64. Reciprocal Effects.  

63. Public Opinion, Media Effects on.  


60. Media Effects: Direct in Indirect Effects.  

59. Media Effects.  

58. Effects of the News Media on Public Opinion.  

57. Reciprocal Effects of Negative Press Reports.  
   In: *European Journal of Communication* (22) 2007, pp. 337-354  
   – with Sonja Glaab –


   In: *Communications 31*, 2006  
   – with Simone Ehmig –

54. Mediatization of Politics: Theory and Data.  
   In: *Journal of Communication 52*, No. 4, 2002, S. 972-986

52. Handle the Scandal. Some General Aspects of Scandals and some specific Remarks on the Treatment of Helmut Kohl.

51. The Relevance of Weberian Ethics for Contemporary Journalism.

50. The Declining Image of the German Political Elite.

   In: José Guimón, Werner Fischer, Norman Sartorius (eds.): *The Image of Madness. The Public Facing Mental Illness and Psychiatric Treatment*, Freiburg: Karger 1999, pp. 56-71
   – with Simone Ehlig, Helga Weißbecker, Otto Benkert, Jürgen Sandmann –


47. The Transformation of Politics Through the Development of the Mass Media.

   In: *Journal of Communication 47(4)*, 1997, pp. 102-117

   – with Gregor Daschmann –

44. Public Opinion on Psychotropic Drugs: An Analysis of the Factors Influencing Acceptance or Rejection.
   In: *The Journal of Nervous and Mental Disease 185(3)* (1997), pp. 152-158
43. Worldly Wisdom and Scientific Rationality. Remarks on the Public Conflict between various Ways of Thought.  

42. The East German Press – Fertile Ground for the PDS.  
In: German Comments, Juli 1996, pp. 35-40


40. The Impact of Key Events on the Presentation of Reality.  
– with Johanna Habermeier –

– with Hans-Bernd Brosius –

– with Simone C. Ehmig –

37. Individual and Institutional Impacts upon Press Coverage of Sciences: The Case of Nuclear Power and Genetic Engineering in Germany.  

36. Predictions of the Public Agenda from Television Coverage.  
In: Journal of Broadcasting & Electronic Media 38, 1994, pp. 163-177  
– with David P. Fan, Hans-Bernd Brosius –

35. Historical Notes on German Press Coverage of Technology.  
In: Risk: Health, Safety & Environment 213, 1994, pp. 213-221
34. Towards a System Theory of Political Communication. 

33. The public image of the THA. 

   In: Political Communication 10, 1993, pp. 211-229
   – with Kurt Lang, Gladys Engel Lang, Simone Ehmig –

   In: Journal of Broadcasting & Electronic Media 36, 1992, pp. 5-23
   – with Hans-Bernd Brosius –


27. Public Perception of R & D. 

   – with Hans-Bernd Brosius, Joachim Friedrich Staab –

24. **The Impact of Presentation Techniques: Theoretical Aspects and Empirical Findings.**

23. **Advertising – To inform or to communicate? How far can advertising be used to inform?**
   In: *Swiss Pharma 12(5a),* 1990, pp. 73-77

22. **Contrast Effects of Nonverbal Behavior in Television Interviews.**
   In: *Communications 15,* 1990, pp. 121-134
   – with Hans-Bernd Brosius, Norbert Heine –

21. **The Agenda-Setting Function of Television News. Static and Dynamic Views.**
   In: *Communication Research 17,* 1990, pp. 183-211
   – with Hans-Bernd Brosius –

20. **The Impact of Camera Perspectives on the Perception of a Speaker.**
   In: *Studies in Educational Evaluation 16,* 1990, pp. 133-156
   – with Wolfgang Donsbach –

19. **Content Analysis and Reception Analysis.**
   In: *American Behavioral Scientist 33,* 1989, pp. 175-182

18. **The Impact of Television on Ideas and Cultural Values in Tunisia. An Empirical Study.**
   In: Helmut Danner (eds.) *Mass Media and Arab Identity.* Cairo: Shoronk Press 1989, pp. 73-86
   – with Wolfgang Donsbach, Rainer Auer, Mohamed Ali Kembi, Mohamed Hamdane, Rached Skik –

17. **The Changing Functions of the Mass Media: A Historical Perspective.**
   In: *Gazette 44,* 1989, pp. 177-189

16. **Media Tone and Public Opinion: A Longitudinal Study of Media Coverage and Public Opinion on Chancellor Kohl.**

15. **The Way into the Media Crisis of Nuclear Energy.**
   In: *VGB Kraftwerkstechnik 68,* 1988, pp. 1085-1091

   In: *European Journal of Communication 2,* 1987, pp. 185-195
   – with Adám Levendel, Marino Livolsi, Mallory Weber –
13. The Influences of Changes in Camera Perspective on the Perception of a Speaker.
   In: *Communication 12* No. 2, 1986, pp. 38-43
   – with Wolfgang Donsbach –

12. The Impact of Television on Rural Areas of Tunisia. A panel field experiment on
   changes in social perception, attitudes, and roles after the introduction of television.
   In: *Revue tunisienne de communication (10)*, 1986, pp. 107-164
   – with Wolfgang Donsbach, Rainer Auer, Mohamed Ali Kembi, Mohamed
   Hamdane, Rached Skik –

11. Functions of Mass Media in Interpersonal Communication.
   In: *Communication 12* (2), 1986, pp. 58-66

   In: David Paletz (ed.): *Political Communication Research: Approaches, Studies, As-

9. Development of Communication in Postwar Germany: Remarks on Media Use and
   Social Change.
   In: *The Bulletin of the Institute for Communications Research*, Tokyo: Keio Univer-
   sity 1984, pp. 1-29

8. The Influence of Camera Perspectives on the Perception of a Politician by Support-
   ters, Opponents, and Neutral Viewers.
   In: David Paletz (ed.): *Political Communication Research: Approaches, Studies, As-

7. Political Parties' Communications Policy in the FRG.
   In: *Gazette 32*, 1983, pp. 169-178


   In: *Communication Research 9*, 1982, pp. 432-446

   In: Ellen Wartella, D. Charles Whitney, Sven Windahl (eds.): *Mass Communication

4. The Influence of Camera Angles and Political Consistency on the Perception of a
   Party Speaker.
   In: Centre de Recherche sur L'Information et la Communication. Université de Paris
ENPC 1981, pp. 107-120

   – with Elisabeth Noelle-Neumann –

2. Paradigm Change in Communications Research.
   In: *Communication 4*, 1979, pp. 163-182

1. Creating a Crisis: German Mass Media and Oil Supply in 1973/74.
   In: *Public Opinion Quarterly* 43, 1979, pp. 285-296
   – with Herbert Roth –