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Title of Session: A Sociology for Media Society

Name of Session Convener(s): Dr. Marian Adolf
University/Organization incl. City: Zeppelin University, Friedrichshafen, Germany
Chair: self
University/Organization incl. City: n/a

I) Title of Selected Paper: The mediated realitiy of environmentalism
Name/s of Author/s: Antonioni, Stefania
University/Organization incl. City: University of Urbino "Carlo Bo", Italy
Abstract: One of the elements characterising the actual social system is that it can be described by functional differentiation among its various systems. In particular, starting with the basic distinction system/environment society applies self observation thanks to observations of its subsystems - such as scientific, economic, juridical, etc. - that are part of the internal environment. Moreover social systems are thought of thanks to their operations, that is to say communication, with which they observe and construct reality (Luhmann). And for example we can particularly quote the media system that makes possible the self-observation and the communicative reproduction of society. According to an idea of society made of communication, it could be extremely relevant observing the self observation of society through the construction of reality made by all media (mainstream and non mainstream media). In fact nowadays one of the most interesting issues to reflect upon is how technologies sustaining the essence of social media are changing the logics and strategies of mainstream (or mass) media.

II) Title of Selected Paper: Social and Cultural Means of Communication
Name/s of Author/s: Ikonnikova, Nataliya

University/Organization incl. City: Higher School of Economics, Moscow State University, Russia

Abstract: The paper considers communication as the process of construction and/ or imitation of identity by symbolic means (media). It is not just labelling: construction is meaning attribution through rationalization, value estimation, affective tinting, and then normative establishing and presentation in things as signs of identity. In the process of communication some social possibilities, information capitals, organizational forms appear. We should reveal not technical or artificial but social media.

III) Title of Selected Paper: The "Right to Reply" in Journalistic Ethics
Name/s of Author/s: Limor, Yehiel/Lehman, Eithan
University/Organization incl. City: School of Communication, Ariel University Center, Israel and Bar-Ilan University, Israel

Abstract: The 'right to reply' is one of the basic rights recognized by the media, and is viewed as proper form of ethical behavior. The ethical codes – or as Allison defines it, the "professional conscience" - can instruct us if the right to reply has, indeed, been perceived as a professional-ethical principle. In certain cases the ethical code may not only instruct us that the right to reply is perceived to be a professional-ethical principle, but also guide us in the practical implementation of this principle. On the other hand, rulings of ethical authorities – principally the Ethical Court of the Press Council – can be instructive in learning how the media institution attempts to interpret the right to reply and to implement it practically.

IV) Title of Selected Paper: The Diffusion and Reception of Cinema in the Iranian Society and Culture
Name/s of Author/s: Ejlali, Parviz
University/Organization incl. City: Institute for Management and Planning Studies, Tehran, Iran

Abstract: The aim of this paper is to provide an account of introduction and development of cinema as a media institution in the Iranian society and culture .The first places for showing films in Tehran for the public was opened in 1904 (two years before issuance of constitutional decree). In that time Iranian society was largely an agrarian/traditional society. The first Iranian feature film was screened in Tehran in1930.

In the year 2006, forty eight new Iranian feature film were screened while the country was predomintly urban and developing. During this long period the process of diffusion and reception of institution of cinema into Iranian society and culture has passed through different stages of development.

V) Title of Selected Paper: A Sociology for Media Society?

Name/s of Author/s: Adolf, Marian

University/Organization incl. City: Zeppelin University, Friedrichshafen, Germany

Abstract: A famous sentence by Niklas Luhmann, the German-language champion of systems theory, points us to the fundamental importance of mediated communications for understanding our social make-up. If everything we know about the world has been perceived through and taught by the media, then understanding these agents of social construction is a necessary prerequisite for understanding contemporary society. Many of the current theories of society point to the imminent importance of communication and mediated (mass) communication. Information-, knowledge- or network-society, however divergent at times, all rely on a central precondition: the technologies, institutions, logics and protagonists of global and ubiquitous communication. Still, a theory of a "society of the media" has not yet been consolidated. What could such a sociology for a "Media Society" look like?