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ZEITSCHRIFT FÜR MEDIENPÄDAGOGIK

Ebba Sundin: From billboards to tablets

Beitrag aus Heft »2013/06: Aufwachsen in komplexen Medienwelten«

Worauf muss die Forschung ihren Blick richten, um in einer sich wandelnden Mediengesellschaft die Rolle der Medien im komplexen Prozess der Sozialisation zu erkennen und den Bedeutungen dieses Wandels in der interpersonellen wie auch in der medienvermittelten Kommunikation gerecht zu werden? Ziel dieses Artikels ist es in erster Linie zu diskutieren, wie eine Annäherung an das Forschungsfeld der politischen Sozialisation Heranwachsender, die mit den Nachrichteninhalten aus unterschiedlichen medialen Kanälen verknüpft ist, möglich ist. Wissen über die Rolle der medienvermittelten Nachrichten für die politische Sozialisation von Kindern und Jugendlichen ist zunehmend wichtig. Es stellt sich die Frage, ob es sinnvoll sein könnte, wieder eine Verbindung zu den grundlegenden Vorstellungen von politischer Sozialisation herzustellen und diese Ideen in einem Modell mit den gegenwärtigen Konzepten von ‚Digitalisierung', ‚Mediatisierung', ‚Glokalisierung' und Globalisierung' zu rahmen.

With a changing media landscape, one might ask how the tradition of studying media's role in the complex process of political socialization can be pushed forward to match the meanings of these changes of integrated interpersonal and media communication forms. In this article, the overall aim is to discuss how to approach the research field of political socialization connected to the news content in all different forms of channels that are part of today's media worlds of children and adolescents. The reason for this discussion is the belief of the continuing importance of gaining knowledge of news media's role in the political socialization process of children and adolescents. Also, the question is to address if it might be useful to re-connect with the basic ideas of political socialization and frame the ideas in a model with the contemporary concepts of 'digitization', 'mediatization', 'glocalization' and globalization.

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