English Abstracts

Rinaldo Kühne: Emotional Framing-Effects on Attitudes: An Integrative Model (Emotionale Framing-Effekte auf Einstellungen: Ein integratives Modell), pp. 5-20

Most scholarly studies on the effects of news frames on attitudes explain these with cognitive processes. However, we know that media frames do not only generate cognitive judgment, but can also elicit emotions which, in turn, may influence processes of opinion formation. This paper offers an integrative model of cognitive and emotional framing effects. The basic idea of our model is that any cognitive processing of media frames can produce emotional responses that influence recipients' attitudes.

Key words: framing, effects on attitudes, cognitive processes, emotional processes

Merja Mahrt / Matthias Begenat: Individual Life-Worlds and their Horizons: Media Use and Issue Perception in Political Milieus (Von Lebenswelten und ihren Horizonten. Mediennutzung und Themenwahrnehmung in politischen Milieus), pp. 21-37

Political attitudes and behaviour differ between political camps, and depend upon the general level of interest in politics which people show. This paper reflects on this multidimensional heterogeneity in the analysis of political milieus, in which basic political beliefs and political interest are aligned. Based on the beliefs and interests, members of certain milieus might show typical patterns of news consumption and, as a result, perceive issues as relatively important or unimportant. As we know from cluster analyses of the German Longitudinal Election Study, six milieus showing distinctive and plausible sets of political beliefs, media preferences, as well as issue perceptions can be observed. We discuss these results as a fruitful avenue for future research on media effects, taking into account the role of individual life-worlds of media consumers in political communication research.

Key words: political communication, political milieus, media use, issue perception, cluster analysis

Uli Bernhard / Marco Dohle: On the Relationship between the Referendum on "Stuttgart 21" and indirect Media Effects. Perceived Media Influences and their Consequences (Indirekte Medienwirkungen bei der Volksabstimmung über „Stuttgart 21". Wahrgenommene Medieneinflüsse und ihre Konsequenzen), pp. 38-57

Indirect media effects, as discussed in the context of the Influence of Presumed Media Influence approach and the Third Person effect, have rarely been examined with regards to single political events or in relation to online media content. This paper explores the presumed influences of various online and offline media on the formation of people's opinions and on aspects of mobilization with respect to the referendum on the reconstruction of Stuttgart's central station in November 2011 ("Stuttgart 21"). Drawing on data from an online survey among the people of Baden-Württemberg with Internet access (n = 502), we also discuss the consequences of such perceived influences. Amongst the results of the study, we noticed that our respondents ascribed a stronger political influence to newspapers and television than to the online media, both with respect to opinion formation and aspects of mobilization. Furthermore, a strong perceived influ-

ence on the public that was deemed negative resulted in increased communication activity in some groups of respondents, who aimed to counterbalance that presumed influence. The supposed negative influences also led to an increasing support for a stricter control of the Internet in general.

Key words: Influence of Presumed Media Influence approach, Third Person effect, corrective actions, online media

Manuel Wendelin/ Maria Löblich: Internet Policy Activism in Germany. Interpretations, Expectations and Constellations of Civil Advocacy Groups (Netzpolitik-Aktivismus in Deutschland. Deutungen, Erwartungen und Konstellationen zivilgesellschaftlicher Akteure), pp. 58-75

Protesting against data retention and the blocking of websites, internet policy activists have become more and more visible. This paper studies the aims, resources, and strategies of civil society actors in German internet policy. Empirically, the study draws on 20 qualitative interviews with prominent activists, and on document analyses. We identify four types of internet policy activism: (1) privacy and data protection, (2) free flow of information, (3) open standards and free software, and (4) equal opportunities for women. Our results show that even in the Internet era, media coverage is a significant resource for civil advocacy groups to achieve public awareness. Internet policy activism has become an accepted political actor that gained access to political institutions and is no longer an outsider of political negotiation arenas.

Key words: Internet policy activism, Internet policy, Germany, social movements, civil society

Olaf Hoffjann: The Truth of Public Relations (Die Wirklichkeit der Public Relations), pp. 76-90

The sphere of public relations and that of reality have traditionally been assumed to show tense relations. While some experts, in a relatively normative sense, demand that PR should be truthful, others assume that PR selects issues and events with regards to their effects and illustrates them in an idealised way. Yet others assume that PR (always) deceives and (sometimes) lies. Overall, the assumptions vary as much as the questions asked by different epistemological perspectives. In this paper, we examine three epistemological approaches on the concept of reality in PR and point out their differences. The questions we particularly focus on are: how and through what do descriptions of PR fail? What is the key issue of successful descriptions of PR? And, last not least, how can developments like increasing fictionalisation and staging be explained? The epistemological candidates of the analysis are the realistic and the constructivist paradigm and the non-dualistic perspective. The paper demonstrates that the realistic and the constructivist paradigm fail to ask some of the questions and, hence, fail to give plausible answers. A promising alternative seems to be the non-dualism, which avoids epistemological traps through its refusal of an ontic reality.

Key words: public relations, epistemology, realism, constructivism, non-dualism