

Events

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WITTEN/HERDECKE UNIVERSITY

Uwe Krüger

WITTEN LAB MAGAZINE #5

# VOICES

## THE EUROPEAN FESTIVAL OF JOURNALISM AND MEDIA LITERACY

Free registration:



Voices isn't just another festival—it's a pioneering event that redefines our relationship with information. From tackling journalism's evolution in a rapidly shifting media landscape to empowering citizens with the tools to navigate these changes. **The two-day European Festival of Journalism and Media Literacy will be hosted in Zagreb, Croatia, from 28 February to 1 March 2025** and feature discussions, workshops, screenings, and award ceremonies centered on journalism, democracy and education. The festival is curated by a consortium of media-freedom and media-literacy organizations, including the Centre for Media Pluralism and Media Freedom (CMPF), the European Federation of Journalists (EFJ), the European Broadcasting Union (EBU), the European Association for Viewers Interests (EAVI), Journalisme et Citoyenneté, Lie Detectors, and Savoir\*Devenir. Voices is co-funded by the European Union.



# OPINION POWER

## The influence of elites on leading media and alpha journalists

Journalists rely on access to the powerful to stay informed, joining politicians on international trips, attending confidential briefings, and participating in exclusive events hosted by business elites. While this access is crucial for gathering information, it raises important questions: Does it blur the line between independence and influence? Does the proximity to elites compromise journalistic objectivity and critical thinking? And, conversely, to what extent do elite opinions shape news coverage and commentary? In his book "Meinungsmacht", **Uwe Krüger** of the University of Leipzig's Institute of Communication and Media Studies conducts an in-depth network analysis to uncover the connections between journalism, politics, and business. Using frame analysis, he identifies notable biases, omissions, and taboos in media reporting. **(In German only:) Uwe Krüger, Meinungsmacht: Der Einfluss von Eliten auf Leitmedien und Alpha-Journalisten – eine kritische Netzwerkanalyse. Herbert von Halem Verlag, 2019**

# MEINUNGSMACHT

Der Einfluss von Eliten auf Leitmedien und Alpha-Journalisten – eine kritische Netzwerkanalyse

2. Auflage

09 Institut für Praktische Journalismus- und Kommunikationsforschung / IPJ

Books

# POLARIZATION

Articles

In "When Debates Break Apart," **Matthias Brüggemann** examines how polarization evolves within media content. He introduces the concept of **Discursive Polarization**, where growing divergence in public communication can disrupt the public sphere. Brüggemann explores both ideological polarization (differences in opinions on key issues) and affective polarization (growing hostility between opposing groups) in journalism and digital networks. His study suggests that societal divisions are often preceded by fractured debates and offers insights into the roots of social division.

# WHEN DEBATES BREAK APART

Find the article here:



Michael Brüggemann is Professor of Communication Research, Climate and Science Communication at the University of Hamburg. In 2023/24 Brüggemann joined THE NEW INSTITUTE as Chair for the program "Depolarizing Public Debates: Developing Tools for Transformative Communication."

# MEDIA LIFE

MARK DEUZE

## Mark Deuze on media

In 2012, media scholar Mark Deuze from the University of Amsterdam introduced the idea that "media are to us as water is to fish" in his groundbreaking book "Media Life". Deuze argued that media are so embedded in our daily lives that they shape our reality, much like water defines a fish's environment. His book became a cornerstone for understanding how deeply media influence every aspect of our existence. Now, Deuze builds on this concept in his latest book, "Life in Media", where he delves into how we live in and with media. He explores how our identities, relationships, and experiences are not merely influenced by media but are co-created with it. For anyone looking to grasp the full impact of media on modern life, these two works by Mark Deuze are essential reads. **Media Life, Polity Press, 2012**  
**Life in Media, MIT Press, 2023**

# FROM MEDIA LIFE TO LIFE IN MEDIA

LIFE IN MEDIA  
A GLOBAL INTRODUCTION TO MEDIA STUDIES  
MARK DEUZE



UW/H STUDIUM FUNDAMENTALE LECTURER 2023