

# Zeitschriftenlese

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Jg 40 (2009) Nr 2

Thomale, Philipp-Christian: Die Datenverarbeitung zu journalistisch-redaktionellen Zwecken durch Telemedien. – S. 105-109

Fornasier, Matteo; Frey, Anna-Mirjam: Geldersatz für Persönlichkeitseingriffe durch Werke der Kunst. – S. 110-116

Koreng, Ansgar: Staatliche Internetpräsenzen zwischen legitimer Öffentlichkeitsarbeit und dem Verbot des Staatsrundfunks. – S. 117-120

Schulz, Sönke E.: Ist die Pressefreiheit änderungsfest?. – S. 121-126

Jg 40 (2009) Nr 3

Hegemann, Christoph; Heine, Robert: Für ein Leistungsschutzrecht der Presseverleger. – S. 201-207

Degenhart, Christoph: Staatspresse in der Informationsgesellschaft. – S. 207-215

Luther, Christoph: Postmortaler Persönlichkeitsschutz als Grenze der Kommunikationsgrundrechte. – S. 215-220

## Communicatio Socialis

Jg 42 (2009) Nr 2

Reder, Michael: Religion in postsäkularer Gesellschaft: die Überlegungen von Jürgen Habermas und fünf Einsprüche dagegen. – S. 131-137

Bradtka, Melanie: Zwischen öffentlichen Interesse und Voyeurismus: die Ethik journalistischer Informationsbeschaffung und -verarbeitung. – S. 138-163

Straub, Constanze: Kirchliche Krisenkommunikation: pathetisch und patriotisch: Deutschschweizer Radio-Predigten vor und während des Zweiten Weltkriegs. – S. 164-185

## Communication Research

Jg 36 (2009) Nr 2

Holbert, R. Lance; LaMarre, Heather L.; Landreville, Kristen D.: Fanning the Flames of a Partisan Divide: Debate Viewing, Vote Choice, and Perceptions of Vote Count Accuracy. – S. 155-177

Vreis, Reinout E. de et al: The Content and Dimensionality of Communication Styles. – S. 178-206

„A multiphase lexical study was conducted to uncover the key dimensions of communication styles. In the first two phases, adjectives and verbs were selected on the basis of their ability to describe communication styles. In the third phase, a study was conducted using 441 respondents who provided self-ratings on 744 adjectives and 837 verbs. Adjectives and verbs were submitted to principal components analysis, followed by orthogonal Procrustes rotation to establish within-sample replicability, which provided evidence of four to seven main communication style dimensions. The seven communication style dimensions form the acronym PRESENT, for preciseness, reflectiveness, expressiveness, supportiveness, emotionality, niceness, and threateningness. As expected, scales based on the seven dimensions were meaningfully related to the interpersonal but not the intrapersonal scales from the Communication Style Scale. The results are discussed in light of existing communication style scales, the interpersonal circumplex, and personality structure.“

Knobloch-Westerwick, Silvia; Hastall, Matthias R.; Rossmann, Maik: Coping or Escaping?: Effects of Life Dissatisfaction on Selective Exposure. – S. 207-228

„A quasiexperiment tested competing hypotheses regarding escapist media use and alternative coping motivations in media selection behavior. For 287 participants, personal satisfaction levels for five life domains were assessed. In an ostensibly unrelated study, the participants browsed through online content in which some section topics corresponded to the life domains. Selective exposure was unobtrusively logged by software. Lower satisfaction with college and career situation and with personal financial situation was associated with longer exposure to information about college and career issues. Among respondents in a romantic relationship, higher satisfaction with personal romantic situation led to longer reading times for articles about romance issues, whereas among single respondents, lower satisfaction with one's romantic situation was connected to longer reading of such content. Satisfaction with own health and exposure to health information showed a curvilinear pattern, as low and high satisfaction produced lower exposure than moderate satisfaction.“

Walther, Joseph B. et al: Self-Generated Versus Other-Generated Statements and Impressions in Computer-Mediated Communication: A Test of Warranting Theory Using Facebook. – S. 229-253

Kim, Young Mie: Issue Publics in the New Information Environment: Selectivity, Domain Specificity, and Extremity. – S. 254-284

„The present research revisits citizen competence in the changing political and information environment, considering citizens as pluralistic issue publics. Using 2000 and 2004 American National Election Study data, Study 1 explores the conceptual premises of issue

publics and the impact of the Web on domain-specific knowledge and extremity. Study 2 uses a unique data set combining an innovative direct measure of users' Web behavior records with survey responses from those users in the context of the 2004 U.S. general election. The results shed light on issue publics' information acquisition on the Web. This complementary data set provides a more complete picture of how issue publics develop unique patterns of information acquisition and make voting decisions. The findings indicate that issue publics enhanced their domain-specific knowledge by using information highly selectively. In addition, their selective information use contributed to increases in extremity and issue voting patterns. Implications for the functioning of democracy are discussed."

Yee, Nick; Bailenson, Jeremy N.; Ducheneaut, Nicolas: The Proteus Effect: Implications of Transformed Digital Self-Representation on Onliner and Offline Behavior. – S. 285-312

„Virtual environments allow individuals to dramatically alter their self-representation. More important, studies have shown that people infer their expected behaviors and attitudes from observing their avatar's appearance, a phenomenon known as the Proteus effect. For example, users given taller avatars negotiated more aggressively than users given shorter avatars. Two studies are reported here that extend our understanding of this effect. The first study extends the work beyond laboratory settings to an actual online community. It was found that both the height and attractiveness of an avatar in an online game were significant predictors of the player's performance. In the second study, it was found that the behavioral changes stemming from the virtual environment transferred to subsequent face-to-face interactions. Participants were placed in an immersive virtual environment and were given either shorter or taller avatars. They then interacted with a confederate for about 15 minutes. In addition to causing a behavioral difference within the virtual environment, the authors found that participants given taller avatars negotiated more aggressively in subsequent face-to-face interactions than participants given shorter avatars. Together, these two studies show that our virtual bodies can change how we interact with others in actual avatar-based online communities as well as in subsequent face-to-face interactions.“

Binder, Andrew R. et al: The Soul of a Polarized Democracy: Testing Theoretical Linkages Between Talk and Attitude Extremity During the 2004 Presidential Election. – S. 315-340

### Jg 36 (2009) Nr 3

Iyengar, Shanto et al: „Dark Areas of Ignorance“ Revisited: Comparing International Affairs Knowledge in Switzerland and the United States. – S. 341-349

„This study tests the hypothesis that cross-national differences in public awareness of international affairs are attributable to differences in the supply of inter-

national news and citizens' demand for information. Simultaneously, the authors compared the level of news coverage accorded specific „target“ subjects in major Swiss and U.S. news organizations and the level of attentiveness to news among Swiss and U.S. citizens. The authors' results revealed that Swiss media provided more hard international news than U.S. media, that Swiss citizens reported higher levels of news exposure, and that the Swiss were also considerably more informed than the Americans on questions of hard news. Using a multilevel model, the authors further demonstrate that the effects of news on knowledge are stronger in Switzerland and that the greater availability of international news has the effect of reducing the knowledge gap between more and less attentive Swiss.“

Cohen, Jonathan; Tsfati, Yariv: The Influence of Presumed Media Influence on Strategic Voting. – S. 359-378

Lee, Francis L. F.: The Impact of Political Discussion in a Democratizing Society: The Moderating Role of Disagreement and Support for Democracy. – S. 379-399

„This study examines interpersonal political discussion in the context of a democratizing society, focusing specifically on its impact on political knowledge and awareness of the danger of majority tyranny. Moreover, following the argument that the normatively desirable impact of political discussion is likely to emerge or be stronger under specific conditions, this study treats disagreement and support for democratization as two moderators of discussion effects. Analysis of a representative survey (n = 800) conducted in Hong Kong shows that frequency of interpersonal political discussion relates positively to political knowledge. The relationship is stronger among people who experience more disagreement in discussion. Support for democracy does not moderate the impact of discussion on knowledge. But a three-way interaction effect is found on awareness of the danger of majority tyranny: Discussion leads to such awareness only among supporters of democracy who experience disagreement in discussion. This study thus both replicates and extends the findings in the existing, mostly U.S.-based literature on the impact of political talk.“

Lecheler, Sophie; Vreese, Claes de; Slothuus, Rune: Issue Importance as a Moderator of Framing Effects. – S. 400-425

Knobloch-Westerwick, Silvia; Meng, Jingbo: Looking the Other Way: Selective Exposure to Attitude-Consistent and Counterattitudinal Political Information. – S. 426-448

### Jg 36 (2009) Nr 4

Fujioka, Yuki et al: The Role of Racial Identity in Responses to Thin Media Ideals: Differences Between White and Black College Women. – S. 451-474

Palomares, Nicholas A.: Did You See It Coming?: Effects of the Specificity and Efficiency of Goal Pursuit on the Accuracy and Onset of Goal Detection in Social Interaction. – S. 475-509

Theiss, Jennifer A.; Knobloch, Leanne K.: An Actor-Partner Interdependence Model of Irritations in Romantic Relationships. – S. 510-537

Palomares, Nicholas A.: Women Are Sort of More Tentative Than Men, Aren't They?: How Men and Women Use Tentative Language Differently, Similarly, and Counterstereotypically as a Function of Gender Salience. – S. 538-560

„Based on self-categorization theory's explanation for gender-based language use, male and female participants sent e-mail on a masculine, feminine, or gender-neutral topic to an ostensible male or female recipient (i.e., intergroup or intragroup dyads). As predicted, the topic affected if and how men and women used tentative language differently: For masculine topics, traditional gender differences emerged (i.e., women were more tentative than men) in intergroup, but not intragroup, contexts; for feminine topics, differences were counterstereotypical (i.e., men were more tentative than women) in intergroup contexts only; and for a gender-neutral topic, no differences resulted in either intra- or intergroup contexts. Moreover, gender salience partially mediated these effects in intergroup interactions only: Topic affected tentative language through gender salience in the mixed-sex condition (i.e., a conditional indirect effect).“

Givertz, Michelle; Segrin, Chris; Hanzal, Aleisa: The Association Between Satisfaction and Commitment Differs Across Marital Couple Types. – S. 561-584

„Research and theory indicate that satisfaction is a key determinant of commitment. Because some marriages are defined by a traditional ideology that anchors commitment in a value system rather than inherent rewards of the relationship, the association between satisfaction and commitment was expected to vary by couple type. Participants completed self-report measures of relational ideology, autonomy, communication, satisfaction, and several types of commitment. Results indicated that separate couples reported the lowest marital satisfaction and personal commitment of all the couple types. Separate couples also reported the lowest dedication commitment of all the couple types, whereas traditional couples reported the highest. The opposite pattern emerged for constraint commitment; separate couples reported the highest and traditional couples reported the lowest. Finally, actor-partner interdependence models revealed strong and positive associations between satisfaction and commitment for separate couples, as well as for wives in independent couples, but no such association among traditional couples.“

Hendrickson, Blake; Goei, Ryan: Reciprocity and Dating: Explaining the Effects of Favor and

Status on Compliance With a date Request. – S. 585-607

## Communication Theory Jg 19 (2009) Nr 2

Larson, Deborah L.: Advancing Entertainment Education: Using „The Rosie O'Donnell Show“ to Recognize Implementation Strategies. – S. 105-123

„Entertainment-education (E-E) has been widely and successfully implemented in developing countries around the world, but it is much harder to utilize in media-saturated countries. However, talk shows can be a niche market for E-E campaigns. As evidence, The Rosie O'Donnell Show has made a significant contribution to the television industry and to entertainment-education research by redefining how advocacy, education, and entertainment can work through a variety talk show format. An extemporaneous talk show can implement E-E campaigns through four main strategies to target its viewers: (1) Variability, or using a variety of forms to provide campaign information, (2) using mediated synergistic avenues and online connections, (3) creating audience proactivity by using a small group elements to promote self and collective efficacy, and host appeal to bridge the local to national gap, and (4) the host's use of instinctive intentionality in aggregating campaign messages. As executive producer and host of her show, Rosie O'Donnell affected awareness, disseminated educational information, and encouraged proactive behavior with social, political, and philanthropic agendas through repetitive, positive, and proactive entertainment-education messages.“

Stewart, Craig O.: Socioscientific Controversies: Theoretical and Methodological Framework. – S. 124-145

Keyton, Joann; Bisel, Ryan S.; Ozley, Raymond: Recasting the Link Between Applied and Theory Research: Using Applied Findings to Advance Communication Theory Development. – S. 146-160

Schubert, Thomas W.: A New Conception of Spatial Presence: Once Again, with Feeling. – S. 161-187

„Recent theories of telepresence or spatial presence in a virtual environment argue that it is a subjective experience of being in the virtual environment, and that it is the outcome of constructing a mental model of the self as being located in the virtual environment. However, current theories fail to explain how the subjective experience of spatial presence emerges from the unconscious spatial cognition processes. To fill this gap, spatial presence is conceptualized here as a cognitive feeling. From this perspective, spatial presence is a feedback from unconscious cognitive processes that informs conscious thought about the state of the spatial cognitive system. Current theorizing on the origins and properties of cognitive feelings is reviewed

and applied to spatial presence. This new conception of presence draws attention to the functionality of spatial presence for judgments, decisions, and behavior. By highlighting the distinction between spatial cognitive processes and the subjective feeling of spatial presence, the use of questionnaires is theoretically grounded and legitimized as a method of presence research. Finally, embodied cognition theories are reviewed to identify cues that give rise to spatial presence.“

Drzewiecka, Jolanta A.; Steyn, Melissa: Discourses of Exoneration in Intercultural Translation: Polish Immigrants in South Africa. – S. 188-218

### Communications Jg 34 (2009) Nr 2

Kinnebrock, Susanne: Revisiting journalism as a profession in the 19th century: empirical findings on women journalists in Central Europe. – S. 107-124

„This contribution raises the question whether journalism at its beginnings was indeed a profession only for men, as much of the research literature suggests. However, the assumption of a „gendered profession“ may also be due to gendered research patterns that produce and reproduce a gendered academic discourse on journalism. The study presented here puts these questions to test and investigates the cultural, social and work-related position of female writers in German-speaking countries at the end of the 19th century. The data is based on a complete census collected between 1896 and 1898. In a second step, the occupation and opus of female writers who worked for periodicals will be analyzed along established concepts of journalism in order to illustrate how women are systematically excluded by dominant concepts of what journalism is and journalists actually do.“

Vandebosch, Heidi; Dhoest, Alexander; Bulck, Hilde van den: News for adolescents: Mission impossible?: An evaluation of Flemish television news aimed at teenagers. – S. 125-148

„Media companies as well as governments launch initiatives to reverse the decline in news consumption by adolescents. Since 2007, the Flemish government has been funding newscasts for adolescents on two commercial channels, Zoom on VTM and Jam on VT4. In 2008, these programs were evaluated using in-depth interviews with producers, content analysis of 30 episodes of each program, an analysis of the ratings for the first season, and an online survey among 663 adolescents aged 10 to 18. Results indicate that there is a lot of variation within this group, making it hard to please them with a single program. Zoom addresses slightly older adolescents (12-18) with a program closely following the „adult“ news, while Jam provides younger adolescents (10-16) with more digestible and entertaining news. Most respondents in the survey liked both programs, among other things because of the strong presence of adolescents on screen. Yet ado-

lescent viewing figures are extremely low, mainly due to the inappropriate place in the schedule.“

Aelst, Peter van; Sweert, Knut de: Politics in the news: Do campaigns matter?: A comparison of political news during election periods and routine periods in Flanders (Belgium). – S. 149-168

### Computer Law Review International Jg 10 (2009) Nr 3

Gercke, Marco: The Role of Internet Service Providers in the Fight Against Child Pornography. – S. 65-71

Band, Jonathan: The Google Settlement: International Implications. – S. 72-75

Lloyd, Ian: Data Retention – Nothing New Under the Sun: Lessons from a historical phenomenon. – S. 75-80

### Computer und Recht Jg 25 (2009) Nr 5

Pohle, Jan; Ammann, Thorsten: Über den Wolken: Chancen und Risiken des Cloud Computing. – S. 273-277

„Nach wie vor betreibt die Mehrzahl von Unternehmen ihre IT in Eigenregie und klagt über die damit verbundenen Kosten. Insbesondere sind CIOs gezwungen, immer größere Anteile ihres Budgets in den laufenden Betrieb zu investieren. Demgegenüber sinken für Innovationen verfügbare Mittel stetig und veranlassen Unternehmen zur Überprüfung ihrer Strukturen. Als Kostentreiber kristallisiert sich zumeist gemessen an den Bedürfnissen des Anwenders nur unzureichend anpassungsflexible in-house IT heraus, die beispielsweise in Nebenzeiten eben so viel Rechenleistung und Software bereithält wie in Spitzenzeiten und so dauerhaft hohe Kosten verschlingt. Hinzu kommt der Umstand, dass Unternehmen nicht selten aufgrund stetig schwankender Mitarbeiterzahlen keine exakt bedarfsgerechten Softwarekontingente vorhalten können und meist überlizenzieren sind. Cloud Computing soll diesen Befunden begegnen und mittels exakt bedarfsgerechter Bezugsmöglichkeiten mehr Flexibilität und niedrigere Kosten garantieren. Der Beitrag will einen ersten Einblick in das Wesen des Cloud Computing ebenso vermitteln, wie eine erste Auseinandersetzung mit dem rechtlichen Rahmen und den rechtlichen Grenzen des Cloud Computing wagen.“

Rehm, Stephanie; Sassenberg, Thomas: Ansprüche gegen den Verbindungsnetzbetreiber bei nichtigen Mehrwertdienstleistungen. – S. 290-294

Werner, Dennis; Wegener, Christoph: Bürgerportale: technische und rechtliche Hintergründe von DE-Mail und Co. – S. 310-317

„Das Vertrauen in die Sicherheit der Internetkommunikation sinkt – trotz aller technischer und rechtlicher Bemühungen. Vor diesem Hintergrund plant die Bundesregierung im Rahmen ihres Programms „E-Government 2.0“ Abhilfe in Form von „Bürgerportalen“ zu schaffen. Diese sollen ab 2010 mit Funktionen wie „DE-Mail“, „Dokumentensafe“ und einem „Identifizierungsdienst“ Bürgern, Unternehmen und Behörden ein sicheres Agieren im Internet ermöglichen. Jedermann soll in die Lage versetzt werden, verlässlich und rechtssicher elektronisch zu kommunizieren und seine Daten und Dokumente langfristig und sicher zu speichern. Dieser Beitrag zeigt nach einer Einführung (I.), wie das Konzept der Bürgerportale nach aktueller Planung aussieht (II.). Neben der Vorstellung der technischen Funktionsweise (III.) – mit einem Schwerpunkt auf Sicherheitsproblemen – wird die geplante Umsetzung in einem neu zu schaffenden Bürgerportalgesetz aus rechtlicher Sicht betrachtet (IV.). Außerdem wird ein Ausblick auf mögliche zukünftige Entwicklungen gegeben (V).“

### Jg 25 (2009) Nr 6

Haberstumpf, Helmut: Der Handel mit gebrauchter Software und die Grundlagen des Urheberrechts. – S. 345-353

Orthwein, Matthias; Bernhard, Jens: Mangelhaftigkeit von Software aufgrund Gesetzesänderung?: das Mehrwertsteuerpaket 2010 und seine Auswirkungen auf ERP-/Buchhaltungssoftware. – S. 354-356

„Unternehmenssoftware muss die gesetzlichen Vorgaben für den Einsatzbereich berücksichtigen, um den Anforderungen von Unternehmen gerecht zu werden. Am Beispiel einer Buchhaltungssoftware wird das deutlich: Für die bedarfsgerechte Funktionalität der Software ist es erforderlich, dass die Einhaltung sämtlicher rechtlichen Anforderungen an die Unternehmensbuchhaltung durch die Software unterstützt wird. Der Gesetzgeber ändert diese Anforderungen jedoch kontinuierlich und in immer kürzeren Frequenzen – was umfangreiche Anpassungen der Softwarelösungen erforderlich machen kann. Der Beitrag untersucht am Beispiel des Mehrwertsteuerpakets 2010 die Frage, welche Verpflichtungen die Lieferanten von Software im Rahmen der gesetzlichen Gewährleistung hinsichtlich einer Anpassung der gelieferten Software an Gesetzesänderungen treffen.“

Berger, Ernst Georg: Sind Terminierungsmärkte unvergleichlich?. – S. 361-364

Hoeren, Thomas: 100 Euro und Musikdownloads: die Begrenzung der Abmahnggebühren nach §97a UrhG. – S. 378-380

### Jg 25 (2009) Nr 7

Scheja, Katharina; Mantz, Reto: Vertraulichkeit von Verträgen vs. Offenlegungsanforderungen. – S. 413-420

Salevic, Marc: Bindungswirkung von Kommissionsempfehlungen für die Entgeltregulierung der BNetzA: die Empfehlung der EU-Kommission zu Terminierungsentgelten zwischen Abwägungsdirektive und Abwägungsbelang. – S. 427-433

„Der Beitrag fasst zunächst (I.) den Hintergrund der empfehlungsgegenständlichen Entgeltregulierung bei Terminierungsentgelten insbesondere mit Blick auf die deutsche Regulierungspraxis zusammen. Sodann werden (II.) die Reichweite der einschlägigen Empfehlungskompetenzen der EU-Kommission sowie etwaige darauf gründende Bindungswirkungen solcher Empfehlungen für die nationalen Regulierungsbehörden untersucht. Hierauf folgt (III.) eine Prognose der Auswirkungen auf die Umsetzungspraxis vor BNetzA und den VG vor dem Hintergrund der mittlerweile in ersten Ansätzen entwickelten Rechtsfigur des sog. „Regulierungsermessens.“

Paal, Boris P.: Mediale Verwertung von Sportveranstaltungen und Leistungsschutz. – S. 438-442

„Die mediale Verwertung von Sportveranstaltungen ist gekennzeichnet durch eine ausgeprägte Kommerzialisierung. Für Medienunternehmen ist eine Zustimmung der Veranstalter zur Übertragung von beträchtlichem Wert im Streben nach Marktanteilen. Die Vermarktung der Übertragungen bildet zudem eine maßgebliche Einnahmequelle für Vereine und Verbände. Jedoch entspricht die rechtliche Aufarbeitung von Inhalt, Reichweite und Zuordnung medialer Verwertungsrechte bislang nicht deren wirtschaftlicher Bedeutung. Dass die einschlägigen Rechtsfragen über den Profisport hinaus auch den Amateurbereich betreffen, belegt eine aktuelle Entscheidung des OLG Stuttgart.“

Schützle, Kai: Fernabsatzrechtliche Informationspflichtverstöße immer „spürbar“: warum die Umsetzung der Richtlinie 2005/29/EG fernabsatzrechtliche Informationspflichtverstöße über die Bagatellschwelle des § 3 Abs 1 UWG hebt. – S. 4433-445

### Convergence Jg 15 (2009) Nr 2

Malpas, Jeff: Debate; On the Non-Autonomy of the Virtual. – S. 135-140

Thornham, Helen: Claiming a Stake in the Videogame: What Grown-Ups Say to Rationalize and Normalize Gaming. – S. 141-160

„This article explores the rationalizations and normalizations adult gamers offer in their justifications of both gaming ‘itself’, and the possession of a videogame console. While there has been a proliferation in research on the videogame recently in terms of what Kerr et al. describe as the ‘productive use of new media’ (in their 2006 article ‘New Media – New Pleasures?’ p. 64), which includes issues relating to gender, pleasure, production and gameplay as well as more



ethnographic research relating to young people and games, there has been a significant gap in research around adult gamers. This article is the result of four years' ethnographic research, which followed 11 participant gaming households (along with the questionnaire of over 100 respondents), recording, interviewing and observing them prior to, during and after gameplay. Included in this demographic are all-female and all-male households, mixed gender, sexuality and ethnicity, and diverse geographical intake from Northern Ireland to southern England. Throughout my research and this article, I argue the political and social necessity of including gamers and their discourses into research on gaming in order to better understand the significance of gaming and gaming discourses on our social and political lives.<sup>4</sup>

Morrow, Guy: Radiohead's Managerial Creativity. – S. 161-176

„This article will explore the way in which Radiohead have been managerially creative through their use of new media technologies. The band released their seventh album *In Rainbows* on the 10 October 2007 as a digital download for which consumers chose their own price: beginning at nothing. The issue of whether this example presents a model for other artists to bypass established record labels will be explored. This article will also use this discussion to look more broadly at how artist managers create marketing strategies that involve new technologies and in doing so it will address various issues concerning the future management and control of the five key income stream groups stemming from contemporary music in the digital age. While Radiohead are in a position to be able to control all of their own income streams, they have only gotten into this position as a result of the old system.<sup>4</sup>

Kennedy, Helen: Going the Extra Mile: Emotional and Commercial Imperatives in New Media Work. – S. 177-196

Orgad, Shani: Mobile TV: Old and New in the Construction of an Emergent Technology. – S. 197-214

„This article explores how mobile television is being constructed and understood, focusing on four concepts used in contemporary public debate to discuss the technology, namely 'TV in your pocket', 'TV anytime, anywhere', 'TV on the go', and 'Enhanced TV'. Drawing on an analysis of industry reports, conference proceedings, websites, academic studies, press coverage, results of trials, advertisements and expert interviews, we examine the ways in which experts involved in the production, marketing, delivery and analysis of mobile TV regard this emergent technology. It is argued that mobile TV is constructed by these experts as a novel technological and cultural experience and form, while at the same time the rhetoric of novelty is paralleled with a continuous emphasis on the new medium's relation to familiar technological worlds. The article concludes by offering an explanation for this new/old articulation of mobile TV.<sup>4</sup>

Erdal, Ivar John: Cross-Media (re)Production Cultures. – S. 215-233

Huang, Edagr: Teaching Button-Pushing versus Teaching Thinking: The State of New Media Education in US Universities. – S. 233-248

„Using content analysis and survey, this study examines how the teaching of thinking skills and that of technological skills have been balanced in US new media programs to produce both employable graduates and life-long learners. Findings show that most programs have balanced the two skill sets but that more effort should be made to integrate the teaching of both skill sets in individual courses to give students an expedited, holistic learning experience.“

European Journal of Communication  
Jg 24 (2009) Nr 1

Curran, James et al: Media System, Public Knowledge and Democracy: a comparative Study. – S. 5-26

Brüggemann, Michael; Kleinen-von Königslöw, Katharina: „Let's Talk About Europe“: Why Europeanization Shows a Different Face in Different Newspapers. – S. 27-48

„This article contributes to the ongoing quest for a European public sphere understood as a structural transformation of national public debates. This process of Europeanization of national public spheres has a vertical and a horizontal dimension: an increased focus on the EU as well as more attention to other European countries. A content analysis of quality newspapers in five EU member states covering a period of 20 years reveals common trends across different countries but no convergence over time. Four different patterns of Europeanization can be identified: comprehensive Europeanization, segmented Europeanization, Europeanization aloof from the EU and a parochial public sphere. This article pushes research in this area ahead by identifying and testing factors that explain these differences in newspaper coverage. In-depth case analysis as well as regression analysis show that the editorial mission of a newspaper and the size of the member state it is situated in have a significant effect on patterns of Europeanization. Contrary to common expectations, the number of correspondents in Brussels and the degree of popular identification with Europe did not significantly affect patterns of Europeanization.“

Kortti, Jukka; Mähönen, Tuuli Anna: Reminiscing Television: Media Ethnography, Oral History and Finnish Third Generation Media History. – S. 49-68

Fuchs, Christian: Information and Communication Technologies and Society: a Contribution to the Critique of the Political Economy of the Internet. – S. 69-88

„This article argues for the need of Critical Internet Theory. It outlines how such a theory operates by the example of the role of gifts and commodities in the Internet economy. It is argued that after the crisis of the 'New Economy', the emergence of what is termed

‘Web 2.0’ signifies the increasing importance of the Internet gift commodity strategy. This strategy commodifies the users who produce content and communications online on free access platforms so that advertisement rates are driven up, and functions as a legitimizing ideology. In this context, the notion of the Internet prosumer commodity is introduced.“

### Jg 24 (2009) Nr 2

Erjavec, Karmen; Kovacici, Milta Poler: A Discursive Approach to Genre: Mobi News. – S. 147-164

„This article argues that genres are discursive categories that move beyond the boundaries of media texts and operate within industry, audience and social practices as well. It demonstrates the usefulness of an expanded genre analysis. The genre chain of mobi news, which relies on the use of mobile telephone cameras and is a popular genre in Slovenian and Balkan media, is explored by combining text analysis with an analysis of discourse practice and social practice. Mobi news items are produced as a denunciatory participatory practice in which audience participation is managed by the production team: journalists define the content and the structure of the news while the audience’s activity is reduced to spying and denouncing.“

Reijnders, Stijn: Watching the Detectives: Inside the Guilty Landscapes of Inspector Morse, Baantjer and Wallander. – S. 165-182

Wien, Charlotte; Elmelund-Praesteker, Christian: An Anatomy of Media Hypes: Developing a Model for the Dynamics and Structure of Intense Media Coverage of Single Issues. – S. 183-202

„Media hypes are a well known phenomenon. They occur on a regular basis and attract much media attention, but there is very little knowledge about them. This article supplements Vasterman’s analysis of the phenomenon and presents new empirical evidence. Through a case study of five Danish media hypes occurring between 2000 and 2005, the article shows that not every event has the potential to trigger a media hype: it must, of course, satisfy the general news values, but should also contain some violation of norms, be suitable for public debate and, finally, it must be possible for the media to cover the event from a variety of perspectives. Concerning the structure and dynamics of the media hype, the article concludes that media hypes begin with a trigger event, they last approximately three weeks and come in several, usually three, waves of decreasing intensity.“

Coulomb-Gully, Marlène: Beauty and Beast: Bodies Politic and Political Representation in the 2007 French Presidential Election Campaign. – S. 203-218

## Global Media and Communication

### Jg 5 (2009) Nr 1

Miller, James: NGOs and „modernization“ and „democratization“ of media: Situating media assistance. – S. 9-34

„Western-supported media assistance in transition and developing countries has a long history. Building independent media, preferably through the non-governmental sector, is seen as an important aspect of achieving modernization and democratization. This article questions the idealized assumptions underlining such programmes and argues that media assistance donors rarely analyze it critically. The article discusses the political character of Western media assistance and explores the organizational eco-system in which NGOs flourish. The article concludes by observing NGOs’ unexpected power in the process of providing Western media assistance.“

Khoury-Machool, Makram: The re-mythologization of Islam and the Arab world in Adam Curtis’s „The Power of Nightmares“. – S. 35-56

Thomas, Pradip: Selling God/saving souls: religious commodities, spiritual markets and the media. – S. 57-76

„The relationship between the religious commodity market, popular culture and political economy remains under-theorized. The globalization of religion has led to a massive global trade in on-line and off-line religious commodities. This article explores the mobile Christian commodity form and its specific politics of use. Using examples from India and the US, it explores the ways in which Pentecostal and neo-Pentecostal groups use multi-media products and platforms for evangelization. The profit potential in religious fare has not gone unnoticed in corporate circles, and synergistic relationships have developed between media corporations and Christian production houses involved in creating commodities for segmented audiences. The article argues that in the context of the global expansion and export of Christian fundamentalism, the increasingly close relationship between mediated Christianity and the commodity form facilitates the extension of specific, conservative, forms of values-based capitalism.“

Dominguez, José Manuel Moreno; Montero, David: Europe as a partner: New spaces for audiovisual cooperation between Latin America and the EU. – S. 77-98

## International Communication Gazette

### Jg 71 (2009) Nr 3

Groshek, Jacob: The Democratic Effects of the Internet, 1994-2003. – S. 115-136

„Since its inception and subsequent diffusion, the Internet has been lauded as a potent democratizing agent. Using macro-level panel data from 1994 to 2003, this study examined 152 countries and found that increased Internet diffusion was a meaningful predictor of more

democratic regimes. This was shown to be most true in developed countries, where non-linear fixed effects regression models showed the highest coefficient estimates and largest observed associations. Consistent with media system dependency theory, greater effects were also demonstrated for countries that already were at least partially democratic where the Internet was more prevalent and thus more likely to fulfill a greater number of information functions. In addition, Internet diffusion and democracy demonstrated a positive, statistically significant relationship (but with a marginal observed association size) in developing countries where the average level of sociopolitical instability was much higher. The Internet therefore should not be employed as a modern 'mobility multiplier' because of the strong associations and positive relationships it has shown with democracy but it should also not be ignored due to the democratic potential these results suggest."

Chang, Tsan-Kuo; Himelboim, Itai; Dong, Dong: Open Global Networks, Closed International Flows: World System and Political Economy of Hyperlinks in Cyberspace. – S. 137-160

Campbell, Rose C.; Sato, Hajime: Examination of a Global Prohibition Regime: A Comparative Study of Japanese and US Newspapers on the Issue of Tobacco Regulation. – S. 161-180

„Important public health issues have become entangled in trade regulation, where one country's policies may have detrimental effects on other nations. News documents are critical historical records to examine such actions. There appear to be no studies that have employed matched international news documents on a particular public health issue. This article reports on a content analysis that compared tobacco policy articles in two major newspapers each in Japan and the US for a six-year period defining the context during which the WHO negotiated the Framework Convention on Tobacco Control with the international constituencies. The findings indicate significant differences between US and Japanese newspapers in sources, arguments and advocacy bias. Arguments about the policy itself, including effectiveness, legality and jurisdiction, were important predictors of positive bias in the Japanese sample, indicating that 'health and harm' is not the most important argument promoting tobacco control via media advocacy. The implications for effective tobacco policy campaigns are reported.“

Eko, Lyombe; Berkowitz, Dan: „Le Monde“, French Secular Republicanism and „The Mohammed Cartoons Affair“. – S. 181-202

Valenzuela, Sebastian; Correa, Teresa: Press Coverage and Public Opinion on Women Candidates: The Case of Chile's Michelle Bachelet. – S. 203-223

„Because more women are running – and succeeding – in presidential races all over the world, it is important to analyze the way they are portrayed by the news media. Using Chile as a case study and agenda setting

as a theoretical framework, the authors examined differences in press coverage of this country's first woman president, Michelle Bachelet, and her male contenders in the 2005/6 elections and compared them to public opinion. As expected, the press covered the candidates' personal attributes and issue positions following traditional gender stereotypes. However, some gender-based differences in news coverage actually boosted the image of Michelle Bachelet. The authors suggest that the media may have influenced public opinion toward the candidates, and discuss the implications of these findings for future research.“

#### Jg 71 (2009) Nr 4

Banda, Fackson: Kasoma's Afriethics: A Reappraisal. – S. 227-242

Huhn, Sebastian; Oettler, Anika; Peetz, Peter: Contemporary Discourses on Violence in Central American Newspapers. – S. 243-262

Rolland, Asle: A Clash of Media Systems?: British Mecom's Takeover of Norwegian Orkla Media. – S. 263-282

„In 2006, the British company Mecom bought up the Norwegian company Orkla Media, an important player in eight European countries. The article discusses the possible effects from two perspectives, (1) Hallin and Mancini's 'Three Models of Media and Politics' and (2) the old and new media order described by the Norwegian 'Power and Democracy' study. From perspective (1), the takeover will put the Norwegian media system to the test, as Mecom represents the liberal and Norway the democratic corporatist model. The article examines the takeover in relation to the criteria Hallin and Mancini use to distinguish between the models, and pays particular attention to the burden of defining one's journalistic stand as social responsibility, drawing partly on lessons from the US. With regard to perspective (2), it is noted that Norway has already implemented salient features of the liberal model. Mecom, however, adds an international dimension, and its commercialism may be different from that of Norway's new media order.“

Kim, Daekyung; Johnson, Thomas J.: A Shift in Media Credibility: Comparing Internet and Traditional News Sources in South Korea. – S. 283-302

„This study surveyed politically interested online users to examine how they perceive the traditional news media, their online counterparts and independent web-based newspapers, as well as exploring which factors influenced credibility of online sources during the 2004 general election in South Korea. Independent web-based newspapers were considered more credible for political information than either traditional media or their online counterparts. Reliance on online and traditional sources tended to be stronger predictors of credibility of online sources and political variables, such as campaign interest, political involvement and voting, also turned out to be significant pre-



dictors. Based on the findings, a shift in media credibility in Korea is discussed.“

Castello, Enric: *The Nation as a Political Stage: A Theoretical Approach to Television Fiction and National Identities.* – S. 303-320

Höivik, Susan; Luger, Kurt: *Folk Media for Biodiversity Conservation: A Pilot Project from the Himalaya-Hindu Kush.* – S. 321-346

## Jg 71 (2009) Nr 5

Berger, Guy: *How the Internet Impacts on International News: Exploring Paradoxes of the Most Global Medium in a Time of „Hyperlocalism“.* – S. 355-372

„Technologically, the Internet is the most global medium in the history of humanity. It shakes up traditional distinctions between local, foreign and international news. On the other hand, it would also appear that many news institutions in cyberspace still retain the character of the traditional media with regard to three features: preferring local and national news, domesticating news about other countries and reflecting imbalanced flows between First and Third World countries. This article shows that while some First World media, both online and offline, are chanting the mantra of becoming ‘hyperlocal’, it is much of the rest of the world that is experiencing the Internet as an international medium, albeit from a subordinate cultural and linguistic position. However, there are prospects for a new alignment.“

Koolstra, Cees M.; Bos, Mark J. W.: *The Development of an Instrument to Determine Different Levels of Interactivity.* – S. 373-392

Wall, Melissa: *Africa on YouTube: Musicians, Tourists, Missionaries, and Aid Worker.* – S. 393-408

„YouTube videos featuring the countries Ghana and Kenya were assessed, finding that this citizen media tool is allowing ordinary people to construct representations of African countries but that these are much more likely to come from westerners. Although these African countries are not represented as chaotic and violent as has often been the case in the past, they continue to be stereotyped. Africans unaccompanied by westerners are most likely to appear in entertainment, especially music, videos.“

Mellor, Noha: *War as an Moral Discourse.* – S. 409-428

Schejter, Amit M.: *„From All My Teachers I Have Grown Wise, and From My Students More Than Anyone Else“: What Lessons Can the US Learn from Broadband Policies in Europe?.* – S. 429-445

„Rooted in what are already disparate programs of regulatory intervention, the European Union and the United States have identified differently their current

challenges in telecommunications policy. This study describes the development of both regulatory frameworks through their philosophical roots and ideological transitions demonstrating how, on the one hand, American influences have affected the European policy language, but, on the other, the European policies have better implemented the same policies and as a result are being seen as contributing to higher levels of broadband penetration. This time around, it seems that attending to the strengths of the European process may help policy-makers in the US reformulate their own home-grown policies.“

## Javnost

### Jg 16 (2009) Nr 2

Fuchs, Christian: *A Contribution to Theoretical Foundations of Critical Media and Communication Studies.* – S. 5-26

„The overall aim of this work is to contribute to the discussion of theoretical aspects of critical media and communication theory. A typology of critical media and communication studies is constructed. Example approaches that are based on the commodity hypothesis, the ideology hypothesis, the alternative media hypothesis, and the alternative reception hypothesis are discussed. It is argued that integrative bridging approaches can be found and that a disciplinary matrix can enhance the dialogue about commonalities and differences within critical communication studies.“

Wendelin, Manuel; Meyen, Michael: *Habermas vs. Noelle-Neumann: The Impact of Habitus on Theoretical Construction of the Public Sphere.* – S. 27-42

„The idea of the public sphere represents an important fundament of modern western self-images and is topic of communication theory. Habermas and Noelle-Neumann are two of the most renowned representatives in this field. Both developed their approaches in the same context, during the post-war era of 1960s West Germany. Nevertheless, fundamental differences exist between the two conceptualisations of the public sphere. This article seeks to make sense of these differences by comparing the authors’ biographies and suggesting that a strong connection exists between author’s life experience and his or her theory. We employed a category system based mainly on the habitus-concept of Bourdieu and complemented it with the generation-approaches developed in sociology of knowledge. Our findings show that the differences in theory between Habermas and Noelle-Neumann can be understood in terms of differences in their milieu of origin and their academic socialisation. Ultimately, even more important seem to be opposite experiences of the authors with the public on the one hand and the generational gap between them on the other.“

Stiegler, Zack: *Conceptualising the Small-Scale Public Sphere.* – S. 43-62

Gunaratne, Shelton A.: *Buddhist Goals of Journalism and the News Paradigm.* – S. 63-78

Pantti, Mervi; Husslage, Karin: Ordinary People and Emotional Expression in Dutch Public Services News. – S. 79-94

### Journal of children and media Jg 3 (2009) Nr 2

Cressman, Dale L. et al: Swearing in the Cinema: An analysis of profanity in US teen-oriented movies, 1980-2006. – S. 117-135

O'Connor, Jane: The Demonisation of Charlotte Church: Media constructions of a UK child prodigy. – S. 136-151

„This paper traces the media coverage of former child prodigy Charlotte Church over the period 1998-2007 as she moved from a charmed childhood through a turbulent adolescence and into young womanhood. Through an analysis of newspaper stories about the young star, I argue that Church is presented as a tragic figure who became symbolic of the metaphorical struggle between good and evil, and between childhood and adulthood, in British society. I demonstrate how certain key elements of Church's story adhere to the universal tale of the hero which recurs in myths and legends around the world, and argue that exploring the structural elements of such media stories is a useful way of understanding the continuing presence of the child star in our culture.“

Sigismondi, Paolo: Global Strategies in the Children's Media Market: The Jetix case in Italy. – S. 152-165

Summers, Juliet; Winefield, Helen: Anxiety about War and Terrorism in Australian High-School Children. – S. 166-184

„Ninety-two South Australian high-school students (mean age = 15.2 years) responded to a self-report questionnaire about anxiety regarding current world issues of war and terrorism. Participants also provided information about their social supports and levels of psychological distress. Ninety percent of respondents reported occasional or more frequent anxiety about war and terrorism. Hierarchical regression analyses were performed. Respondents' reported anxiety about specific issues of war and terrorism related to gender and general anxiety levels; social supports explained little of the variance, whereas the addition of frequency and satisfaction with discussion explained significantly more of the variance. Qualitative data supported these results. Children need chances to talk over issues such as terrorism (both to obtain trustworthy information and to express concerns) to help reduce anxiety. Further research into the effect of media reports and pictures on psychological responses in schoolchildren would be useful. Schoolteachers could reduce anxieties in high-school students by fostering informed discussion.“

Trew, Karen et al: The Media and Memories of Conflict in Northern Ireland: The views of

Protestant and Catholic adolescents in the border counties. – S. 185-203

### Journal of Communication Jg 59 (2009) Nr 1

Livingstone, Sonia: On the Mediation of Everything: ICA Presidential Address 2008. – S. 1-18

„As our field moves beyond the traditional dualism of mass and interpersonal forms of communication to encompass new, interactive, networked forms of communication whose influence may be traced across multiple spheres of modern life, it is commonly claimed that „everything is mediated“ and that this represents a historically significant change. This article inquires into these rhetorically grand claims: first, noting the parallels with other processes of mediation (e.g., language, money, and myths); second, raising questions of value since, unlike for other forms of mediation, the media's role is typically construed as negative rather than positive; and third, observing that the difficulties of translating „mediation“ into a range of languages reveals some conceptual confusions. As a step toward clarification, I contrast the terms „mediation“ and „mediatization,“ these roughly mapping onto situational and historical influences, conceived primarily at micro- and macrolevels of analysis, respectively. I then argue for a broad conception of mediation that encompasses those processes variously referred to as „mediatization,“ „mediation,“ or „medialization.“ The analysis is illustrated by unpacking the claim that „childhood is mediated,“ before concluding that distinct aspects of the concept of mediation invite communication scholars to attend to the specific empirical, historical, and political implications of the claim that 'everything is mediated.'“

Iyengar, Shanto; Hahn, Kyu S.: Red Media, Blue Media: Evidence of Ideological Selectivity in Media Use. – S. 19-39

Wojcieszak, Magdalöena E.; Mutz, Diana C.: Online Groups and Political Discourse: Do Online Discussion Spaces Facilitate Exposure to Political Disagreement. – S. 40-56

Glasser, Theodore L.; Awad, Isabel; Kim, John W.: The Claims of Multiculturalism and Journalism's Promise of Diversity. – S. 57-78

„Mainstream American journalism rests on a pluralist model of democracy that conserves the status quo, essentializes culture, and trivializes diversity. A very different understanding of diversity emerges from a multiculturalist perspective that questions existing arrangements, posits a relational view of culture, and defines diversity in terms of patterns of discrimination and inequality. A case study of coverage of a local issue in the mainstream and minority press underpins a discussion of the importance of diversifying journalism by restructuring the American press. Journalism diversity matters most not only as it heightens sensitivity to cultural differences but as it strengthens the role of minority media in the struggle to achieve the social

justice and political parity that a culturally diverse society demands.“

Valkenburg, Patti M.; Peter, Jochen: The Effects of Instant Messaging on the Quality of Adolescents' Existing Friendships: a Longitudinal Study. – S. 79-97

Boczkowski, Pablo J.: Rethinking Hard and Soft News Production: From Common Ground to Divergent Paths. – S. 98-116

„The twin issues of recent changes in journalistic phenomena and how they afford theory development are addressed by depicting a key transformation in the former—the increase in the frequency and volume of content dissemination in online news—and using this depiction to examine the current heuristic value of the conceptual distinction between hard and soft news. An ethnographic study of online news production at the largest online newspaper in Argentina is used to show that a growing separation in the temporal patterns of hard and soft news production is intertwined with major differences in critical aspects of editorial practice in which the common ground between hard and soft news work has traditionally been assumed to be significant. This finding challenges a dominant strain in the literature that underscores a blurring of the differences between hard and soft news. Because central elements of this case resonate with developments identified in several other settings, this study suggests rethinking some notions about the distinction between hard and soft news.“

Slater, Michael D.; Goodall, Catherine E.; Hayes, Andrew F.: Self-Reported News Attention Does Assess Differential Processing of Media Content: an Experiment on Risk Perceptions Utilizing a Random Sample of U.S. Local Crime and Accident News. – S. 117-134

Morgan, Susan E.; Movius, Lauren; Cody, Michael J.: The Power of Narratives: The Effect of Entertainment Television Organ Donation Storylines on the Attitudes, Knowledge, and Behaviors of Donors and Nondonors. – S. 135-151

Park, Ji Hoon: The Uncomfortable Encounter Between an Urban Black and a Rural White: the Ideological Implications of Racial Conflict on MTV's „The Real World“. – S. 152-171

„Through MTV's The Real World, this study examines the ideological implications of reality TV that recurrently constructs racial conflict between an urban Black and a rural White. The ideological potential in the audience reading of racial conflict on The Real World seems limited because the text's ideological premise, the idea that racial problems are matters that can be resolved through interpersonal reconciliation rather than challenging racism as a system, was forcefully reinforced in the audiences' discussion about the show. However, the depiction of racial conflict on reality TV has a progressive potential in that it may make race a focal point, helping some viewers be aware of

the importance of an open dialogue about different racial perspectives and experiences, which is an indispensable step toward recognizing racial problems in the broader society.“

Kelleher, Tom: Conversational Voice, Communicated Commitment, and Public Relations Outcomes in Interactive Online Communication. – S. 172-188

### Journal of Communication Inquiry Jg 33 (2009) Nr 2

Lee, Hye Jin; Wen, Huiké: Where the Girls Are in the Age of New Sexism: An Interview With Susan Douglas. – S. 93-103

Dubriwny, Tasha N.: Constructing Breast Cancer in the News: Betty Ford and the Evolution of the Breast Cancer Patient. – S. 104-125

Kim, John W.: Concept of Autonomy for Critical Communication Studies. – S. 126-142

„The concept of autonomy has had an integral and enduring role in political economic reflection on the relationship between culture and the economy. A prevailing version of the concept, developed in postmodernist scholarship, has suggested the erosion, if not complete demise, of autonomy. The article contends that autonomy, as an aesthetic concept in these debates, has mainly overlooked its function in critical thinking about capitalism's expansion to the sphere of culture. By building on recent research on the Frankfurt School, in particular, the work of Theodor Adorno, it is possible to reassert the importance of a version of the concept of autonomy in the critical analysis of culture today.“

Gournelos, Ted: Blasphemous Allusion: Coming of Age in South Park. – S. 143-168

Waymer, Damion: Walking in Fear: An Autoethnographic Account of Media Framing of Inner-City Crime. – S. 169-184

„For decades, scholars have studied the powerful effects of media. More specifically, researchers have found that media can be considered agents of socialization—shaping and influencing people's identities and identity formations. Because media is often our only „gateway“ to witness what occurs outside of our view, it becomes the lens in which we use to view our world—especially when it comes to the framing of crime in the inner city. In this essay, I use the events surrounding Cincinnati, Ohio, and its race riots of 2001 as the case for analysis. Specifically, I use an autoethnographic account to detail the impact that news coverage on crime in Cincinnati can have on minority individuals who do not reside in the inner city. Finally, this essay further establishes the role—intentional or unintentional—that reporters and journalists play in community and public relations issues.“

## Jg 33 (2009) Nr 3

Parameswaran, Radhika: Facing Barack Hussein Obama: Race, Globalization, and Transnational America. – S. 195-205

„Arguing that race does not receive enough attention in studies of globalization, this article examines the implications of Barack Hussein Obama’s successful presidential candidacy for both expanding and reducing the meanings of Blackness in relation to transnational America. In contrast to the „Third World“ racioscape of Black America that became visible to the world during Hurricane Katrina, Obama’s biography produced new tropes of Black identity that registered both the viability of the „American dream“ and a cosmopolitan global sensibility. The article notes that Obama’s victory has the potential to stretch Black racial identity beyond its hegemonic anchoring to America, but at the same time it is equally important to question nationalist discourses of American exceptionalism that surrounded Obama’s campaign for minimizing the institutional contexts of race and class inequality.“

Cenite, Mark et al: More Than Just Free Content: Motivations of Peer-to-Peer File Sharers. – S. 206-221

Smith, Glenn D.: Love as Redemption: The American Dream Myth and the Celebrity Biopic. – S. 222-238

Dalisy, Francis: Social Control in an American Pacific Island: Guam’s Local Newspaper Reports on Liberation. – S. 239-257

„Not much research has examined the social roles of local media in the Pacific Islands. In an attempt to fill this gap, this article critically analyzes news articles, opinion pieces, letters to the editor, and editorials printed in Guam’s local newspaper, the Pacific Daily News (PDN). The items were published between the 50th and 60th anniversaries (1994-2004) of the American liberation of Guam. My analysis revealed that the PDN downplayed a conflict between pro-American and prolocal ideological stances. It rallied behind American interests, and when it reported about the resistances of prolocal actors in news articles, it first reaffirmed the actors’ loyalty to the United States. This article concludes that the PDN served to hegemonically maintain Guam’s society as an unincorporated American territory.“

Carlson, Matt: Media Criticism as Competitive Discourse: Defining Reportage of the Abu Ghraib Scandal. – S. 258-277

„This article treats media criticism as a specific form of discourse that aspires to define what journalism is, what it should aspire to, and who should speak about it. Recognizing journalists’ cultural role of creating shared meaning, criticism either strives to uphold journalistic norms and isolate problematic incidents as deviant or calls attention to a faulty underlying framework of news production and presents foundational alternatives. Aside from being competitive discourse,

media criticism is also collective by constructing various groups through its discourse by addressing specific audiences in an effort to create boundaries of acceptability. As a site for inquiry, the article tracks criticism surrounding reportage of the Abu Ghraib prison abuse scandal in April and May of 2004. Specific critical arguments regarding the scandal are systematically examined in four different spheres: within the news, the journalism trade press, from the left, and from the right.“

**Journal of Health Communication**  
Jg 14 (2009) Nr 2

Lin, Carolyn A.; Neafsey, Patricia J.; Strickler, Zoe: Usability Testing by Older Adults of a Computer-Mediated Health Communication Program. – S. 102-118

„Failure to adhere to an antihypertensive regimen and interactions between antihypertensives and other medicines represent serious health threats to older adults. This study tested the usability of a touch-screen-enabled personal education program (PEP). Findings showed that older adults rated the PEP system usability, system usefulness, and system-use satisfaction at a moderately high level for prototype-1 and at an exceptionally high level for prototype-2. A 201.91 % reduction in interface errors and a 31.08 % decrease in interface time also were found between the two trials. This participatory usability design was highly successful in tailoring its program interface design to accommodate older users to enhance their health communication and technology use efficacy.“

Colon-Ramos, Uriyoan et al: Practicing What They Preach: Health Behaviors of Those Who Provide Health Advice to Extensive Social Networks. – S. 119-130

Lindsey, Lisa L. Massi et al: Developing Effective Campaign Messages to Prevent Neural Tube Defects: A Qualitative Assessment of Women’s Reactions to Advertising Concepts. – S. 131-159

Lee, Yun Jung; Park, Jungkun; Widdows, Richard: Exploring Antecedents of Consumer Satisfaction and Repeated Search Behavior on E-Health Information. – S. 160-173

„E-health information has become an important resource for people seeking health information. Even though many studies have been conducted to examine the quality of e-health information, only a few studies have explored the effects of the information seekers’ motivations on the perceived quality of e-health information. There is even less information about repeated searches for e-health information after the users’ initial experience of e-health information use. Using an online survey of information seekers, 252 e-health information users’ responses were collected. The research examines the relationship among motivation, perceived quality, satisfaction, and intention to repeat-search e-health information. The results iden-

tify motivations to search e-health information and confirm the relationship among motivation, perceived quality dimensions, and satisfaction and intention to repeat searches for e-health information.“

Major, Lesa Hatley: Break it to Me Harshly: The Effects of Intersecting News Frames in Lung Cancer and Obesity Coverage. – S. 174-188

Keys, Truman R.; Morant, Kesha M.: Black Youth's Personal Involvement in the HIV/AIDS Issue: Does the Public Serviced Announcement Still Work?. – S. 189-202

### Jg 14 (2009) Nr 3

Huang, Sheu-Jen et al: The Effect of an Internet-Based, Stage-Matched Message Intervention on Young Taiwanese Women's Physical Activity. – S. 210-227

Salovey, Peter et al: Bridging the Digital Divide by Increasing Computer and Cancer Literacy: Community Technology Centers for Head-Start Parents and Families. – S. 228-245

„This article describes the establishment of two community technology centers affiliated with Head Start early childhood education programs focused especially on Latino and African American parents of children enrolled in Head Start. A 6-hour course concerned with computer and cancer literacy was presented to 120 parents and other community residents who earned a free, refurbished, Internet-ready computer after completing the program. Focus groups provided the basis for designing the structure and content of the course and modifying it during the project period. An outcomes-based assessment comparing program participants with 70 nonparticipants at baseline, immediately after the course ended, and 3 months later suggested that the program increased knowledge about computers and their use, knowledge about cancer and its prevention, and computer use including health information-seeking via the Internet. The creation of community computer technology centers requires the availability of secure space, capacity of a community partner to oversee project implementation, and resources of this partner to ensure sustainability beyond core funding.“

Martinez, Lourdes S.; Lewis, Nehama: The Role of Direct-to-Consumer Advertising in Shaping Public Opinion Surrounding Prescription Drug Use to Treat Depression or Anxiety in Youth. – S. 246-261

Slater, Michael D.; Lawrence, Frank; Comello, Maria Leonora G.: Media Influence on Alcohol-Control Policy Support in the U.S. Adult Population: The Intervening Role of Issue Concern and Risk Judgments. – S. 262-275

Lillie, Tiffany; Pulerwitz, Julie; Curbow, Barbara: Kenyan in-School Youths' Level of Understanding of Abstinence, Being Faithful, and Consistent Condom Use Terms: Implications for HIV-Prevention Programs. – S. 276-292

Smith, Sandi W. et al: Topics and Sources of Memorable Breast Cancer Messages and Their Impact on Prevention and Detection Behaviors. – S. 293-310

„Often, people are able to recall a message on a particular topic for a long period of time. These memorable messages have the ability to influence behavior when they are recalled from memory long after initial exposure. Knowing the topics and sources of the messages that are remembered about breast cancer can improve the efficacy of future breast cancer outreach. To this end, 359 women completed an online survey about memorable breast cancer messages. Most women (60 %) recalled a memorable message, described it, identified its source, and noted whether it had resulted in prevention or detection behaviors. Four categories of message topics emerged: early detection (37.3 %), awareness (30.9 %), treatment (25.8 %), and prevention (6 %). Furthermore, five categories of sources of these memorable messages were found: media (35.5 %), friends (22.2 %), family (21.6 %), medical professionals (15.2 %), and others (5.5 %). The media were a major source of all four topics of messages, although family members, friends, and the medical community were major sources for particular message topics as well. Memorable messages originating from medical professionals were substantially more likely to motivate detection behaviors than prevention behaviors. This research demonstrates that message topic and source both play roles in determining message recall as well as in determining how memorable messages impacted behavior.“

### Journal of media business studies

#### Jg 6 (2008) Nr 1

Picard, Robert G.: Introduction; Changing Structures and Organization of Newsroom. – S. 1-7

Raviola, Elena; Hartmann, Benjamin: Business Perspectives on Work in News Organizations. – S. 7-36

„This article provides an overview of literature relating to work and work organization and relates the approaches, concepts, and theories to contemporary changes in news organizations. The authors thus provide a fundamental basis for analyzing, exploring, and understanding the effects and implications of the changes on individuals, workgroups, and news organizations as a whole.“

Witschge, Tamara; Nygren, Gunnar: Journalistic Work: A Profession Under Pressure?. – S. 37-60



Phillips, Angela et al: Implications of Technological Change for Journalists' Tasks and Skills. – S. 61-86

Raviola, Elena; Gade, Peter: Integration of News and the News of Integration: A Structural Perspective on News Media Changes. – S. 87-112

„This article explores how the integration of new media into established firms has altered the structures of news operations and induced managers to alter internal operations and consider cooperation and alliances with other firms. These changes have been made to increase innovation, reduce organizational barriers, and facilitate knowledge sharing, but they have also met journalistic resistance because they have altered the influences on work processes and introduced new norms into news operations.“

Sylvie, George; Gade, Peter: Changes in News Work: Implications for Newsroom Managers. – S. 113-148

„This article explores managerial changes at two basic levels, i.e., the task of managing and the resulting impact on the role of management. It begins by discussing the coming convergence, digitization, and industry change that directly impact the newsroom. The authors then deduce the main, functional shifts that will occur in the central management duties as well as the transitional skills that newsroom managers will need to develop. More importantly, it sets the stage for examining new roles and attitudes that newsroom managers and their organizations will find strategically and tactically essential-if somewhat cumbersome and not all together welcome.“

### Journal of Media Economics Jg 22 (2009) Nr 1

Nüesch, Stephan; Franck, Egon: The Role of Patriotism in Explaining the TV Audience of National Team Games: Evidence From Four International Tournaments. – S. 6-19

Walls, W. D.: Robust Analysis of Movie Earnings. – S. 20-35

„This article applies recently developed nonparametric kernel regression estimation methods to quantify the conditional distribution of motion picture earnings. The nonparametric, data-driven approach allows the full range of relations among variables to be captured, including nonlinearities that usually remain hidden in parametric models. The nonparametric approach does not assume a functional form, so specification error is not an issue. This study finds that the nonparametric regression model fits the data far better than the logarithmic regression model employed by most applied researchers; it also fits the data much better than a polynomial regression model. The nonparametric model yields substantially different estimates of the elasticity of box-office revenue with respect to production budgets and opening screens, and the model also has very good out-of-sample predictive

ability, making it a potentially useful tool for studio management.“

Kim, Sangho: Cinema Demand in Korea. – S. 36-56

„This study analyzes the determinants of cinema demand in Korea for 1963 to 2004. The study specifies a time series-based simultaneous-equations model and considers some variables that have not been included in other studies of cinema demand at the national level. The estimation results indicate that cinema demand increases with an increase in the variety and quality of movies but decreases with an increase in admission price and television diffusion. Moreover, cinema services are a substitute for trips to cultural facilities and a complement to cable television services. The results also indicate that attendance and income are significant determinants of cinema supply.“

### Jg 22 (2009) Nr 2

Fu, W. Wayne: Screen Survival of Movies at Competition Theaters: Vertical and Horizontal Integration in a Spatially Differentiated Market. – S. 59-80

Asai, Sumiko: Sales Patterns of Hit Music in Japan. – S. 81-101

„This article analyzes the sales patterns of audio recordings in the Japanese popular music market using the Bass model and its restricted model. First, the results of this investigation show that the majority of recent hit music was sold in the early stage of the sales cycle, and that the timing of purchase has shifted toward the time of release during the period from 1980 to 2005. Second, audio recordings featuring debut artists and unpopular artists sold slowly, compared with the audio recordings featuring popular artists. Third, sales of audio recordings released by independent record companies have also become concentrated in the early stage.“

Curien, Nicolas; Moreau, Francois: The Music Industry in the Digital Era: Toward New Contracts. – S. 102-112

„Digital piracy, although negatively altering the recorded music market, has a positive impact on other segments of the music market, such as live music or ancillary goods, because it generates a positive externality benefiting those activities. Through a 2-player strategic game between a record company and an artist, this study shows that a renegotiation of music contracts could allow the internalizing of this positive externality, while being welfare-improving for both record companies and artists. This study also shows, however, that pervasive piracy is not desirable for an artist.“

### Journal of Media Psychology Jg 21 (2009) Nr 2

Wise, Kevin; Kim, Hyo Jung; Kim, Jeesum: The Effect of Searching Versus Surfing on Cognitive

and Emotional Responses to Online News. – S. 49-59

Sprankle, Eric L.; End, Christian M.: The Effects of Censored and Uncensored Sexually Explicit Music on Sexual Attitudes and Perceptions of Sexual Activity. – S. 60-68

„The effects of censored versus uncensored sexually explicit music on undergraduate students' attitudes toward premarital sex, perception of peer sexual activity, and attitudes toward women were examined. Under the guise of a lyrical memory task, the experiment involved groups of participants who were randomly assigned to listen to an uncensored sexually explicit song, a censored version of the same song, a nonsexual song by the same artist, or no music. The lyrical content did not have a significant impact the participants' self-reported sexual attitudes and perceptions of peer sexual activity. Additionally, the music (or lack of) did not significantly alter attitudes toward premarital sex, perceptions of peer sexual activity, or attitudes toward women. The nonsignificant difference between the sexually explicit songs and the nonsexual songs challenges the psychological and lay theories that exposure to sexually explicit music instigates attitudinal change.“

Anttonen, Jenni; Surakka, Veikko; Koivuluoma, Mikko: Ballistocardiographic Responses to Dynamic Facial Displays of Emotion While Sitting on the EMFi Chair. – S. 69-84

„The aim of the present paper was to study heart rate changes during a video stimulation depicting two actors (male and female) producing dynamic facial expressions of happiness, sadness, and a neutral expression. We measured ballistocardiographic emotion-related heart rate responses with an unobtrusive measurement device called the EMFi chair. Ratings of subjective responses to the video stimuli were also collected. The results showed that the video stimuli evoked significantly different ratings of emotional valence and arousal. Heart rate decelerated in response to all stimuli and the deceleration was the strongest during negative stimulation. Furthermore, stimuli from the male actor evoked significantly larger arousal ratings and heart rate responses than the stimuli from the female actor. The results also showed differential responding between female and male participants. The present results support the hypothesis that heart rate decelerates in response to films depicting dynamic negative facial expressions. The present results also support the idea that the EMFi chair can be used to perceive emotional responses from people while they are interacting with technology.“

### Journalism & Mass Communication Quarterly

Jg 85 (2008) Nr 4

Aldoory, Linda et al: Provocations in Public Relations: A Study of Gendered Ideologies of Power-Influence in Practice. – S. 735-750

Kim, Jeong-Nam; Sha, Bey-Ling; Ni, Lan: Breaking Down the Stakeholder Environment: Explicating Approaches to the Segmentation of Publics for Public Relations Research. – S. 751-768

McCluskey, Michael R.: Activist Group Attributes and Their Influences on News Portrayal. – S. 769-784

Pasadeos, Yorgo; Phelps, Joseph; Edison, Aimee: Searching for Our „Own Theory“ in Advertising: An Update of Research Networks. – S. 785-806

Armstrong, Cory L.: Exploring a Two-dimensional Model of Community Pluralism and Its Effects on the Level of Transparency in Community Decision Making. – S. 807-822

Reader, Bill; Moist, Kevin: Letters as Indicators of Community Values: Two Case Studies of Alternative Magazines. – S. 823-840

Friedman, Barbara: Unlikely Warriors: How Four U.S. News Sources Explained Female Suicide Bombers. – S. 841-859

Vliegthart, Rens; Walgrave, Stefaan: The Contingency of Intermedia Agenda Setting: A Longitudinal Study in Belgium. – S. 860-877

Elmer, Christina; Badenschier, Franziska; Wormer, Holger: Science for Everybody?: How the Coverage of Research Issues in German Newspapers Has Increased Dramatically. – S. 878-893

Coffey, Amy Jo; Cleary, Johanna: Valuing New Media Spaces: Are Cable Network News Crawls Cross-promotional Agents?. – S. 894-912

### Jg 86 (2009) Nr 1

Dalisay, Francis; Tan, Alexis: Assimilation and Contrast Effects in the Priming of Asian American and African American Stereotypes through TV Exposure. – S. 7-22

Chia, Stella C.; Poo, Yip Ling: Media, Celebrities, and Fans: An Examination of Adolescents' Media Usage and Involvement with Entertainment Celebrities. – S. 23-44

Ragas, Matthew W.; Roberts, Marilyn S.: Agenda Setting and Agenda Melding in an Age of Horizontal and Vertical Media: A New Theoretical Lens for Virtual Brand Communities. – S. 45-64

Geertsema, Margaretha: Gender Mainstreaming in International News: A Case Study of the Inter Press Service. – S. 65-84

Lewis, Seth C.; Rese, Stephen D.: What Is the War on Terror?: Framing through the Eyes of Journalists. – S. 85-102

Rouner, Donna et al: The Relationship between Editorial and Advertising Content about Tobacco and Alcohol in United States Newspapers: An Exploratory Study. – S. 103-118

Hume, Janice; Roessner, Amber: Surviving Sherman's March: Press, Public Memory, and Georgia's Salvation Mythology. – S. 119-137

Kozlowski, Dan W.; Bullard, Melissa E.: Uncertain Rights: Student Speech and Conflicting Interpretations of „Morse v. Frederick“. – S. 138-156

Kim, Soo-Yeon; Reber, Bryan H.: How Public Relations Professionalism Influences Corporate Social Responsibility: A Survey of Practitioners. – S. 157-174

Lee, Jong Hyung: News Values, Media Coverage, and Audience Attention: An Analysis of Direct and Mediated Causal Relationship. – S. 175-190

### **Kommunikation & Recht** **Jg 12 (2009) Nr 5**

Degenhart, Christoph: Die Entwicklung des Rundfunkrechts im Jahr 2008. – S. 289-298

Ladeur, Karl-Heinz: Das Europäische Telekommunikationsrecht im Jahr 2008. – S. 299-307

Ott, Stephan: Datenschutzrechtliche Zulässigkeit von Webtracking. – S. 308-312

Mayer, Christoph: Pflicht zur Vorratsdatenspeicherung bei unentgeltlichen E-Mail-Diensten?. – S. 313-316

Klett, Alexander R.: AdWord-Werbung unter Verwendung fremder Kennzeichen – markenrechtsverletzend?. – S. 317-319

### **Jg 12 (2009) Nr 6**

Volkman, Christian: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2008. – S. 361-368

Grentzenberg, Verena; Schreiber, Marcus; Schuppert, Stefan: Die Datenschutznovelle (Teil I). – S. 368-376

Baronikians, Patrick: Mondfinsternis im Elfenland: wider die Kriminalisierung des Kennzeichenrechts. – S. 376-380

„Der Justiziar eines Verlagshauses muss sich derzeit vor dem AG München gegen eine Anklage wegen strafbarer gewerbsmäßiger Werktitelverletzung verteidigen, weil er seinem Verlag die Verwendung eines bestimmten Titels für ein neu erschienenes Buch empfohlen hatte. Die Staatsanwaltschaft ist der Auffassung, dass der Buchtitel mit einem fremden Werktitelrecht kollidiert und beschuldigt den Justiziar daher, vorsätzlich den Straftatbestand der gewerbsmäßigen Werktitelverletzung (§ 143 Abs. 1 Nr. 4, Abs. 2 MarkenG) erfüllt zu haben. Der Fall beruhigt zu Recht nicht nur den angeklagten Justiziar. Denn seine Verurteilung könnte zu einer „Kriminalisierung des Kennzeichenrechts „führen und wäre für alle Juristen, die sich in Unternehmen mit Fragen des Kennzeichenrechts, also Marken, geschäftlichen Bezeichnungen und Werktiteln befassen ebenso wie für beratende Rechtsanwälte bedrohlich.“

Steger, Jens; Zenker, Michael: Zur Wirksamkeit von Schadenspauschalierungsklauseln am Beispiel von Mobilfunknutzungsverträgen. – S. 380-386

Braun, Frank: Die entschädigungslose Indienstnahme Privater am Beispiel der sog. Vorratsdatenspeicherung. – S. 386-390

### **Jg 12 (2009) Nr 7-8**

Schirnbacher, Martin: UWG 2008: Auswirkungen auf den E-Commerce. – S. 433-438

Klett, Alexander R.: Die Entwicklung des Urheberrechts im Januar 2008. – S. 438-444

Niemann, Fabian; Paul, Jörg-Alexander: Bewölkt oder wolkenlos: rechtliche Herausforderungen des Cloud Computing. – S. 444-452

„Die Feststellung, dass die lokale Verarbeitung von Daten Risiken birgt und unökonomisch ist, ist nicht neu. Schon lange ermöglichen Rechenzentrums- und IT-Infrastruktur Outsourcings die Auslagerung von Daten und Anwendungen auf zentrale Server. Weitergehend ist das Application Service Providing (ASP), bei dem Anwendungen zentral mehreren Kunden angeboten werden. Relativ neu und in Europa noch weniger bekannt ist ein ganzheitlicher Ansatz, den die Industrie unter dem Buzzword „ Cloud Computing“ entwickelt hat und der die logische Folge der immer leistungsfähigeren globalen Vernetzung ist. Als eine der größten Herausforderungen für das Cloud Computing werden rechtliche Probleme angesehen. Diese stellen sich – bedingt durch die Virtualisierung von Systemen, Daten und Anwendungen – in erster Linie in den Bereichen anwendbares Recht, Vertragsgestaltung, Urheberrecht, Datenschutz, IT-Sicherheit

und Compliance und sollen in diesem Beitrag überblickartig dargestellt werden.“

Gaertner, Reinhard; Frank, Christian: Piraten eingebuchtet?. – S. 452-457

Hambach, Wulf; Münstermann, Susanna: 50-Cent-Gewinnspiele: im TV erlaubt, im Internet verboten?. – S. 457-462

Hecht, Florian: Verantwortlichkeit für Benutzerkonten im Internet. – S. 462-465

### Kommunikation und Recht, Beilage Jg 12 (2009) Nr 6

Hoeren, Thomas; Müller, Ulf: Entwicklung des Internet- und Multimediarechts im Jahr 2008. – S. 1-44

### Mass Communication & Society Jg 12 (2009) Nr 2

Eyal, Keren; Finnerty, Keli: The Portrayal of Sexual Intercourse on Television: How, and With What Consequence?. – S. 143-169

„This study examines televised portrayals of sexual intercourse. Programs (N = 152) representing the overall television landscape are assessed for the presentation of intercourse acts, the characters who engage in them, and their consequences. Results indicate that 16 % of characters involved in sexual intercourse acts on television are teenagers or young adults. Female participants are more attractive and more likely to be victims of sexual crimes than male characters. Consequences of sexual intercourse portrayed are mostly emotional in nature and tend to be more positive than negative in valence. Positive consequences tend to be transient whereas negative consequences are presented as more enduring and emotionally impactful. Though HBO includes the greatest number of shows with sexual intercourse acts, few differences across channels are observed in the presentation of sexual intercourse, indicating a fairly uniform portrayal. Findings are discussed in light of theory, past content analyses, and implications for viewer effects.“

Ivory, Adrienne Holz; Gibson, Rhonda; Ivory, James D.: Gendered Relationships on Television: Portrayals of Same-Sex and Heterosexual Couples. – S. 170-192

Hoffner, Cynthia A. et al: Why We Watch: Factors Affecting Exposure to Tragic Television News. – S. 193-216

Meirick, Patrick C. et al: All the Children are Above Average: Parents' Perceptions of Education and Materialism as Media Effects on their Own and Other Children. – S. 217-237

„Recent research shows parents manifest parental third-person perceptions on behalf of their children;

that is, they believe their children are less affected by media sex and violence than other children. This study (N = 171) found parental third-person perceptions for materialism effects of television and parental first-person perceptions for advanced educational effects of public television. Perceptions of materialism effects on one's own and other children predicted parental mediation, whereas perceptions of education effects predicted support for regulations requiring more educational television.“

### Media culture & society Jg 31 (2009) Nr 2

Dennis, Jeffery P.: Gazing at the black teen: con artists, cyborgs, and sycophants. – S. 179-196

„The representation of black male characters on television programs aimed at an audience of adolescents and older teenagers was analysed. Portrayals in programs aimed at children and teenagers were found to differ greatly from the athletic, hypersexual and potentially violent images found in programs aimed at audiences of families or adults; they were most often portrayed as uninterested in athletics; as harmless tricksters and 'brains'; and far less proficient at heterosexual practice than their white peers. The results are discussed through the lens of critical race theory and queer theory.“

Atluri, Tara: Lighten up?!: Humour, Race, and Da off colour joke of Ali G. – S. 197-214

„He has been called a genius and a disgrace, a truth teller and a bigot, a modern day Lenny Bruce and a modern-day minstrel. Yet, while there is no lack of opinion concerning the morality of Sacha Baron Cohen's Da Ali G Show, less attention has been paid to how the show's humour may help to explicate the complexities of the relationship between race, subjectivity and comic speech. This article draws on post-structuralist feminist/queer and psychoanalytic theory to examine racialized humour through the lens of Da Ali G Show. Drawing on Judith Butler's writings on performativity and hate speech, I examine the joke as a speech act that may help to produce rather than reflect upon subjectivity. I also use psychoanalytic writing concerning the comic to examine the joke as an expression of both racial and sexual anxiety.“

Cucco, Marco: The promise is great: the blockbuster and the Hollywood economy. – S. 215-230

„This article examines the characteristic features of the blockbuster in terms of its importance to the Hollywood economy and its proven ability to reduce the factors of uncertainty regarding performance in the theatres. The saturation strategy is analysed as the typical release pattern of blockbusters, illustrating the Strategic role of the opening weekend and how it has deeply revolutionized the film industry's production, release and screening stages.“

Mast, Jelle: New directions in hybrid popular television: a reassessment of television mock-documentary. – S. 231-250

„In the past few years the fake documentary or so-called ‘mock-documentary’, once an underground (film) genre, has gradually made its way into mainstream television production with notable examples like the highly acclaimed BBC-series *The Office* and Comedy Central’s *Reno 911*. These fictions that look and sound like documentaries have taken on a great appeal as ‘reality television’ established itself as a staple aspect of contemporary television and popular culture. Elaborating ‘mockumentary theory’ to the domain of television, this article argues against pre dominant notions of mock-documentary as parody, commentary or subversion, based on two Flemish cases of the form: *Kaat & Co* and *Het Geslacht De Pauw* (or *The De Pauw Family*). These particular instances of mock-documentary shed new light on the ‘border genre’ and suggest that broader tendencies are at work in this kind of television programming. Through a comprehensive study of the Flemish cases, which combines a (con)textual analysis and in-depth interviews with individuals who were involved in the production of the television shows, the article reconsiders the theorizing of mock-documentary, its aesthetic and cultural meaning, and in so doing attempts to clarify that muddy area that lies between straightforward fictional and factual television output.“

Leung, Lisa: Mediated violence as „global news“: co-opted „performance“ in the framing of the WTO. – S. 251-270

„The article examines the dynamics involved in the mediation of a global event by (local) news media. Using the case study of the WTO conference held in Hong Kong in December 2005, it critiques the discursive practice of ‘indigenization’ in local news coverage. Specifically, it argues that mediated violence is justified in the framing of a global event. Mediatized conflict is also seen as a process that potentially co-opts conflicting parties in the global event, and as an example of the fluid expansive space between the global and the local. The article also discusses the representation of Korean farmers as the violent ‘foreign’ other. This ‘framing’ of the Korean protesters, however, was disrupted by experienced Korean protesters, who forced unwary reporters to change their ritualistic representation of the whole event. This scenario epitomizes one of the problematics involved in the hegemonic interplay between local news media, social movements and politics in the increasingly intensified local/global nexus.“

Lundell, Asa Kroon: The design and scripting of „unscripted“ talk: liveness versus control in a TV broadcast interview. – S. 271-288

„By combining ethnographic methods with textual analysis, this article sets out to answer the question of how a scripted event on live television is infused with a sense of ‘liveness’ in order to balance the requirements of control and spontaneity in a broadcast interview. The management of this seemingly paradoxical desire is, in this analysis, linked to the ways in which professionals work at maintaining the identity of public service while competing in a commercial media market. In relation to this general inquiry, the script’s status in the production of a broadcast interview will also be analysed, an area which is something of a blind spot in media research. In doing so, the conventional

division between scripted and unscripted broadcast talk is called into question.“

Vancour, Shawn: Popularizing the classics: radio’s role in the American music appreciation movement, 1922-34. – S. 289-308

### Jg 31 (2009) Nr 3

Cho, Younghan: Unfolding sporting nationalism in South Korea media representations of the 1968, 1984 and 2000 Olympics. – S. 347-364

„This article examines complex interactions of sport, nationalism and media in South Korea by questioning how mediated sporting events are (re)constituting nationalism. Analyses of media representations of three Olympics (1968, 1984 and 2000) in South Korean newspapers focus particularly on the country’s changing political and economic circumstances. A contextual and historic approach to this data shows that sporting nationalism has been both fundamental and salient to these changes, and also suggests that it changes in response to contextual shifts. I conclude both that sporting nationalism in the media is a not a fixed or unilateral entity but rather flexible and multidimensional, and that its transformation is both constituted by and constitutive of general societal changes and the shifting status of nationalism in particular. Finally, this study supports the necessity of media studies on nationalism in sports, which will provide important clues for explicating the shifting status and roles of nationalism in the global era.“

Bicket, Douglas; Wall, Melissa: BBC News in the United States: a „super-alternative“ news medium emerges. – S. 365-384

Arvizu, Shannon: Creating alternative visions of Arab society: emerging youth publics in Cairo. – S. 385-408

„Emerging youth publics in the Arab-Muslim region illustrate the strategic use of economic and linguistic capital to create reflective and critical realms of civic discourse. A frame analysis of these publications reveals consensual notions of a hybrid youth identity, an agency-activated role in society, and a critical view towards the state. Intermediary opening publics have received little attention in public sphere research, but provide an intriguing case for understanding how democratic media activism emerges in such contexts.“

Milioni, Dimitra L.: Probing the online counterpublic sphere: the case of Indymedia Athens. – S. 409-432

Nivala, Markus: Simple answers for complex problems: education and ICT in Finnish information society strategies. – S. 433-448

Ong, Jonathan Corpus: The Cosmopolitan Continuum: locating cosmopolitanism in media and cultural studies. – S. 449-465



„The purpose of this article is not only to provide a review of how cosmopolitanism has been theorized in the past, but also to propose a new way of thinking about cosmopolitanism. Beginning with a critique of how media and morality literature ignores an exploration of cosmopolitanism from the perspective of everyday life, this article proposes that we examine cosmopolitanism as an identity with four key ‘performances’ with a distinct moral hierarchy: (a) ecstatic cosmopolitanism, (b) banal cosmopolitanism, (c) instrumental cosmopolitanism and (d) closed cosmopolitanism. I argue that individuals weave in and out of expressions of openness to the Other based on particular contexts. Taking a bottom-up perspective, I posit that the field of media and morality will benefit from asking when and why do individuals ‘open up’ and ‘dose in’ from the wider world, and how is the media significant (or not) in expressions of cosmopolitanism. Studying cosmopolitan identity as a contextual, fragile identity that is enabled/disabled by various factors allows us to see which media contents and contexts transform our ‘fear of touch’ to a ‘caress’ for the Other, and which prompt us to fall back on the scale.“

Castello, Enric; Dobson, Nichola; O’Donnell, Hugh: Telling it like it is?: social and linguistic realism in Scottish and Catalan soaps. – S. 467-484

### Media Perspektiven

(2009) Nr 4

Zubayr, Camille; Geese, Stefan: Die Informationsqualität der Fernsehnachrichten aus Zuschauer-sicht: Ergebnisse einer Repräsentativbefragung zur Bewertung der Fernsehnachrichten. – S. 158-173

Neuberger, Christoph; Nuernbergk, Christian; Rischke, Melanie: Journalismus im Internet: zwischen Profession, Partizipation und Technik: Ergebnisse eines DFG-Forschungsprojekts. – S. 174-188

„Ein von der DFG gefördertes Forschungsprojekt fasste sich mit dem Journalismus im Internet. Auf der Basis einer Anbieterbefragung und einer Ermittlung aller journalistischen Internetangebote in Deutschland wurde unter anderem untersucht, welche personelle Ausstattung vorhanden ist und in welcher Beziehung die Internetangebote zu eventuell vorhandenen Muttermedien aus Presse und Rundfunk stehen. Die Ergebnisse deuten darauf hin – so Christoph Neuberger, Christian Nuernbergk und Melanie Rischke in ihrer Analyse –, dass zwischen professionellem Journalismus und partizipativen Angeboten im Internet (z.B. Blogs) eher ein komplementäres als ein Konkurrenzverhältnis vorherrscht.“

Moe, Hallvard: Status und Perspektiven öffentlich-rechtlicher Onlinemedien. – S. 189-200

„Im Zuge der Digitalisierung und der wachsenden Bedeutung des Internets stellt sich zunehmend die Frage, ob und wie der öffentlich-rechtliche Programmauftrag

auf neuen technische Plattformen übertragen werden kann und wie sich dies auf seine Legitimation auswirkt. Hallvard Moe ist dieser Frage im Rahmen einer international vergleichenden Studie nachgegangen. Ein Hauptergebnis lautet: Während in Norwegen öffentlich-rechtliche Onlineaktivitäten dem Rundfunk untergeordnet und in Deutschland weiterhin vor allem als Ergänzung des Rundfunks gesehen werden, ist Großbritannien in seiner Neuausrichtung des öffentlich-rechtlichen Auftrags bisher am weitesten fortgeschritten. Dort wurde das Internet dem Rundfunk als technische Verbreitungsplattform gleichgestellt und der öffentlich-rechtliche Auftrag plattformneutral definiert.“

Krüger, Udo Michael; Zapf-Schramm, Thomas: Politikthematization und Alltagskultivierung im Infoangebot: Programmanalyse 2008 von ARD/Das Erste, ZDF, RTL, Sat.1 und ProSieben. – S. 201-222

(2009) Nr 5

Stipp, Horst: Verdrängt online-Sehen die Fernsehnutzung?: zehn aktuelle Medientrends in den USA. – S. 226-232

„Viele Entwicklungen, auch im Mediensektor, zeigen sich in den USA bereits frühzeitig, ehe sie auch in Deutschland sichtbar werden. Wie verändert sich in den USA die Mediennutzung, verdrängt dort das Online-Sehen die klassische Fernsehnutzung? Horst Stipp berichtet von steigendem Rückgriff auf TV-Inhalte via Internet-Streaming und von wachsender zeit-souveräner Fernsehnutzung mittels digitalem Videorecorder (DVR). Dass dennoch die Fernsehnutzung in den letzten zehn Jahren zugenommen hat – auch in den jungen Zielgruppen –, hat mehrere Ursachen: Medien werden oft parallel oder im Zusammenhang mit anderen Tätigkeiten genutzt (sog. Multitasking), das Angebot an verfügbaren (zielgruppenspezifischen) Programmen ist enorm gestiegen und das Fernsehen hat in den USA durch HDTV neue Impulse und Attraktivität gewonnen. Fernsehen via Internet wird vorwiegend als Ergänzung zum klassischen Fernsehen genutzt.“

Stark, Birgit: Digitale Programmnavigation: eine Bestandsaufnahme der Marktlage und der Nutzungsgewohnheiten der Zuschauer. – S. 233-246

Turecek, Oliver; Bärner, Helmut: Videomarkt und Videonutzung 2008: optimistische Prognosen trotz leichter Umsatzrückgänge. – S. 247-256

Daschmann, Gregor: Qualität von Fernsehnachrichten: Dimensionen und Befunde: eine Forschungsübersicht. – S. 257-266

„Die Qualität der Medien und ihrer Inhalte ist immer wieder Gegenstand öffentlicher Debatten. Gregor Daschmann gibt einen Überblick über den Stand der Forschung am Beispiel der Fernsehnachrichten. Vielfalt, Relevanz, Professionalität, Akzeptanz sowie

Rechtmäßigkeit sind die Dimensionen, die in der maßgeblichen Literatur als Qualitätskriterien diskutiert werden. Die Befunde der bestehenden empirischen Forschung decken die Vielfalt der Qualitätsindikatoren längst nicht ab. Allerdings belegt der empirische Forschungsstand eindeutig nach wie vor bestehende Qualitätsunterschiede der Nachrichtensendungen von öffentlich-rechtlichen und privaten Anbietern: Öffentlich-rechtliche Sendungen haben ihren Relevanzschwerpunkt eindeutig in der Politikberichterstattung, während die privaten Anbieter auf nicht-politische Themen setzen. Zudem ist bei ihnen ein verstärkter Trend zur Visualisierung von Emotionen zu verzeichnen. Ob die Summe aller privaten Nachrichtensendungen in ihrer momentanen Ausprägung als außenplurales Substitut öffentlich-rechtlicher Nachrichten fungieren könnte, muss nach Einschätzung des Autors bezweifelt werden.“

**(2009) Nr 6**

Möbus, Pamela; Heffler, Michael: Der Werbemarkt 2008: Entwicklungen und Tendenzen. – S. 278-287

Best, Stefanie et al: Zeitbudgeterhebungen im Zeitalter medialer Konvergenz: Analyse auf der Basis qualitativer und experimenteller Studien. – S. 288-296

„Viele Studien zur Ermittlung der Mediennutzung setzen den Tagesablauf als standardisiertes Erhebungsinstrument ein. Sind hier angesichts zunehmender Medienkonvergenz Weiterentwicklungen nötig oder möglich? Stefanie Best und andere analysieren konzeptionelle Alternativen sowie die Vor- und Nachteile von Tagesablaufferhebungen. Im Rahmen einer qualitativen Untersuchung zeigte sich, dass im Verlauf der derzeit üblichen Tagesablaufferhebungen Nutzungsakte des Radiohörens oder Fernsehschauens auch in komplizierten Nutzungssituationen fast vollständig erfasst und den einzelnen Medien zugeordnet werden können, so etwa Livestreams der Fernseh- bzw. Radionutzung. Lediglich die Erhebung zeitversetzter Nutzung von Radio oder Fernsehen ist derzeit kaum möglich.“

Klingler, Walter; Kutteroff, Albrecht: Stellenwert und Nutzung der Medien in Migrantenfamilien: Ergebnisse einer repräsentativen Studie. – S. 297-308

Kochhan, Christoph; Patzig, Grit: Buch und E-Book aus Nutzersicht: Ergebnisse einer Vergleichsstudie in Deutschland, Österreich und der Schweiz. – S. 309-324

„In einer aktuellen Vergleichsstudie wurde der Stellenwert von Büchern im Medienportfolio von Nutzern in Deutschland, der Schweiz und Österreich erfragt. Wie Christoph Kochhan und Grit Patzig berichten, konnte dabei erneut die besondere Rolle des Buches bestätigt werden. Rund 4 Prozent des täglichen Zeitbudgets werden für das Bücherlesen verwendet. Im Sachbuchsektor erwächst durch das Internet

stärkere Konkurrenz. Das E-Book ist dagegen noch keine echte Alternative.“

**Media Perspektiven, Dokumentation (2009) Nr I**

Rundfunkrechtliche Staatsverträge in der Fassung des Elften und Zwölften Rundfunkänderungsstaatsvertrages, in Kraft seit 1. Januar bzw 1. Juni 2009. – S. 1-79

**Media psychology Jg 12 (2009) Nr 2**

Fisher, Deborah A. et al: Televised Sexual Content and Parental Mediation: Influences on Adolescent Sexuality. – S. 121-147

Lee, Seungjo; Lang, Annie: Discrete Emotion and Motivation: Relative Activation in the Appetitive and Aversive Motivational Systems as a Function of Anger, Sadness, Fear, and Joy During Televised Information Campaigns. – S. 148-170

„This study investigated whether predictable motivational activation in the appetitive and aversive systems underlies the production and experience of discrete emotions (anger, sadness, joy, and fear) experienced while viewing televised public service announcements. This study used both self-reports and physiological measures to index motivational activation and emotional experience. In the joy condition, physiological data provided moderate support for the prediction that strong appetitive motivational activation underlies the experience of joy but did not support the concurrent prediction of aversive motivational inhibition. However, the self-report data provided good evidence for both. In the fear condition, the self-report data supported the prediction of strong aversive and inhibited appetitive activation. The physiological data provide strong support for a highly activated aversive system but no support for an inhibited appetitive system. In the sadness condition, the self-report and physiological data supported the prediction that sadness is a moderately activated aversive condition. In the anger condition, the physiological data supported the prediction that anger is a coercive state with both aversive and appetitive activation. This study suggests that research on cognition, emotion, and motivation can benefit by blending findings and insights from both discrete and dimensional approaches to the study of emotion.“

Magee, Robert G.; Kalyanaraman, Sriram: Effects of Worldview and Mortality Salience in Persuasion Processes. – S. 171-194

Yee, Nick; Bailenson, Jeremy N.: The Difference Between Being and Seeing: The Relative Contribution of Self-Perception and Priming to Behavioral Changes via Digital Self-Representation. – S. 195-209

Chandler, Jesse; Konrath, Sara; Schwarz, Norbert: Online and On my Mind: Temporary and Chronic Accessibility Moderate the Influence of Media Figures. – S. 210-226

„To investigate the influence of media figures on self-perception, online gamers reported how central their main videogame character (avatar) is to their own identity and answered questions about their avatar's body size either before or after questions about their own body size. When the avatar was not central to the gamer's identity, the avatar's body size influenced gamer's own body judgments only when the avatar was brought to mind by preceding questions. When the avatar was central to the gamer's identity, it influenced gamers' own body judgments independent of question order. In both cases, accessible avatars elicited assimilation effects on self-judgment. We conclude that media figures exert a chronic influence on self-judgment when they are central to the self.“

### medien + erziehung Jg 53 (2009) Nr 2

Kübler, Hans-Dieter: Außenorientiert, „mediogen“, narzisstisch: Medienkonstrukte oder neue Sozialisationstypen?. – S. 14-21

„Das vorliegende Heft geht das Phänomen der (Selbst-)Entblößung in den Medien aus zwei verschiedenen Perspektiven an und fokussiert anschließend auf unterschiedliche Medien und Erscheinungsformen: Hans-Dieter Kübler prüft, inwieweit sich Mediensozialisationsforschung und -pädagogik in Theoriebildung und Empirie dem Thema bisher angenommen haben. Er kommt zu dem Schluss, dass die Medien in den sich wechselseitig bedingenden Konstruktionen von Sozialisations- und Gesellschaftstheorien noch immer unzureichend mitgedacht werden. Günter Burkart tritt in den historischen Bezügen einige Schritte zurück und beschreibt aus soziologischer Perspektive die Veränderungen des Verhältnisses von Privatheit, Selbstthematierung und Medien. Dabei wird deutlich, dass Privatheit und Selbstthematierung Verwandte sind, die die Bühne der Medien gemeinsam betreten. Petra Grimm, die in der Studie Gewalt im Internet unter anderem das Phänomen des Cybermobbing untersucht, gibt für mehr Auskunft darüber, in welchen Fällen Jugendliche sich im Internet von anderen bloßgestellt fühlen und wie sie damit umgehen. Joan Kristin Bleicher führt durch das Panoptikum des Reality TV, das in der Inszenierung des Intimen und Privaten oberflächlich gesehen viele Themen berührt, in Bezug auf die Geschlechterpräsentation letztlich aber gerade kein vielfältiges Bild vermittelt, sondern längst ausgesiedet geglaubten Klischees huldigt. Caroline Roth-Ebner schließlich wirft am Beispiel der österreichischen Show Starmania einen sezierenden Blick auf die (Selbst-)Entblößung in Castingshows, wobei sie insbesondere die Rolle des Publikums und die Rezeption der Jugendlichen untersucht.“

Burkart, Günter: Mediale Selbstthematierung und Inszenierungen von Privatheit. – S. 22-27

Grimm, Petra: Bloßstellung und Diffamierung Jugendlicher im Internet: Interview. – S. 28-31

Bleicher, Joan Kristin: Zwischen Frauentausch und Küchenschlacht: Frauenrollen in Reality-Formaten. – S. 32-35

Roth-Ebner, Caroline: (Selbst-)Entblößung in der Castingshow: was macht das Publikum?. – S. 36-42

Beywl, Wolfgang; Jelitto, Marc: Evaluation der Wirkung medienpädagogischer Arbeit. – S. 12-19

Brüggen, Nils: Fragen an eine medienpädagogische Evaluationsforschung. – S. 20-24

Eggert, Susanne: ausdrucksstark: Medienarbeit mit Kindern und Jugendliche mit Behinderung. – S. 24-28

Lutz, Klaus: Außerschulische Bildung mit Medien. – S. 29-33

Irion, Thomas; Reinthoffer, Bernd: Multimedia in Ganztagsangeboten von Schulen. – S. 34-38

Bloech, Michael: Ansätze nachhaltiger Medienpädagogik in Bayern. – S. 39-45

Jarren, Otfried; Wassmer, Christian: Medienkompetenz: Begriffsanalyse und Modell. – S. 46-51

### Medien Journal Jg 32 (2008) Nr 4

Arendt, Florian: Zur kultivierenden Wirkung der Kronen Zeitung. – S. 3-21

Dimitriou, Minas et al: Medienrituale und nationale Identitäten: visuelle Interpretationsansätze am Beispiel ausgewählter Tageszeitungen des deutschsprachigen Raums im Rahmen der Fußball WM 2006 in Deutschland. – S. 22-41

Thiele, Martina: Von der Zeitungswissenschaft zu einer kritischen (?) Kommunikationswissenschaft: der Beitrag des Medien Journals. – S. 42-51

Zillien, Nicole; Fröhlich, Gerrit: Informationsgewinn und Sicherheitsverlust: empirische Ergebnisse zur Internetnutzung rund um Schwangerschaft und Geburt. – S. 52-64

### Medien Wirtschaft Jg 6 (2009) Nr 2

Briglaue, Wolfgang; Hartl, Bernd: Preisregulierung und Quersubventionierungskontrolle

bei nicht-linearen Tarifen am Beispiel sektor-spezifischer Festnetzmärkte. – S. 6-19

Nienstedt, Heinz-Werner; Weissner, Saskia: Prinzipal-Agenten-Konflikte im deutschen Mediemarkt: eine theoretische und empirische Analyse. – S. 20-31

### Multimedia und Recht Jg 12 (2009) Nr 5

Kondziela, Andreas: Staatsanwälte als Erfüllungsgehilfen der Musik- und Pornoindustrie?: Akteneinsicht in Filesharing-Verfahren. – S. 295-299

Hilbig, Katharina: Erstattungsfähigkeit von Hinsendekosten bei Widerruf eines Fernabsatzgeschäfts. – S. 300-305

Katko, Peter; Maier, Tobias: Computerspiele: die Filmwerke des 21. Jahrhunderts?. – S. 306-311

Holznapel, Bernd et al: Der lange Marsch der TK-Regulierung in China. – S. 311-315

### Jg 12 (2009) Nr 6

Ditscheid, Alexander; Ufer, Frederic: Die Novellierung des TKG 1009 – ein erster Überblick. – S. 367-372

„Nach dem TKGÄndG 2007, das insbesondere die Kundenschutzvorschriften der §§ 43aff. sowie § 66aff. TKG neu kodifizierte, tritt 2009 die zweite Novelle des TKG in Kraft. Im Juni 2009 werden sowohl das Gesetz zur Änderung des Telekommunikationsgesetzes sowie das Gesetz zur Bekämpfung unerlaubter Telefonwerbung und zur Verbesserung des Verbraucherschutzes bei besonderen Vertriebsformen im Bundesgesetzblatt veröffentlicht. Durch beide Gesetze werden Normen des TKG modifiziert, wobei durch das zweite Vorhaben lediglich die Vorschrift des § 102 TKG betroffen ist. Unter den gesetzgeberischen Maßnahmen finden sich sowohl verbraucherschützende Normen als auch solche, die neue Geschäftsmodelle im TK-Bereich ermöglichen sollen. Der nachfolgende Beitrag gibt einen Überblick über die wohl wesentlichsten Änderungen des TKG.“

Nussbaum, Caroline von; Krienke, Konstantin: Telefonwerbung gegenüber Verbrauchern nach dem Payback-Urteil. – S. 372-377

Voigt, Paul: Datenschutz bei Google. – S. 377-383

„Die Diskussion um den Personenbezug von IP-Adressen – und das hieraus eventuell folgende Verbot der Speicherung – ist auf Grund gegensätzlicher Gerichtsentscheidungen und der europäischen Debatte zum IP-Begriff hochaktuell. Zumindest für Google ist die Debatte jedoch in gewissem Maße irrelevant.

Auf Grund des enormen Datenbestands, den der Konzern aufgebaut hat, stellt ein großer Teil der von ihm gespeicherten IP-Adressen zweifelsohne personenbezogene Daten dar. Deren längerfristige Speicherung verstößt gegen das Datenschutzrecht.“

Roßnagel, Alexander; Gitter, Rotraud; Opitz-Talidou, Zoi: Telemedienwahlen in Vereinen. – S. 383-387

„Elektronische Wahlen, die mit Hilfe von Telemedien durchgeführt werden, entwickeln sich im privaten Bereich zu einer attraktiven Alternative zu Präsenz- und Briefwahlen. Zunehmend werden sie auch als Möglichkeit für gesetzlich vorgesehene Wahlen in Betrieben, Unternehmen und Sozialversicherungen diskutiert. Der Beitrag beschreibt, was Telemedienwahlen sind (I.) und wie diese in Vereinswahlen eingesetzt werden (II.), und untersucht, unter welchen Voraussetzungen dabei die Wahlrechtsgrundsätze eingehalten werden können (III).“

### Jg 12 (2009) Nr 7

Boehme-Neßler, Volker: Vertrauen im Internet: die Rolle des rechts. – S. 439-443

„Vertrauen ist die Basis nahezu aller menschlichen Interaktionen. Nicht nur im Privatleben, sondern auch in der Wirtschaft und der Politik. Gesellschaften funktionieren nicht ohne ein Mindestmaß an Vertrauen. Ein wichtiger Faktor bei der Entstehung von Vertrauen ist das Recht. Vertrauensbildung ist deshalb eine – vielleicht unterschätzte – Querschnittsaufgabe der Rechtsordnung und der Rechtspolitik. Das Internet stellt das Recht in seiner Funktion als Vertrauensbildner vor neue Herausforderungen. Denn in der digitalen und virtuellen Welt ist Vertrauen genauso wichtig wie im echten Leben. Gleichzeitig funktionieren die traditionellen Instrumente der Vertrauensbildung im Cyberspace aber nicht mehr. Wie kann das Recht dazu beitragen, Vertrauen im Internet zu schaffen und zu erhalten? Der Beitrag entwickelt die These, dass das Recht dringend Kooperationen mit anderen Bereichen der Gesellschaft eingehen muss. Alleine ist das Recht nicht mehr in der Lage, ausreichend Vertrauen in der virtuellen Welt zu stiften.“

Hirschfelder, Marcus: Open Access: Zweitveröffentlichungsrecht und Anbieterspflicht als europarechtlich unzulässige Schrankenregelungen?: §§ 38 und 43 UrhG de lege ferenda im Lichte der RL 2001/29/EG. – S. 444-447

Ott, Stephan: Schutz der Nutzerdaten bei Suchmaschinen oder: ich weiß, wonach ich letzten Sommer gesucht habe.... – S. 448-453

Oster, Jan: Marktdefinition und Marktanalyse im System des Rechtsschutzes. – S. 454-458

„Die Feststellung beträchtlicher Marktmacht eines Unternehmens durch eine Marktdefinition und Marktanalyse gem. §§ 10, 11 TKG ist Voraussetzung für den Erlass einer Regulierungsverfügung. § 13 Abs. 3 TKG ordnet an, dass Regulierungsentscheidungen mit den Ergebnissen der Verfahren nach §§ 10

und 11 TKG als einheitlicher Verwaltungsakt ergehen. Dies zeitigt Auswirkungen auf den Rechtsschutz gegen Marktdefinitions- und Marktanalyseverfahren. Die daraus entstehenden Schwierigkeiten werden durch die Ausgestaltung von Marktdefinition und Marktanalyse als hybrides nationales und gemeinschaftsrechtliches Verfahren potenziert: Es ist ggf. zusätzlich um Rechtsschutz vor dem EuGH zu ersuchen.“

### Navigationen Jg 9 (2009) Nr 1

Beil, Benjamin et al: It's all in the game!: Computerspiele zwischen Spiel und Erzählung. – S. 7-165

Das vorliegende von Benjamin Beil, Sascha Simons, Jürgen Sorg und Jochen Venus herausgegebene Themenheft der *Navigationen* geht dem „ebenso faszinierenden wie verwirrenden Reichtum der digitalen Spiele nach. Um aber im Dschungel der Phänomene und ihrer möglichen Perspektivierungen nicht vollkommen die Orientierung zu verlieren, unterziehen sich die Aufsätze der Disziplin perspektivischer und thematischer Begrenzungen. Einerseits beschränken sich die Beiträge auf die ästhetische Immanenz des Spiel-Erlebnisses. Sie fragen danach, was man in Computerspielen zu sehen, zu hören und zu verstehen bekommt und sie fragen, wie uns Computerspiele etwas zu sehen, zu hören und zu verstehen geben. Die Beiträge fragen, mit einem Wort, nach dem Erfahrungsgehalt der Computerspiele. Sie fragen dagegen nicht nach den kommerziellen Verwertungsbedingungen der Computerspielindustrie, den individuellen Nutzungsmotiven, den sozioethischen (Des-)Orientierungspotenzialen, den kurz- und langfristigen persönlichen und gesellschaftlichen Wirkungen und ihrer sozialpädagogischen und medienpolitischen Anreizung bzw. Hemmung.[...]Die Beiträge dieses Heftes machen vor allem darauf aufmerksam, dass es sich bei Computerspielen um einen neuen Modus der medialen Vermittlung handelt, der einen ähnlich tiefen Einschnitt in der Geschichte der Medienästhetik darstellt wie der Film um 1900.“

### new media & society Jg 11 (2009) Nr 1-2

Peters, Benjamin: And lead us not into thinking the new is the new: a bibliographic case for new media history. – S. 13-30

Kelly, Jean P.: Not so revolutionary after all: the role of Reinforcing frames in US magazine discourse about microcomputers. – S. 31-52

„This study investigates the role of media discourse in the hegemonic process by which the microcomputer became a common and trusted appliance in the USA during the early years of the technology's adoption: the 1980s to 1990s. A critical discourse analysis combined with framing analysis of four cases from consumer magazines — two advertisements and two editorial feature stories — reveals that a device heralded as 'revolutionary' was presented in fact using rhetoric

that incorporated and legitimized traditional values, roles and practices such as capitalism. Any frames that potentially challenged existing social structures and power relationships were secondary and 'super-framed' by the reinforcing frames.“

Morrison, Aimée Hope: An impossible future: John Perry Barlow's „Declaration of the Independence of Cyberspace“. – S. 53-72

Turner, Fred: Burning Man at Google: a cultural infrastructure for new media production. – S. 73-94

„Every August for more than a decade, thousands of information technologists and other knowledge workers have trekked out into a barren stretch of alkali desert and built a temporary city devoted to art, technology and communal living: Burning Man. Drawing on extensive archival research, participant observation and interviews, this article explores the ways in which Burning Man's bohemian ethos supports new forms of production emerging in Silicon Valley and especially at Google. It shows how elements of the Burning Man world — including the building of a sociotechnical commons, participation in project-based artistic labor and the fusion of social and professional interaction — help to shape and legitimate the collaborative manufacturing processes driving the growth of Google and other firms. The article develops the notion that Burning Man serves as a key cultural infrastructure for the Bay Area's new media industries.“

Zimmer, Michael: „Renvois“ of the past, present and future: hyperlinks and the structuring of knowledge from the „Encyclopédie to Web 2.0. – S. 95-114

Brügger, Niels: Website history and the website as an object of study. – S. 115-132

Bermejo, Fernando: Audience manufacture in historical perspective: from broadcasting to Google. – S. 133-154

„The question of what is new about new media has become a central topic of discussion in new media studies. This article frames within that question a historical and comparative analysis of the process of audience manufacture, and attempts to overcome the limitations of previous literature on the internet by situating the discussion within the political economy of communication. The main topics addressed in the 'blindspot debate' „the debate regarding the audience as the commodity produced by advertising-supported media“ are used to guide an examination of audience manufacture in broadcasting media, and to contrast it with the manufacture of the online audience. The evolution of online advertising, in particular its relationship with search engines, serves as an entry point for questioning some well-established assumptions about the role of audiences in commercial media systems.“

Harrison, Teresa M.; Barthel, Brea: Wielding new media in Web 2.0: exploring the history of



engagement with the collaborative construction of media products. – S. 155-178

Suhr, Hiesun Cecilia: Underpinning the paradoxes in the artistic fields of MySpace: the problematization of values and popularity in convergence culture. – S. 179-198

Papacharissi, Zizi: The virtual geographies of social networks: a comparative analysis of Facebook, LinkedIn and ASmallWorld. – S. 199-220

„This study provided a comparative analysis of three social network sites, the open-to-all Facebook, the professionally oriented LinkedIn and the exclusive, members-only ASmallWorld. The analysis focused on the underlying structure or architecture of these sites, on the premise that it may set the tone for particular types of interaction. Through this comparative examination, four themes emerged, highlighting the private/public balance present in each social networking site, styles of self-presentation in spaces privately public and publicly private, cultivation of taste performances as a mode of sociocultural identification and organization and the formation of tight or loose social settings. Facebook emerged as the architectural equivalent of a glasshouse, with a publicly open structure, looser behavioral norms and an abundance of tools that members use to leave cues for each other. LinkedIn and ASmallWorld produced tighter spaces, which were consistent with the taste ethos of each network and offered less room for spontaneous interaction and network generation.“

Dunbar-Hester, Christina: „Free the spectrum!“ Activist encounters with old and new media technology. – S. 221-240

Carey, John; Elton, Martin C. J.: The other path to the web: the forgotten role of videotex and other early online services. – S. 241-260

„Accounts about the origins of the web generally start with a US Department of Defense project that began in the late 1960s, which subsequently expanded to include universities and research laboratories, then later evolved into a service for the public in the mid-1990s: ARPANET, NSFNET, the internet—world wide web. However, the content that eventually populated the web as well as how the public learned to interact with online content had a long history of development via videotex and other online services. These are largely forgotten, except by a few scholars who have kept the history alive. What was learned in the extensive research about these services is very relevant to the current new media environment. Also, it can inform us at a theoretical level about the diffusion of innovations and at a policy level about the role of government in developing new media services.“

O'Neill, Brain: DAB Eureka-147: a European vision for digital radio. – S. 261-280

Gangadharan, Seeta Pena: Mail art: networking without technology. – S. 281-298

„Focusing on the mail art movement and its legacy for other forms of networked art, this article looks at how historically, culture has accompanied technological change. The mail art movement provided separate but fertile ground to explore themes of disembodiment in a networked society prior to spread of digital technology. Surfacing in the 1950s and flourishing in the 1970s, at a time when computers and the internet were still largely the domain of military and government control, mail art challenged the threat of technocracy by making available metaphors and the experience of networking. Its goal of social connection inspired other networked arts, which eventually found a place among digital technology users. An unlikely but productive clash between artists and early users aided, validated and expanded the network ethos of early online social groups or 'virtual communities'. This investigation shows how art clears the ground for social practices that technology instantiates.“

### Jg 11 (2009) Nr 3

Shah, Rajiv C.; Kesan, Jay P.: Recipes for cook-ies: how institutions shape communication technologies. – S. 315-336

Danowski, James A.; Park, David W.: Networks of the dead or alive in cyberspace: public intellectuals in the mass and internet media. – S. 337-374

Utz, Sonja: „Egoboo“ vs altruism: the role of reputation in online consumer communities. – S. 357-374

This article focuses on the role of reputation in consumer communities. Reputation systems can have a sanctioning function (incentive for good conduct) or a signalling function (e.g. signalling competence or trustworthiness). If the sanctioning function is dominant, striving for reputation should be the major motivation for contribution. However, contributions also can be motivated by altruism, the pleasure of interaction, earning money or generalized reciprocity. An online study of members of a German consumer community assessed the motivations for contribution and the evaluation of various features of the site. Overall, reputation turned out to be the least important motivation. Five types of users could be distinguished, but only the multiple motive consumers scored high on reputation. However, all community members perceived the quality ratings of the reviews as very important. The findings suggest that reputation has mainly a signalling function, but not so much of a sanctioning function in consumer communities.“

Matzat, Uwe: A theory of relational signals in online groups. – S. 375-394

Cho, Hichang; Rivera-Sanchez, Milagros; Lim, Sun Sun: A multinational study on online privacy: global concerns and local responses. – S. 395-416

Garitaonandia, Carmelo; Garmendia, Maialen: E-commerce use among digital TV subscriber: audiovisual abundance and virtual purchase – predictors of e-commerce use among digital television subscribers in Spain. – S. 417-432

Christensen, Toke Haunstrup: „Connected presence“ in distributed family life. – S. 433-452  
 „Concurrent with the explosive pervasion of information and communication technologies in recent years, mediated communication has gained a strong position in the daily interaction between family members. Based on the results of qualitative interviews with families in Denmark, this article shows how the mobile phone is used by parents and children to mediate a feeling of closeness while they are physically separated. This practice of ‘connected presence’ is based on frequent calls and text messages between parents and children as well as between parents themselves. The article also analyses families’ use of the mobile phone in the context of modern family life, emphasizing the importance of the temporal and spatial dispersion of family members in explaining the form and content of intra-familial mediated communication. Finally, the dual role of media technologies (including the mobile phone) in both integrating and dispersing families is discussed.“

#### Jg 11 (2009) Nr 4

Ytreberg, Espen: Extended Liveness and eventfulness in multiplatform reality formats. – S. 467-486

„The international success of formats such as Pop Idol and Big Brother owes much to the ways in which they combine a number of broadcast and digital platforms under the aegis of a common ‘brand’. The article argues that the media industry strategists behind such formats have come to rely on extending existing broadcast conventions of liveness and eventfulness by means of audience participation via digital return channels. It argues that such participation invites a sense of presence, heightened immediacy and involvement in the live event. The article emphasizes how such features are being developed by the broadcast media industry to exploit audience participation for the purposes of revenue, competitive edge and strategic expansion.“

Duque, Ricardo B.; Ynalvez, Marcus Antonius H.: Internet practice and sociability in South Louisiana. – S. 487-508

Eastin, Matthew S.; Griffiths, Robert P.: Unreal: hostile expectations from social gameplay. – S. 509-532

„This article situates the general aggression model within the social structure of gameplay. Testing a mediated model of play, group gaming is examined in order to demonstrate how certain gameplay situations can promote hostile expectation bias or the tendency to predict how others would think, feel and act aggressively during social conflict. Demonstrating the casual structure inherent within complex gameplay,

this study presents a needed step forward in the gaming literature. The mediated model presented departs from the typically examined direct effect model. Further, completing the model, this study suggests that when state hostility is heightened, hostile expectation bias increases.“

Elias, Nelly; Lemish, Dafna: Spinning the web of identity: the roles of the Internet in the lives of immigrant adolescents. – S. 533-552

„This article illuminates the roles of the internet in the unique intersection between adolescence and immigration. The data presented were gathered through in-depth interviews with 70 teenage immigrants from the former Soviet Union to Israel. The analysis suggests that the internet provides valuable resources for personal growth and empowerment, as it helps to develop and strengthen many aspects of young immigrants’ evolving identity during a critical period of social and material disadvantage, when they are engaged in settling into and adjusting to a new society. This case study highlights the importance of researching the internet’s roles in the lives of disadvantaged populations, and the potential of this medium for closing knowledge and social gaps.“

Zuniga, Homero Gil de; Puig-I-Abril, Eulalia; Rojas, Hernando: Weblogs, traditional sources online and political participation: an assessment of how the Internet is changing the political environment. – S. 553-574

Cenite, Mark et al: Doing the right thing online: a survey of bloggers’ ethical beliefs and practices. – S. 575-598

Latzer, Michael: Information and communication technology innovation: radical and disruptive?. – S. 599-620

„Information and communication technology innovations (ICT) are considered to be of central importance to social and economic developments. Various innovation theories offer classifications to predict and assess their impact. This article reviews the usefulness of selected approaches and their application in the convergent communications sector. It focuses on the notion of disruption, the comparatively new distinction between disruptive and sustaining innovations, and examines how it is related to other innovation-theoretical typologies. According to the literature, there is a high frequency of disruptive changes in the field of internet protocol-based innovations in combination with wireless technology. A closer analysis reveals that these classifications and assessments not only differ in detail but are even contradictory. The article explains these differences by highlighting delicate choices that have to be taken by analysts applying the disruption concept. It argues that its applicability is comparatively low in the convergent communications sector and generalizations of single-firm assessments are hardly valid.“

Millington, Brad: Wii has never been modern: „active“ video games and the „conduct of conduct“. – S. 621-640

„This article considers the role of ‘active’ video games – specifically the Nintendo ‘Wii’ – as technologies that foster control over corporeality. New media scholars have examined the politics of embodiment and hybridity as they relate to video games, yet have paid limited attention to the ways in which new gaming technologies might contribute to contemporary systems of ‘government’, or what Foucault calls the ‘conduct of conduct’. Borrowing from influential social theorists, the article argues that, by undergoing what Latour labels ‘translation’ (by merging with the body), the Wii invokes and reinscribes governmental and post-disciplinary rationalities. The analysis concludes by contending that the Wii might be a particularly influential innovation in risk-based post-disciplinary societies: rather than connecting ‘at-risk’ subjects to human experts, the Wii functions as an active and autonomous quasi-object risk expert, able to diagnose ‘problematic’ tendencies and prescribe basic behavioural remedies.“

### Nordicom Review Jg 30 (2009) Nr 1

Lagerkvist, Amanda: Transitional Times: „New Media“ – Novel Histories and Trajectories. – S. 3-18

Karlsen, Faltin et al: Non-professional Activity on Television in a Time of Digitalisation: More Fun for the Elite or New Opportunities for Ordinary People?. – S. 19-36

„This article presents an empirically based examination of how the Norwegian television industry incorporates audience activity and audience-generated material, and of how audiences respond to the opportunities presented. It explores three main research questions: First, how extensive is audience activity on television? Second, to what degree do different television activities correspond to familiar patterns of social stratification? And third, is there any evidence for the view that digital feedback channels, such as SMS and the Web, provide access to television for new groups of people? To investigate these questions, a case study of the Norwegian media market has been carried out, based on two data sets. The extent of audience activity is examined through a representative audience survey conducted during a period of two weeks in 2004. The second data set is a one-week survey of Norwegian television output on the six Norwegian-language channels in 2005.“

Bolin, Göran: Television Textuality: Textual Forms in Live Television Programming. – S. 37-54

Falkheimr, Jesper; Heide, Mats: Crisis Communication in a New World: Reaching Multicultural Publics through Old and New Media. – S. 55-66

Alghasi, Sharam: Iranian-Norwegian Media Consumption: Identity and Positioning. – S. 67-82

„This study examines 20 Iranian-Norwegians and their diverse media consumption. The claim is that the dynamics between media’s hegemonic quality, expressed in their discursive representation of realities, and Iranian-Norwegians’ subjective positions seem to have a vital impact on the processes of meaning construction and positioning that Iranian-Norwegians experience in Norwegian society. Analysis of the respondents’ media preferences indicates that they are most often attracted by three characteristics linked to their status: being Iranian, immigrant and Muslim. These elements emerge as identity markers that Iranian-Norwegians focus on in their relationship to the media, and furthermore employ in their negotiation of identity and position in Norwegian society. They often express an anomaly between their understanding of themselves, who they are and where they belong, and the discursive representation of them in the media. This results in an attitude of resistance, in the shape of the subjective constructions of the respondents, and which seems to propel them in different directions.“

Nohrstedt, Stig A.: New War Journalism: Trends and Challenges. – S. 83-100

„How has war journalism changed since the end of the Cold War? After the fall of the Berlin Wall in 1989 and the dissolution of the Soviet Union in 1991, there was talk of a new world order. The Balkan Wars of the 1990s gave rise to the concept of „new wars“. The 1990-91 Gulf War was the commercial breakthrough for the around-the-clock news channel CNN, and the war in Afghanistan in 2001 for its competitor al-Jazeera. The 2003 Iraq war saw Internet’s great breakthrough in war journalism. A new world order, new wars, and new media – what impact is all this having on war journalism? This article outlines some important trends based on recent media research and discusses the new challenges as well as the consequences they entail for the conditions of war journalism, its professional reflexivity and democratic role.“

Nitz, Michel; Ihlen, Oyvind: Transatlantic Perspectives on the U.S. 2004 Election: The Case of Norway. – S. 101-118

Larsson, Larsake: PR and the Media: A Collaborative Relationship?. – S. 119-136

Hovden, Jan Frederick et al: The Nordic Journalists of Tomorrow: An Exploration of First Year Journalism Students in Denmark, Finland, Norway and Sweden. – S. 137-154

„The present article summarizes the findings of a survey among first-year journalism students in Denmark, Finland, Sweden and Norway. The survey covers a wide array of subjects including social recruitment, motivation for studying journalism, preferences regarding future journalistic working life, views on the role of journalism in society, attitudes toward the profession, journalistic ideals and ideas about what are the most important traits for journalists. The study reveals significant differences between journalism students in the Nordic countries. The analysis appears to support a ‘nation type’ interpretation of attitudes among journalists, linked to different national traditions, in ex-

plaining the differences found. Our results clearly indicate the importance of traditional sociological explanations of behavior for the understanding of journalistic preferences and ambitions. For example, the choice of preferred topics is strongly gendered and appears as the sexual division of labor sublimated into journalistic preferences.“

Mattus, Maria: Wikipedia: Free and Reliable?: Aspects of a Collaboratively Shaped Encyclopaedia. – S. 155-172

„Wikipedia is a multilingual, Internet-based, free, wiki-encyclopaedia that is created by its own users. The aim of the present article is to let users' descriptions of their impressions and experiences of Wikipedia increase our understanding of the function and dynamics of this collaboratively shaped wiki-encyclopaedia. Qualitative, structured interviews concerning users, and the creation and use of Wikipedia were carried out via e-mail with six male respondents – administrators at the Swedish Wikipedia – during September and October, 2006. The results focus on the following themes: I. Passive and active users; II. Formal and informal tasks; III. Common and personal visions; IV. Working together; V. The origins and creation of articles; VI. Contents and quality; VII. Decisions and interventions; VIII. Encyclopaedic ambitions. The discussion deals with the approach of this encyclopaedic phenomenon, focusing on its „unfinishedness“, its development in different directions, and the social regulation that is implied and involved. Wikipedia is a product of our time, having a powerful vision and engagement, and it should therefore be interpreted and considered on its own terms.“

## Political Communication

Jg 26 (2009) Nr 2

Fowler, Erika Franklin; Ridout, Travis N.: Local television and Newspaper Coverage of Political Advertising. – S. 119-136

Richey, Sean: Hierarchy in Political Discussion. – S. 137-152

„Some scholars posit that the influence of opinion leaders within a social network can provide an efficient division of labor of knowledge acquisition. Opinion leaders, however, are only one type of influential discussion partner in a social network. Although untested in the current literature, if political discussion amounts to pressure from social superiors to vote or think a certain way, discussion may not increase political comprehension. I tested this effect in Japan, a country that has a high level of social hierarchy. Using data from a new nationally representative survey during the 2005 Japanese Diet elections, I test the determinants of the social transfer of political expertise. I found that political discussion from superiors does increase vote similarity, but does not increase political knowledge. I also found that hierarchical pressure is focused disproportionately on women and youth. However I show as well that discussion with opinion leaders increases political knowledge.“

Walgrave, Stefaan; Lefevere, Jonas; Nuytemans, Michiel: Issue Ownership Stability and Change: How Political Parties Claim and Maintain Issues Through Media Appearances. – S. 153-172

Stromer-Galley, Jeniffer; Muhlberger, Peter: Agreement and Disagreement in Group Deliberation: Effects on Deliberation Satisfaction, Future Engagement, and Decision Legitimacy. – S. 173-192

Boulianne, Shelley: Does Internet Use Affect Engagement?: A Meta-Analysis of Research. – S. 193-211

„Scholars disagree about the impact of the Internet on civic and political engagement. Some scholars argue that Internet use will contribute to civic decline, whereas other scholars view the Internet as having a role to play in reinvigorating civic life. This article assesses the hypothesis that Internet use will contribute to declines in civic life. It also assesses whether Internet use has any significant effect on engagement. A meta-analysis approach to current research in this area is used. In total, 38 studies with 166 effects are examined. The meta-data provide strong evidence against the Internet having a negative effect on engagement. However, the meta-data do not establish that Internet use will have a substantial impact on engagement. The effects of Internet use on engagement seem to increase nonmonotonically across time, and the effects are larger when online news is used to measure Internet use, compared to other measures.“

Carlson, Jon D.: Postcards and Propaganda: Cartographic Postcards as Soft News Images of the Russo-Japanese War. – S. 212-237

## Public Opinion Quarterly

Jg 73 (2009) Nr 1

Berg, Justin Allen: Core Networks and Whites' Attitudes Toward Immigrants and Immigrant Policy. – S. 7-31

Conrad, Frederick G.; Blair, Johnny: Sources of error in Cognitive Interviews. – S. 32-55

„Cognitive interviewing is used to identify problems in questionnaires under development by asking a small number of pretest participants to verbally report their thinking while answering the draft questions. Just as responses in production interviews include measurement error, so the detection of problems in cognitive interviews can include error. In the current study, we examine error in the problem detection of both cognitive interviewers evaluating their own interviews and independent judges listening to the full set of interviews. The cognitive interviewers were instructed to probe for additional information in one of two ways: the Conditional Probe group was instructed to probe only about what respondents had explicitly reported; the Discretionary Probe group was instructed to probe whenever they felt it appropriate. Agreement

about problems was surprisingly low overall, but differed by interviewing technique. The Conditional Probe interviewers uncovered fewer potential problems but with higher inter-judge reliability than did the Discretionary Probe interviewers. These differences in reliability were related to the type of probes. When interviewers in either group probed beyond the content of respondents' verbal reports, they were prone to believe that the respondent had experienced a problem when the majority of judges did not believe this to be the case (false alarms). Despite generally poor performance at the level of individual verbal reports, judges reached relatively consistent conclusions across the interviews about which questions most needed repair. Some practical measures may improve the conclusions drawn from cognitive interviews but the quality of the findings is limited by the content of the verbal reports."

Elliott, Marc N. et al: Use of Expert Ratings as Sampling Strata for a More Cost-Effective Probability Sample of a Rare Population. – S. 56-73

Peytchev, Andy: Survey Breakoff. – S. 74-97

Donovan, Todd; Tolbert, Caroline J.: Political Engagement, Mobilization, and Direct Democracy. – S. 98-118

„Research has found that states using initiatives and referendums have higher turnout, particularly in midterm elections. Existing research has not examined who is mobilized to vote when issues appear on statewide ballots. Building on work by Campbell (1966. „Surge and Decline: A Study of Electoral Change.“ In *Elections and the Political Order*, eds. A. Campbell, P. E. Converse, W. E. Miller, and D. E. Stokes. New York: Wiley), we test whether ballot measures engage and mobilize people who do not fit the profile of regular voters. Using national opinion data from the 2004 and 2006 elections, we find that independents (relative to partisans) exhibited greater awareness of and interest in ballot measures in the midterm election. This pattern is not found in the presidential election, where peripheral voters are likely to be mobilized by the stimulus of the presidential race rather than by ballot measures. Absent salient ballot measures, some episodic independent voters may not be engaged by midterm elections. This suggests that some variation in midterm turnout maybe a function of peripheral voters becoming engaged by ballot measures.“

### Jg 73 (2009) Nr 2

Kane, Emily W.; Whipkey, Kimberly J.: Predictors of Public Support for Gender-Related Affirmative Action: Interests, Gender Attitudes, and Stratification Beliefs. – S. 233-254

„Drawing on data from the General Social Survey during the period from 1996 through 2006, we explore predictors of support for gender-related affirmative action in the United States. Following the literature on race-based affirmative action, we identify three main

domains of predictors, each of which also resonates well with themes within scholarship on gender: interests; gender-related attitudes; and general stratification beliefs. In multivariate analyses, at least some predictors within each domain are significant. We conclude that like support for race-based affirmative action, support for gender-based affirmative action is based on a combination of interests, gender attitudes, and general stratification beliefs, but that gender attitudes are less important in shaping such support than racial beliefs are in shaping support for race-based affirmative action. The implications of these findings for the literature on race-related affirmative action as well as for the literature on gender-related attitudes are considered.“

Harmon, Thomas et al: Impact of T-ACASI on Survey Measurements of Subjective Phenomena. – S. 255-280

Couper, Mick P.; Tourangeau, Roger; Marvin, Theresa: Taking the Audio Out of Audio-CASI. – S. 281-303

Malhotra, Neil; Krosnick, Jon A.; Thomas, Randall K.: Optimal Design of Branching Questions to Measure Bipolar Constructs. – S. 304-324

„Scholars routinely employ rating scales to measure attitudes and other bipolar constructs via questionnaires, and prior research indicates that this is best done using sequences of branching questions in order to maximize measurement reliability and validity. To identify the optimal design of branching questions, this study analyzed data from several national surveys using various modes of interviewing. We compared two branching techniques and different ways of using responses to build rating scales. Three general conclusions received empirical support: (1) after an initial three-option question assessing direction (e.g., like, dislike, neither), respondents who select one of the endpoints should be asked to choose among three levels of extremity, (2) respondents who initially select a midpoint with a precise label should not be asked whether they lean one way or the other, and (3) bipolar rating scales with seven points yield measurement accuracy superior to that of three-, five-, and nine-point scales.“

Smyth, Jolene D. et al: Open-Ended Questions in Web Surveys: Can Increasing the Size of Answer Boxes and Providing Extra Verbal Instructions Improve Response Quality?. – S. 325-337

„Previous research has revealed techniques to improve response quality in open-ended questions in both paper and interviewer-administered survey modes. The purpose of this paper is to test the effectiveness of similar techniques in web surveys. Using data from a series of three random sample web surveys of Washington State University undergraduates, we examine the effects of visual and verbal answer-box manipulations (i.e., altering the size of the answer box and including an explanation that answers could exceed the size of the box) and the inclusion of clarifying and motivating



introductions in the question stem. We gauge response quality by the amount and type of information contained in responses as well as response time and item nonresponse. The results indicate that increasing the size of the answer box has little effect on early responders to the survey but substantially improved response quality among late responders. Including any sort of explanation or introduction that made response quality and length salient also improved response quality for both early and late responders. In addition to discussing these techniques, we also address the potential of the web survey mode to revitalize the use of open-ended questions in self-administered surveys.“

## **Publizistik** **Jg 54 (2009) Nr 2**

Brosius, Hans-Bernd; Haas, Alexander: Auf dem Weg zur Normalwissenschaft: Themen und Herkunft der Beiträge in „Publizistik“ und „Medien & Kommunikationswissenschaft“. – S. 168-190

„Der Inhalt von Fachzeitschriften kann als ein Indikator für den Status quo einer Disziplin angesehen werden, zumal dann, wenn sie sich wie die Kommunikationswissenschaft in einem anhaltenden Wandel befindet. Der vorliegende Beitrag knüpft an Vorläuferstudien an (vgl. Brosius 1994; 1998; Donsbach et al. 2005), sodass die Entwicklung innerhalb der letzten 25 Jahre untersucht werden kann. Dies geschieht anhand einer Inhaltsanalyse der Zeitschriften Rundfunk und Fernsehen bzw. Medien & Kommunikationswissenschaft und Publizistik der Jahrgänge 1983 bis 2007. Untersucht werden die Themenstellungen der Beiträge, Merkmale der Autoren und Institutionen und die Verteilung der Publikationshäufigkeit sowie das Zitierverhalten. Insgesamt ist eine fortschreitende Formierung innerhalb des Fachs zu beobachten. Mehr als zwei Drittel der Beiträge stammen inzwischen von Autoren aus kommunikations- und publizistikwissenschaftlichen Instituten. Sowohl auf der Ebene der Institute als auch in Bezug auf Einzelautoren ist eine Konzentration festzustellen. Wenige Autoren und Institute sind für einen großen Teil der Publikationen verantwortlich. Die Publikationshäufigkeit von Einzelautoren entspricht annähernd einer als „Lotka's Law“ bekannten Gesetzmäßigkeit, was ebenfalls für eine gewisse Etabliertheit des Fachs spricht.“

Früh, Werner; Wunsch, Carsten: Empathie und Medienempathie: ein empirischer Konstrukt- und Methodenvergleich. – S. 191-215

„Empathie beschreibt die Fähigkeit und Tendenz einer Person, sich in andere Personen hineinzuversetzen und mit ihnen mitzuempfinden. Das Konstrukt hat seine Wurzeln in der Emotions- und Persönlichkeitspsychologie. In der Kommunikationswissenschaft wird es häufig verwendet, um das (Mit-)Erleben und (Mit-)Empfinden während der Rezeption zu beschreiben. Es stellt sich jedoch die Frage, ob Empathie und Medienempathie nicht verschiedene Konstrukte darstellen, die auch unterschiedliche Messinstrumente erfordern. Diese Frage wird zunächst theoretisch diskutiert, wobei Argumente sowohl für als auch gegen die

These übereinstimmender Konstrukte sprechen. Im Anschluss wird in Anlehnung an geprüfte Operationalisierungen von Empathie ein exakt analoges Messinstrument für Medienempathie vorgestellt, das in zwei Studien eingesetzt wird. Der Vergleich der Ergebnisse zeigt Übereinstimmungen und auch deutliche Differenzen, vor allem in Bezug auf Rezeptionsvariablen. Da Medienempathie in der Kommunikationswissenschaft zur Erklärung von Rezeptionseffekten verwendet wird, stellen unterschiedliche Bezüge zu Rezeptionsvariablen ein besonders geeignetes Argument für eine begrenzte Eigenständigkeit des Konstrukts und ein eigenes Messinstrument dar. Das vorliegende, im Rahmen einer Pilotstudie entwickelte Messinstrument wird als vorläufig gültige Operationalisierung vorgeschlagen.“

Keppinger, Hans Mathias; Zerback, Thomas: Der Einfluss der Medien auf Richter und Staatsanwälte: Art, Ausmaß und Entstehung reziproker Effekte. – S. 216-239

„Die Ziele von Strafprozessen bestehen in der Feststellung der Tatsachen und ihrer Beurteilung anhand des geltenden Rechts. Untersucht wird, wie Medienberichte den Ablauf und das Ergebnis von Strafprozessen beeinflussen. Grundlage ist eine Online-Befragung von 447 Richtern und 271 Staatsanwälten. Ermittelt wurden die Nutzung der Berichte über eigene Verfahren; die wahrgenommenen Fehler der Berichterstattung; die Intensität der erlebten medialen Kritik; die emotionalen Reaktionen auf mediale Kritik; der wahrgenommene Einfluss der Berichte auf Laien und Experten im Gerichtssaal; die Orientierung des eigenen Verhaltens an der Öffentlichkeit sowie der wahrgenommene Einfluss der Berichte auf das Strafmaß. Das darauf beruhende Strukturgleichungsmodell weist einen signifikanten Einfluss der Nutzung von Medienberichten auf das Strafmaß aus. Ein schwächerer Pfad verläuft direkt von der Nutzung zum Strafmaß, ein stärkerer Pfad vermittelt über Emotionen, die die Berichterstattung hervorgerufen hat. Die Ergebnisse werden vor dem Hintergrund der Theorien der Generalprävention und der ihnen zugrunde liegenden Annahmen über die Bedeutung der Öffentlichkeit für Strafprozesse diskutiert.“

Meulemann, Heiner; Hagenah, Jörg; Gilles, David: Neue Angebote und alte Gewohnheiten: warum das deutsche Publikum zwischen 1987 und 1996 vom öffentlich-rechtlichen auf das private Fernsehen gewechselt hat. – S. 240-264

„Untersucht wird die Nutzung öffentlich-rechtlicher, privater und aller Fernsehsender in der Freizeit von 18 bis 23 Uhr nach der Einführung des Dualen Systems von 1987 bis 1996. Unabhängige Variablen sind der soziale Status, soziale Bindungen sowie Übergangsmotivationen: die Empfangsmöglichkeit privater Sender, die Kohortenzugehörigkeit und die Zeit. Datengrundlage bilden die Media-Analysen 1987/1996. Regressionsanalysen zeigen, dass die Kohorten zwar als Indikator von Gewohnheiten genommen werden können, aber der Übergang durch Gewohnheiten nur zu einem Teil erklärt wird und zum

größeren Teil der Residualgröße Zeit zugerechnet werden muss.“

Russ-Mohl, Stephan: Eine Welt ohne die „New York Times“?: Amerikas Leitmedium Nr 1 im Strudel der Abwärtsspirale. – S. 265-276

### **Rundfunk und Geschichte** **Jg 35 (2009) Nr 1-2**

Trültzsch, Sascha: Wie wichtig Zusammenhänge sind: kontextualisierte Medieninhaltsanalyse als Konsequenz eines Diskursebenenmodells. – S. 3-10

Stahl, Heiner: Wie Popmusik zum neuen Sound des Kalten Krieges wurde: die Wechselwirkungen zwischen „Jugendstudio DT 64“, „s-f-beat“ und „RIAS-Treffpunkt“ in den 1960er Jahren. – S. 11-21

Grub, Frank Thomas: Der geteilte Himmel – wiedervereinigt?: Veränderungen der Darstellungsformen von Literatur im Hörfunk und im Fernsehen der DDR in der Wendzeit 1989/90. – S. 22-32

### **TelevIZion** **Jg 22 (2009) Nr 1**

Guth, Birgit; Schulte, Dirk: Familie im Umbruch – Kindheit heute. – S. 4-9

„Ergebnisse aus der Super RTL-Kinderwelten-Studie 2008 zeigen, wie sich das Modell „Familie“ verändert und welche Strategien Familien entwickeln, um ihren Alltag zu organisieren.“

Weinmann, Julia: Wie sehen Familien heute aus?. – S. 9-15

Götz, Maya; Holler, Andrea: „Da lacht man einfach besser“. – S. 19-22

Bulla, Christine: „Die neuen Comics finde ich doof“. – S. 22-24

Schlotte, Elke; Dogan, Nurgül: „Weil da alle zusammen sind“. – S. 50-53

Gather, Johanna: TV, Couch & Co: Was steht wo im Wohnzimmer?. – S. 54-56

Paus-Hasebrink, Ingrid; Bichler, Michelle: Zur Rolle von Medien in sozial benachteiligten Familien. – S. 56-59

„Neben den Eltern kommt auch den in der Familie genutzten Medien eine wichtige Rolle beim Aufwachsen von Kindern zu. In einer österreichischen Längsschnittstudie wurde die Mediensozialisation von 5-, später 8-jährigen Kindern aus sozial benachteiligten Familien analysiert.“

Götz, Maya; Schreiner, Matthias; Bulla, Christine: Selten sichtbar und gerne als ungewöhnlich erzählt. – S. 60-62

Hofmann, Ole: Die Hits der Familien. – S. 16-19

„Quantitative Auswertungen der GfK-Daten zeigen, wann Familien gemeinsam fernsehen und welche Sendungen in der Familien-Hitliste des Jahres 2008 vorkommen.“

### **Zeitschrift für Urheber- und Medienrecht** **Jg 53 (2009) Nr 5**

Ott, Stephan: Bildersuchmaschinen und Urheberrecht: sind Thumbnails unerlässlich, sozial nützlich, aber rechtswidrig?. – S. 345-354

Raitz von Frenzt, Wolfgang Frhr; Masch, Christian: Rechthandelsunternehmen und Unternehmenskauf. – S. 354-367

Liesching, Marc: Das Darstellungs- und Berichterstattungsprivileg für Sendungen zum politischen Zeitgeschehen nach § 5 Abs 6 JMStV. – S. 367-374

Degenhart, Christoph: Rechtsfragen einer Neuordnung der Rundfunkgebühr. – S. 374-383

Zimmermann, Ralph: Tagungsbericht zur Tagung „Hochschulfernsehen in Deutschland – zur Realisierbarkeit eines deutschen Uni-TV“ am 26./27. Februar 2009 auf dem mediencampus Villa Ida, Leipzig. – S. 383-389

Kochendörfer, Mathias: Verletzerzuschlag auf Grundlage der Enforcement-Richtlinie?. – S. 389-394

### **Jg 53 (2009) Nr 6**

Becker, Jürgen: Der Begriff des Sendens aus urheberrechtlicher und aus rundfunkrechtlicher Sicht: Einführung zur Arbeitssitzung des Instituts für Urheber- und Medienrecht am 27. März 2009. – S. 441-442

Amlung, Robert; Fisch, Martin: Digitale Rundfunkangebote im Netz – Bewegtbild in der digitalen Welt. – S. 442-447

Gounalakis, Georgios: Der Begriff des Sendens aus urheberrechtlicher Sicht. – S. 447-452

Michel, Eva-Maria: Senden als konstitutiver Bestandteil des Rundfunkbegriffs?: der Rundfunkbegriff im Lichte neuerer europarechtlicher Entwicklungen. – S. 453-460

Weber, Peter: Die Reichweite des urheberrechtlichen Sendebegriffs aus Sicht der Europäischen Rundfunkunion EBU. – S. 460-464

Fischer, Marion: Der Begriff des Sendens aus urheberrechtlicher und aus rundfunkrechtlicher Sicht: Diskussionsbericht zur gleich lautenden Arbeitssitzung des Instituts für Urheber- und Medienrecht am 27. März 2009. – S. 465-469

Have, Harro van; Harris, Sara Ann: Der neue kulturelle Test des Filmförderungsgesetzes: ein Schritt Richtung Kulturförderung?. – S. 470-478

### Jg 53 (2009) Nr 7

Sosnitza, Olaf: Gemeinschaftsrechtliche Vorgaben und urheberrechtlicher Gestaltungsspielraum für den Handel mit gebrauchter Software. – S. 521-526

Gercke, Marco: Die Entwicklung des Internetstrafrechts im Jahr 2008. – S. 526-538

Dünnwald, Dirk: Anmerkungen zum Contergan-Urteil des Oberlandesgerichts Hamburg vom 16. Dezember 2008 – 7 U 49/08 (ZUMRD 2009, 200): zugleich eine Auseinandersetzung mit den Esra-Urteilen des Bundesgerichtshofs vom 21. Juni 2005 (ZUM 2005, 735) und des Bundesverfassungsgerichts vom 13. Juni 2007 (ZUM 2007, 829). – S. 538-546

Kummermehr, Michael: Anmerkung zu BGH, Urteil vom 22. Januar 2009 – I ZR 30/07. – S. 565-567

Schnabel, Christoph: Anmerkung zu LG Hamburg, Urteil vom 12. November 2008 – 308 O 548/08. – S. 590-592

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