

THOMAS BAUER
UNIVERSITY OF VIENNA

PRINT MEDIA IN AUSTRIA – A BAROMETER

Presented at University of Zagreb
6.5.03

STRUCTURES

HISTORY

INSTITUTIONS

MEDIA CULTURE

SYSTEM DEVELOPMENTS

VOCATIONAL FORMATION

FUTURE PERSPECTIVES

thomas.bauer@univie.ac.at

STRUCTURES

(Daily newspapers - selected)

	Nat. reach/distr.	Loc. ref.	Orient/format
Der Standard	5,7	nat.	lib /qual/intel/ For.A./Int.A.
Die Presse	5,4	nat.	con/qual/edu/bourg/For.A./Int.A.
Kurier	12,6	nat	lib/mid-qual/disc/small, Vie
NeueKronenzeitung	44,1	nat	con/yellow/camp.journ/small opinion making
U-Bahn Zeitung / Krone Hit Radio			
Wiener Zeitung	1,2	vie	inst/qual/semi-offic.
Wirtschaftsblatt	1,5	nat	lib/eco/qual/manager
Kleine Zeitung	12,5	reg	con/intent/reg/small
Kärntner Tageszeitung	1,1	reg	local/work/everyday life
Neues Volksblatt	0,9	reg	local/everyday life
OÖ Nachrichten	5,3	reg	lib/mid-qual/disc
Salzburger Nachrichten	4,6	r/n	lib-con/qual/leadership
Tiroler Tageszeitung	5,0	reg	con/mid-qual/reg-open

Neue Vlb. Tageszeitung	0,8	reg	loc/ reg
Vorarlberger Nachrichten	3,8	reg	loc -reg(conc dense),

Weekly newspapers/magazines – selected

Die Furche	0,7	nat	crit-con/qual/analyse
Falter	1,4	vie	crit-intel/qual/invest/analyse
NÖ Nachrichten	11,9		
Profil	8,9		news mag/for. pol/int. pol./comm/invest.
Format	6,1		news mag/economy/for./intern.pol/comm/man.
News	18,2		news-picture/infotainm./advertainm./conversat.
woman	?		target group/entertainm./mainstream convers.
tv-media	15,4		infotainm./conversational
e-media	9,1		target group/ advertainment,
Gewinn	8,5		economy/ analyse/conversational
Trend	8,0		economy/ analyse//intel.
Wiener/in	4,5		trendy/vie/entertainment
Gusto	11,5		food &drink

Der Spiegel	2,6	politics/ analyse/ pol conversation
Stern	2,0	conversation-entertainment
Bunte	4,0	entertainment
GEO	10,7	edutainment

THE JOURNALISTS IN AUSTRIA - MENTALITY - BAROMETER

IMAGE-PROFILE

MEDIA LANDSCAPE IN AUSTRIA

WORK-GOALS OF JOURNALISTS

WHAT MAKES A JOURNALIST TO BE SUCCESSFUL ?

RANKING OF FREE-TIME ACTIVITIES IN DE AND AT

WHAT IS VERY IMPORTANT FOR AUSTRIANS ?

HOW IMPORTANT IS FOR YOU:

THE TRUST IN MEDIA AND OTHER INSTITUTIONS

WHICH INSTITUTION HAS MOST POWER IN AUSTRIA ?

HISTORY

1621: Ordinarii Zeitungen (first people`s newspaper)

1702: Wienerisch Diarium , from 1780: Wiener Zeitung (the worlds oldest still existing newspaper) – since 1750 incorporated by the monarchy, since 1945 official organ of the Austrian Republic

18th c.: censorship and opinion -control by governmental law

1848: Revolution of Bourgeoisie – foundation of „Die Presse“, local papers in province capitals

19th c. two pillars:

- labor-movement articulates by newspaper („Volksstimme“) , in spite of state-prohibition

1898:Victor Adler (socialist movement) : „Arbeiter-zeitung“ (workers newspaper)

- bourgeois-liberal (catholic-polit.) „Neue Freie Presse“ (Walter Rotation machine)
vatholic press-association (1904: Kleine Zeitung)

- 1918: 1. Republic: Building Austrian democracy „golden time“ and boom
for pol. party-papers / bourg. Press/ publicistic boulevard (prominent):
1925: 40 daily papers (18 only in Vienna), market-leader: „Illustrierte Kronenzeitung“,
Morning-, Noon- and Evening news, weekly papers, monthly papers
- 1934: Austrofascism. Communist and socialist papers forbidden . Arbeiter-Zeitung produced in
Brno, smuggled to Vienna, medial conformation of the rest of 22 newspapers –
notionalsocialist ideology – propaganda and mobbing.
- 1938: Mopping-up-operations (papers, journalists, companies) from 22 papers (1938)
only 4 (in 1945) „Völkischer Beobachter“, „Neues Wiener Tagblatt“,
„Deutschösterreichische Tageszeitung“, „Kleiner Wiener Zeitung“,
jewish journalists murdered or in exile.
- 1945: from 7th to 21st was no newspaper published: „Hour Zero“
Occupation: USA, Soviet, France, GB, New pol. parties : VP, SPÖ, KPÖ,
Foundations of newspapers. „Neues Österreich“ – official paper (communist ed. in chief
– sovjet sector: interest of conflict free climate), american sector: accepted private
ownership (OÖN, SN, TT)

Newspapers of political parties (Arbeiterzeitung)

50s: crisis of pol. Party-papers, conflicts between dependent and independent media

70s: decreasing of printings, growing boulevard (Neue Kronenzeitung)

80s/90s: New foundations. Der Standard, Wirtschaftsblatt news

SYSTEM DEVELOPMENT

PRESS CONCENTRATION : newspaper-sector:
„Kro-Ku-WAZ“ (marketing, advertisement, print, distribution-
unification) – „Mediaprint“

Vorarlberger Nachrichten

Magazin-sector:

„Formil“ (Format, profil, News-group)

MEDIA CONCENTRATION: print – radio - television

ONLINE- EDITIONS

VOCATIONAL TRAINING / EDUCATION