

English Abstracts

Olaf Hoffjann / Michael Lohse: ‘Berlin Cheese Cover’ versus ‘Hanoverian Affairs’? A Comparative Study of the Relationship between Politics and Journalism on a Federal and State Level („Berliner Käseglocke“ versus „Hannoveraner Verhältnisse“? Eine vergleichende Untersuchung der Beziehungen von Politik und Journalismus auf Bundes- und Länderebene), pp. 193-218

During the Christian Wulff affair, differences between the relationships of politics and journalism on a federal and state level have frequently been discussed. However, within the extensive and diverse body of research on the relationship of media, i.e. journalism, and politics, these differences have not been considered. . This paper, however, represents a description and characterisation of the differences between federal and state level, by employing the system-theoretical approach of structural coupling. Such a perspective benefits from the integration of different macro approaches which may be used to describe the balance of power. We employ, for instance, the superiority approach, the instrumentalisation approach, as well as the interdependence and interpenetration approach. Thus, this paper takes a closer look at the dependence and autonomy of journalism, its control competence and its role-image; as well as shedding light on expectations from the realm of politics. We discuss the results of online interviews with Members of the German Federal Parliament, all State Parliaments, the Federal Press Conference as well as the State Press Conferences (N=1.026). Most of what has been discussed in this field is grounded on little empirical, and moreover, anecdotal evidence. Yet, former research has stressed the peacefulness of relationships of politics and journalism on the state level, while underlining a hectic and ruthless relationship on the federal level. Our survey, however, comes to a different conclusion. We claim that the relationship between politics and journalism at a national and a state level show only marginal differences.

Keywords: relations between politicians and journalists, comparison between federal states and national level, system theory, survey

Michael Schaffrath / Fabian Kautz / Thorsten Schulz: Complexity Causing Competence Problems. Knowledge Gaps of Sports Journalists on the Subject of Doping (Kompetenzprobleme wegen Komplexität. Wissensdefizite von Sportjournalisten beim Thema Doping), pp. 219-243

In high-performance sport, doping represents one of the most negative implications. The way sports journalists report on doping, or fail to report on it, is often subject to criticism from affected athletes, coaches or external observers, but also from sports journalists. Our study focuses on the attitudes and knowledge of German sports journalists with regard to the subject of doping, and the relevant media-coverage. We conducted an online survey of members of two German associations for sports journalists (namely the called ‘Verband Deutscher Sportjournalisten’ [VDS] and the ‘Sportnetzwerk’). In total, 3.170 members of the relevant associations were contacted via e-mail. 850 of these kindly filled in our questionnaire. The results of the survey illustrate the subjective perception of many respondents. Often, they did not consider themselves ‘competent’ or even ‘adequately educated’ for the subject of doping. Thus, we reveal significant knowledge-gaps that can be found amongst a multitude of sports journalists. Analyses of correlation show that such lack of knowledge is significantly associated with the ‘frequency of reporting’,

the journalists' 'formal education degree' and 'participation in supplementary training on doping'.

Keywords: sports, sports journalism, doping, doping coverage, online survey, VDS, NADA

Stephanie Geise / Patrick Rössler / Simon Kruschinski: Automated Analysis of Visual Media Content – A Review of the Potentials and Limitations, a Discussion of the Methodological Status Quo and a Note on Future Challenges (Automatisierte Analyse medialer Bildinhalte. Potenziale, Grenzen, methodisch-technischer Status Quo und zukünftige Herausforderungen – eine Bestandsaufnahme), pp. 244-269

Automated content analyses have, so far, been beneficial particularly to the study of media texts. With regard to the examination of visuals, however, scholars face challenges when using this approach. Yet, in recent years, some fundamental technical and methodological milestones have been achieved, in particular in scholarly fields outside of Communication Research. We claim that research within our terrain, i.e. automated analyses of visual media content, can profoundly benefit from these developments. This paper, therefore, provides a survey of the methodology of automated analyses of visual media content. Our aim is to make theoretical and methodological discussions taking place in other disciplines available to Communication Scholars. We reflect on benefits and limitations of the methodological and technical status quo, and discuss future challenges of this approach to our field.

Keywords: automatization, content analysis, visual content analysis, automated analysis of visuals, computer-generated approaches, empirical methods within Communication Studies, Visual Communication Studies