English Abstracts

Stephanie Geise / Patrick Rössler: Visual Content Analysis. A Proposal for the Theoretical Dimensioning of Visual Content (Visuelle Inhaltsanalyse. Ein Vorschlag zur theoretischen Dimensionierung der Erfassung von Bildinhalten), pp. 341-361

Visual communication is rapidly gaining relevance within the field of communication studies. However, there is still a lack of methodological approaches and considerations on the subject. Filling this gap, we discuss the preconditions, possibilities and boundaries of standardised visual content analysis in this paper, developing a methodological design that can be applied to a variety of visual analyses in communication studies. The aim of this theoretical reflection is to devise a conceptional framework that can be used to map the field. Drawing on previous works dealing with methodological reflections on standardised visual content analysis, we suggest a model for the theoretical dimensioning of visual content. Using an exemplary press photo, we demonstrate that the image as well as its context is considered as objects of analysis.

Key words: visual content analysis, quantitative content analysis of pictures, empirical methods of communication science, visual communication, visual communication research

Axel Schmidt: The 'Reality Principle'. A Programmatic Plea for the Combination of Product and Production Analysis in Researching Factual Entertainment/ Reality-TV (Das „Reality-Prinzip". Programmatisches Plädoyer für die Kombination produkt- und produktionsanalytischer Zugänge in der Erforschung faktualer TV-Formate), pp. 362-391

This paper claims that a genre-specific concept of factual entertainment-/ Reality-TV formats is needed, and calls for a corresponding methodological framework. Reality formats are conceptualized in this paper as following a 'Reality-Principle'. Although such formats heavily rely on fictionalisation, they are connected to a para-textual claim of the real and are able to produce reality in certain ways. Hence, I suggest that when we are dealing with reality formats, we need to focus on the specific way in which reality TV displays and produces reality rather than merely consider questions of genre. This results in a necessity for conducting comparative product and production analyses, which reconstruct processes of production on an 'operative' level (i.e. the production of the TV product) rather than focus on processes of staging.

Key words: reality TV, television entertainment, media analyses, product analyses, production analyses, frame analyses, documentary, fiction

Sünje Paasch-Colberg / Anna Küfner: The Representation of Migrants in the German Crime Series 'Tatort' between 1970 and 2009 (Zur Repräsentationsleistung von Fernseh-Fiktion. Die Darstellung von Migranten im Tatort der Jahre 1970 bis 2009), pp. 392-413

The relationship between the mass media, migration and social integration is currently subject to intense investigation. Empirical studies often focus on the representation, depiction and judgment of migrants in the media. By contrast, the integrative function of TV entertainment and fiction is rarely considered. A study conducted by Christina Or-

tner in 2007 analysed the portrayal of migrants by the German television crime series 'Tatort' for the first time. This paper is based on a quantitative content analysis of 100 randomly selected 'Tatort' episodes. It allows for a quantitative test of Ortner's results. The results indicate that actors and actresses with a migration background appear in episodes specifically dealing with the issue of migration as well as in episodes dealing with other issues. It can be said that migrants appear in the series on the whole – and even more frequently over time. Several indicators show that the 'Tatort' series is using its potential as a fictional programme, depicting migrants as substantially integrated within the German society. However, the image of the criminal migrant also occurs in the series, as nearly one-third of all actors having a migration background are portrayed committing crimes. Moreover, if one of them plays a leading role, they play a criminal in about 50 % of cases.

Key words: social integration, migration, media representation, TV-fiction, content analysis

Rinaldo Kühne / Werner Wirth / Siro Müller: The Significance of Moods to News Processing and Opinion Formation. An Experimental Test of the Affect Infusion Model (Der Einfluss von Stimmungen auf die Nachrichtenrezeption und Meinungsbildung. Eine experimentelle Überprüfung des Affect Infusion Model), pp. 414-431

Recent research demonstrates that political news may elicit affective responses. This paper investigates how moods influence the reception of a newspaper article and the evaluation of the article's theme. Based on the Affect Infusion Model (Forgas 1995), we propose that moods influence judgments through different mechanisms, depending on whether the article is read with high or low effort. In a 2x2 experiment, we manipulated respondents' moods (good v. bad), and their information processing (high v. low effort). The results indicate that mood played a part in the respondents' judgment heuristics when the article was processed with low effort. By contrast, moods influenced their judgments through activating mood congruent memory when the article was processed with high effort.

Key words: effects of political news, information processing, mood influences, opinion formation, political communication
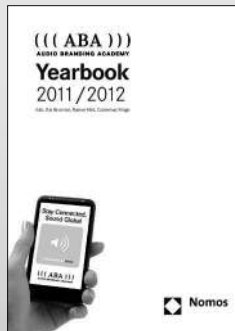
Bertram Scheufele / Carina Kordes / Henrike Meyer / Doris Teutsch / Katharina Tretter / Carla Schieb: Warrant or Hazard – A Media Effects Experiment on the Instrumentality of Value-Framing (Garant oder Gefahr – Ein Medienwirkungsexperiment zur Instrumentalität des Value-Framing), pp. 432-451

This paper links Rosenberg's idea of instrumentality (1956) with the approach of value-framing effects. The notion of value-framing instrumentality refers to the idea that the media frame parties by certain values, and report about parties facilitating or blocking these values. A two-factor experiment was conducted using women's self-fulfilment as a value example. Value-framing instrumentality (i.e. the media presenting a party as a 'warrant' v. 'hazard' for self-fulfilment) serves as the first experimental factor. The second factor is the party itself (CDU v. SPD). The results indicate that the tendency to link a party to the value of self-fulfilment corresponds to the instrumentality of value-framing; even if relevant co-variates are controlled. The perceived instrumentality also plays a role in respondents' value-related voting intentions. However, there was no confir-

mation of the hypotheses concerning the consolidation of this link. We discuss possible reasons for this result, as well as point to potential limitations of the study.

Key words: framing, value, instrumentality, media effects, political communication