

Martin A. M. Gansinger (Ed.)

**Social impact of media discourse
in the age of iDeology**

A perspective from the global periphery

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Dedicated to my father

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Dr. Martin Abdel Matin Gansinger (born 1979 in Austria) studied Communication Science and Political Science at the University of Vienna and passed both with distinction. His Master's thesis discusses recursive patterns of cultural, social, and political resistance in various forms of Black American musical expression and the potential of Hip Hop as an alternative communication-structure for the compensation of dysfunctional representation through mainstream-media. He furthermore analyzed the conditions of communication and interaction in the practice of collective improvisation as a musical method and its correspondence to the concept of the Ideal Speech Situation as introduced by Habermas – as well as its efficiency in the context of Intercultural Communication – to attain a Doctor's degree in Communication Science. Next to professional activities as editor and journalist for *jazzzeit* magazine and Vienna-based radio station orange 94.0 from 2005-2009 he has been working as a PR-coordinator for the internationally awarded, independent label JazzWerkstatt Records. Martin A. M. Gansinger conducted several long-term field studies abroad, receiving financial funding through the University of Vienna's research scholarship. He spent a year in Ghana in coordination with the Vienna Institute for Development and Cooperation and Prof. John Collins from the University of Ghana/Accra, researching Intercultural Communication processes in the context of transnational West African music styles – including an extended stay at the local compound of the Jamaica-based Bobo Shanti Mansion, one of the strictest subdivisions of the Rastafarian faith, and allowance to their communal Nyahbinghi ceremonies. Further field research aiming at extemporaneous communication techniques and its use in traditional knowledge systems has been done in Fez/Morocco and the convent of the Naqshbandi Sufi Order in Lefke/Cyprus where he was working and residing from 2009 to 2018. After holding the position of Assistant Professor/Head of Department of Public Relations at the Faculty of Communication at Girne American University, Martin A. M. Gansinger is currently based in Toulouse/South France from where he works as an author and editor for the International University of Applied Sciences Bad Honnef and Bloomsbury Academic.

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Foreword

In the age of iDeology – in which individual access and participation to technology is about to replace the rich texture of religion, culture, tradition and political convictions – the social impact of media discourse only magnifies. This volume is an attempt to explore the influence of ever-available communication content on the minds and behavior of a population that has made the permanent and often obsessive use of communication technology a defining element of social orientation. Unlike the many accounts that focus on the remarkably redefined patterns in the context of Western society – ranging from twittering Presidents to the emerging populist movements all over Europe – this volume portrays the situation from the frequently neglected perspective of the global periphery. As opposed to simply transfer and measure perspectives taken from a Western point of view, the clear intention of this volume is to provide ample space for the sincere and explorative consideration of local characteristics and settings of the different social, cultural and political contexts and therefore contribute to providing the ground for future research.

The first chapter serves to establish an understanding of the huge impact of the highly individualized approach of consumption and participation to mediated social discourse by pointing out the moderating role of social media on perfectionism and depression among a population of international students from Turkey, the Middle East, Africa and Asia. In the following chapter, a core strategy for the employment of social media channels as part of the challenging endeavor to constitute social acceptance and integration of ISIS survivors in Iraqi society is being outlined along the theoretical lines of social penetration and social exchange. Chapter three opens room for discussion on matters of media and judicial sentencing by offering a future research design for the evaluation of judges' and jury members' exposure to crime reporting in the Turkish Republic of North Cyprus, taking into consideration the specific history and nature of the local media. Following is a discussion about the ethicality of the highly subjective practice of journalism of attachment and its anticipation among Kenyan journalists. Next, the role of media bias in influencing

public opinion is illustrated by the case of the depiction of the Indigenous People of Biafra in Nigerian media. Chapter six offers a Critical Content Analysis of the speeches of the Prime Minister of Pakistan and the Indian Minister of Foreign Affairs at the 71st General Assembly of the United Nations. This analysis provides insight into the ideological patterns of the ongoing conflict between the two countries – with its mediated dimension being detailly investigated in the subsequent chapter. In direct continuation of the focus on political aspects of media discourse in Pakistan and India, chapter eight provides a Multi-Modal Critical Discourse Analysis of newspaper headlines in both countries. Closing this volume, the last two chapters provide accounts on the language used in the coverage of the 2017 presidential campaign in Kenya and framing techniques applied in the coverage of the 2018 Gubernatorial elections in Ekiti State, Nigeria.

It is the intent of the editor – and the international authors from a multi-disciplinary academic and professional background – to offer an insightful glimpse into the less illuminated corners on the globalized map, considering that the undisputed spotlight still seems to be reserved for the dominant forces of the last century. However, “the times they are a-changin’” and the way things present themselves, the future giants might very likely emerge from out of the African or Asian continent – which is one more reason to increase scholarly consideration for the contemporary developments in the corresponding countries. Hence, this volume is also an effort to provide a voice for future intellectuals from these neglected areas of the global periphery to give their very own account of things – and therefore shape and reflect the development of their nations.

Martin A. M. Gansinger, Toulouse, March 2019