

English Abstracts

Friedemann Vogel: Targeting the Future. Towards the Bundeswehr's Self-Portrayal specifically aimed at teenagers. A Linguistic Critical Discourse Approach (Die Zukunft im Visier. Die mediale Selbstinszenierung der Bundeswehr gegenüber Jugendlichen aus der Perspektive engagierter Diskurslinguistik), pp. 190-215

This paper represents an analysis of the German *Bundeswehr's* self-staging on their teen website *treff.bundeswehr.de*. We give an account of the verbal, pictorial, and multimodal patterns, attributions and strategies used on the website to establish a specific image or stereotype the *Bundeswehr* amongst the target group of teenagers. The study employs both qualitative (hermeneutic) and quantitative (corpus linguistic) methods to analyse significant speech patterns. The results indicate seven categories of the *Bundeswehr's* image construction; namely those of 'community', 'good hope', 'efficiency principle', 'everyday adventure', 'special arming' and 'special education'. As opposed to these positive categories, representations of fear and danger are generally missing on the website. We conclude that the teen site's strategy is to create an emotional relationship with teenagers, and to establish ideas of the military within concepts of non-military everyday life.

Keywords: militainment, war communication, media linguistics, self-staging, self-portrayal, teenagers, propaganda, linguistic image analysis

Magdalena Obermaier / Mario Haim / Carsten Reinemann: Inducing Emotions? An Experiment on the Effects of Political News on Emotions, Intentions for Political Participation, and subsequent Information Seeking (Emotionen bewegen? Ein Experiment zur Wirkung von Medienbeiträgen mit Emotionalisierungspotenzial auf Emotionen, politische Partizipationsabsichten und weiterführende Informationssuche), pp. 216-235

Political news are seen to be capable of evoking emotions which might affect recipients' behavioural intentions. Previous studies on the subject reveal that this particularly applies to intentions for political participation and the relevant information-seeking behaviour associated to this. Generally, anger, fear, and enthusiasm appear to advance intentions for political participation. However, anger and enthusiasm seem to prevent individuals from striving for a continuing search for information, while fear seems to enhance information seeking. Drawing on these basic results from previous studies, we conducted a group experiment (post-test) using newspaper articles that induced anger, fear, and enthusiasm. The results contrast others studies. We found that stimulus and emotions as well as alternatives for participation and information-seeking were directly related to one another. Yet, our results indicate that anger and fear indeed strengthen individuals' intentions for political participation, while enthusiasm does not. Furthermore, emotions affect neither the intensity nor the valence of information-seeking behaviour. However, if participants felt angry or fearful, they tended to look for further information more than others; at any rate, as long as they also intend to participate politically.

Keywords: news, anger, fear, enthusiasm, political participation, information-seeking, experiment

Stefanie Wahl / Christoph Klimmt / Alexandra Sowka: Media Education in Child and Youth Work: Protagonists, Priorities and Perceived Challenges (Außerschulische Medienkompetenzarbeit. Akteure, Prioritäten, erlebte Herausforderungen), pp. 236-256

Mapping the field of extracurricular media literacy work for children and teenagers, we interviewed 417 German practitioners in the field of media education about their activities. The results indicate a rather well-educated community of practitioners. Participants stated they addressed a broad variety of media literacy aspects in their everyday work routine, while facing relatively few challenges when doing so. Aside from creative media work, they concentrated on teaching media criticism in their projects. In contrast to this, media ethics were taught only very rarely. Drawing on these results, we discuss the situation of media education in child and youth work, suggest ways for institutional support and indicate areas for future research.

Keywords: media education, media literacy, child and youth work, practice, survey

Matthias Potthoff / Siegfried Weischenberg: Inspiration and Identity. Bibliometric Findings on the History of Communication Science (Inspiration und Identität. Bibliometrische Befunde zur kommunikationswissenschaftlichen Fachgeschichte), pp. 257-275

In Germany, the field of Communication Science has experienced several substantial changes regarding self-conception and objects of research, in particular during the 1960s and 90s. This paper draws on an analysis of the language, the type of publication, the age and the topic of the texts cited in the journals *Publizistik* and *Medien & Kommunikationswissenschaft* in the decades following these changes (1970s and 2000s). We reconstruct the sources that have inspired the discipline and the topics it has attended to. Based on a bibliometric approach, we provide a detailed picture of how German Communication Science has developed its new identity. The results indicate a comparatively comprehensive citation of publications of mass communication, journalistic communicators (or contents, respectively) and the technical distribution media TV and print (in later years also the Internet). There is also some evidence for a growing influence from within the discipline but outside of Germany derived from the fact that English language publications and those originating in Communication Science were cited fairly more often in the 2000s than in the 1970s.

Keywords: bibliometrics, citations, *Publizistik* (journal), *Medien & Kommunikationswissenschaft* (journal), history of communication science