

# Abstracts

## *Alexander Filipović: The Common Good as a Media Ethical Concept. On Public Communication and Social Joint Responsibility*

The article addresses the common good aspect of media conduct. The common good embodies a normative orientation in two ways: Firstly, particular interests should not be (solely) represented, but the interests of the general public must remain in view. Secondly, the conveying media in public communication is thereby assigned a utilitarian service function: the media should promote and facilitate the common good. Further, the paper discusses points of contact to the public good in the field of communication sciences. In the summary the common-good-related moral point of view in media conduct is formulated.

## *Julia Serong: Public Broadcasters and Public Value. Concerning the Unutilized Potential of the Public-Value Concept*

In the course of the alignment between national and European legislation, public broadcasting has entered an area of tension based upon conflicting concepts of the common good. The approach of public value management has already been discussed within the context of the 12th Interstate Broadcasting Agreement; the potential for the self-regulation of public broadcasting, however, has till now barely begun to develop. In light of media convergence and the increasing importance of an engaged public in public communication, a new opportunity offers itself for discussion concerning public value and public value management within public broadcasting. Thereby, special attention should be placed on the relationship between broadcasters, their regulating bodies, the public and civil society. The public value of public broadcasting lies, in particular, in social integration through the creation of a public sphere as a public commodity for the community.

## *Isabel Bracker: Self and Public Image in Public Communication. Corporate Social Responsibility und Corporate Citizenship of Media Companies*

The subject of corporate responsibility is being increasingly both publicly discussed and researched. Media companies, whose products are permanently present in everyday life and who play a central role in the creation of the public sphere have, themselves, seldom stood on center stage. A study has now been published, which examines media enterprises, the awareness and negligence concerning their social responsibilities, as well as their civic commitment and the public discussion thereof. In this article the theoretical principles as well as specific findings are examined.

*Stephan Ruß-Mohl: Journalism and the Public Good in the “Misinformation Economy“. A Call for an “Alliance for Enlightenment“ between Science and Journalism*

The area of tension between journalism and the public interest is the topic of this essay. It addresses three aspects: Firstly, it delineates why the “attention economy” is evolving into a “misinformation economy” under the conditions of digitalization. Secondly, it asks whether an “alliance for enlightenment” established between journalists and researchers can serve the public interest by fighting misinformation, which may be able to counter this trend. Thirdly, the question is inverted: Can journalism be “saved” by philanthropy? Can the apparent lack of willingness on the part of many to pay for journalism be compensated by the willingness of a few to donate as well as by crowdfunding or through foundations? Several conclusions thereto, round off this article.

*Thomas Knieper/Fabian Wiedel/Corinna Weigand/Gandhi Cabanas/Natalie Koscielny: Photo-Reportage of Wars, Catastrophes, Crises. A Qualitative Study of Appropriate Photographic Handling from a Consumer Viewpoint*

Journalists cover disasters, conflicts, calamities and wars on a regular basis. Thereby, pictures are published, which can disturb or frighten viewers. The editorial decision to print shocking visual content represents a central conflict involving the duty to inform, ethical concerns, and economic considerations. However, this decision-making process largely excludes the viewer. It is therefore appropriate to take a closer look at this issue from the viewpoint of the media user. Are there scenarios whereby media users require or at least tacitly accept graphic images? What are their thoughts concerning the one-click-away principle? This explorative qualitative study serves to generate several hypotheses concerning these two central topics.

*Wolfgang Beck: The Power of the Couch. Homiletic Learning Effects Emerge Where Modern Media are Located*

Television and digital media are, as ever, places of ecclesial insecurity, where its proclamatory practices repeatedly fall back into premodern catathetical approaches or into the modus of mere ecclesial self-advertisement. Those, however, who take the social efficacy of media usage, as well as media related mechanisms seriously, will quickly recognize them as important learning fields; from said proclamatory practices up to and including sermonic events. Users and consumers of current media formats transfer influences found there into other areas of social communication as well, so that the effects of this usage upon sermonic events should be inquired into. To this belongs the increased relevance of the personalities of the players involved, forms of narration, the efforts towards simple language or also offers for participatory communication.