

## **40. Contested Knowledge for the Public: An Anthropology of Journalism (Workshop)**

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The relationship between ethnology and journalism is characterized by mutual aversion, whereby the respective self-image as a profession is often formulated by the participants precisely in demarcation from one another. The ethnological study of journalism as an institution is still in its infancy, although, or perhaps precisely because, communication and media studies are increasingly discovering participant observation (in editorial offices) and ethnography as methods for themselves because journalism appears as a possible field of work for ethnology graduates. Conversely, while there is a wide variety of ethnological work that focuses on - predominantly 'new' - media practices or on the activism/public relations interface, it could be argued that this passing on of the ethnological studying down bias involves a missed opportunity. The profession of institutionalized journalism thus remains unnecessarily in the shadows relative to its opinion-forming and issue-generating power. This gap represents an urgent research desideratum in view of the dispute that can be observed worldwide about the 'knowledge' or the truth content of news from (public/state) broadcasting, which cannot be satisfied with markers such as populism and populism research alone.

Building on the seminal edited volume by Elizabeth Bird (2010) and the work of Georgina Born on the BBC (2004) and Thomsen on public broadcast journalism in Denmark and the UK (2018), the workshop will present and comparatively discuss recent ethnological research projects on broadcasting and journalism.

### **Journalismus, Diversity und Ethnologie**

***Miriam Grabenheinrich, Internationales Hochschule Berlin***

Menschen mit Migrationshintergrund werden in der deutschen Berichterstattung überproportional in Problemzusammenhängen dargestellt. Verschiedene Aktivitäten möchten diesem Missstand entgegenwirken – unter anderem Preisverleihungen für diversitätssensible Berichte oder Analysen der medialen Repräsentation von MigrantInnen. Allerdings legt das Gros dieser Bestrebungen eine Vorstellung von homogenen Nationalkulturen zugrunde und verfestigt dadurch normative Differenzvorstellungen. So untersuchen viele Inhaltsanalysen die Berichterstattung über „die Migranten“ und vernachlässigen dabei weitere

Diversitätskategorien wie Herkunft, Alter und Geschlecht. Trotzdem werden JournalistInnen bis dato kaum für Diversity sensibilisiert. In meinem Vortrag zeige ich meine Forschungsergebnisse zum journalistischen Umgang mit kultureller Diversität auf: Welchen Kulturbegriff legen JournalistInnen ihrem Schaffen zugrunde, welchen Schulungsbedarf haben sie diesbezüglich, wie lässt sich dieser in der Aus- und Fortbildung implementieren und welchen Beitrag können repräsentationskritische ethnologische Perspektiven leisten.

### **Journalism for post-war dialogue: Independent news media in Armenia and Turkey**

***K. Zeynep Sariaslan, Universität Bern***

This study investigates journalists' perceptions and practises of autonomy and critique in newsrooms of independent news media in Turkey and Armenia in the aftermath of the Second Nagorno-Karabakh War in 2020. As a changing profession in the age of digitalization and post-truth, new media ownership relationships based on funding from third-party donors lead the profession toward modifying a similar model to project-based financial structure of NGOs. Through interviews with journalists working with independent news media outlets, this research uncovers truth-making processes in the everyday by focusing on experts' search for information, narrative production, and dissemination of news reports as cultural products that help or hinder conflict transformation between societies. In this paper, I will share my initial findings where I analyse project-based journalism in Turkey and Armenia to reveal vernacular notions of freedom of expression and democracy, which are described by donors as principles that the profession should serve, by focusing on power relations, processes, and structures inherent within media environments. I engage with both the scholarship on journalism through practise theory, emphasising journalist's agency, and debates about reconciliation between Armenia and Turkey, with a focus on representations of the other.

### **Curated public. Investigating journalistic practices at an English-language newspaper in Jordan**

***Johanna Montanari, Humboldt-Universität zu Berlin***

In my PhD, I combine postcolonial studies with the tradition of a practice-oriented anthropology. I investigate journalistic practices at an English-language daily newspaper in Jordan that is very close to the state and targets a mostly Western audience. Rather than speaking solely about self-censorship to describe the journalistic practices, I use "curating" as a praxeological tool for analysis. Curating

is a term that originally describes a specific work position in the art world, but is currently used as a buzzword in many other contexts. I use the term in the sense of artistic configuring aimed at a specific audience. Journalistic practices try to fulfil expectations that are placed on the newspaper, both from the Jordanian state as well as from a neo-colonial developmental regime. I analyse how, through curating, the journalistic practices keep the promises of development and modernity alive. Journalistic practices establish an ambivalent relationship between journalism as an ethical profession and catering to the needs and expectations of the postcolonial state as well as the donor countries. I argue that this approach to understanding journalistic practices also broadens our understanding of the ethnographic endeavour that just like journalism needs to address its colonial legacy.