

Abstracts

Frank Schwab: Emotion and Media. Selected Classics and New Approaches of Research in Media Psychology

Many media and a great deal of media content targets the emotions of media consumers. Hereto an opulent theoretical and research landscape has established itself which, in addition to the classics, also offers newer considerations. Mood management theory, the assumptions surrounding affective dispositions, excitation transfer and the development of tension, belong to the classics. Deliberations concerning the sad-film paradox and moral disengagement belong to the newer considerations, which in most cases address the desiderata of the classic explanations. As we are increasingly not only receiving media content but also interact with the media (computers/robots), psychological approaches have emerged in this field such as the media equation-assumption and the research related to Uncanny Valley.

Kai Hafez: Hate Speech on the Internet. The Loss of Civility in Digital Communication

Misanthropic and racist hate speech directed against religious and ethnic groups on the Internet has increased tremendously throughout the world. The Internet is not so much a space for multicultural encounters but for aggressive cultural battles with far-reaching effects on societal behavior, enhancing discrimination or even violent xenophobia. The paper addresses various attempts to explain the cause for increasing hate speech from the viewpoint of the political, sociological and communication sciences. The contribution is rounded off with a reflection on ethical and co-regulative strategies in a „militant“ liberal democracy.

Marlis Prinzing: Direction, Position, Competence. Why it is Not Sufficient to Only Complain about the Coarsening of Behavior in the Net

A silly tweet may cost one's job, permissive behavior and carelessness might rob one of the love of life: The digital pillory often knows no forgiveness and no mercy. It is time to rethink and differentiate. On the basis of various studies, the current dimension of this intergenerational phenomenon is shown, whereby a further focus is placed on schools. In Germany, each week a cyber mobbing case is reported in every third school, but only one of five schools takes a systematic approach to this issue, whereas in Norway, for example, schools are obliged to prevent digital humiliation. Justified in normative terms as well as on the authority of taking action as an ethical principle, it is not an option to merely to observe whether others are virtually harassed, but to take action – as we would wish it for ourselves were we to be affected by similar attacks. Proposals for action and exemplary initiatives form the conclusion of this contribution.

Melanie Verhovnik: The Fear of Becoming a Victim One's Self. Fear of Criminality as a Possible Consequence of Media Consumption

One who feels fear usually has a clearly recognizable reason for doing so. What, however, if the fear of criminality, the concern of becoming a crime victim, is only present or so pronounced because we have an incorrect perception of criminality. Fear of criminality is a multicausally induced phenomenon influenced, among others, through previous crime victim experiences, upbringing, the social environment and one's political attitudes. An important factor related to the development of the fear of criminality is also media coverage as (serious) criminality in Germany is primarily indirectly conveyed and not directly experienced. The picture of criminality projected thereby influences our knowledge about it, our thinking – and our feelings. The article explains the fear of criminality within the context of emotions and summarizes previous empirical results.

Manuel Menke: Hate Speech, Love, Nostalgia. Shared Feelings of Longing in Mnemonic Online Communities

Recently, emotionalization on the Internet has become a prominent issue in the debate concerning hate speech on social media platforms. However, in the following reflections the focus shifts to the various positive potentials we can also find in the communication and expression of emotions online. Using the example of mnemonic online communities it is demonstrated how nostalgia – a shared sentiment of longing – fulfills an important function for community building and collective coping with experiences related to social change.

Otto Kettmann: Emotions and the Struggle for Attention. The Media Shift Towards Use of Emotional Stylistic Devices

The struggle for attention has acquired a new quality. Since the emergence of mass media they have seen an extraordinary qualitative and quantitative expansion due to new forms of publication. This has led to heightened competition, whereby public institutions as well as media services compete for the attention of their target groups. Emotions have acquired greater significance in this process. Through their employment and due to psychological effects they can better reach the users and convey the desired message more efficiently. This is being increasingly employed in various forms by media specialists and is geared to classical methods used by the entertainment industry: personalization of institutions, use of dramaturgy, storytelling and the conscious break of a taboo.

*Raphael Rauch: Ten Years „Islamisches Wort“ and „Forum am Freitag“:
A Review and Prospects for Islam in Broadcasting*

The German Islamic Conference has critically queried the contribution of the media concerning the integration of Muslims. In 2007 a beginning was made by the SWR with the radio program „Islamisches Wort“ and the ZDF with the TV program „Forum am Freitag“. The NDR followed later with the „Freitagsforum“ and the „Deutschlandfunk“ with „Koran erklärt“. The discussion concerning Islam in broadcasting is concentrated in two areas: on the introduction of additional Islamic programs analogous to Christian and Jewish programs and on committee seats for Islamic representatives in the broadcasting and television councils. The article addresses the status quo of Islamic programs and committee representation. What becomes evident: It is not legal hurdles which often represent integrational obstacles, but the lack of political will.

*Carola Richter: Media Practices of the Egyptian Muslim Brotherhood.
Adaptation to Political and Media Developments*

In the almost 90 years of its existence, the Egyptian Muslim Brotherhood has continually adapted to new communication technologies and incorporated media practices to professionalize its external communication. The article demonstrates how these adjustments are related to political developments as well as to changing materialities, competencies and meanings. The case study of the Rabi'a events of 2013 highlights, in conclusion, the culmination of the media practices of the Muslim Brotherhood, which are performative and transnational in nature.

*Florian Bock: From the Bottom Upwards or Not at All? Catholic Journalism
„after the Boom“*

For German-language Catholic journalism, the years *after the boom* (since ca. 1970) were indisputably a period of transition into modernity, as fundamental processes of transformation took place within them: after the demise of the Catholic weekly newspaper „Publik“ many (particularly younger) Catholics increasingly obtained information and commentaries from the secular press or created publications from the bottom upwards, without support from the official church, as in the case of „Publik-Forum“. Among other things, in this medium lie the first beginnings of a *Catholicity* which displayed a strong affinity with the so-called new social movements and in general reflected the increasing heterogeneity of Catholics in the social liberal decade. Ultimately, in the demands which the different wings of Catholicism (which can be broadly characterised as progressive vs. traditional) made on the press, the struggle for the authentic interpretation of the Second Vatican Council can be recognised.

Vorschau

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Kommunikation der Zukunft

Heft 1/2018:

Friedensjournalismus

Heft 2/2018:

Populismus und Öffentlichkeit

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