English Abstracts

Susanne Kinnebrock / Elisabeth Klaus: Path Dependency in Communicator Research: A Search for Traces from the Perspective of Gender Studies (Zur Pfadabhängigkeit der Kommunikatorforschung. Eine Spurensuche aus Perspektive der Gender Studies), pp. 496-513

Drawing on work done in communication history and in gender studies the first part of the article shows that contrary to the mainstream history of the field neither journalism nor public relations have been exclusively male professions. These findings have important implications for the study of media occupations. Remarkable historical continuities between career paths and job histories emerge. Now and then frequent disruptions of professional careers were common, a high level of flexibility characterized media occupations and freelance work was widespread. These research results challenge some prevalent assumptions about the nature of the current changes affecting media professionals. In the second part of the paper we focus on border crossing as a widespread phenomenon. People working in media and communication are changing frequently between different occupational spheres, they regularly switch from one media channel to another and in their work they often have a greater thematic scope than their categorization into a specific editorial department signals. Studies on media professions and occupations very often and for a variety of theoretical and methodological shortcomings do not capture such boundary crossings. By overstressing the importance of a specific work area, such as news journalism, the study of other important media sectors such as culture or entertainment have been neglected. Research also favours large samples and the collection of cross-sectional data, which largely excludes diachronic analyses. Such research moves on well-trodden ground, but is detrimental to discovering new tracks that allow us to more clearly capture, understand and explain the important changes in media, communication and journalism work we witness right now. In sum, a historical perspective that is inspired by gender studies and biographical research can lead us to re-evaluate the current changes in the media profession and to gain new criteria for anticipating their social and cultural effects.

Key words: history of media occupations, history of journalism, gender studies, occupational biographies, Bertha von Suttner, Anita Augspurg

Patrick Weber / Werner Wirth: News Values and Relevance Attribution. The Impact of News Factors on Recipients' Judgments of Relevance and the Moderating Role of Civic Pride (Nachrichtenfaktoren und Relevanzattribution. Der Einfluss von Nachrichtenfaktoren auf Relevanzurteile von Rezipienten und die moderierende Rolle von Civic Pride), pp. 514-531

According to the currently dominant conceptualization of news factors they are collective relevance indicators (Eilders, 1997). But whether news factors indeed influence recipients' attributions of relevance to news issues is scarcely investigated and the findings to date are not consistent. This paper reports the results of a series of experiments that investigated the impact of controversy, proximity, damage and reach on relevance attributions. Except for reach, these news factors had a positive effect on perceived relevance. Investigating the combined effect of proximity and damage we found that they affected relevance attributions independently and additively. We also found evidence for the

moderating role of civic pride: Damage's impact on perceived relevance was contingent on the recipients' internalization of civic norms and adherence to civic duties.

Key words: theory of newsworthiness, relevance attribution, news factors, civic pride

Bertram Scheufele / Ines Engelmann: How Media Mirror the Value Horizons of Political Parties. Normative Model and Empirical Results on Value Framing and News Bias of Quality Papers and Tabloids in Four National Elections (Die publizistische Vermittlung von Wertehorizonten der Parteien. Normatives Modell und empirische Befunde zum Value-Framing und News Bias der Qualitäts- und Boulevardpresse bei vier Bundestagswahlen), pp. 532-550

Based on alternatives to the rational citizen concept of democratic theory the paper suggests that mass media have the function to convey parties' value horizons as well as their offers for "representational coalitions" (Klein 2005: p. 427) to the electorate. A comparative content analysis explored whether WELT, FAZ, SZ, FR, TAZ, and BILD communicated the value horizons of CDU/CSU and SPD to citizens in the German national elections of 1976, 1983, 1994, and 2002. Furthermore, the tenor of party and candidate coverage was analysed. Quality papers positioned parties and candidates in their respective cosmos of values rather unrelated to their editorial lines. Yet, party and candidate portrayals were clearly biased according to the editorial lines. The BILD newspaper partly followed this pattern. The empirical results call for a clear distinction between the concepts of framing and news bias.

Key words: framing, news bias, values, election, normative, media function

Thomas Koch / Christina Peter / Magdalena Obermaier: Never Trust an Optimist. Effects of Valence-Framing on Message and Source Credibility (Optimisten glaubt man nicht. Wie sich valenzbasiertes Framing auf die Glaubwürdigkeit von Aussagen und deren Kommunikator auswirkt), pp. 551-567

Positive resp. negative framing of statements affects judgments of truth: Negatively framed statements are perceived as more credible than positively framed statements (the statement that 20 % of marriages are divorced within the first 10 years receives higher truth ratings than the statement that 80 % of marriages last longer than 10 years). The present study analyzes this "negativity credibility bias" in the field of communication research and investigates the causes of this bias. In a first experiment, we replicate the effect in the context of political information and find higher truth ratings for negatively framed messages. In a second experiment, we integrate statistical statements in an interview and examine effects of valence framing on message and source credibility. Results show that a person who frames statements positively is perceived to be less trustworthy than a person who frames the same statements negatively. Our findings indicate that one cause for this bias is the fact that recipients perceive positive framed messages as a persuasive attempt. This, in turn, triggers reactance, which reduces recipients' trust in the message as well as in the source.

Key words: credibility, valence framing, persuasive attempt, experiment

Wolfgang Seufert / Claudia Wilhelm: To what Extent Do (Old and New) Media Replace or Complement Each Other? (Wie stark verdrängen oder ergänzen sich (neue und alte) Medien?), pp. 568-593

The article presents empirical findings on the strength of substitutive relations between different media types which result from structural equation modelling estimates. Therefore, time budget data from the long-term study „ARD/ZDF Langzeitstudie Massenkommunikation" of the years 1995, 2005, and 2010 are used. Following assumptions of microeconomic theory, a model on transmedial media choice is conceptualized. Thus, a distinction is made between long-term substitutive relations between old and new media that derive from a changing order of preference for media and non-media activities and situational short-term substitutive relations that are characterized by an increasing amount of use of one media type while the amount of use of another media type is decreasing. Estimating results show that there are long-term as well as short-term substitutive relations between Internet use and the use of other mass media types. These effects are relatively weak. In fact, they are lower than the substitution effects between media use on the use of non-media activities. Moreover, results do not provide support to the notion of complementary media use („the-more-the-more") assuming that the amount of Internet use is positively related to the extent of use of other mass media types.

Key words: media use, time use, media substitution, complementarity