English Abstracts

Manfred Rühl: Is a General Communications possible? An Autopolemic (Ist eine Allgemeine Kommunikationswissenschaft möglich? Eine Autopolemik), pp. 173–192

The scientific system of the world society renews its past produced knowledge with researchable knowledge. Preserved communication theories need to be reworked critically for the reconstruction of a theory of General Communications. There is no primal formula for the approach to human communication. Communications theories need to be reworked according to the changes in the state of knowledge in social sciences. In order to do so, systems theory will be used as epistemological tool and the empiric-comparative functionalism serves as method. Theoretical and practical problems of media will be analyzed in regard to the usefulness for Communications. For the reconstruction of a theory of General Communication, the article discusses two conditions of analysis: (1) Outmoded theories will be identified as obstacles épistémologiques using Gaston Bachelard, and recommended for mop-up work following Thomas Kuhn. (2) New insights for communications can, according to Kenneth Burke, be opened up the field using perspectives by incongruity. The analysis will be exemplary.
Keywords: communications, empirical media studies, theory pluralism in social sciences, epistemology, methodology, basic research, applied research, obstacles épistémologiques, perspectives by incongruity

Elisabeth Klaus / Margreth Lünenborg: Cultural Citizenship. A communications concept for the determination of cultural participation in media society (Cultural Citizenship. Ein kommunikationswissenschaftliches Konzept zur Bestimmung kultureller Teilhabe in der Mediengesellschaft), pp. 193–213

The paper introduces the concept of cultural citizenship as constitutive of citizenship in the media society. Starting from Thomas M. Marshall's three-dimensional distinction of citizenship as civil, political and social citizenship, the term „cultural citizenship" refers to the practices that enable to the participation in society's cultural resources. The term provides the opportunity to look at media developments and related social phenomena on the micro level as well as on the macro level. Two different examples for fields of application (reality TV and World Summit Information Society (WSIS)) will show the informational value of the theoretical concept and its relevancy for the communications.
Keywords: cultural citizenship, media society, identity, reality TV, World Summit Information Society, citizenship, media theory

Ulla Wischermann: The communication space Internet as gendered space (Der Kommunikationsraum Internet als Gendered Space), pp. 214–229

The number of Internet users has grown immensely over the past years worldwide. This increase marks the beginning of the structural change, during which the Internet moved from the hands of specialists to everyday life of many. By now many daily routines for the use of the new technologies should have established, so that it is a good time to take a closer look at the Internet again, beyond the initial expectations and utopias. The article outlines the development of the communication space Internet from the gender stud-

ies perspective, and asks on the basis of new studies whether multimedia revolutionizes gender relations or whether, on the contrary, sexual difference is reorganized in the Internet. The attention focuses on three areas of the net: use of the Internet, styles and cultures of communication, and political agency.

Keywords: internet, gender, gender studies, media usage, communication styles, communication culture

Sabine Trepte: The influence of gender identity and national identity on selective exposure to entertaining TV programs (Soziale Identität und Medienwahl. Eine binationale Studie zum Einfluss von Gender-Identität und nationaler Identität auf die Selektion unterhaltender Medieninhalte), pp. 230–249

Social identity has been discussed in previous research to determine selective exposure. Age (Harwood, 1999) and ethnic identity (Zillman et al., 1995) have been considered in this respect. In this paper gender and national identity are taken into account, because viewers' shares clearly show that people prefer to watch entertaining programs with protagonists of their own gender. Also, they rather choose formats that originated from their home-country. Social Identity Theory (Tajfel & Turner, 1979) claims that group members evaluate their in-group better than out-groups. Successful inter-group discrimination enhances social identity and elevates self-esteem. Hence, it can be assumed that entertaining television series are selected according to in-group favoritism. To support this line of thoughts, data from a bi-national study (US-American vs. German) will be presented. It will be shown that gender identity determines selective exposure, but not national identity.

Keywords: social identity, gender, selective exposure, national identity

Michel Clement: Critical success factors for movies in the cinema. An overview of the empirical literature on business management (Erfolgsfaktoren von Spielfilmen im Kino. Eine Übersicht der empirischen betriebswirtschaftlichen Literatur), pp. 250–271

Film studios take high financial risks with the innovation management of a movie. Production budgets, especially of US-American movies, often exceed the limit of US $ 150 millions. Therefore, it is no surprise, that literature on business management has repeatedly analysed the success factors of movies empirically. However, the results of these empirical studies, that mostly focus on the American market, are contradictory. Some authors consequently conclude that the chaotic nature of the film business resists substantiated theoretical and empirical analysis. Here will be shown, however, that empirical data can be used for generalizations, as long as methodological components are taken into account. This paper provides an overview of the current, mostly US-American, empirical research, elaborates the methodological problems and points out the content and method gaps in the business management research.

Keywords: film industry, movies, research for critical factors of success, media management