

English Abstracts

Andreas Dörner / Benedikt Porzelt: Political Laughter. Frames, Framing and Roles in the Appearance of Political Actors in Satirical Interviews on German Television (Politisches Gelächter. Rahmen, Rahmungen und Rollen bei Auftritten politischer Akteure in satirischen Interviews des deutschen Fernsehens), pp. 339-358

This paper discusses results from a qualitative empirical research project introducing a new approach to political media reality. We look at the appearance of politicians in hybrid talk shows and satirically framed interviews on German television. Such satirical framing provides new forms of self-presentation and of addressing voters to political actors, however, humorous surroundings are also often associated with new risks to image building. We begin our discussion with a description of the relatively new genre of satirical interviews in Germany, and we review the literature as well as the applied method of our study; i.e. an ethnographically-based media analysis. Moreover, we describe the empirical reconstruction of frames, framing and roles, thereby adapting Erving Goffman's theory of interaction. Finally, we proceed to a discussion of two brief case studies which show how the mediation of frames and roles practically work, and how they are partially altered by post-production. In order to reconstruct the complex reality of actor perspectives appropriately, analytical interpretations of audiovisual texts have been triangulated with interview data. The results can help to show where the opportunities of a politician as an entertainer lie, and where the risks are ultimately uncontrollable, as the post-produced text is completely beyond the access of the politician. In conclusion, the methodological limits as well as possible future fields of application are discussed.

Keywords: satire, comedy, news shows, cabaret, political communication, politainment

Kerstin Thummes: From Protection to Manipulation. A Survey of the Acceptance of Corporate Deception (Zwischen Schutz und Manipulation. Eine Befragung zur Akzeptanz von Täuschungen durch Unternehmen), pp. 359-378

This study investigates aspects that influence the acceptance of corporate deception, considering in particular the ascription of protective functions to corporate deception. Drawing on studies of interpersonal deception, we suspect that deception is applied for protective reasons of self-defence, social care, privacy protection and social cohesion, likely to be accepted and incorporated in social expectation structures. We discuss the results of an experimental online-survey of German Internet users (N=1.417), revealing that protective functions are ascribed to corporate deception, yet participants show uncertainty in the assessment of corporate deception. It appears that differences between a moderate and a low acceptance of corporate deception can be explained by the ascribed motive and function of deception, the perceived degree of damage and the perception of corporate behaviour. However, the public assessment of protective corporate deception cannot precisely be foreseen and, as a consequence, hardly be controlled by means of strategic communication.

Keywords: deception, lying, secrecy, public relations, strategic communication, privacy, manipulation, acceptance, decoupling

Markus Schäfer / Christian Schäfer-Hock: Milan or Madrid?! Characteristics and Reliability of Football Transfer Coverage in Germany (Mailand oder Madrid?! Eigenschaften und Verlässlichkeit der Fußball-Transferberichterstattung in Deutschland), pp. 379-401

Football (Soccer) is the most popular sport in Germany and gains the widest media coverage worldwide. Corresponding to that, football transfer news attracts more and more attention and has become an important part of the media coverage in general, and sports reporting in particular. Transfers seem to be of a particular interest for the media, for they often are in line with the internal media logic itself by featuring certain news factors. However, so far, a systematic academic analysis of the characteristics and quality of football transfer coverage is missing, despite of its obvious relevance to media reporting. This study fills the gap. Drawing on data of a quantitative content analysis (n = 2.132 articles) of the entire coverage of football transfer news in five major print outlets in Germany, i.e. three national daily newspapers in Germany (Bild, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung) and two weekly sports magazines (Kicker, Sport Bild) during the official pre-season transfer windows of the German Bundesliga from 2010 to 2013. We tested the reliability of transfer news by contrasting media data with extra-media-data on football transfers. The results indicate that the media coverage notably focuses on certain transfer characteristics, such as the status of players, as well as on sporting success and prestige of the involved clubs. Notably, about one third of the transfer predictions turned out to be incorrect.

Keywords: football, transfers, media quality, media coverage, newspapers, content analysis