

English Abstracts

Katharina Neumann: Reciprocal Effects among Right-Wing Extremists. An Extension of Kepplinger's Model of Reciprocal Effects, and Fresh Empirical Evidence (Reziproke Effekte auf Rechtsextreme. Erweiterung des Modells und empirische Daten), pp. 190-207

This paper investigates reciprocal media effects. While evidence of these has so far been established in individuals, I claim that they may also be observed among political groups. Drawing on the model of individual-level reciprocal effects described by Kepplinger, I suggest that Kepplinger's ideas also apply to groups involving a strong social identity. In order to investigating media effects on right-wing extremist group members, I conducted in-depth interviews with former high-ranking right-wing extremists recruited by the dropout organization EXIT Germany (ZDK/GDK). The evidence suggests that members of right-wing extremist groups feel strongly about media reports on right-wing extremism, and are personally affected by these. I argue that the chain of individual-level strong media effects described by Kepplinger may, therefore, also be applied to right-wing extremist groups and their members. These media effects even appear to cause group members to strategically react to relevant media reports, exploiting them for their political goals.

Keywords: reciprocal effects, media effects, right-wing extremism, dropouts, social identity

Dennis Lichtenstein / Alexandra Polownikow: Crisis TV. The Politicisation of the Euro Rescue in German TV Talk Shows (Krisen-TV. Die Politisierung der Eurorettung in deutschen Talkshows), pp. 208-228

This paper contributes to the debate about the Europeanisation of the public sphere and the democratisation of the EU by examining the degree of politicisation of the Euro rescue discussed in German political talk shows. Drawing on a quantitative content analysis of thematically relevant programmes broadcast between 2010 and September 2013, we examine the talk show guests' argumentative positions. We compare the argumentative positions of government representatives, oppositional parties, and actors with expert status. Our results suggest that contrary positions concerning an economic conflict theme between the government and the opposition (i.e. market liberalism vs social policy) result in a high degree of politicisation of the Euro rescue issue. However, with regard to a cultural conflict theme (i.e. national sovereignty vs further political integration), there is a pro-European consensus amongst the established parties. A conflict regarding this subject area only arises when actors with economic expertise and sceptical towards the EU appear. Whenever the experts challenge the pro-European consensus in the confrontational setting of the programmes, the politicisation of the Euro rescue issue is encouraged. This represents a constitutive aspect in the democratisation of the EU. Therefore, the parties are prompted to utter and defend their pro-European stance, which furthers the Europeanisation of the public sphere.

Keywords: politicization, Eurocrisis, talk show, European public sphere, content analysis

Christian Pentzold: Practice-Theoretical Principles, Traditions, and Perspectives in Culturalistic Communication and Media Research (Praxistheoretische Prinzipien, Traditionen und Perspektiven kulturalistischer Kommunikations- und Medienforschung), pp. 229-245

This paper discusses the contribution of theories of practice to culturalistic communication and media research. Starting from ambitions in social philosophy and cultural sociology to establishing a praxeological paradigm, its premises are explained along the principles of recursivity and relationality. Then, applications in communication study reflecting on or aligning with practice theory are registered. It is shown that the comparably sporadic intake is anticipated through the engagement with a complementary programme in the context of cultural studies, and a selective adoption of authors commonly associated with practice theory, in particular Bourdieu and Giddens. In conclusion, impulses stemming from practice theory for approaches and areas of culturalistic communication and media research are explored. In order to do so, the perspectives for analysing the transformation of collective media use, the constitution of the everyday handling of media and the mutual formation of media technologies and media-related practices are explicated.

Keywords: theories of practice, praxeology, culturalistic communication and media research, media-related practices, Bourdieu, Giddens

Jörg Hagenah / Birgit Stark / Erwin Weibel: On the Changing Newspaper Consumption in Germany, Austria, and Switzerland. A Longitudinal and Cross-National Comparison of the Introduction of Free Daily Newspapers (Wandel des Zeitungslesens in Deutschland, Österreich und der Schweiz. Eine zeit- und ländervergleichende Analyse zur Einführung von Gratistageszeitungen), pp. 246-281

Newspaper markets are changing, however, the debate tends to focus on decreasing circulation figures and the economic crisis of publishing houses in different countries. So far, longitudinal and cross-national studies analysing long-term changes in supply and demand are rare. This study fills the gap through a longitudinal analysis of how supply and demand of different newspaper genres and in different reader groups have evolved in Germany, Austria, and Switzerland. Drawing on secondary data, the study analyses media consumption trends of the general population as well as among young adults (14-29 years) in the context of the market entry of free daily newspapers. The results negate uniform market trends. We found that diverging dynamics exist between nations, and between the general population and the group of young adults. There is evidence that in the small states of Austria and Switzerland, the introduction of free daily newspapers even recruited new readers. Yet, the question remains if young adults were introduced to reading newspapers from an early age onwards through this. Likewise, it is still not clear if the consumption of such lower quality media outlets increases a general tabloidization of reading. With regards to Germany, however, newspaper reading remains quality-oriented, although the demand for newspapers in general and for regional newspapers in particular is drastically decreasing.

Keywords: newspaper, media use, press markets, cross-national comparison, free dailies