

Abstracts

Christian Schemer/Werner Wirth/Martin Wettstein/Philipp Müller/Anne Schulz/Dominique Wirz: The Impact of Populist Communication. Populism in the Media, the Effects and their Marginal Conditions

The success of populist movements is partly due to their communication and media presence. However, beyond simply providing populist players with a stage for their communication, [some] journalists also exclude these players from the public sphere or criticize them to a greater degree than other political players. By so doing, the mass media abet the furtherance of populist movements, insofar as they themselves then utilize populist communication strategies and styles, for example exaggerated down-to-earthiness and criticism of the elites, to which political populists also resort.

Benjamin Krämer/Johanna Schindler: Media Handling of Right-Wing Populism. Background, Challenges and Recommendations for Action

In light of the emergence of right-wing populism, the media are said to have contributed to its rise. This supposition requires closer analysis. On the basis of three theses it is shown which dilemmas the media are faced with when dealing with right-wing populism. These dilemmas arise not only through the paradoxical lines of argumentation employed by populists, but also through the inherent norms and logic of journalism itself. An exact analysis of the difficulties involved is followed by recommendations for action addressing in which way media could lead a discussion which reacts appropriately to the challenge right-wing populism poses.

André Haller: Symbiotic Interdependencies. Right-Wing Populism and Alternative Journalism

Over the past several years a growing number of far reaching right-wing partisan media outlets have come into being driven by digitization. Political sites such as “Compact” or the online portal “KenFM” exhibit high user-numbers to some extent. These players represent new challenges to constitutional democracies and public discussion. The relations between politics and journalism indicate tendencies towards a new symbiotic interdependence between both of these spheres. On the basis of empiric observations undertaken in the U.S. and Germany it can be demonstrated, that populist politicians and right-wing alternative media are drawing ever closer to each other and that mutual dependencies are arising.

Thorsten Seifter/Ralf Vollmann: „It’s not a valid argument, but rather a comment“. Reasoning Patterns Apart From Hate-Speech on Facebook Pages of the Austrian Broadcasting Corporation (ORF)

This article analyses 343 comments on the ORF’s Facebook page concerning remarks on migration made by the Austrian politician Sebastian Kurz. Based on argumentation theory, the corpus has been divided into three groups: pro Kurz and the closing of the migration route over the Mediterranean Sea, against Kurz and the closing of the route and against Kurz but pro closing of the route. Additionally, the comments have been categorized based on thematic patterns (topoi). The results do not support the common assumption regarding hate speech on the internet, although the debate can be characterized as impertinent and abbreviated. Various discourse-analytic implications concerning the migration topic in Austria are discussed.

Thomas Pleil: Dealing with Populism from a PR Perspective. An Essay with Tips for Practicians

Strengthening (right-wing) populism also poses challenges for PR practitioners: How should one deal with this communicatively in daily PR practice? It is not only the more familiar mass-media mechanisms that need to be considered, but also on-line communication deserves special consideration, as populist movements often make systematic use of their mechanisms. This contribution provides suggestions which are addressed towards PR practitioners.

Frederik Weinert: Celebrities and Populism in Social Media. How Stars and Starlets Deal with the Language of the Right

Regardless whether commoner or prominent; since the so-called refugee crisis of 2015 suddenly everyone has a political opinion. For the most part, heated discussions at the pub remain without consequences, whereas the public appeal of provocations coming from prominent players through social networks trigger veritable chain reactions. Populism is the recipe for media presence. Comedy stars coquet with the brown stain in Germany’s past. Right-wing populists spread conspiracy theories through social media. Facebook has become the new Colosseum and the public wishes to be entertained.

Jeffrey Wimmer: The Digital Future of Education as a Challenge. The Case Example Computer Games

In today’s digital media environment education is hardly imaginable beyond the scope of media itself. However, seen as a whole, several bodies of verified knowledge are mis-

sing which serve as a basis for the development of approaches and concepts e.g. for media education within families and public educational facilities or for media ethical contemplation which these developments take into account. Using the example of computer games, the article addresses this problem area. On the basis of a literary synopsis, the question of to which extent computer games can develop an informal educational potential in terms of 21st Century Skills according to Jenkins et al. (2009).

Vorschau

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