

## Summary

### Inês Sampaio: Children in Brazilian and German Television Commercials. A Comparative Study

The study provides seeming controversial empirical findings, namely that children in German television commercials can be ascribed independence, discipline as well as infantilism, while children in Brazilian commercials are presented as more dependent but also cheekier, more emotional and mature. Hence, on the one side is the child which preferably is able to manage everything adults show and tell it on its own at an early stage, and on the other side the ideal of a child bound to the family, protected but freer in its self-portrayal. However, Brazilian TV commercials can be criticised for their unvarnished ethnocentrism.

In theory, the study is based on concepts by *Joshua Meyrowitz* and *Neil Postman* which have been critically modified by taking into account the concrete day-to-day realities of the viewing public, its social living conditions and relationships. As a consequence, the possibility for adults to become more childlike due to their frequent reception of television commercials is, for example, just as big as for children to „lose their innocence“. It always depends on who watches what, for which reason and under which circumstances. The subject-matter, dramaturgy and the aesthetics of many commercials bring forward this ambivalence by a carefully calculated ambiguity since the aim is to be open for various interpretations and wishful thinking so as to appeal to many viewers and to avoid conflicts.

### Matthias Loretan: A Discourse Ethical Programme on the Cognitive Foundation of Media Ethics. The Diagnostic Quality of Media Ethics and its Contribution to the Sensitisation of Communicative Competence in Modern Media Societies.

The need of ethics clarifying competing normative demands for recognition in the media is undisputed. Applied ethics are booming in this field. Conflicting opinions exist on whether and how (methodologically) ethics can fruitfully contribute to the present-day need for orientation, control and legitimation. Whilst for the past two decades research studies, especially those oriented towards the social sciences, have dealt with the function, constituents and efficiency of media ethical and professional

ethical procedures, philosophical clarifications of the normative principles of journalism are becoming increasingly significant again. With reference to Jürgen Habermas's and Karl-Otto Apel's moral conceptions, the author Matthias Loretan introduces discourse ethics as a programme for the cognitive foundation of normative claims in modern societies. In the field of journalism, procedural moral theory can be made effective as media ethics. It reconstructs normative claims made by public communication in modern societies and also takes on advisory functions in the process of adequately structuring the media as well as resolving normative conflicts in the field.

Konstantin Zimmer: Between News, PR and proclamation – The quality of the work of church press offices

The quality of the work of diocesan offices for press and public relations in Germany, Austria and Switzerland has been subject of a study at the theological faculty of Münster University. One of the results was, that those responsible for church-PR intend only to inform the public media, but not to influence them. They try to give objective information as matter of facts rather than publicity, promotion or propaganda. Journalists of daily and church newspapers confirmed them to succeed in this intention. In 70-80 % of the cases - this was another main result - they considered the work of church-PR as a work of good or even very good quality in service and objective information.

Jan Schmidt: Between Announcement and Forming of Opinion. Results of a Readership Survey of the Church Newspaper „Heinrichsblatt“

The article discusses the results of a study conducted amongst the readers of the Bamberg church newspaper „Heinrichsblatt“ focussing on reading habits, reading motivation and the image of the paper. On the whole, the readers are satisfied with the „Heinrichsblatt“. However, while regular readers exhibit a rather comprehensive reading orientation, younger readers show a more selective approach. To a greater extent, the latter expect a church newspaper to provide answers to specific questions of interest and to contribute towards the shaping of personal opinions. Starting from the empirical findings of the survey, the target readership „50+“ is briefly described. This potential readership could put an end to the continuously falling numbers of church newspaper readers.

## Autorinnen und Autoren dieses Heftes

*Markus Breuer* ist Redakteur der Kirchenzeitung DER DOM des Erzbistums Paderborn.

*Dr. Reinhold Jacobi* ist Leiter des Sonderbereichs ‚Zukunft der Medien‘ im Sekretariat der Deutschen Bischofskonferenz, Bonn.

*Matthias Loretan*, bis zum Frühjahr 2002 Geschäftsführer des Katholischen Mediendienstes in Zürich, ist Lehrbeauftragter für Medienethik an den Instituten für Publizistik und Kommunikationswissenschaft in Freiburg i. Ue. und in Zürich.

*Dr. Ferdinand Oertel* ist Chefredakteur i.R., Aachen.

*Dr. Inês Sampaio* hat 1999 an der Universidade Estadual de São Paulo (Unicamp) in Campinas promoviert und lehrt seitdem Kommunikations- und Sozialwissenschaft an der Universidade de Fortaleza (Unifor/Ceará), Brasilie (eMail: inesam@uece.br).

*Dipl.-Soz. Jan Schmidt* hat in Bamberg und Morgantown, WV (USA) Soziologie studiert. Seit Anfang 2000 arbeitet er an der Forschungsstelle „Neue Kommunikationsmedien“ an der Otto-Friedrich-Universität Bamberg in verschiedenen Forschungsprojekten. (Weitere Informationen unter <http://www.uni-bamberg.de/split/kowi/fnk/js.html>).

*Konstantin Zimmer M.A.* arbeitet als freier Journalist in Münster.

## Herausgeber

Prof. Dr. Franz-Josef Eilers svd, Divine Word Seminary, Tagaytay City 4120, Philippinen; Prof. Dr. Michael Schmolke, Universität Salzburg, Institut für Publizistik und Kommunikationswissenschaft, Rudolfskai 42, A-5020 Salzburg; Dr. hc. Karl R. Höller, Karl-Friedrich-Str. 76, D-52072 Aachen

## Redaktionsbeirat

Prof. Dr. Louis Bosshart (Universität Fribourg); Prof. Dr. Giso Deussen (DeutschlandRadio/FH Bonn-Rhein-Sieg); Prof. Dr. Joan Hemels (Universität Amsterdam); Prof. Dr. Walter Hömberg (Katholische Universität Eichstätt); Prof. Dr. Michael Krzeminski (FH Bonn-Rhein-Sieg); Prof. Dr. Rolf Zerfaß (Universität Würzburg)

## Redaktion

Prof. Dr. Dr. Helmuth Rolfes; Wiss. Mitarb. Ludger Verst; Dr. Ferdinand Oertel (Berichte/Dokumentation/Chronik); Dipl.-Theol. Matthias Kopp (Berichte/Dokumentation/Chronik)

## Anschrift der Redaktion

Communicatio Social's, Redaktion, Universität Kassel, Fachgruppe Theologie, Diagonale 9, D-34127 Kassel, E-mail: [cbrandt@uni-kassel.de](mailto:cbrandt@uni-kassel.de)

## Verlag und Anzeigenverwaltung

Matthias-Grünewald-Verlag GmbH, Max-Hufschmidt-Str. 4a, D-55130 Mainz, Tel.: 06131/92860 · Fax: 06131/928626 · E-mail: [mail@gruenewaldverlag.de](mailto:mail@gruenewaldverlag.de) · Internet: <http://www.engagementbuch.de>

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