

English Abstracts

Werner A. Meier / Otfried Jarren: Economicisation and commercialisation of the media and the media system. Introductory observations on a (necessary) debate (Ökonomisierung und Kommerzialisierung von Medien und Mediensystem. Einleitende Bemerkungen zu einer (notwendigen) Debatte), pp. 145 – 158

Current media developments must be viewed against the background of overall societal processes. A great deal indicates that the trend towards a commercial society also manifests itself primarily in central structural features of traditional and new media. The article sets out to systematically identify the causes, forms and consequences of processes of economicisation and commercialisation. A ‘commercialisation debate’ has been launched against the background of deficits in scientific disciplines and media policy. Whereas journalistic and communication research recognised and discussed the conflict-laden relationship between private-enterprise institutionalisation and the self-contradictory societal tasks of current, journalistic media at an early stage the economics perspective concentrates on ways and means of enhancing the allocative and productive efficiency of media enterprises. The dominance of the systems theory with its focus on functional differentiation and autopoiesis, however, has led to a situation in which the structural power conflicts between journalism, industry and democracy increasingly moved out of the focus of theory and research. This observation is in contrast to the actually emerging effects of commercialisation on the performance potential of journalism and public communication.

Jürgen Heinrich: Economicisation from an economics perspective (Ökonomisierung aus wirtschaftswissenschaftlicher Perspektive), pp. 159 – 166

From an economics perspective, economicisation is interpreted as the increase in monetary and egotistical elements in the utility function of economic transactors. The cause of economicisation is the change in the model of economic and policies and the growing competition. Economicisation can be observed at the level of the individual, the enterprise, the market and politics. The main consequence is the increase in the allocative and productive efficiency of the media industry.

Gabriele Siegert: Economicisation of the media from a systems theory perspective (Ökonomisierung der Medien aus systemtheoretischer Perspektive), pp. 167 – 176

From a systems theory perspective an analysis of the economicisation of the media is based on the systems rationalities ‘publicity’ and ‘money’. Falling back on the differentiation between operative self- and context-management, an economicisation can be explained with the special suitability of money as the medium of context management. At the level of media organisations, the assertive power of the two rationalities can be discussed through the combination with the theory of rational action. Interactions and conversion processes between the two systems not only confirm their intensive interrelationships, but are also a basis for interpenetration. Interpenetration zones are those areas in which the mutual adaptation to the respectively other operational logic becomes apparent. They occur at the content level through PR and advertising, in the functional logic of the online economy, and in the immense development of organisational and cor-