

# Abstracts

## *Rüdiger Funiok: Responsible Media Usage. Desirable Self-Commitment on the Part of Consumers and Users*

In previous times consumers were urged to make deliberate choices with regard to medial offers. The Internet has now made authors out of the users. Responsible media conduct can be contentually justified with psychological needs, but also with basic skills philosophically defined as “the good life”. The public bears a responsibility on several levels: Within the sphere of private media usage, privacy issues as well as social-ecological sustainability are important aspects in connection with the purchase and use of IT devices. The pedagogical responsibility of parents, educators and teachers begins in pre-school age and has an is marked by an important point in time; namely when the ten to twelve-year-olds first receive their own smart phones. Ultimately, an extensive public discourse represents a shared civic responsibility – also on the Net with its often-isolated spaces.

## *Matthias Rath: “Critical Media Literacy”. On the Ethical Overextension of a Solely Pedagogical Media Education*

Critical media competence is easily confused with media skepticism in daily speech. In fact, it has to do with the fundamental ability to make value judgements concerning media offers with respect to ethical principles. This is something which must be learned. The article deals, not least in light of the Corona crisis, with the question of which educational institution would be appropriate towards providing such an open, normatively oriented media education. After reviewing relevant research results, it concludes that neither parents nor educators, but only the compulsory institution “school” could achieve this. However, this requires overcoming the prevailing media moralization by teachers in Germany and relevant media-ethical training of prospective teachers.

## *Thomas Zeilinger: The Public Communications Network. Media in Interactive Times*

This article focuses on the transition which the technological changes of the digital age have brought to the interaction between media and their publics. Starting from the picture of a network, determinant images and various assessments of media dynamics are outlined. The essay thereby argues the case for a sober and conflict sensitive perspective regarding the growing responsibility shared by all the participants of public discourse. For users at large and for journalism in particular, the professional challenges and opportunities which thereby present themselves are addressed. These reflections then lead to the formulation of two main societal tasks: the generation of a framework for public digital literacy and the structuring of a participatory and just infrastructure for the platforms upon which public interlocation is undertaken today.

*Kristina Wied/Judith Pies/Thilo Büsching: Communicating “socially-cleverly-competently”. Recommendations for Efficient Communication in the Digital World*

Almost half of the world employs social media; privately and commercially they are becoming ever more important. In order for people to conduct themselves purposefully in the social media world skills are required. These are seen within the context of general communicative challenges: the currency of success, attention, with its seduction into self-dramatization; the fear of missing out on something, which often leads to addiction; the plethora of photographs, which reduces the value of individual images. The article demonstrates how social media – in a balance between risk reduction and the development of potential – can be sensibly and effectively used. It can serve as a guide for efficient, appreciative and thereby “socially-cleverly-competent” communication for everyone.

*Stefan Piasecki: Games/Power/Passion. The Delightful Experience of Power in Computer Games*

The medium computer and video games are often alleged to exert highly diverse influences and effects. The question of what role power actually plays as a subject, as a motivation and as a pleasurable incentive is more seldomly raised. How significant is the function of the consumers, within the context of the game, upon the game itself and the other participants and to what degree is responsibility involved? What consequences does the exercise of power by the players have in the game and what does the power of the game have upon the players? In this article the forms of experiences and achievements related to power in interactive entertainment worlds are considered.

*Petra Hemmelmann: The Pitfalls of Viewer Research. A Critical Look at Ratings Figures*

They decide over advertising revenues, time slots, the existence of formats: TV ratings. At first glance that seems positive insofar as thereby the viewers are accorded an important role. A second look, however, reveals various pitfalls concerning ratings measurement and orientation. The article offers an overview of the most important points of criticism and brings into question the ratings orientation of public service broadcasting corporations in particular.

*Larissa Krainer/Matthias Karmasin/Susanne Behrens: Do(n't) You Study Ethics? Communications and Media Ethics at German-Language Universities*

An analysis of 163 media and communication studies programmes offered in Austria, Germany and Switzerland indicates that media and communication ethics content is not embedded at the level of curricula in less than half of them and is provided as a compulsory subject in even fewer cases. Within the existing programmes there is a diversity of content which lacks, however, unity in terminological, empirical, and theoretical orientation. The article could serve as a starting point for an internal debate and reflection upon the subject, whereby, not least of all, the need for normative content could be discussed.

*Tanja Evers/Ramona Kay: Image Cultivation According to the Welfare Principle. An Analysis of Communications Options of the Church in Refugee Aid*

The church has always been perceived as a moral authority for socio-political issues and as a political voice. It currently helps to structure the integration processes of refugees and creates the underlying conditions for full-time and voluntary work in the field of refugees and asylum. The communicative role attributed to the church and whether voluntary workers who are supported by the church feel closer to this institution are some of the research questions addressed by the study “Evaluation of the Work with Refugees in Upper Bavaria”. Whereas the financial backing and allocation of infrastructure and staff are praised as a sign of altruism, the Church is criticized and demands are also heard that it should assume a stronger political position in the public discourse concerning immigration and to also provide appropriate guidance on this subject.

*Jonas Schützeneder: Of Clergyman's Daughters and Friars. Podcast Formats in the Topical Range of Faith/Church/Spirituality*

For years the popularity and average use of podcasts has been steadily increasing in Germany. According to the latest Bitkom study, 26 percent of the populace regularly listens to this type of audio format. In addition to the especially popular themes crime (detective stories) and criminality one also finds numerous formats from the segment faith/church/spirituality. How do these fit together? The article provides an overview regarding current trends, which documents that it is actually a younger target group of podcast users which definitely has an open ear for these religious topic areas.