English Abstracts

Michael Meyen: The Mediatisation of German Top Soccer. A Case Study Investigating the Relationship of Media Logic and Social Functions (Medialisierung des deutschen Spitzenfußballs. Eine Fallstudie zur Anpassung von sozialen Funktionssystemen an die Handlungslogik der Massenmedien), pp. 377-394

Using the case study of professional football, the study looks for long-term media effects of a second order. I ask how both individual and collective actors adapt to mass media logic. The study is focused on Germany and based on a long term analysis. In a first step, I ask about the criteria of selection, presentation, and interpretation (media logic). The second analytical step focuses on soccer actors and revealed significant adaption processes on every level of analysis. Today, there are more fouls than some 40 years ago. Football is much faster now and has more and longer interruptions. The clubs built both TV appropriate stadiums and large PR departments. When searching for a new coach, TV adequacy is an important criterion. The most important result of the study is that the FIFA has permanently changed both rules and rhythms of football in order to adapt to mass media logic.

Keywords: medialization, document analyses, actor-structure dynamics, sports communication

Paula Stehr / Laura Leißner / Friederike Schönhardt / Patrick Rössler: Parasocial Opinion Leadership as a Methodological Challenge. A Questionnaire to Investigating the Influence of Media Personalities on Political Opinion and Attitude Formation (Parasoziale Meinungsführerschaft als methodische Herausforderung. Entwicklung eines Fragebogeninstruments zur Messung des Einflusses von Medienpersonen auf die politische Meinungs- und Einstellungsbildung), pp. 395-416

Personalities in the media both influence and restrict the topics of discussion and the amount of information available, thus exerting a substantial influence on the audience's political opinion formation. We address the question of how the influence of mass media communicators on media users' political opinion and attitude building can be measured. The theoretical foundation is provided by the concept of parasocial opinion leadership which integrates the ideas of opinion leadership as well as parasocial relationship. Based on a multi-method approach combining qualitative and quantitative surveys, two standardised instruments were developed. The first scale gauges the existence of a parasocial opinion leadership by examining the two conditions; (a) a parasocial relationship between the media user and the media personality and (b) the fulfilment of at least one of the three functions information and reduction of complexity, orientation or arousal of interest by the media personality. If a parasocial opinion leadership is confirmed, the second scale may determine the degree of influence exerted.

Keywords: opinion leadership, parasocial relationship, political opinion building, media effects, scale development

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Volker Gehrau: Cultivation Effects of Television on Aadolescents' Occupational Conceptions (Kultivierung von Berufsvorstellungen durch Fernsehen bei Jugendlichen), pp. 417-438

Does the media, particularly television, have an impact on the occupational orientations of adolescents? My paper attempts an answer to this question. I review approaches and perspectives on ideas of occupational orientation, discussing possible aspects of media influence. In particular, cultivation effects are considered to impact notably. Following the tradition of cultivation studies, I combine content analysis and surveys with adolescents. In line with former studies, the results of the analysis of television series presented here suggest that only a small range of occupations dominate television reality. The relevant occupations are, moreover, mostly presented in a positive light. First order cultivation effects suggest influence on the frequency of estimations for occupations. The data shows significant but small effects for occupation-related television use. Some studies even assume second order cultivation effects on opinions and judgments of occupations. However, regression models confirm little effects for television use, especially in the field of fashion and style. Overall, the cultivation effects found in this study are statistically significant, yet, they are too small for major consequences relating to the processes of occupational orientation.

Keywords: cultivation, occupations, occupational orientations, television, media effects

Manuel Wendelin / Ines Engelmann / Julia Neubarth: News Factors and Topics in User Rankings. Comparing the News Selection of Journalists and Audience Members on the Internet (Nachrichtenfaktoren und Themen in Nutzerrankings. Ein Vergleich der journalistischen Nachrichtenauswahl und der Selektionsentscheidungen des Publikums im Internet), pp. 439-458

Journalists of today know much more about audiences' news selection than ever before, as various web-metrics provide the basis of a new transparency of people's media usage. At the same time, the difficult economic situation of many newspapers and online media outlets increasingly forces newsrooms to take audience preferences into account. Therefore, the relationship between journalism and the audience is changing. Against this background, our paper contributes to the debate about an increasing audience orientation in journalism. We conduct a content analysis of different journalistic media and user rankings on the Internet. Our criteria of comparison include news values and topics. The results show that the news values of journalism are similar to those of audience members' selection criteria. However, there is some distinction concerning the topic selection. The findings refer to a varying closeness to the audience among different media formats. We stress the necessity for further research in this area and discuss opportunities and difficulties of user rankings regarding an analysis of audiences' news selection.

Keywords: news selection, news factors, user rankings, audience-orientation in Journalism, topic selection, transparency of audience behavior

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