Abstracts

Kai Hafez: Media Ethics in Unfinished Globalization. Trends and Perspectives

The worldwide modernization of the media and the global claim to validity of the journalistic profession challenge media ethics in the present. The disintegration of the classic public spheres increases the importance of media-ethical control in almost all countries of this world. The question arises whether the spread of the same media techniques simultaneously promotes universal communication ethics. The following article summarizes a number of major trends in the dynamic development of differences and commonalities in journalistic value development (objectivity, media freedom, privacy, religion, etc.) and introduces perspectives of the field of postcolonial media ethics with its non-European philosophical references. It also draws attention to epistemological deficits and challenges of Western liberal media ethics with regard to international and intercultural reporting.

Tanja Evers: Ethnic Diversity. Central Value of an Inclusive Journalistic Public Sphere

Diversity is a constituent feature of social reality. At the same time, it marks a gap in journalism research, because little is known about the plurality of German editorial staffs. This article uses the concept of diversity to address the question of how journalism can secure or redefine its integrative function in differentiated digital public spheres. Interviews with the makers of media services, which are particularly focused upon the dimension of ethnic diversity, illuminate the goals, personnel policies, and the understanding of integration of a journalism that faces the challenges of the multiethnic society.

Petra Hemmelmann: "It's not just about participation". A conversation with Konstantina Vassiliou-Enz, Managing Director of New German Media Makers

When in January low pressure system Ahmet suddenly brought snow to Germany, the astonishment was great - "weather with a migration background" was new. Behind the unusual name of the depression was the campaign "Wetterberichtigung" (Weather Correction) by the association "Neue deutsche Medienmacher*innen" (New German Media Makers) (NdM). Making social diversity visible in the media is the declared goal of the NdM - with the #wetterberichtigung campaign and beyond. *Communicatio Socialis* editor Petra Hemmelmann spoke with Konstantina Vassiliou-Enz, executive director of NdM, about the underrepresentation of people with an immigrant background in certain positions, and about what diverse and non-discriminatory reporting should look like.

Benedict Bazyar-Gudrich: "Of course, there has also been a lot of pressure". Effects of the Maria Ladenburger Murder Case and the Cologne New Year's Eve on Reporting on Islam and Migration

The staging of a threat is a fixed component of western reporting on Islam. Although there is a growing criticism within the medial field, that draws attention to a continuing reproduction of stereotypes and (anti-Muslim) racism, the discursive connection between Islam, threat and violence remains an integral part of the media coverage. Based on empirical findings, this article addresses the perspectives of discourse-shaping media professionals on these staged threats. The analysis shows that journalists articulate a profound critique of one-dimensional depictions of Islam, but at the same time feel pressured by social moods and new media rivalries. This can lead to concessions to a populist discourse.

Carmen Koch/Angelica Hüsser: Religion - Not an Issue? Reporting on Christianity, Islam, and Judaism in Comparison

Religious communities are important stakeholders in society. However, the media take little interest in religion itself and treat it as a bystander topic. Studies comparing journalistic coverage between religions are scarce. The study presented here used a standardized content analysis over the period of one year (2019/2020) to examine Swiss news media in terms of their coverage of Christianity, Islam, and Judaism. The question of religious diversity in the media was of interest on different levels: on the one hand, whether religion and religious communities play a central role in the reports or are only mentioned in passing. On the other hand, the focus was on the topics with which the religions appear in the media.

Deniz Oguzhan/Rebecca Pates: The Migrant Country and its Bundestag. On Diversity and Representation Perceptions for the 2021 Bundestag Election

In the run-up to the 2021 federal elections, a number of initiatives and party-political actors campaigned for a more diverse and/or more representative German parliament. Based on the question of what the diversity policy operators are concerned with in their efforts for more diversity and representation, we conducted interviews with experts in the summer of 2021. Stakeholders represented different and sometimes conflicting concerns when talking about diversity and representation, and some rejected the concepts altogether. Our preliminary result and the core of this paper is a typology that allows us to categorize political actors according to their understanding of diversity and representation.

Hannah Immler/Sascha Hölig: Media Use and Social Cohesion. On the Role of Media Use for the Sociospatial Sense of Connectedness along Social Lines

This paper uses secondary data analyses to examine the extent to which indicators of social location and various media use practices are related to subjectively perceived connectedness to local, national, regional, or global communities. The results suggest that varying degrees of feelings of connectedness can be attributed to age and socioeconomic background. In addition, the frequency of use of printed newspapers, social media, and television, as well as the type of news received on social media, represent explanatory factors for an individual's sense of connectedness.

Nils S. Borchers/Nadja Enke: Influencer Communication Needs Ethical Rules. A Code of Ethics for the Industry

The codification of ethical guidelines represents an important step in the professionalization of communication fields. While codification for established forms of public communication such as journalism, advertising and public relations has long since taken place, it was still pending for influencer communication as a newly establishing form. This report describes, in the style of a workshop report, our approach to creating a code of ethics for influencer communication and presents the content of this code. The code aims to formulate ethical guidelines for as many existing problem areas as possible and to discuss them from the perspective of all relevant industry players. At the end of 2019, the Federal Association of Influencer Marketing (Bundesverband Influencer Marketing e. V.) officially accepted and adapted this code for the industry.

Petra Hemmelmann: Studying Death. Moral Theologian Rupert M. Scheule on the Master's Degree Course "Perimortal Sciences"

They are an integral part of life, yet many people avoid the topics of dying, death and mourning. All the more remarkable, then, that the University of Regensburg has been offering a master's degree program since the 2020/21 winter semester that explicitly addresses these existential areas. The course of study "Perimortal Sciences: dying, death and mourning interdisciplinary" is unique in Germany. It is led by Rupert M. Scheule, Professor of Moral Theology, who also helped develop the concept. He related to Petra Hemmelmann, editor of Communicatio Socialis, who decides for this unusual course of study, their reasons for doing so and what the students learn and discuss there.