

English Abstracts

Wolfgang Seufert: Programme Expense, Quality and Profitability of Public Service Broadcasting Programmes (Programmaufwand, Qualität und Wirtschaftlichkeit öffentlich-rechtlicher Rundfunkangebote), pp. 365–385

Business codes, or rather, indicators, ensure the internal control of production processes as well as the external control of the achievements of objectives by company board committees. This article engages with two aspects of the external control of the profitability of public service broadcasting: the first question addresses whether the indicator “costs per minute”, used by the KEF, is feasible for such comparisons of profitability and the second addresses to what extent the cost level of private broadcasters can serve as a target value (benchmark) for public service broadcasting expense. On the basis of theoretical considerations about the correlation of programme expense, quality and demands of television and radio audiences, it becomes clear that the cost per thousand (CPT) is a better indicator for the profitability of broadcasters than the costs per minute. However, it has to be taken into account that the CPT level for different programme genres is systematically different. Varying programme structures or rather special guidelines for public service broadcasting (e.g. for information or text proportions) influence the CPT level. The empirical part of this article confirms the assumed coherences between cost levels and demands of audiences, or rather between production expense and the programme structure of German TV programmes and national radio broadcasting. Private CPT cost levels have only limited suitability as a benchmark, since the effects of the target regarding the market shares have to be taken into account as an additional quality dimension of public service broadcasting programmes.

Keywords: Media quality, production expense, financing of broadcasting, broadcasting regulation, costs per thousand, profitability

Jens Wolling / Christoph Kuhlmann: Diffused Attention. An Empirical Test of an Explanatory Model for the Secondary Use of Television (Zerstreute Aufmerksamkeit. Empirischer Test eines Erklärungsmodells für die Nebenbeinutzung des Fernsehens), pp. 386–411

In many cases, television use is only a secondary use: people eat, make phone calls, have conversations with one another or do domestic work while the television is turned on at the same time. This article investigates the origins of this behavior. The authors develop a complex explanatory model which includes socialisation factors, external and internal restrictions of action, the attachment to television, moods, perception of quality, as well as motives and benefit perceptions derived from the Uses and Gratification Approach. Employing multiple regressions, not only the extent of secondary use is explained, but also its modi, content and situation. The following three factors have the strongest impact on secondary use: firstly, the positive evaluation of specific benefits of secondary use – which are of mostly atmospheric character –, and secondly, the ability to handle cognitive requirements due to parallel activity. The third factor regards the evaluation of the quality of the television. The variance of the remaining explanatory variables points to the variety of the phenomenon of secondary use: depending on whether the focus

of the analysis is on television use during specific activities or on the secondary use of particular content, different reasons prove to be significant.

Keywords: Attention, secondary use, secondary use of television, television use, media use

Kathrin Junghanns / Thomas Hanitzsch: Profiles of German Foreign Correspondents (Deutsche Auslandskorrespondenten im Profil), pp. 412–429

This study undertakes the first explorative and descriptive analysis of the occupational field, based on online interviews with a total of 176 foreign correspondents who report for the German media. The results prove that on average foreign correspondents are older and more experienced than their colleagues in national home offices. More so than in other areas of journalism this domain is dominated by men. Furthermore, foreign correspondents tend to understand their role as aiming at the contextualisation and classification of international news as well as a cultural understanding of the region of news coverage. As a result of complex demands, the occupation of a foreign correspondent is not a field for neophytes.

Keywords: foreign correspondents, global coverage, self-image, occupational field

Jutta Milde und Georg Ruhrmann: Molecular Medicine in German Television – Scientific Journals. Results of Interviews with Journalists and Content Analyses (Molekulare Medizin in deutschen TV-Wissenschaftsmagazinen. Ergebnisse von Journalisteninterviews und Inhaltsanalysen), pp. 430–456

Molecular medicine can serve as an example of scientific-technological progress which is highly controversial in terms of its societal consequences. As in virtually all scientific-technological topics the majority of the population lacks the necessary expertise for a direct observation of current developments. The public picture of molecular medicine is therefore shaped by mass media, especially by television. Therefore, findings on the characteristics of television coverage on the topic of molecular medicine are also relevant for general questions regarding the role of science journalism in modern societies. The empirical basis of this study is, on one hand composed of semi-structured interviews with science TV journalists about their perception of their role in society, selection criteria and presentation principles. It is based, on the other hand, of 203 journal articles on molecular medicine which were evaluated and classified employing a content analysis of the period 1995–2004. The results show that the analysed scientific journals indeed present a strong personalised but overriding information-oriented science coverage. Critical or controversial statements are widely disregarded. The focus is on benefits rather than risks. Finally, the article presents a brief discussion of future research perspectives.

Keywords: Science coverage, television magazines, content analysis, science journalism, scientific journals, television coverage, self-image, molecular medicine

Jörg Hagenah: Possibilities of the Use of Media-Analysis Radio Data for Secondary Analysis from 1972 until today (Möglichkeiten der Nutzung von Media-Analyse-Radiodaten für Sekundäranalysen von 1972 bis heute), pp. 457–485

For many years, the data of the “media analysis study” for scientific secondary analysis has been available. However, until 2002 this data was hardly used by communication scholars. This has changed somewhat with the technical processing of data in SPSS format, but there is still no trouble-free data use. In particular, a desirable longitudinal use is hardly feasible for individual scientists during their routine work because of the complexity of the amount of data. For that reason, a document analysis of the questionnaires and code books for programme-specific radio use was conducted. Now the current inquiry model, which was introduced in 1987, can be contrasted with the previous model. Without any problems, inquiry blocks regarding general- and time filters can be used in longitudinal perspective; for one, longitudinal usability of frequency inquiries and routines is methodologically problematic but so are derived probability measures, contact sums and variances.

Keywords: Radio broadcasting, secondary analysis, longitudinal research, media use, methods