English Abstracts

Holger Schramm / Nicole Liebers: ‚Home – It's a Feeling'. Terminological Clarifications, Desiderata, and Perspectives for Communication Research on Home in the Media („Heimat – das ist ein Gefühl". Begriffsklärungen, Desiderate und Perspektiven für die kommunikationswissenschaftliche Forschung zu Heimat in den Medien), pp. 259-276

For many people, *home* refers to their current address, but the term stands for more: the place where one grew up, people one feels connected to, landscapes, language or dialects, traditions and customs, as well as feelings of comfort, security, and contentment. For years, Germans have had a strong need for these feelings of home due to growing global and individual insecurities – and politics as well as the media increasingly serve this need. However, what makes these home-related media offerings stand out and why are they used by so many people? Media offerings that are related to or create a sense of home have so far hardly been empirically investigated. A definition does not exist but would be highly desirable for systematic research in this area. Therefore, this article develops such a definition as a first step. This is followed by a brief outline of the current state of research as well as theories of media reception and effect that could be used when investigating home in media. Finally, research desiderata and perspectives are specified in order to provide a fundamental and inspiring starting point for communication science research on depictions of home in the media.

Key words: home, feelings of home, home-related media offerings, social identity, media use

Christiana Schallhorn / Katharina Häußinger: Putin, Vodka, and Politics. On the Influence of Media Use during the 2018 FIFA World Cup on the Perception of the Host Country, Russia (Putin, Wodka und Politik. Zum Einfluss der Mediennutzung während der Fußball-WM 2018 auf die Wahrnehmung des Gastgebers Russland), pp. 277-293

Host countries aim to improve their image by hosting mega sporting events. Despite the entertaining, mostly positive pre- and post-match coverage, it is unclear whether the image improvement succeeds due to parallel reporting on crises and conflicts in Russia during the tournament. This will be examined using the case of the 2018 FIFA World Cup. In a preliminary study within the framework of the Confederation Cup in Russia 2017, the results of the content analysis of news media with a high reach initially confirm that reports about Russia are primarily linked to crisis and conflict-related topics. The findings of the main study, a panel survey (N = 125) before and after the 2018 FIFA World Cup, show that the perception of Russia by Germans is not influenced by news consumption. However, viewers rated Russia more positively the more often they watched World Cup sports programs. What the respondents associate with Russia before the FIFA World Cup remains largely the same even after the World Cup. In addition to sport-related associations, respondents associate Putin, vodka, and politics with Russia. Nevertheless, Russia seems to have improved its overall image through the World Cup.

Key words: FIFA World Cup, country image, longitudinal study, media effects, panel survey, mega sporting events

 DOI: 10.5771/1615-634X-2019-3-366

https://doi.org/10.5771/1615-634X-2019-3-366 https://www.inlibra.com/de/page/agb - Open Access -

Michael Schaffrath: Linguistic Quality Criteria for Live Football Commentary on TV. A Content Analysis Using the Example of Selected Matches at EURO 2016 (Sprachliche Qualitätskriterien der Fußball-Live-Kommentierung im TV. Eine inhaltsanalytische Untersuchung am Beispiel ausgewählter Spiele bei der EURO 2016), pp. 294-318

The present study examines the quality of live football commentary on television. Based on theoretical considerations, empirical surveys and various 'best practice' publications, seven linguistic quality criteria were derived and analysed. Using these criteria, a content analysis of the commentaries of twelve selected matches from the 2016 European Football Championship was conducted. Every commentator fulfilled the formal claim of 'not talking too much' and letting the pictures speak for themselves. Correlation analyses confirmed that the resulting differences in speaking time were not the result of differing levels of intensity of the matches. The evaluations of the individual language ability of the commentators show, among other things, the sometimes high number of verbal errors as well as grammar and syntax mistakes. The analysis of linguistic means to express emotions highlights that metaphors and phrases as well as superlatives and augmentatives belong to the standard repertoire of live commentary. Overall, the linguistic quality could be further improved through more rhetorical originality and conceptual creativity.

Key words: live commentary, quality, speech intensity, linguistic ability, expressions of emotionality, content analysis, football

Matthias Kohring / Fabian Zimmermann: The Scientific Observation of Disinforming News. A Response to Armin Scholl's and Julia Völker's Remarks in 'Fake News, Disinforming News and the Problem of Systematization' in M&K 2/2019 (Die wissenschaftliche Beobachtung aktueller Desinformation. Eine Entgegnung auf Armin Scholls und Julia Völkers Anmerkungen in „Fake News, aktuelle Desinformationen und das Problem der Systematisierung" in M&K 2/2019), pp. 319-325

In issue 2/2019 of M&K, Armin Scholl and Julia Völker proposed a revision and extension of our definition regarding 'disinforming news'. They raise several theoretical objections, which can be summarized as follows: first and foremost, they criticise us for not consequently taking a constructivist view. The second criticism aims at our so-called constricted definition. On the one hand, this points to some allegedly irrelevant distinctions. On the other hand, it criticizes us for overvaluing our own definition as the only essential one, thereby marginalizing others. In the following, we will justify the decisions made within the scope of our epistemological interest. First, we emphasize that we do not at all assume an ontological givenness of (dis-)information and explain the specific observation position of science in identifying it. Moreover, we argue the case for a preferably precise and distinct definition of that term. Beyond that, we agree with Scholl and Völker in stressing the importance to comprehend how people negotiate truth and truthfulness in everyday communication. However, such observations only make sense against the backdrop of a commonly accepted reality of facts, which is most likely warranted by scientific methods.

Key words: disinforming news, constructivism, scientific observation, utility of scientific concepts

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