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Nota di contenuto	Chapter 1. Sustainable Communication? Media and Communication Responsibility in Global Transformation Processes -- Chapter 2. Conceptualizing Media CSR Communication: Responsible Contributions to the (Global) Public Sphere? -- Chapter 3. Sustainability as Cultural Practice and Media as Institutions of Change -- Chapter 4. The Should, the Could and the Would. On Paradox Constellations of CSR in the Media Business – and a Call to Action -- Chapter 5. Public Value for Public Service Media? A Case Study Analysis of Austria's ORF -- Chapter 6. Crisis Communication and Corporate Responsibility in Media Companies a Case Study of the “Relotius Scandal” and an Exploratory Study of Communications Managers and Ombudsmen -- Chapter 7. Corporate Social Responsibility - Hiring Requisition in Media Companies? -- Chapter 8. Smart Exclusion: How May Digital Platforms

Hinder Inclusivity Within News Organizations? -- Chapter 9. CSR in the News Media Industry in Times of the Climate Crisis: A Critical Reflection -- Chapter 10. Corporate Social Responsibility in German Media Companies: Motivation and Integration into the Corporate Strategy -- Chapter 11. Public Debates About the Social Responsibility of Media Companies – a Longitudinal Analysis of Swiss Media Companies From 2010 to 2019 -- Chapter 12. The Corporate Social Responsibility of the Media and the Turkish Media: Perspectives of Journalism Educators on Media and Corporate Responsibility -- Chapter 13. "Social Responsibility" as a Weapon? -- Chapter 14. Subsistence Journalism: Corporate Control and Corporate Change in Queensland Regional Journalism -- Chapter 15. Journalism and Ethics Amid the Infodemic -- Chapter 16. Jenseits Von Staat Und Marktversagen -- Chapter 17. The Dual CR Responsibility of Media Companies - We Only Create Entertainment, Don't We? -- Chapter 18. Interviews.

Sommario/riassunto

Corporate social responsibility (CSR) is an established management focus of today's companies and organizations of different types, scope and size. Communication practices on CSR and sustainability in the media industry, related theoretical concepts, and empirical foundations have not yet been sufficiently explored. This book focuses on a new normative framework of sustainability, bridging the established debate on public value with the current debate on social impact and the social license to operate in the media industry. With a variety of contributions from theory and practice, the book addresses the dual nature of media and media companies, which simultaneously produce economic and cultural goods and thus bear a "double responsibility": on the one hand, for the way they present reality, monitor and criticize economic and political developments, and bring ethical concerns to the public debate. On the other hand, they bear responsibility for their own activities as companies (license to operate). The book is therefore aimed at readers interested in the journalistic perspective and at executives in the media industry.
