

Abstracts

Daniel Stegmann/Birgit Stark: Integration Through Representation? The Role of Public Service Broadcasting for Social Cohesion

In view of a perceived crisis of legitimacy of public service broadcasting (PSB) and societal debates concerning its functional mandate, this article examines the integration mandate of PSB. It examines how the use of PSB is related to perceived representation and the subjective perception of social cohesion. The results indicate that a more intensive use of public service news services is associated with both a higher perception of representation and a more pronounced sense of community as an indicator of social cohesion. The findings thus underline the social importance of independent, diverse broadcasting.

Christina Holtz-Bacha: Attacks from the Far Right. Public Service Media as a Target of Populist Media Hostility

Public service broadcasting in Europe is under pressure. Right-wing populist parties have a considerable share in this development. The article aims to show why public service broadcasting in particular is the target of populist criticism. The strategies used by populist actors to put public broadcasters under pressure can be derived from the antagonism cultivated between the populace and the elite. At the same time, they serve to avoid critical reporting and thus public scrutiny. The conclusion is that the attacks on the public service system should also be understood as an attack on the freedom of the media and their role in democracy.

Henning Eichler: Out of the Platform Trap with Principle Ethics. A Process for Digital Strategy and Renewed Legitimization of Public Service Media

Based on the conflicts that arise for journalism due to platformization, the article presents an approach with which it should be possible to justify, in terms of media ethics, whether and how public service media (PSM) may create content for commercial platforms. Principlism is proposed as a suitable method for this purpose, in which values function as goals for action and are specified as rules for action in the form of norms. This approach provides a framework both for specific use cases and for strategic digital legitimization issues. The integration of ethical principles into organisational structures and processes of PSM is presented here as a promising perspective to ensure sustainable legitimacy and to better identify and reduce dependencies upon platforms.

Johanna Wolleschensky/Annika Sehl: The Financing of Public Service Media in Europe. A Comparison of Advantages and Disadvantages

Budget levy, license fee, tax financing - public service media in Europe are financed in very different ways. This overview article presents the most important forms of PSM financing in Europe and discusses their advantages and disadvantages in comparison. The overall

view indicates that there is no uniform solution for financing public service media, but that financing must always be adapted to the framework conditions of a country.

Lea Lehner: Cross-media Reorientation of Südwestrundfunk. Change Management, Communication and Training in Strategic Corporate Change

In the digital age public broadcasters must align their structures and content cross-medially. Whether they succeed in this cross-media transformation depends, among other things, on the success of their change management. How Südwestrundfunk (SWR) communicates cross-media change to its employees and which cross-media training courses exist at SWR is examined in this article using a multi-method design consisting of participatory editorial observations and expert interviews with managers from several hierarchical levels. The results show that SWR attaches great importance to transparency and offers its employees a broad repertoire of further training measures, such as traditional workshops, peer-to-peer training, and job rotation.

Back to the future. Two Views on the Recommendations of the Council for the Future

In January 2024, the Council for the Future presented its recommendations for the future development of public service broadcasting in Germany. What are the priorities and how should they proceed from here? In two articles, ZDF Director General Norbert Himmler and journalism professor Tanjev Schultz describe their views and proposed solutions.

Between “Royal Charter” and “Public Value”. Practical Perspectives from Austria and the UK

The debates, differentiations and dimensions of public media institutions have been part of an intense debate for years, not only in Germany - in the private sector, among the (political) public and in the media industry itself. These debates are emotional and focus primarily on reforms, savings potential, and independence. In view of developments unfolding at the BBC and ORF, Anette Dittert, ARD studio head in London, and Klaus Unterberger, head of the “Public Value” staff unit at ORF, depict their assessments and perspectives from the UK and Austria.

Katharina Christ/Moritz Huhn: “Breaking Open the Ivory Tower”. Multimodal Science Communication on TikTok

The article outlines the increasing role of short video platforms such as TikTok for science communication. Based on a content and multimodal video analysis, the study provides information on how TikTok is used by different actors for science communication and identi-

fies three different video formats (talking-head, vlog, and animated videos). Guided interviews with scientists who actively use the platform for science communication show the potential and challenges of TikTok for self-mediated science communication. The article concludes that adapting to TikTok's platform characteristics is crucial for the success of science communication.

Rafał Leśniczak: The Parliamentary Elections in Poland 2023: Campaign Coverage in Catholic Weekly Publications

The Catholic press in Poland is known for its biased reporting and thus disregards the journalistic principle of objectivity. A quantitative content analysis was used to investigate whether and to what extent the Catholic weekly publications “Niedziela”, “Gość Niedzielny” and “Idziemy” reported objectively on the election campaign ahead of the Polish parliamentary elections in 2023. The results of the analysis indicate deficits in the reporting. The newspapers reported predominantly negatively on politicians and the activities of the opposition parties. In contrast, they only expressed approval of the activities, election campaigns and election programs of politicians from the Law and Justice party and President Andrzej Duda.

Thomas Kremer/Joachim Braun: Precarious World Knowledge and Cultural Heritage Online. Online Platform Connects Teaching, Research, and Knowledge Transfer on Eastern Christianity

The “Eastern Christian Studies Online Campus” (www.ku.de/ecsonca) is a multimedia online platform on the cultural heritage of Eastern Christianity with innovative teaching formats, international research projects and creative transfer services. The concept was developed by Prof. Dr. Thomas Kremer and Dipl.-Theol. Joachim Braun from the Chair of Theology of the Christian East at the Faculty of Theology of the Catholic University of Eichstätt-Ingolstadt. The Volkswagen Foundation is funding the project with 970 000 euros as part of the “World Knowledge - Structural Strengthening of Small Subjects” program. An initial workshop report provides an insight into the background to the work and the content of the online campus.