PART V

MEDIA
This paper examines the media use of young Arabs living in Germany. It focuses on two objectives. First, it offers a way to think about the relationship between media use and integration of migrants beyond the anxiety of ghetto-building through media use. Secondly, the paper asks whether the media use among Arab youth in Germany is an indicator of their cultural identity. Here, it is important to know how the young people give meaning to media and its contents and to what extent they share these meanings.

1. Media Use among Migrants—A Question of (Dis-)Integration?

The discussion about the relationship between media use, migrants, and integration is an example of the general scientific debate concerning the role of mass media for integration into society. The debate still lacks a theoretical framework and an empirical clarification. Yet it is not only a scientific but also a political matter, especially when it comes to migrants who are to be integrated (Vlasic 2004: 50–66). The history of empirical studies on migrants’ media use in Germany reflects this statement very well. The first studies showed a loss of viewers of German television and radio programs accompanied by an increasing use of programs produced by the mother-tongue broadcasting stations. The results evoked an anxiety of “mediale Ghettoisierung” (Eckhardt 2000: 270), i.e. the forming of ghettos through the choice of media. But later studies made clear that language-oriented media use is not an adequate indicator for integration in general. A study on media reception among Turkish migrants in Germany was more intensive and elaborated. It was realized by the media research institute GôfaK and the German Institute for Middle East Studies (DOI). The crucial results were that even a differentiation in three integration dimensions did not show a clear media influence. While social and political integration was only