

English Abstracts

Castulus Kolo / Robin Meyer-Lucht: Erosion of Intensive Readership. A time-series analysis of the competitive relation between daily newspapers and news websites (Erosion der Intensivleserschaft. Eine Zeitreihenanalyse zum Konkurrenzverhältnis von Tageszeitungen und Nachrichtensites), pp. 513–533

The audience of news sites in Germany has grown rapidly over the last years, reaching millions and increasingly reaching regular users. At the same time daily newspapers lost readers - regular readers in particular. Based on a secondary time series analysis of studies on media use in Germany, the Allensbacher Werbeträger-Analyse (AWA) and the Computer- und Technik-Analyse (ACTA), this paper examines the manifold aspects of change in the consumption of news content both online and offline. The analysis shows a slow erosion of intensive readership among regional and national print newspapers and a strong growth in the intensive use of news sites. The net-effect of these contrasting developments can be summarised as an online-print-substitution. The most substantial losses of intensive print readers occur in the age groups that grow most in terms of intensity of online news consumption.

Keywords: news sites, online news, newspapers, media use, media competition, media substitution

Bertram Scheufele / Carolin Gasteiger: Media coverage, emotions and political legitimacy. On the example of an experimental test of media impact on legitimising Bundeswehr operations abroad (Berichterstattung, Emotionen und politische Legitimierung. Eine experimentelle Untersuchung zum Einfluss der Politikberichterstattung auf die Legitimierung politischer Entscheidungen am Beispiel von Bundeswehreinsätzen), pp. 534–554

Whether or not citizens feel the need to legitimise their political decision making depends – among other things – on media coverage. Parliamentary decisions on German forces operating abroad served as an example for our experimental study. The first experimental factor was the text frame: One version of the stimulus set a war in Africa and the Bundeswehr operation there in a humanitarian frame, while the other article version applied a political-military frame. The second factor manipulated the article photo (children vs. forces). The humanitarian frame evoked stronger dismay and empathy and stronger support for the Bundeswehr operation than the political-military frame. The photo presenting children suffering from war partly reinforced this. Besides, issue-related attitudes served as contingent factors.

Keywords: media effects, political communication, legitimacy, framing, emotions, visual

Jochen Hoffmann: Member journals: Journalism for the organisation, PR for society (Mitgliederpresse: Journalismus für die Organisation, PR für die Gesellschaft), pp. 555–574

The article uncouples public relations and journalism from specific actors and defines their relation as a meso-macro-link. The link becomes manifest in different societal and organisational functions. These are derived from a nation-wide survey of editors-in-chief

responsible for member journals of non-profit organisations in Switzerland. The empirical results show that public relations as an organisational function and journalism as a societal function are not mutually exclusive. Due to complex internal structures organisational decisions are able to contribute to various societal systems. Hence, compatibilities emerge: Asymmetrical PR used as a steering tool is compatible to subjective journalism, and symmetrical PR providing a communicative forum to the organisation is compatible with objective journalism. The management of interdependencies remains a common function of public relations and journalism. The difference between organisational and societal perspective however is what makes them distinguishable from each other. **Keywords:** member journals, organisational communications, journalism, public relations, systems theory

Dorothee Hefner / Christoph Klimmt / Gregor Daschmann: Typically Turkish? The influence of nationality labelling in newspaper articles on impression formation and case evaluation (Typisch Türke? Die Folgen der Nationalitätsnennung für die Bewertung von Akteuren in der Nachrichtenrezeption), pp. 575–594

In newspaper articles, delinquents having a non-German background are still frequently labelled with their foreign origin. The effect of this labelling has been tested by a randomized 2*2 online experiment: The protagonist was labelled as either Turkish or German and the cases were presented as a real newspaper article. Participants were then asked to evaluate and judge the protagonist who brutally assaulted an innocent citizen and the protagonist who saved someone's life. Results supported the hypotheses only to a certain degree: The Turkish criminal was evaluated more mildly than the German delinquent. By contrast, the German life-saver was appraised more positively than the Turkish life-saver. These results can possibly be explained by an activation of stereotypes in the case of delinquency that led to an active counteraction of the participants. Negative stereotypes against citizens with a Turkish background were not filtered out however while reading and evaluating the "good" case which led to a less positive evaluation of the Turkish protagonist. The results are discussed in terms of implications of nationality labelling on impression formation.

Keywords: news reception, stereotypes, prejudice, Turks, impression formation, foreigners crime reporting

Jürgen Wilke: Not only a theorist of public opinion: Walter Lippmann revisited (Nicht nur ein Theoretiker der Öffentlichen Meinung: Walter Lippmann Revisited), pp. 595–612

The article outlines the role of Walter Lippmann for modern communication research. While the American journalist and author neither studied nor taught this subject, his book "Public Opinion" (1922) is nevertheless considered to be a "classic" text within this discipline. Particularly his distinction between the "outside world" and the "pictures in our head" was pioneering, and it is this idea that resulted in his critical view of the mass medias' role in democracy. But Lippmann was not only a theorist of public opinion. He inspired a couple of other concepts of communication research, i.e. for the analysis of news and media effects. To revisit his work is both rewarding and disillusioning, even after the media world has changed completely.

Keywords: media theory, history of communication research, public opinion, stereotypes, media effects, journalism, news