Abstracts

Klaus Arnold: Good is what is Ethically Correct? Journalistic Quality and Ethical Conduct from the Viewpoint of Communication Studies.

Since the 1990s a number of concepts have been developed in communication studies regarding quality in journalism on a theoretical basis. Taking this as a starting point, it is argued in this article that quality in journalism is related both to its self-developed social roles as well as to the public interest. In contrast to journalistic ethics, quality concepts are related less to conduct and more to the product itself. Moreover, quality concepts are more market friendly and closer to readership demands than ethical concepts.

Matthias Rath: Media Quality and the Competence of the Public. Media Ethical Comments on a Chimera

Media quality is often used as a normative criterion for the assessment of media products and media practice. It is shown that this expression must be interpreted descriptively and that, as such, it is unsuitable as a media ethical category. Normative indicators for positively appraised media quality must be ethically justified. However, this cannot by accomplished through an objective quality of media products, but in terms of the media competence of the users.

Volker Lilienthal: Criticizable Media Criticism. Current Development Issues of Media Journalism

German media journalism is laboring with development issues such as the increasing complexity of its subjects, lack of editorial resources and a loss of independence accompanying the politico-economic competition being waged between the media. The situation is especially precarious for media special services administered by the church. Concerning this, an ecumenical cooperation is proposed. Meanwhile media criticism is articulated beyond the borders of professional journalistic forums in blogs and social media environments. Critical media users often demonstrate astonishingly good judgment. The future will belong to a new type of deconstructive media criticism. The observed media constructions will thereby be subjected to radical investigative inquiries and ideological criticism.

Engelbert Washietl: And Please Refrain from Saying „Content“. The Time is Ripe to Leave the Notional Separation of Print and Online Behind.

The general conditions regarding quality are better than they are being described. Quality is well looked-after among leading journalists. When, during economically tense years, publishing managers lose their inclination to occupy themselves with such "side issues", it is the journalists themselves who forward the cause of quality. To complain about "Boulevardisation" doesn't bring much – among the political class it has even become a reality and is most unfortunate. Undeterred, the majority of journalists, irrespective of from Print or Online, should help to bring about a breakthrough regarding practical professional ethics in the battle for the right word. Apart from the boulevard namely, even among the foremost media, a mainstream of journalistic

mindlessness is spreading, which creates a self-repeating loop of nonsense. Falling under the vogue expression "Content", it isn't even being noticed as such.

Stefan von der Bank: Media Ethics Through Media Literacy? Concerning the Connection between Media Literacy and (Media) Ethical Learning

The acquisition of media literacy has a great deal to do with the development and reinforcement of a mature personality. It has to do with the ability to see and perceive, of judgment and selectivity and, lastly, being able to act responsibly. Ethics also have to do with humane conduct and good behavior. Accordingly, this raises the question regarding the connection between media literacy and ethics: What contribution can media literacy offer towards the furtherance and development of media ethics? A narrative-biographical approach to ethics could be a model, in order to acquire media ethical conduct. A learning site for this can take the form of one's own media biography. This, in turn, is the core task of continuing education in the field of media literacy.

Matthias Karmasin: Media Ethics: The Economic Ethics of Media Communications. A Supplement to the Traditional Social and Individual Ethics of the Media Ethical Debate

The article addresses the question concerning those answers, from a media ethical perspective, which are sensible regarding the current challenges of globalization and commercialism. According to the central argument, as many media ethical problem-areas stem from economic structures and conditions, an economic foundation for media ethics offers itself. In the follow-up, the piece develops the contours of a media ethic as an economic ethic of media communications and investigates the heuristic and practical potential for such an approach. The author's intention is to develop a supplement to the traditional social and individual ethics of the media ethical debate, through the introduction of a middle ground; that of organizational ethics.

Stephan Dreyer/Nele Heise/Katharina Johnsen: "Code as code can" or: Why online society needs a digital "civic education"

Human behaviour and conduct are not only influenced by markets, law or social norms today, but also increasingly by software-code, programs and/or algorithms. In the light of increasing digitalization, ever more elements of our everyday life are being "outsourced", integrated or implemented in network and code-based software. Computer code is ubiquitous and powerful albeit not directly perceivable: it is opaque, intangible and it follows a certain production based logic, which is beyond the users' knowledge and influence, thus avoiding accountability obligations. Accordingly, the structuring effect of source code on human behaviour fundamentally differs from those of legal or social norms. In this context, the article discusses, on the one hand, the responsibilities of code providers – who work more or less autarchically – in relation to questions of transparency, legitimization, and control over such provided services and/or programs from a media ethical perspective. And, on the other hand, it stresses the necessity of a "digitale Staatsbürgerkunde" (a digital "civic education"), that not only conveys the functional logic of code – in the literal sense of source code literacy – but also potentially enables an informed "digital citizenship" to assume a participatory role in critically and actively shaping a digital society.

Michael Rutz: Cracks in the Media-Foundation of Democracy. Comments on the Causes and Consequences of a Critical Development

The rapid transformation of the media landscape produces consequences, which endanger the required "information foundation" of a democracy. This makes it necessary to not only undertake clear media-pedagogical measures. In addition, one must also think about the breadth and depth of the information content in the fields of print and online media possessing a framework similar to broadcasting regulated by public law which could be subsidized.

Margreth Lünenborg: Politics, Sports and War According to Media Rules. On the Relationship between Authenticity, Staging and the General Public

‚Authenticity' versus ‚staging' can no longer be rigidly distinguished due to an ongoing hybridization of genres. Thus a former basic differentiation between factual and fictional media content becomes fluid. The article discusses the consequences of changing modes of media representations, media convergence and accelerated attention cycles of audiences to mediated staging of politics. What is the relevance of mis-en-scène for the political public sphere? How does public discourse become effected by diverse strategies of staging the political in the media? If we pass the idea of 'truthful authenticity' in mediated societies it becomes a specific mode of staging supported by different aesthetic and technical dimensions producing credibility for the audience. From an ethical point of view showing *the making* of media products achieves relevance to provide transparency. Thus media propositions – visible as mediated propositions – can refer to veracity.

Bettina Reitz: The Blending of Reality and Fiction Creates Confusion. The Entertainment-Television Balancing Act from a Public Law Perspective

An immensely expanded media content, new forms of (inter-) activity when using the media and the ability to easily immerse into virtual worlds, place public service broadcasters before new and also ethical challenges. They must address a wide public audience, fulfill their educational mandate and simultaneously react appropriately towards ongoing developments and trends. Public service broadcasters can only satisfy the ethical demands related thereto if they keep an eye on their viewers. This means that they must fill their programs with thrilling stories, while clearly differentiating between the presentation of reality and that which is being staged. The viewers themselves should be challenged with entertaining and high quality content, which does not toy with the dignity of individuals for the sake of entertainment.

Gernot Lehr: Campaign Journalism or Suspicion-based Reporting? Media Coverage of Alleged Misconduct and its Legal and Ethical Classification

The mass media, while exercising their constitutional guardian and control functions, regularly find themselves in conflict with the likewise constitutionally protected personal rights of those persons affected by media coverage. A classic example of the practiced trade-off of basic rights is illustrated in the coverage of alleged misconduct, which has not yet been proven. The article explains what the prerequisites for permissible suspicion-based reporting are and where the boundaries in the direction of campaign journalism lie.

Christoph Bieber: Elections, Election Battles and Ethics; Comments Regarding a Dead Angle in Electoral Analysis

Neither in the field of applied ethics nor from the perspective of political communications research have studies pertaining to the ethical dimension of election battles or elections been presented to date. At the same time the examination of media coverage of election campaigns offers numerous starting points for the consideration of this aspect from an ethical perspective. The discussion is carried forward through the question addressing the relevance of information conveyed by the media to voters towards casting a vote and the recently much discussed option of withholding votes. Lastly, when considering the legal dimension of the election organization, we also find impulses worthy of discussion insofar as, in light of extensive modernization and increased differentiation, voting laws are becoming for many people ever more a veritable *black box*. The problematization of such aspects should be seen as a stimulus towards holding a morally reflective debate following the themes of campaign management, election organization and non-voting.

Martin Fuchs: Impulses for a Digital Media Ethic. Reflections regarding the Correlation between Digital Political Communications and Media Ethics

Digital media ethics, which include internet ethics, are considered to be an ethical zone by authors such as Rafeal Capurro, which comprise a subdivision of media ethics. There exist in the German-speaking countries, so far, very few publications and research projects, to say nothing of clearly defined discussion frameworks, which comprehensively address questions related to digital media ethics. The following article is meant to provide further impulses, based on practical experience with digital campaigns within the sphere of politics and journalism and to inspire further research.

Claudia Paganini: Why Not Lie (A Little Bit)? Deception and Lies from a Moral-Philosophical Perspective

Deception and lies are omnipresent in everyday life, just as they are in the media. However, there are fields of application within the latter – such as in advertising or public relations –, which seem to be predestined to generate untruth. Is it expedient to develop normative criteria for these areas of life? Is it meaningful to argue whether press agents should be allowed to distort facts? Or is it merely a matter of personal opinion? After the discussion of this meta-ethical problem, the article pursues methodological considerations concerning the question of whether the moral philosopher, when intending to make normative statements with regard to „Deception and Lies", should argue on the basis of general norms or, rather, begin with the observation of concrete phenomena. In conclusion and in contrast to a definition of what is a permissible lie and what an inacceptable one is, the article finally argues in favor of that positive value which is called into questioned by the practice of deceit.

Kerstin Thummes: The Grey Zone of Half-Truths. Prerequisites for the Accountability of Deceptive PR owing to Organizational Decoupling

The presented article examines prerequisites for the accountability of deception within the field of Public Relations due to organizational decoupling. For this purpose PR and deception from a

neo-institutionalistic perspective are analyzed and linked with approaches for the assessment and segmentation of entrepreneurial responsibility. Based on the distinction made between three types of decoupling, the result shows that half-truths can be perceived by the relevant reference groups as part of their entrepreneurial responsibility if they are an established part of the institutional framework and are limited both content and time-wise. The responsible employment of deception in the field of public relations is thereby subject to very narrow limitations.

Claudia Nothelle: Careful a Trap! Scripted Reality, Retouched Images, Pseudonyms – Deception as a Media Ethical Challenge

Media deception and forgery are not new phenomenon. Through digital media, however, they acquire a completely new quality. Deception in particular presents itself as a many-faceted phenomenon. It begins with the deception, that more information also results in a state of being better informed. In light of the flood of information on the Web, the role of the journalist as an information-broker is more important than ever. This, also, because not all which appears to be real, truly is: scripted realities, hardly verifiable Web-identities, edited and forged images. Journalism's answer to these these new challenges are ultimately the old virtues. New media ethical standards are not required in the digital world, as the principles of veracity, honesty and fairness still apply. However, media ethics must become aware of altered framework conditions, in order to face them and the challenges they pose.

Klaus Kocks: The Staging of the Authentic: A Paradox Between the Illusion of Truth and Residual Resentments

Authenticity can be understood as an Acheiropoieton, a piece of art that has not been created by human hand (Latin: "non manu factum"). Within the Christian tradition this applies inter alia for pictures of the Virgin Mary, the Holy Face (on the Veil of Veronica) in addition to countless relics. These images "theo teukton eikona" (i. e. pictures created by God) were considered to be free of any staging or forgery and account for the deeply irrational paradigm of authenticity. The national character is a prime example for authenticity beyond the borders of religion. The founding myth of a nation seeks to construct an authenticity, which fulfills cultural requirements and political desires with a mythological meaning. Under these conditions, one perceives certain things as typical or symbolic, i.e. as a reference to these myths. The authentic is only a chimera, an illusion that pretends to be true reality. The authentic is an utmost subtle form of staging, one which strictly denies the inherent character of being staged. People reward the impression of authenticity with the awarding of credibility and the significantly increased willingness to follow a given strategy.

Raphael Rauch: "A New Broadcasting Consciousness?" Islamic religious broadcasts in the German public-service broadcasting system

In the spring of 2007, a media-political argument raged among media outlets concerning whether Muslim groups should receive air time for religious broadcasts. The conservative party CSU warned about "Mosque Stations". Others, however, thought an Islamic broadcast would be the key for the medial integration of Muslims. This paper analyses the factors which contributed to the integration of Muslim religious broadcasts into Germany's public-service broadcasting

system. In contrast to previously studies, the beginning of Muslim programs is not allocated to the year 2007, but already found in the 1960s, when the "Turkish Spiritual Word" was broadcast as part of the WDR's emissions for foreign workers.

Judith Hahn / Thomas Schüller / Christian Wode: Canon Law in the Media. Analysis of the Coverage in the News Programs of ARD and ZDF.

Canon law in the media – this is a little perceived, yet present topic, especially in recent years during which questions related to Church structures and criminal legal issues have been publicly discussed. However, not only Church scandals have a legal reference; instead it is nearly impossible to speak about the Church constituted as part of the world – a religious community with an inherent legal structure – without at least indirectly addressing the Church as a legal organization insofar as it pervades the Church from a structural perspective. Therefore, at the core of Church media coverage one can often find canonical content. Canon Law in the media – such an analysis must be exemplary. In the study *Canon Law in the Media*, the results of which are presented in this article, a survey was made of the canonical content of coverage presented by the main news programs of German public television (ARD and ZDF) in 2010. From A as in "Abendmahl" (Eucharist), B as in Beichtsiegelbruch (breaking the seal of the confessional) to Z as in Zölibat (Celibacy), the year 2010 proved to be filled with controversial topics, dominated by coverage of cases of abuse in ecclesial institutions.

Redaktioneller Hinweis

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