

Abstracts

Doreen Reifegerste: Communication on Health Issues. Values as a Central Driver

In this article the central ethical aspects of communication on health issues are addressed based on the discussion of the values health, self-determination and responsibility, in order to illustrate the significance of the negotiation of these values in various communication contexts. To do so, doctor-patient communications, warning labels, persuasion pleas, and the dealing with digital applications as examples of value-based, value-oriented or value-discussed communications on health are presented. In conclusion it considers the extent to which values and ethics (as a reflection of these values) can assume explicated importance within daily communication on health issues as well as in their scientific consideration.

Markus Schäfer: “Ultimately Just for Circulation Numbers”? Corona and the Responsibility of the Media

Journalistic content counts as one of the most important health related sources for the populace. During public health crises in particular appropriate and factual coverage is considered a central obligation of journalism. However, during the Coronavirus crisis of 2020 prominent voices were repeatedly heard which criticized misleading headlines, illicit abridgements, exaggerations and dramatizations of the journalistic media and warned of the consequences. The article addresses these accusations and attempts to provide a brief overview of the role of journalism, its responsibilities and the challenges it faced during the course the coverage of the Coronavirus specifically and reporting on pandemics in general.

Magdalena Rosset/Anna Freytag/Anja Dittrich/Miriam Jaspersen/Eva Baumann: Psychological Illnesses in Media Coverage. Findings Concerning Portrayal and Perception

Persons suffering from psychological ailments often suffer not only from the illness itself, but also from social stigmatization. Media can contribute thereto through stereotype forms of portrayal. In this piece the empirical results of three studies are employed: a content analysis of the coverage related to psychological illnesses in addition to two qualitative surveys concerning the perception of medial portrayal of psychological ailments. The outcomes of the surveys partially reflect the results of the content analysis, by example when a connection exists between the psychological illness to violence and crime. The results are discussed from the vantage point of journalistic practice, among other perspectives.

Manuel Menke/ Susanne Kinnebrock/ Anna J. M. Wagner: Ethical Debates in the Health Sector. A Qualitative Content Analysis of TV Programs and the End of Life

Ethical debates in the media help societies to constantly deal with ethical boundary shifts in order to react to social, legal and technological changes. Our qualitative content analysis will show, using the example of TV broadcasts on how to deal with the end of life, how ethical debates regarding health topics develop an orientation and action-guiding function by representing and negotiating ethical lines of conflict, creating space for the formulation of contemporary criticism and, last but not least, giving visibility to ethically desirable (alternative) scenarios of the future. The article shows how this is achieved by means of descriptive factual statements about morality and normative ethical judgements about the right action.

Valerie Nowak/Klaus-Dieter Altmeyden: Responsibility Successfully Delegated. The Case of Relotius from the Viewpoint of Ethical Responsibility

The falsification of coverage perpetrated by the Spiegel reporter Claas Relotius raises questions concerning the responsibility for their account. With this article the results of a quantitative content analysis to these questions is presented. The examination of the coverage surrounding the Relotius case cannot clarify who acted (ir)responsibly. However, what can be determined is which players are attributing responsibility to whom and the reasons for doing so. For this reason, a figurative triad of responsibility (sender, subject, addressee) was employed with regard to the coverage by various media. The results show that to a large degree the “Spiegel” delegates the responsibility upon Claas Relotius himself. By so doing the company attempts to cast itself in a better light, emphasizes its credibility and knowingly dissociates itself from the responsibility of the reporter.

Michelle Bappert/Michael Markert: Telegenic Bones? The Ethical Dimension of Human Remains on Scientific Television Programs

Human remains in university and museum collections have increasingly come into focus within an international ethical discourse. In the German speaking regions as well, this discourse focusses on questions of displayability in connection with exhibitions and on possible repatriation to the communities of origin. However, human remains in academic depots or in research practice have scarcely been considered, which is why they have largely remained invisible to the broader public. In this contribution, we examine the successful British television series “History Cold Case”, a format which addresses the handling of such human remains. In this context, the narrative of “re-individualisation” is addressed against the backdrop of pertinent codes of collection ethics.

Vorschau

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Entwicklung einer evidenzbasierten Kommunikationsstrategie zur Förderung körperlicher Aktivität bei älteren und hochaltrigen Menschen in Deutschland

Von Paula Stehr, Prof. Dr. Constanze Rossmann, Johanna Geppert, Hanna Lütke Lanfer und Tabea Kremer
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In dem Buch werden die Ergebnisse eines Forschungsprojekts zur Förderung körperlicher Aktivität bei Älteren und Hochaltrigen in Deutschland präsentiert. Auf der Basis von qualitativen Interviews und einer repräsentativen Telefonbefragung wird eine evidenzbasierte Kommunikationsstrategie abgeleitet.



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