

Abstracts

Alexander Filipović: Ethics of Plurality. Impulses for Media Ethics in Plural Societies

Media plurality and media diversity are fundamental norms for shaping the media landscape. The article is interested in the ethical antecedent of media plurality and diversity as a norm. It explores the moral dimensions of plurality in terms of diversity, while keeping the practical-political perspective in mind. This introductory article pursues the goal of philosophically justifying plurality as a value in its own right or at least demonstrating, that from an ethical point of view, the existence of a multiplicity of value orientations and ways of life is morally desirable. In closing, conclusions thereto are drawn regarding media ethics.

Andrea D. Bührmann: Currents in Diversity Research. Questions, Dimensions and Research Perspectives

In this overview, the positivist-functional, the critical-emancipative, and the reflexive research programs are reconstructed as currently important currents in the field of diversity research in the social and cultural sciences. These currents differ in each case not only, but primarily in terms of their central research interests, their understanding of diversity, and the research questions which thereby arise. The contours of the aforementioned research programs are presented in the article in accordance with these aspects with a view to the relationship determinations of body, identity, and self. In the conclusion, the similarities and differences are discussed again and further, possible research perspectives are identified.

Petra Anders: Forever Unbearable or Evil? On Persistent Cinematic Representations and More Exciting New Narratives on Disability

This paper examines those messages of recent films which declare disability to be intolerable or evil. In addition to raising awareness of such ethically questionable representations, it demonstrates how more complex images of disability, such as those found in current television series, can be advantageous. It also raises questions that are relevant for both filmmakers and consumers in the production and reception of cinematic representations of disability. The theoretical as well as interdisciplinary embedding of the topic is based on disability studies and film studies/media studies.

Judyta Smykowski: Not in Spite of but With Disability. How Newsrooms Can Work More Inclusively

Diversity in newsrooms is a recurring theme at the moment. Unfortunately, one dimension is often overlooked: disability. Judyta Smykowski from Leidmedien.de explains which clichéd terms to avoid, how discrimination-free language can be implemented

and how newsrooms can become more inclusive. She introduces the new online magazine and podcast "Die Neue Norm" (The New Standard), in which disabled journalists tell the stories which are still missing from German media. And she sees improvement in journalism in sight with the young portals of media houses such as "funk" or "ze.tt" or "Zeit online", which make diversity a topic more frequently.

Regina Ammicht Quinn: On Leggings and Cardinal Sins. Diversified Gender Issues and Gendered Diversity Issues

Gender and diversity are concepts for coming to terms with the fact that people are different. Depending on how these concepts are filled, to whom and in what language and volume they are expressed, and how their context is grasped, they "do" different things. Repeatedly, they are at the center of social controversies. Gender and diversity discourses describe, criticize and change a common field of thought and action, in which some people are not allowed to be "the same" and others are not allowed to be "different". A change of perspective is necessary in order to appreciate the ambivalences that are revealed in the discourses and to question the normality of one's own (privileged) position.

Elizabeth Prommer/Claudia Wegener/Christine Linke: Modern Channel - Old-Fashioned Role Models. Gender Stereotypes on YouTube from a Media Ethical Perspective

Children, and especially young people, now spend most of their media time on the Internet. The study analyzes the YouTube channels most popular among German users. It shows to what extent women and men are responsible for these channels as producers, which genres they represent and in what way they are visible on their channels. The study reveals serious gender-stereotypical differences which promote traditional role models that adolescents are confronted with online.

Janina Myrczik/ Eva-Marie Kessler: Frail, Defenseless, Helpless. Stereotypes on Older People in the Media Discourse During the Corona Pandemic

Initial empirical studies from the first months of the epidemic in 2020 regarding the media representation of the elderly indicate an upsurge of the stereotype of the vulnerable, lonely, and dependent elderly. Stereotypes regarding the lack of protection and helplessness have long been staples of media coverage of older people. This paper takes a critical look at this aspect and collects initial studies on this topic in the context of the Corona pandemic. A current research project is underway to contribute even more to the study of age presentation in an exceptional historical situation within an interdisciplinary framework.

Eva-Maria Endres: Digitalization and nutrition – A Field of Great Visions for the Future but also of Ethical Challenges

The current state of research on the topic of digital nutrition communication in social media is mapped in this article on the basis of a literature and study research. The focus is on ethical aspects that are problematized in various contexts of the topic field – including the technologies of the Internet of Things, personalized nutrition, and the expertise of nutrition actors. The research documents the range of potential changes made possible by social media in nutrition communication, but also the risks associated with them, based on the evaluation of 146 reviews and 62 studies. The concluding recommendations for action include suggestions at various levels on how nutrition communication in social media can be designed to be health-promoting and useful for individuals and society.

Tatjana Lilian Jung/Nikolaus Jackob: Too Beautiful to Be True. The Media Generated Body Image and the Development of Eating Disorders

This article discusses the extent to which the ideal of beauty conveyed by the media contributes to the development of eating disorders in recipients, who is responsible for this development, and which regulatory perspectives exist. Based on the theory of social comparison processes and the social-cognitive theory, the effect of the beauty ideal is discussed. Previous studies can confirm the negative influence of media use on personal body satisfaction. It is concluded that media companies or platforms are primarily responsible for this problematic content. It is also shown that the application of ethical guidelines in the media has so far been precarious and that the implementation of further regulatory options in Germany is proving difficult.

Michael Jäckel: On Self-Interest and the Common Good – A Remembrance of Oswald von Nell-Breuning

He saw himself as a mediator, practiced bridging different systems. Oswald von Nell-Breuning is considered an important source of ideas in social philosophy. A good 130 years after his birth and 30 years after his death, it is worth taking a closer look at the life and work of the Jesuit. It becomes clear that Nell-Breuning's thoughts and work are especially relevant now, and that the link between self-interest and the common good is a central question of our time.