

Summaries

Jeffrey Wimmer: The End of the „Third World“? A Comparison of the Reporting on Africa In the German Press 1991 and 2001.

At the beginning of 1990 development theorists postulated the end of the concept of the „third world“. Recent approaches in development theory thus emphasize on differentiated processes of globalisation and fragmentation. From the viewpoint of communication science the question arises as to whether the media image of the „third world“ has changed accordingly.

To answer this question, the author first gathers existing studies and discusses their deficits. Then, using Africa as a case study, a content analysis of the reporting in the years 1991 and 2001 is given. The analysis of selected quality indicators shows that German media partly report too little, too one-sidedly and too irregularly. The end of the „third world“ as postulated by development theorists thus cannot be confirmed for the media content. However, the author does not want to deduce any scolding of the media. Among quality aspects, visualisation and portrayal of (acting and speaking) protagonists must be judged positively. Thus, distorted reporting in favour of industrialized countries cannot be observed in parts of the reporting. In 2001 at least a greater differentiation is noticeable in the portrayal of Africa. Of course, enormous differences partly continue to exist between different types of analysed media.

Markus Behmer: Human Dignity and Media Constraints. Notes on the Reporting on the „Third World“

Accusations against foreign reporting on the so-called „third world“ have been similar for decades. It is focused nearly exclusively on negative reports: illnesses, catastrophes, conflicts, crises, wars. The development of civil societies, especially culture and everyday life in countries and regions of the „south“ are hardly in the focus of „first world“ media, - and if they are, then only from a viewpoint of exoticism. Clichés are dominating and there is not enough differentiation.

Starting with statements of publicists from „north“ and „south“ in this article, these reservations are first summed up in essayistic form. Then explanations for the unbalanced reporting are presented. These are mainly found in the field of news value research, negativity and personalisa-

tion being the dominating news factors. Moreover, news is often sharpened to gain more attention. In German media, examples of balanced and differentiated reporting on development issues can be found, but they hardly reach a broad audience. The journalists find themselves in an ethical dilemma. On the one hand they can create vividness, closeness and concern, for example by highlighting individual sorts. On the other hand this might hurt one individual's dignity.

In general Germany offers relatively good opportunities to report on the „third world“, but these are not used enough. Approaches to improve this situation can mostly be found in the concept of „dialogical journalism“: the reporting should incorporate more diverse sources and also authors from other cultural regions.

Jörg Becker: Media Cannibalism

The empirical material for this short essay consists of four images and caricatures, a comic picture and a local idiom. These six documents address the theme of the incursion of various media and information technologies into Black Africa, in particular books, telephones, newspapers, film cameras, television sets and PCs. The documents come from four different countries with very different colonial histories, namely, Switzerland, Belgium, France and Germany. Furthermore, the documents originate from different time periods: 1892, the turn of the century, 1914, 1930, 1971 and 1998. Despite these many differences, the documents are linked by a stereotypical, timeless and rigid perception, the general message being that the African is incapable of handling European media and information technologies. This historical stereotype is only currently being dismantled: both by caricatures emanating from Africa itself, and by anonymous images disseminated on the Internet.

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