English Abstracts and Keywords

Kerstin Engels: Communication occupations in social change. Theoretical reflections on the changing institutional structures of communication activities orientated to gainful employment (Kommunikationsberufe im sozialen Wandel. Theoretische Überlegungen zur Veränderung institutioneller Strukturen erwerbsorientierter Kommunikationsarbeit), pp. 7 – 25

The article begins by diagnosing the potentials and limitations of the explanatory models of communicator activities based on journalism and publishing research. One problem that surfaces is that up to now the fields of activity that have emerged and are emerging for "occupation communicators" were merely reconstructed as a marginal phenomenon, i. e. as a journalism that was fraying at the edges. In contrast, a research perspective is suggested that reconstructs the occupation sociology approaches within an institution theory frame. A central feature here is the notion of occupationality as an institutional structure in social change. Theoretical points of orientation for such research would consequently be the emergent institutional structures of the occupational form of media communication. They turn attention to the horizons of meaning and the contexts of validity for communication occupations and view them as behavioural patterns that have gained permanence in the media system. It is then fair to assume the existence of occupation-type structures if specific patterns of activities for gainful employment can be distinguished from others in the form of an observed acquisition of institutional "own meaning".
Keywords: Communicator research, occupation communicator, communication occupations, new media occupations, occupation sociology, knowledge sociology, structuration, institutional analysis, media production, qualification

Lutz P. Michel: Job market for "flexible specialists" – Occupational profiles and qualification requirements in the convergence branch multimedia (Arbeitsmarkt für „flexible Spezialisten" – Berufsbilder und Qualifikationsanforderungen in der Konvergenzbranche Multimedia), pp. 26 – 44

Within the space of just five years, multimedia in Germany has become one of the biggest job market segments for media specialists. This new branch of economic activity is the visible result of the growing convergence of media, communication and information technologies. However, not only the technologies and branches of activity are intermeshing, the formerly separate qualification worlds also meet on the new job market digital core segment multimedia. This finds its expression, for example, in the occupations that are emerging here, which are a respectively specific mixture of media, IT/software, and consultancy occupations. The entire system of vocational training thus finds itself facing a new challenge: the demand of multimedia agencies for manpower that matches the ideal profile of the "flexible specialist" calls for a modular-based, flexible, transparent and high-quality range of vocational training offerings, which eliminates the traditional boundaries between specialist training, academic occupational preparation, and continuing education. On the basis of empirical studies, this article describes the development of the new job market, the new occupations, and qualification offerings, and outlines an integrated model of basic training and continuing education for media specialists against this background.

Klaus-Dieter Altmeppen/Thorsten Quandt: Who informs us, who entertains us? The organisation of public communication and the implications for communication and media occupations (Wer informiert uns, wer unterhält uns? Die Organisation öffentlicher Kommunikation und die Folgen für Kommunikations- und Medienberufe), pp. 45 – 62

The latest developments in the media sector indicate an extensive and dynamic change, questioning limits that were previously viewed as fixed. There would appear to be an increasing lack of clarity about what still constitutes an integral part of journalism, what media entertainment is, and which market participants can still be described as media enterprises. In an effort to clarify these questions the article initially identifies the fundamental dynamics of change, which are outlined as shifts in differentiation and constraints. The implications of these continuous processes can then be illustrated with reference to the job market data gathered in various studies. These empirical findings point at the same time to the need for a reformulation of theoretical points of view: the functional-structural concepts currently applied would appear to be too static for an adequate presentation of the changes taking place in the media sector. Proposals are developed, therefore, for a dynamic modelling of multidimensional systems. The theory of structuration developed by Anthony Giddens and Uwe Schimank's theory of social differentiation form the basis.

Thomas Döbler / Birgit Stark: New media: Occupational opportunities for women? (Neue Medien: Berufliche Chancen für Frauen?), pp. 63 – 76

The development towards an information society is often accompanied by forecasts of an improved compatibility between the working world and the life world in general. Rigidly embedded responsibilities seem to be changing, with women in particular apparently standing to gain from the far-reaching changes: the flexibilisation of gainful employment in the dimensions of quantity, time and place can be utilised for the realisation of individual life designs. Job requirements and content are changing too. Alongside specialist knowledge there is a growing demand for social and method-related competencies, such as team and communication capability or problem-resolving ability. Skills that were traditionally defined as "female" and are thus assigned to women. An analysis on the basis of available data for the current job market developments in the field of the new media (training, employment relations, etc.), however, tend to indicate that the traditional segregation of the sexes is also being reproduced here. It remains to be seen whether and to what extent women will succeed in making better use of the options that will undoubtedly emerge in this respect.

Daniela Ahrens / Anette Gerhard: "Doing Knowledge". New forms of knowledge organisation using new media ("Doing Knowledge". Neue Formen der Wissensorganisation durch den Einsatz neuer Medien), pp. 77 – 92

In the so-called knowledge society we suffer less and less from a lack of information. Rather, the decisive problem is having the right information at the right time. Instead of the question "Where can I find what?" the most important thing nowadays is to assign knowledge to its respective institutional, spatial and temporal context. In addition to the question of content, the situativity and contextuality of knowledge become the focus. Following media theory reflections the article discusses the extent to which the specific characteristics of the new media initiate new possibilities for the production and the use of knowledge. With reference to the "Doing Knowledge" method, the article outlines that what matters in the knowledge-centred society is less and less simply the accumulation and the availability of almost worldwide data sets, but rather the contextualisation of information and the reflection of other perspectives.
Keywords: Knowledge organisation, knowledge society, new media, virtuality

Wiebke Loosen / Siegfried Weischenberg: The editorial turnstile. Competence dimensions of 'data base journalism' (Das Drehkreuz der Redaktion. Kompetenz-Dimensionen des ‚Datenbank-Journalismus'), pp. 93 – 101

The use and development of new technologies in journalism regularly lead to discussions on (new) competence requirements for the communicators. Due to the new overall technological and economic conditions journalism must assert its central position in the production and distribution of information against competing media in an extremely heterogeneous environment. As pacemakers for media technology, the news agencies in particular use the Internet and digital technologies to increase speed and flexibility and thus establish new standards, which automatically find their expression in journalistic selection and production processes. The article focuses on the thesis that, in this process, databases, from which journalists obtain their material and which they feed with a variety of media neutral editorial system for a variety of publication purposes, have a particularly central position: they move centre-stage – as a universal means of research and as a media neutral administrator – in these developments as a structuring regulative of journalistic production and become the central parameter for the determination of technological and organisational competence requirements.
Keywords: Data base journalism, data base, XML/NewsML, competence requirements, media neutral editorial systems, selection strategies, content management, deprofessionalisation, standardisation processes, Reuters

Christoph Neuberger: Online journalism: Actors, editorial structures and occupational context. Findings of an occupational segment study (Online-Journalismus: Akteure, redaktionelle Strukturen und Berufskontext. Ergebnisse einer Berufsfeldstudie), pp. 102 – 114

Very few journalistic online providers currently rank as 'profit-makers'. The precarious economic situation has an impact on online journalism, as shown by the findings of an empirical occupational study. In spring 2000 there were just under 2000 online journalists. They are relatively inexperienced and only a third of them had been journalism trainees. There is a strikingly high share of job starters and persons who come from oth-

er occupational fields. Employers, on the other hand, expect a grounded journalistic training and professional experience. They have not apparently been able so far to recruit the desired employees. There is extensive agreement on journalistic rules and exemplary websites, in other words, on quality on the Internet. It is questionable, however, whether the editors have sufficient resources and autonomy at their disposal to do live up to their own expectations.
Keywords: Online journalism, training, journalism, occupational segment

Gabriele Hooffacker / Irene Stuiber: Training of online journalists: Journalism, technology, social competence. Goals, contents, methods, financing, placement ratio, and quality assurance with reference to the example of the continuing education course "Online Journalism" at the Journalist Academy in Munich (Ausbildung von Online-Journalisten: Journalismus, Technik, soziale Kompetenz. Ziele, Inhalte, Methoden, Finanzierung, Vermittlungsquote und Qualitätssicherung am Beispiel des Weiterbildungs-Lehrgangs „Online-Journalismus" an der Journalistenakademie in München), pp. 115 – 124

Alongside print, pictorial, radio and television journalism, online journalism has established itself as a field of its own with definable rules of the trade. The special media-specific character of online media is rooted in its organisation and moderation of interactive and communicative forms: it forms a frame for user activities that focuses on journalism, technology and communication. With reference to the specialist course "Online Journalism" at the Journalist Academy in Munich the article outlines the framework conditions of the course, the decisive goals behind its concept, how the curriculum is structured, and which methods are used by the course lecturers. The genuinely journalistic training forms the foundation of the course. It enables the demarcation from occupational profiles with a graphic, technical and craft orientation, such as screen designer, media creator or media producer.
Keywords: Online journalism, basic training and continuing education

Maria Lauber: Italy as a cornerstone of professionalisation research. Professional deficits and lack of autonomy despite legally regulated occupational access (Italien als Eckpfeiler der Professionalisierungsforschung. Professionelle Defizite und Autonomiemangel trotz des gesetzlich geregelten Berufszugangs), pp. 125 – 134

The Berlusconi phenomenon presents itself as living proof for the weakness of Italian journalism. This weakness is all the more astonishing in view of the fact that Italy has a legally regulated control of occupational access. As journalism only has the formal status of a profession in this clarity in Italy it is a suitable cornerstone for professionalisation research, since such research insights would suggest the assumption that a strictly controlled occupational access in the sense of a competence control would lead to a high degree of autonomy and, due to the presumed quality standards, to high credibility. The article deals with the question why the access control does not guarantee these quality standards and this degree of autonomy and outlines why, in particular with the spread of online media, the rift between the mission of state-controlled access control and the actual form it takes in the media system is increasingly widening. The strengthening of journalist training at a university level is proposed as a means of improvement.
Keywords: Professionalisation research, occupational access, access control, Italy, Ordine dei giornalisti, lack of autonomy, quality standards