

English Abstracts

Marie Luise Kiefer: Funding Journalism: a Challenging Task (Die schwierige Finanzierung des Journalismus), pp. 5-22

The common economic model of financing journalism through advertising seems to come to an end. The paper attends to this timely issue by seeking for approaches beyond the duality of private and public funding of journalism. My arguments are divided into several parts. In a first step, I distinguish between the concepts of journalism and the media; employing institutional theories and economics. Journalism, as a result, is identified as a fundamental, democratically indispensable institution. Any public funding of this, however, requires approaching journalism as an institution independent from the state. Drawing on the institutional theory of the commons and the concept of professionalism as a type of commons, I develop a model of self-organization. The state, primarily, needs to safeguard the conditions of journalistic self-organization; while journalistic theory and practice are expected to develop the relevant definitions and evaluations of quality journalism. Journalism as a democratically indispensable public service, therefore, would need some form of collective funding, which the state is required to raise from different sources.

Keywords: journalism theory, institutional economics, theory of the commons, professionalism, organisation and funding of journalism

Michael Meyen / Anke Fiedler: Journalists in the Former GDR. A Collective Biography (Journalisten in der DDR. Eine Kollektivbiografie), pp. 23-39

This study explores the social background, career stations, working conditions and self-image of journalists in the former GDR. Drawing on individual interviews, memoirs and other biographical publications, we were able to reconstruct 121 CVs. The selection criteria we used (i.e. position, diversity, completeness, generation) as well as our analytic strategy were derived from Pierre Bourdieu's theory of the journalistic field. The findings show that journalism in the former GDR was, indeed, part of the political field and closely tied to the centre of power. The dominance of the two generations within the field even intensified its political significance. The founding generation was socialized within the labour press of the Weimar Republic, while the generation of the period of reconstruction approached the job with an inbuilt desire for social change, and developed the self-image of a teacher and advocate of socialism. The absence of a field that delivered news and information according to agreed professional principals resulted in increasingly rigid media control. This represented a challenge to the upcoming generation, for their attitude towards the GDR differed considerably from that of their predecessors. Moreover, they benefited from better technical and vocational training.

Keywords: GDR, journalism, Bourdieu, biographical interviews, collective biography

Barbara Pfetsch / Eva Mayerhöffer: Ostensible Closeness: the Communication Culture of Political and Media Elites in Germany (Vordergründige Nähe - Zur Kommunikationskultur von Politik- und Medieneliten in Deutschland), pp. 40-59

Drawing on data from a quantitative survey of 360 high-ranking politicians, political spokespeople and political journalists, this article examines the political communication culture in Germany. Mutual perceptions of power and professional roles are conceptualized as the cognitive heuristics of the interaction between the fields of politics and the media. The research interests concern questions about how consistently these orientations follow the logic of the media, and to what extent attitudes towards the media and political actors differ. The results show that the political communication culture is neither characterized by a clear-cut dominance of media imperatives on the side of media actors, nor by a dominance of political imperatives on the political side. Instead, media oriented strategies and role concepts are shared by both sides. Any agreement ends, however, when power-political reasoning comes into play.

Keywords: political communication, communication culture, media logic, media power, interaction, role conceptions

Marcus Maurer: Journalists' Approach to Sensing Uncertainty. A Study of the Media Coverage about Consequences of Global Climate Change (Wie Journalisten mit Ungewissheit umgehen. Eine Untersuchung am Beispiel der Berichterstattung über die Folgen des Klimawandels), pp. 60-74

Especially when attempting to make predictions about future developments, journalists often face uncertainties. Future developments are difficult to foresee, and it is uncertain whether or not the predicted developments will indeed take place. If we look at journalism textbooks and self-regulating bodies of the industry, journalists are expected to make their uncertainties clear to their audiences; for instance by using the subjunctive form, by reporting on different predictions, or by stating explicitly that exact predictions are impossible. This article deals with the question of how journalists approach such uncertainties. As a case study, the coverage of the broadsheet *Frankfurter Allgemeine Zeitung* (FAZ), the tabloid *Bild*, and the current affairs magazine *Spiegel* on the conferences on global climate change between 1979 and 2007 is analysed. Drawing on quantitative content analysis, I am showing that these leading German print media uniformly predict dramatically negative consequences of global climate change. However, only in a few of the articles analysed, the journalists' uncertainty about such predictions has been addressed. I discuss the reasons and implications of these findings.

Keywords: uncertainty, climate change, content analysis, risk communication, predictions, media quality

Ingrid Paus-Hasebrink: The *homo communicator* as *homo politicus* (Dieter Baacke: Der *homo communicator* als *homo politicus*), pp. 75-97

This paper is dedicated to the work of Dieter Baacke, professor of pedagogy, who died in 1999. I am offering a fresh approach to his work, in particular his publication *Kommunikation und Kompetenz. Didaktik der Kommunikation und ihrer Medien* (Communication and Competence: Didactic of communication and its media) from 1973; considering the current situation of Communications and effort on the field's identity. Furthermore, the significance of Baacke's work to the study of Communications will be examined. I am drawing attention to four threads of analysis, which might be useful to Communication studies of today: (1) Baacke's idea of man, (2) theoretical threads and methodological consequences that are rooted in different disciplines from humanities and social sciences, (3) the debate about communicative, or media competence which he has shaped profoundly, and (4) his molar and socio-ecological approach to investigate the life-world of humans, which included micro-, meso- and macro-structures and perspectives. Baacke's research primarily focused on children and adolescents; yet, dealing with his work may provide various inspiration to the modern, theoretically and methodically interdisciplinary profession of Communication scholars.

Keywords: media pedagogy, media competence, communicative competence, children's and youth's media research, reception studies, socio-ecological approach



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