

# Abstracts

## *Holger Ihle: Sports and Media. A Review of the Field of Research*

The scientific exploration of the various social, economic and journalistic coherencies between sports and media requires interdisciplinary perspectives. During the last decades an international scientific community has established itself consisting of the sociology of sport, sports economics as well as the communication and media sciences. The German-speaking area is primarily represented through its contributions in the field of (sports) media research. Based on two classifications of the research field “sport communication”, this article provides a review of the variously distinctive lines of research within the sport-media complex. Differences between international and German research traditions are thereby clarified and possible lines of development with regard to sport-communication research are presented.

## *Jörg-Uwe Nieland: The Ethics of Sports Communication. A Problematization*

Based on selected and in part spectacular cases, the article illuminates the communicational-ethical aspects of sports reporting. The accomplishments and responsibility of sports journalism are then judged problematical when a “sticky proximity” comes to exist between the sports journalist and the subject of his/her report. These and further patterns in sports communication are discussed and then linked to the findings regarding roles and the professional understanding of sports journalists. Finally, the question is discussed to what degree the guidelines of the Association of German Sports Journalists can serve as a foundation for the critical support of sports and thereby break through the problematical patterns of sports reporting.

## *Thomas Horiky/Thomas Hestermann: Self-Reporting in Sports. The Significance of Club-Owned Media by Example of Club-TV*

The significance of club-owned media has increased over the past years. An example thereof is so-called Club-TV. One can note that on several levels sports are increasingly reporting on themselves in the form of corporate sport journalism and are thereby assuming journalistic functions. The consequences for sports journalism are manifold and difficult to predict. In this article self-reporting in sports is first illustrated in theory on various levels and then, using Club-TV in soccer as an example, the practical consequences thereof are described. The survey results of guided interviews conducted among 22 representatives of Corporate Publishing are also presented, in particular regarding topics concerning club-owned sports TV. A growing danger becomes apparent for sports journalism through the self-reporting of sports. However, at the same time, possibilities with regard to a repositioning reveal themselves.

*Regina Greck: Political Contest?! The Olympic Winter Games of 2014  
Mirrored in the Press and Public*

Several months before the opening of the 22th Winter Olympics in Sotchi 2014 Russia, as host country, already came under criticism. In particular the violation of human rights generated intense indignation in the German press coverage, so that publicly it appeared as if political accusations overlaid the Olympic idea of sports itself. The study addresses this impression from two points of view: It investigates the nationwide press concerning the political topics contained in its coverage of the games, and also asks the audience which aspects thereof they noticed in particular. In comparison, a number of thematic overlaps can be recognized in the order of topics of the media and the audience.

*Christiane Schöttler: Self-Tracking between Emancipation and Digital  
Surveillance – The Role of Big Data on Autonomous Behavior*

Self-tracking, i.e. the measuring and collection of data concerning one's own body and own behavior have experienced a renewal since the beginning of the 2000s by the wide spread distribution of electronic gadgets with the ability to measure these data continuously and to store them via the Internet in a Cloud. Many users are equating self-tracking with a gain in autonomy and competence. But does self-tracking as a mainstream behavior with commercial applications, which are supporting Big Data analyses, meet these emancipatory expectations? Or does it threaten to become a tool for exercising control and taking disciplinary action, which will undermine one's personal autonomy? This question is examined by describing the asymmetry between the possibilities of perception of the individual and the big data-processing companies, which provides a panoptic function to big data.

*Jonathan Gruber/Alexander Godulla: Linking is good journalism?  
The Adoption of Hyperlinks in Digital Journalism and their Influence on  
Subjective Quality-Perceptions*

The flow of information in the internet is organized and connected through hyperlinks. Numerous people use them every day for orientation and in order to link to sources or further content. Therefore, professional journalism has started to identify the benefits of the use of hyperlinks. In theory, they improve journalistic quality standards like credibility, accuracy, diversity, comprehensibility or information density. In contradiction to that, there is little known about their impact on the usage behavior of the audience of journalistic content. To what extent does the existence of hyperlinks influence the perception of the quality of a journalistic article? With the help of a scientific experiment, this study was able to prove the positive influence of the use of hyperlinks on the perceived quality of journalistic articles.

## *Hermann Kirchmann: Diaconal Public Relations: Structures of Professional Field and Characteristics of Public Relations Functionaries*

The press and public relations work of the Evangelical welfare organization in Germany (diacony) finds itself in a crisis of justification and legitimacy: The demands and expectations of the church and diacony towards the public relations players are on the increase. At the same time, a loss of impact on the part of diaconal public relations can be certified. With the occupational field study "How do You See Yourself?" („Wie sehen Sie sich selbst?") conducted in 2014, the structures of the public relations professional field and characteristics of public relations functionaries of the diacony were studied for the first time. The results of the study provide information concerning the personal traits of the players, their field of work, the organizational environment as well as additional selected topics. The study possesses an exploratory character and offers a glimpse towards further researches, in order to advise and support the development and professionalism of diaconal press and public relations work.

## Impressum

Herausgeber: Prof. Dr. Klaus-Dieter Altmeyden, Lehrstuhl für Journalistik II, Katholische Universität Eichstätt-Ingolstadt, Ostenstraße 26, D-85072 Eichstätt, E-Mail: klaus-dieter.altmeyden@ku.de; Prof. Andreas Büsch, Professur für Medienpädagogik und Kommunikationswissenschaft, Katholische Hochschule Mainz, Saarstraße 3, D-55122 Mainz, E-Mail: andreas.buesch@kh-mz.de; Prof. Dr. Alexander Filipović, Lehrstuhl für Medienethik, Hochschule für Philosophie München, Kaulbachstr. 31a, D-80539 München, E-Mail: alexander.filipovic@hfp.h.de

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