English Abstracts

Helge Rossen-Stadtfeld: Perspectives of the dual broadcasting system under constitutional law (Verfassungsrechtliche Perspektiven des dualen Rundfunksystems), pp. 481 – 497

The changing structures of communication in society are also influencing the development perspectives of the German dual broadcasting system. Two proposals for the reorganisation of the broadcasting system that are grounded in constitutional law respond to this fact. One of the proposals seeks to combine a deregulated commercial market broadcasting system with a public cultural broadcasting system. The other concept seeks to fundamentally dispense with broadcasting-specific regulation, yet at the same time specifically promote cultural diversity. Both approaches fail to satisfy the normative precepts that were developed in the legal decisions made by Germany's Federal Constitutional Court in accordance with Art. 5, para. 1, p. 2 of the Basic Law; they are unable to replace the model on which these precepts are based.
Keywords: broadcasting law, dual system, broadcasting system, convergence, market broadcasting, cultural broadcasting

Manuela Pietrass: Means of structuring as interpretive indications. A frame analysis look at infotainment in accordance with E. Goffman (Gestaltungsmittel als Interpretationshinweise. Eine rahmenanalytische Betrachtung des Infotainment nach E. Goffman), pp. 498 – 509

Through the "frame analysis" Erving Goffman presents an interaction theory approach to the organisation of social reality and its experience. Frames represent scripted instructions, to which all persons involved in an interaction must comply in order to communicate in a common context of understanding. The recipience of media products can also be understood as a frame context of interaction. The media product contains interpretive indications of which frames respectively are applicable. How recipients understand is based on their correct comprehension. Frame indications are given by the respectively applied means and styles of structuring. The significance these factors assume for categorisation and understanding is outlined with reference to the example of infotainment.
Keywords: Goffman, frame analysis, infotainment, means of structuring, reality and fiction, credibility, genre

Mirko Marr: The end of commonalities? The effects of Internet use for the process of thematisation by the media (Das Ende der Gemeinsamkeiten? Folgen der Internetnutzung für den medialen Thematisierungsprozess), pp. 510 – 532

The increase and progressive differentiation of media offerings is accompanied by the growing risk of a fragmented and individualised use of the media and a resultant impairment of the process of thematisation by the mass media. On the basis of an agenda-setting design, the study conducted in Switzerland asks about the role of the Internet as a showpiece medium for the progressive differentiation of offerings and for individualised use in this process. It discovers clear differences between media and audience agen-

https://doi.org/10.5771/1615-634x-2002-4-632 https://www.inlibra.com/de/page/agb - Open Access - (cc) BY

das. At the same time, the use of the Internet as a cause of these agenda rifts can be ruled out on the basis of the data gathered.
Keywords: disintegration, fragmentation, agenda-setting, media use, Internet use, online communication, media agenda, audience agenda

Susanne Wolf / Helena Bilandzic: Chatting as a communication game (Chatten als Kommunikationsspiel), pp. 633 – 550

Working on the basis of Goffman's frame concept, a game model of chatting is developed, which offers a more far-reaching explanation of the use of chatting. With the help of the model it can be shown why anonymity and non-commitment as the basic characteristics of chat communication do not lead to a complete disregard of the conventions of discussion and manners. The game model is based on the fundamental elements of conventional games and was concretised in an empirical study with a combination of observation and thinking out loud. The individual communications of the chatters are viewed as game plots. Controlling the presentation of one's own identity and uncovering that of the other person can be perceived as a game-immanent goal. The aim is not so much the mere exposure of the partner in discussion, but rather an original and intellectually stimulating path to this goal – via the game plots – is decisive. Accordingly, the chatters develop game strategies in order to enhance their communication skills: activity, speed and originality make the player popular discussion partner. Those who fail to master these strategies or those who disregard the fundamental manners are ignored in the chat environment and excluded from the game – with the consequence that the enjoyment of the game is terminated.
Keywords: chat, game, frame analysis, thinking out loud

Olaf Schulte: "the next best thing to being there" – an overview of 25 years of videoconference research („the next best thing to being there" – ein Überblick zu 25 Jahren Videokonferenzforschung), pp. 551 – 570

The videoconference has been the subject of (not only) communications research reflections for over 30 years. Up to now, however, no theory of audiovisual telecommunication has been elaborated that does justice to the characteristics of this independent form of communication. The article presented outlines the technological development and as well as research-based and theoretical study of videoconferencing during the past decades.
Keywords: videoconference, state of research, social presence, telepresence

https://doi.org/10.5771/1615-634x-2002-4-632 https://www.inlibra.com/de/page/agb - Open Access - CC BY