

Christian Daubner/Philipp Grammes/Tim Pfeilschifter: What Will Change Due to Audio and Voice? Perspectives for Radio Broadcasting in a Platform Shaped World

The radio services of public law broadcasting continue to characterize the media market. Nonetheless, changes can be observed. New platform operators have positioned themselves in the market successfully. Further, the technical barriers to market entry have been reduced. Any user can position him/herself as a podcast producer. Audio diversity is growing continuously. Through the employment of artificial intelligence, services for even the smallest area of interest, provided in a personalized stream or in newly emerging forms, will become possible by means of digital language assistants. A crucial question will become, which motives will determine the basis for the curating of content. For a functional society, mere commercial interests will not be sufficient if the common good is considered of importance.

Michael Wild/Vera Katzenberger: An Experiment with a Future? Case Study of the Podcast Services of German Newspaper and Magazine Publishers

Podcasts are experiencing a steady upward trend: The usage figures as well as the services offered have been growing rapidly for years. Meanwhile, an increasing number of broadcasting stations, streaming services, celebrities, and private persons are producing and publishing their own podcasts. Newspaper and magazine publishers are also expanding their portfolios, most recently increasingly with their own audio services. Against this backdrop, the following article addresses, within the framework of an exploratory, quantitative-qualitative content analysis, the selected podcasts of several newspaper and magazine publishers. The analysis indicates that many publishers still find themselves in a trial and experimental phase with regard to the development of their formats.

Lena Baumann: Murder for Listeners. The Fascination of True Crime Podcasts from a Scientific and Practical Perspective

Numerous studies continue to confirm the increasing media penetration of the podcast medium. Also, with regard to content, new forms and formats have emerged in recent years. One of the most popular genres thereof is "True Crime". The analysis and discussion of real criminal cases generates enthusiasm among millions of listeners. The article addresses this development and examines, based upon qualitative interviews and a content analysis, the formats "Mordlust" ("Bloodlust") and "Zeit Verbrechen" ("Zeit Crimes"), the explanatory patterns of this trend. The analysis shows: True Crime thrives from the research, the arc of suspense and an appropriate narrative voice – but not least of all due to the media ethical aspects, which play a central role in the production process.

Yves Simon: Digitalization, New Players and Altered Usage. Reflections on Journalist Training in the Radio and Audio Fields

At the moment, the training of journalists in the audio sector suffers from an acute uncertainty brought about by digitalization, streaming services and changed user behavior. Decreasing ad revenues, and the pressure to economize as a consequence, have resulted in trainees being employed by radio stations more often than qualified editors. In order to return to a sound training plan, radio stations must begin by preparing themselves in a future-oriented manner. Thereby, the interaction with regard to training between universities, university-level institutions and radio stations gains strongly in relevance.

Felix Krebber/Lara Neidhart: Ethics Management in PR Agencies. Measures and Influencing Factors on an Organizational Level (peer reviewed)

This empirical study examines the ethics management of PR agencies and shows the prevalence of ethics management measures in the 100 PR agencies with the highest turnover, as well as the member agencies of the agency association GPRA. Agency managers were interviewed in a standardized online survey. The findings indicate a large number of ethics measures being undertaken at the 27 agencies which participated. However, comprehensive ethics management, which would also include a systematic analysis of conflicts with various stakeholder groups, as well as the evaluation of those measures, is still the exception.

Axel Siegemund: "An Image in Our Likeness". Why Do We Believe We Can Communicate with Robots on Equal Terms?

Research on the anthropomorphism of robots currently focuses on the question of how to create bio- or anthropomorph machines, in order to gain acceptance or generate a particular social behaviour on the part of humans interacting with them. In addition to this, we must ask, from the viewpoint of communications theory, why machines are open to attributions at all. This article contends that we conceptualize robots in a humanlike form, because we value them as a memory for unavailable standards and instructions. In the future robots may become a meaningful basis for our interaction with normative resources. They will produce belief models and guide us in certain actions.