Contents

List of abbreviations				10	
List of figures					
List	of tabl	es		12	
Ack	nowled	lgement	:	16	
1	Introduction			19	
	1.1	Resear	rch interest	19	
	1.2	Resear	rch objectives	21	
	1.3	Metho	odological proceeding	23	
	1.4	Struct	ure of the study	24	
PAI	RT A: TI	HEORY A	ND ANALYTICAL FRAMEWORK	26	
2	Dialo	gue as a	mandate: German international broadcasting	26	
	2.1		e of Deutsche Welle	26	
	2.2	Central functions			
		2.2.1	Public service function	29	
		2.2.2	Political function	31	
		2.2.3	Dialogical function	34	
	2.3	2.3 Summary and conclusion: Deutsche Welle as an instructive			
		case st	sudy	36	
3	Journalism as a facilitator of democratically relevant communication			39	
	3.1	Journa	llism and dialogue	40	
		3.1.1	Theoretical underpinnings of dialogue	40	
		3.1.2	Democracy-theoretical relevance of dialogue	44	
		3.1.3	Journalists' role as dialogue mediators	46	
	3.2	Journa	llism and discourse	48	



		3.2.1 Theoretical underpinnings of discourse	49		
		3.2.2 Democracy-theoretical relevance of discourse	54		
		3.2.3 Journalists' role as discourse advocates	56		
	3.3	Journalism and everyday talk	58		
		3.3.1 Theoretical underpinnings of everyday talk	59		
		3.3.2 Democracy-theoretical relevance of everyday talk	60		
		3.3.3 Journalists' role as objective observers	62		
	3.4	Summary and conclusion: Ranking journalism concepts			
		according to democratic standards	64		
4	Journalism in the social web				
	4.1	Public sphere under social web conditions	72		
	4.2	Social web usage in professional contexts	77		
	4.3	Changing journalism-audience relations in the digital age	84		
	4.4	Communicative expectations and challenges of journalism			
		in the social web	92		
		4.4.1 Output stage	92		
		4.4.2 Response stage	97		
	4.5	Journalism as a facilitator of democratically relevant			
		communication in the social web	105		
	4.6	Summary and conclusion: Parallels between old and new			
		expectations	110		
5	Speci	fied research interest	115		
	5.1	Case study: Methodological approach and objectives	115		
	5.2	Research questions and propositions	119		
	5.3	Multiple cases: DW German, DW English, and DW Russian			
		on Facebook and YouTube	126		
	5.4	Summary and conclusion	131		
6	Analy	tical framework and methodological design	133		
	6.1	Models of analysis	135		
		6.1.1 Identifying professional journalistic social web practices	135		
		6.1.2 Assessing social web communication with regard			
		to democratic relevance	145		

	6.2	Resea	rch methods and instruments	153
		6.2.1	Social web content analysis	154
		6.2.2	Expert interview	167
		6.2.3	Document analysis	174
		6.2.4	Method combination	176
PAF	RT B: RE	ESULTS .	AND INTERPRETATION	178
7	Journ	nalistic s	ocial web usage at the output stage	178
	7.1	Identi	ty management	179
		7.1.1	Making DW accessible: From single-handed to	
			concerted action	180
		7.1.2	Self-assured or torn? Reconciling international	
			broadcasting functions with social web activity	188
		7.1.3	Review of P1 and conclusion	195
	7.2	Inforn	nation management	198
		7.2.1	Workflow: Who is in charge of what?	199
		7.2.2	Social web output: Considerations and characteristics	204
		7.2.3	Overarching challenges: Constant change and	
			online security	218
		7.2.4	Review of P2 and conclusion	219
	7.3	Relati	onship management	221
		7.3.1	Directly in charge: Relating to the social web audience	221
		7.3.2	Indirectly in charge: Making the newsroom aware	
			of social web audiences	227
		7.3.3	Review of P3 and conclusion	232
	7.4	Answe	er to RQ1	233
8	Demo	ocratic r	elevance of journalistic social web activity at the	
	respo	nse stag	ge	247
	8.1	User c	omments	248
		8.1.1	Where users largely fulfilled high democratic stan-	
			dards: Relevance and civility	249
		8.1.2	Where users partly fulfilled higher democratic	
			standards: Viewpoints, interrelation, argumentation	251

		8.1.3	Where users rarely fulfilled higher democratic		
			standards: Feedback, context information,		
			meta-discussion	253	
		8.1.4	Interim conclusion	255	
		8.1.5	Answer to RQ2a	257	
	8.2	Journa	alistic handling of user comments	259	
		8.2.1	General approach: "Step back and let the		
			discussion unfold on its own"	259	
		8.2.2	Where DW most likely fulfilled higher democratic		
			standards: Civility	263	
		8.2.3	Where DW rarely fulfilled higher democratic		
			standards: Feedback, context information,		
			viewpoints, argumentation	268	
		8.2.4	Where DW engaged not at all: Relevance,		
			interrelation, meta-discussion	274	
		8.2.5	Answer to RQ2b	276	
		8.2.6	Review of P4 and conclusion	278	
		8.2.7	Answer to RQ2	283	
9	Conc	lusion a	nd discussion	287	
	9.1	Theor	etical implications of the findings	287	
	9.2	Practical relevance of the findings		299	
	9.3	Metho	odological reflections and future research	304	
Refe	rences	8		307	

APPENDIX

Appendix 1: Summary	331
Appendix 2: Variables (quantitative content analysis)	335
Appendix 3: Codebooks	345
Appendix 4: Organization chart of Deutsche Welle (August 2012)	388
Appendix 5: Interview guide	389