'Common Sense Issues' - Conditions for their 'Public-ness' in the Media Society

Thursday, 15th September 2011
4.00pm – 5.30pm
MSB.4.02

Dr. Franzisca Weder
Catholic University of Eichstätt-Ingolstadt

Abstract:
What are the similarities of the reorientation of a bank to a gender balanced management, the new recycling program of a bakery and the innovative support system of the cancer society? Out of a mass communication point of view: boring issues!

During her research in the field of mass communication with a special focus on the public sphere and the relation between organizations and public issues Dr. Franzisca Weder discovered issues which can be labeled as common sense issues - and so diagnosed as 'not interesting enough to be published'. Most notably the areas of health communication and communication related to the responsibility of organizations (Corporate Social Responsibility) have to deal with this challenge.

In the course of the upcoming Communication Dialogue Dr. Franzisca Weder will shortly present and discuss her ideas based on different research projects related to the phomenon of 'common sense issues' and their potential and limits to become part of the public discourse.

Presenter: Franzisca Weder