

## English Abstracts

**Irene Neverla: The Net – A challenge for communications research (Das Netz – eine Herausforderung für die Kommunikationswissenschaft), pp. 175 – 187**

The challenges of the Internet and other digital networks are rooted in theoretical, methodological and research-pragmatic fields. A theory of media development, empirically and historically grounded, would objectify and systematise the assessment of ongoing developments. The research perspective should not remain limited to publicistic media. Instruments and rules of online research need to be readjusted for the core methods of empirical communications research, content analysis and surveys. Research activities will be reshaped by the forms of „new science“ in its encounter with „old science“. And, finally, the challenges of the Net also address new adjunct fields between communications research and its neighbouring disciplines, in particular the question of the constitution of knowledge.

**Elisabeth Klaus / Margret Lünenborg: The change in media offerings as a challenge for journalism research: A call for a culture-oriented approximation (Der Wandel des Medienangebots als Herausforderung an die Journalismusforschung: Plädoyer für eine kulturorientierte Annäherung), pp. 188 – 211**

The article takes a critical look at the central theoretical premises of current journalism research. By concentrating on news journalism on the one hand and the communicators on the other hand, journalism studies are unable to adequately describe and analytically identify ongoing changes. Instead of the paradigms „system“ versus „individual“ the paradigm „culture“ is deployed as a guiding cognitive perspectivisation. On the basis of Cultural Studies, above all the popular forms of journalism can also be integratively examined. Information and entertainment are then no longer constructed as a functional antagonism. At the same time, via the cycle of media production and reception it is possible to make the societal process of how journalism communicates meaning transparent and thus formulate research tasks for a culture-orientated study of journalism.

**Herbert Willems: Media production, media product and media reception: Reflections on the media-analytical possibilities of the „frame theory“ and complementary approaches (Medienproduktion, Medienprodukt und Medienrezeption: Überlegungen zu den medienanalytischen Möglichkeiten der „Rahmentheorie“ und komplementärer Ansätze), pp. 212 – 225**

The article aims at developing an apparatus of complementary concepts, which enable the levels of media production, media products („media texts“) and media reception to be viewed as one context. It is hoped that this will avoid the drawbacks of objectively one-sided (for example, concentrating only on the media reception side) media analyses. The object of examination are, among others, the concepts of figuration, field, habitus, semantics, and cultural forum. Attention focuses on Goffmann's frame theory.

Irmela Schneider: „Salvation of the soul“ and measuring the consumer. Media discourse in the early Fifties („Errettung der Seele“ und Vermessung des Konsumenten. Mediendiskurse in den frühen 50er Jahren), pp. 226 – 246

With exemplary reference to the media research journal „Rundfunk und Fernsehen“, which has been published since 1948, media discourses in the early Fifties are presented. Following an initial phase, which could be described as the search for topics, two main thematic complexes emerge: on the one hand, the critical cultural assessment of the medium of television perceived at that time as new. The positions formulated out of this perspective are not squeezed into the cultural optimism versus cultural pessimism schema, but the question is raised of references to older traditions – to Pascal's „Pensées“, to the bourgeois concept of „personality“ –, which became popular again in the early Fifties. A second thematic complex within media discourses, therefore, seeks to present the approaches and methods of US-American „audience research“ and to explore this as a model for a future German media research. The media user described at that time as a „consumer“ thus becomes a measurable quantity. A track of tradition can also be identified in this line of discourse too, which leads back into the experimental research of the 19<sup>th</sup> century.