

Logic of the Media versus Needs of Politics

- In a *social sense*, the political organisations are losing their own public.
- In an *objective sense*, the political organisations must adapt to the production logic of the media.
- In a *temporal sense*, politics, which is aligned to internally coordinated process routines binding on a constitutional state, is becoming subject to a permanent „reaction stress“.
- In a *social-spacial sense*, finally, the spaces opened up by the media are being decoupled from the areas subject to the political institutions with their territorial orientation.

The Reconstitution of the Economy by „Medialisation Effects“

- Scandal-Mongering
- Focus on personalities and a „star system“ for top executives
- Accelerated diffusion on negative reporting about companies determined uniformly by ist newsworthiness
- „good“ and „evil“ or „capable“ and „incompetent“ versus „circumstances“

Quintessence in Five Points

1. The differentiation of an autonomous media system has produced a logic of selection and interpretation of media-broadcast communications which results in a significantly higher rate of scandal-mongering.
2. The reputation of an organisation is made up of functional and social aspects. Whereas functional reputation represents an assessment of the narrower purpose of the organisation, social reputation reflects how far the actions of organisations agree with norms and values structured according to expectations.

3. Organisations are increasingly perceived by the mass media in terms of the personalities of their top managers. This made the organisation dependent on personal reputation.
4. The tension between an organisation's external communications oriented to the personalities of its top managers, the media-broadcast communications and the internal employee media leads to a loss of credibility of the latter.
5. Reputation crises in individual organisations quickly spread to other organisations. Thus corporate scandals in particular rapidly develop into problems for the entire industry.