

Media Structures and Media Performance: Current Research and New Perspectives

Mass media are of utmost importance for contemporary society. Aside from their economic importance, **the media play a significant social, cultural and political role**. On the one hand, they influence social formation by disseminating values, norms and ideas, and by providing ways for viewing the world. On the other hand, modern democracies rely on the mass media for making ideas widely known and for offering an arena for debate about public policy issues. Thus, society makes high demands on media content. Consequently, media quality and media diversity are the subject of vivid scholarly debate.

However, the media's performance is not just the result of individual action. **A country's media structure** – i.e. the political, economic, legal, historical and organizational context as well as the institutionalization of the media themselves – **influences the actions of media organizations and media performance fundamentally**. Moreover, media structures are increasingly integrated across borders. In spite of this, the role of media structures is often neglected. Despite Lazarsfeld and Merton's very early call for researching societal and organizational structure, mainstream research for a long time almost exclusively focused on media content, media use and media effects on a micro-societal level.

An in-depth analysis of media structures is needed: **Without considering the macro- and meso-societal levels of analysis it is not possible to explain and understand media performance**. For one thing, there are manifold influences of societal structures on media organizations. For another, organizational structures enable and constrain journalism. Developments like commercialization, globalization, digitization and regulatory reform explicitly demonstrate the significance of media structures.

This volume attempts to **review current research on and to outline perspectives for research on media structures**. It specifically aims at discussing the interaction of media structures and media performance.

Our Call for Papers invites contributions that deal with media structures and their influence on media performance from different perspectives and research fields. The contributions should examine either theoretically or empirically the manifold effects media structures, institutions and organizations have on each other or on media performance. We explicitly welcome papers taking a comparative perspective.

Contributions may focus on theories and/or methods useful for the analysis of media structures. We are looking for papers that either discuss the merits of specific theoretical approaches (e.g., structuration theory, system theory, organization theories, institutionalism, innovation theory, regulation theories) or methods for performing research on media structures.

Contributions may also demonstrate the potential of researching media structures by presenting empirical case studies. Papers should discuss practical implications of dealing with media structures in various research fields (e.g., media economics, media policy, media

Call for Papers of the Book Series
“Relation: Communication Research in Comparative Perspective”

history). A key requirement for papers is to deal with the relationship of media structures and media performance.

Extended Abstracts in English or German of no more than 1500 words should be submitted by April 11, 2010, to mediapolicy@ipmz.uzh.ch.

All submissions undergo double-blind peer review, so the name(s) of the author(s) should appear on a separate cover sheet only. This cover sheet should also contain the complete address (including telephone, fax, and e-mail) of the corresponding author. Submitted contributions may not have been published before or be under consideration for publication elsewhere. There is no guarantee of eventual publication. For more information please visit <http://www.oeaw.ac.at/cmcc/en/instruction.html>.

In case of acceptance, full papers are required no later than September 30, 2010.

The volume is edited by Manuel Puppis, Matthias Künzler and Otfried Jarren (University of Zurich).

The editors are co-founders of the “**Network Media Structures**”. More information is available online: <http://www.mediapolicy.uzh.ch/netzwerk/>.