

Abstracts

Christian Schwarzenegger: Shifting Boundaries in Journalism. Historical debates, Turning Points and Evolutionary Steps

This paper discusses the significance of boundaries in the evolutionary history of journalism. The focus is on the question to what extent turning points in the history of journalism can be determined by boundary shifts and whether the redrawing of boundaries can be seen as an indicator of change and innovation in journalism. To this end, the challenges of applying a concept or understanding of journalism in different times and under changing conditions are first reflected upon. Then, four recurrently updated frontier debates on journalism are reflected along historical examples: Limits of the Feasible, Limits of Affiliation, Limits of Competence, and Limits of the Permissible.

Lina Stürmer/Sabine Einwiller/Uta Rußmann/Sarah Kresser: Hybrid Forms of Communication. Conflicts and Challenges for Communication Practice

This paper addresses the blurring boundaries between journalism, public relations and advertising and the rise of hybrid forms of communication. On the basis of selected literature, changes in the traditional separation of duties in communications practice and associated challenges are highlighted. Finally, possible conflicts of role and interest experienced by practitioners due to blurring boundaries are highlighted. The paper concludes with a discussion of ways to sensitize practitioners to these conflicts and challenges and to support them in dealing with these.

Britta M. Gossel: Entrepreneurial Journalism. Boundaries and cross-border potentials

Journalism is being transformed, for example through digitalization or digital transformation, and increasingly collaborates across boundaries. In this context, Entrepreneurial Journalism plays a role, for instance when empirically researching the development of new digital business models in journalism or future competencies in journalism studies. The following article attempts to outline the current use of the term Entrepreneurial Journalism, to highlight the boundaries that exist there, and to identify cross-border potential from the perspective of entrepreneurship research.

Christian-Mathias Wellbrock/ Christopher Buschow: Platforms in Digital Journalism: Inter-industrial and Interdisciplinary Boundry Crossings

Contrary to the prevailing view in journalism, in this paper we argue that the “platformization” of digital journalism is rich in potential, as long as it is not exclusively driven by actors external to the industry but is shaped according to journalistic standards and for the benefit of democracy. Sectoral platforms for digital journalism that bundle cross-provider media content into an overall package can open up a promising path.

The article encourages inter-industry and interdisciplinary boundary crossings and underpins the usefulness of platform-, media-, and information-economical theoretical approaches for a differentiated understanding of platforms in digital journalism.

Stefanie Molthagen-Schnöring: Scientists – the Better Journalists? On the Relationship Between Scientific Communication and Journalism

During the Corona pandemic, communicating scientists have shaped media discourse in an unprecedented way. They have taken on informational and educational functions usually attributed to journalism. The article attempts to explain how this occurred and also argues that science journalism will emerge stronger from the pandemic.

Theresa Atzl/Michael Graßl: Feelings, Opinion, Vacation in Italy. How DAX CEOs Communicate as Corporate Influencers on the Social Network LinkedIn

Corporate communication via social networks has achieved a new variation: CEOs are transformed into corporate influencers and post professional as well as private content for the company. This is particularly successful on LinkedIn, the world's largest social network for jobs and careers. But what exactly do CEOs post there? What do they focus on and what makes them successful there? This article seeks answers with the help of a content analysis of 511 posts by 18 DAX CEOs. The results show that the vacation photo from Italy remains an exception, but that communication is characterized by a personal narrative style that is also strongly influenced by feelings and opinion. In addition, three guidelines for successful CEO communication on LinkedIn can be discerned.

Jonas Schützeneder: "Church must place the microphone in the hands of the youth". Lars Rademacher on church communication and new formats for the youth target group

Recently, the MDG (Medien-Dienstleistung Gesellschaft)-Trend Monitor provided an accurate picture of society's needs, available religious offers, and trust in institutions. The progressive alienation between church and society, mistrust, and anger in the context of sexual abuse, and a lack of digital communication are just some of the challenges for the present and future outlined in it. Church actors struggle - not always with each other - for power, interpretive authority, and audiences. How can that work? In this interview, Lars Rademacher discusses key findings by the Trend Monitor, new forms of church communication, and how to address the ever-growing group of people who are distanced from the church.