

# Abstracts

## *Ingo Bosse: Ethical Aspects of Inclusive Media Education. Equal Access to Information and Communication as a Prerequisite*

The UN convention on the Rights of Persons with Disabilities accelerated the restructuring process of traditional policies concerning persons with disabilities towards policies based on social inclusion, human rights and is related to numerous ethical questions. Thereby, the media will play an essential role in numerous areas of society. This includes making a difference through media presentations, the accessibility of media and – as a challenge to professional ethics - the implementation of inclusive media education. The article provides an overview of current developments. One facet thereof is the recently enacted inclusion of persons with disabilities in the general system of mandatory payment of public broadcasting subscription fees in Germany. These considerations address the aspect of how people, living in an increasingly media-oriented world, are capable of becoming and remaining active and self-empowered.

## *Michael Jäckel/Martin Eckert: Provocative, Stigmatizing – or Simply Normal? In advertising disabilities are hardly existent. Fictional examples explain the effect.*

Is the invisibility of persons with disabilities in commercial advertising still in keeping with the times or has the time come to re-assess the opportunities and risks of this controversial communication strategy? In the course of a study conducted by the University Trier, the participants were asked to evaluate promotional advertisements specially designed for this research project (thereby fictional), featuring disabled persons. The results discussed in this article reveal that the preferences of disabled and non-disabled respondents were remarkably more similar than expected. These findings may suggest that the main concerns of some advertisers (for example the fear of negative consumer reactions) may have to be reconsidered. However, currently these conclusions are primarily restricted to a theoretical level due to the lack of real ads dealing with disabilities. Thus, further statements concerning the general prospects of success of this marketing strategy may still prove difficult.

*Nanette Peithmann: With Another View on Life.  
The Employment Situation of Journalists with Disabilities  
working for the German Public Broadcasting Services*

Through her E-Mail survey the author investigates the situation of journalists with disabilities permanently employed by the German Public Broadcasting Services. Approximately 35 percent of the 133 permanently employed journalists with disabilities took part in the survey. Of these, 67 percent state that their disability/ailment have an effect on their working life. Almost all of those surveyed are highly qualified, permanently employed full-time and work largely in the field of radio broadcasting. Close to 45 percent recognize disadvantages in the fact that they are journalists with disabilities. The most often expressed advantage is the ongoing sensitization concerning the subject of disabilities. In order to compensate for limitations experienced due to their disabilities various strategies are developed. For the most part these concern the structuring, planning and arrangement of their work.

*Christian Klenk: Francis – The Media Star. During the first year  
of his pontificate coverage by journalists has been both abundant  
and consistently positively – but for how much longer?*

Shades of the loss of significance of the Church: during recent months religious and Church themes have been a running topic in the German media. That was ensured not only by Bishop Franz-Peter Tebartz-van Elst of Limburg, who was forced to ward off fierce criticism concerning his managerial style and the financing of his new bishop's residence. Public interest in the new pontiff was even greater. Francis surprised the world with his unconventional and charming manner and awakens the hope for comprehensive reforms within the Church. *Communicatio Socialis* takes a look at the coverage of the first year of the pontificate. This is followed by comments from Ludwig Ring-Eifel, editor in chief of the Catholic News Agency and Bernd Hagenkord, executive editor of Radio Vatican concerning how Francis has changed the communication of the Vatican and work of the journalists involved.