English Abstracts

Wolfgang Hoffmann-Riem: Theses on the regulation of the dual broadcasting system (Thesen zur Regulierung der dualen Rundfunkordnung), pp. 7 – 21

The dual broadcasting system has proven its worth in Germany. Its regulation, however, must be adapted to changing multimedia markets. The future regulation of the media will have to focus more strongly on the organisation of upstream, sidestream and downstream activities. Above all, equal opportunities need to be guaranteed with respect to access. Self-regulation is indispensable for the media, but it requires supplementary state safeguards to ensure the workability of the media order.

Otfried Jarren: Societal integration through the media? On the justification of normative requirements for the media (Gesellschaftliche Integration durch Medien? Zur Begründung normativer Anforderungen an Medien), pp. 22 – 41

The article addresses the integration concepts on media communication currently discussed in the scientific community. Traditional concepts often overrate the integration potential of the media by expecting concrete material accomplishment. This expectation finds its expression in specific normative targets. More recent systems-theory reflections, on the other hand, scale down, so to speak, these integrative accomplishment to communication processes. Apparently, normative requirements are then no longer necessary. The author shows that, by handling and making themes available from all societal subsystems, the media are able to, de facto as well as symbolically, make an integrative contribution. This does not, on the other hand, make the normative requirements on integrative communication obsolete: through these requirements media organisations are set a societal orientation, since the actors of society are able to critically address concrete accomplishments. Through media policy safeguards (structural diversity in the media system), accomplishment-focused mandates for the media, and editorial requirements of (self-)evaluation or quality management the commitment to integrative communication can be stabilised.

Ralph Weiss: "Practical meaning", social identity and tele-vision. A concept for the analysis of how cultural action is embedded in the everyday world ("Praktischer Sinn", soziale Identität und Fern-Sehen: Ein Konzept für die Analyse der Einbettung kulturellen Handelns in die Alltagswelt), pp. 42 – 62

The analysis of the life world context in which media use is embedded plays a key role for the development of theory formation in the field of communications research. The article demonstrates this by referring to both the framing approach and the cultural studies discussion. On the basis of Bourdieu's theory of practice a system of generative principles of action and of perception is outlined. The system offers a frame of reference for the analysis of action-guiding themes that characterise the subjective meaning of media use. The meaning media use can have is inferable from the "subjective forms" into which media cultural objectivations are translated. In order to characterise these forms the approach falls back on Hegel's psychology. A particular focus is the recipience of the audiovisual medium television. The heuristic potential of these "intellectual tools" is subsequently discussed by referring to a study on parasocial relations.

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Britta M. Schultheiss/Stefan A. Jenzowsky: Infotainment: The influence of emotionalising and affectively-orientated presentation on credibility (Infotainment: Der Einfluss emotionalisierend-affektionierter Darstellung auf die Glaubwürdigkeit), pp. 63 – 84

Infotainment programmes on television are becoming increasingly popular. The acceptance and entertainment value of these programmes is apparently based to a major extent on an emotionalising and affectively-orientated presentation of information. In order to examine the influence of this manner of presentation under the condition of a constant information content the emotionalising content of the infotainment programme "Die Reporter" on the TV channel Pro-7 was manipulated in an experiment. In an experimental 2x2 design the emotionalising and affectively-orientated content a) of three individual contributions and b) of three presentation lead-ins to the contributions were varied, with professional versions being created with the help of the reporters. It became clear that (with the assessment of informativeness remaining the same) an increased degree of emotionalising presentation led to a clearly reduced credibility. Furthermore, the credibility of the information presented was influenced to equal degrees by an emotionalising presentation in the contributions and in the presentation lead-ins.

Ulrich Saxer: Myth of the Postmodern: Communications research reservations (Mythos Postmoderne: Kommunikationswissenschaftliche Bedenken), pp. 85 – 92

Particularly in France, the traditional and established set of research tools is being deconstructed under the concept of the "Postmodern". Indeed, the verdict of naive rationalism is passed on the term "modern" and, correspondingly, a "wild" and exceedingly anti-empirical way of thinking regarding societal matters, in particular media communication is fostered. A certain proximity to the subject-orientated radical constructivism cannot be overlooked, a group with which the Postmodernists share the lack of structural resemblance, of isomorphism of their theories with a subject such as the media, which is strongly determined by meso- and macro-level influences. Empirical communications research, a basis from which the line of argument presented here emanates, is, for all these reasons, definitely advisable, in order to avoid being taken in by a fashionable Postmodernism, even more so in view of the fact that the term "Postmodern" is never really clarified. The latter thus remains a myth, which, unfortunately, once again impairs the recipience to suggestions from the Romance-language area.

Karl-Heinz Ladeur: The "functional mandate" of public-service broadcasting – committed to "integration" or self-defined? Comments on three legal opinions (Der "Funktionsauftrag" des öffentlich-rechtlichen Rundfunks – auf "Integration" festgelegt oder selbst definiert? Anmerkungen zu drei Rechtsgutachten), pp. 93 – 106

The recent disccussion about the "functional mandate" of public broadcasting attempts to legally manage the crisis of integration broadcasting through the different strategies. Bullinger's legal opinion seeks to commit public-servive broadcasting to its traditional political and cultural tasks through "substantive" statutory provisions. The legal opinions of Holznagel and Vesting, on the other hand, would like to grant greater autonomy to the professional component of public-service broadcasting. The article tries to analyse the advantages and weaknesses of the two concepts.

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