

# Zeitschriftenlese

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**Communicatio Socialis**

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Elitz, Ernst: Was ist guter Rundfunk?: zur Diskussion über die Qualität elektronischer Medien. – S. 239-247

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**Communication Research**

Jg 36 (2009) Nr 5

Beaudoin, Christopher E.: Exploring the Association Between News Use and Social Capital: Evidence of Variance by Ethnicity and Medium. – S. 611-636

„The current study assesses the association between news use and social capital—and whether this association varies by ethnicity and medium. Ordinary least square regression analysis indicates that social capital is predicted by newspaper exposure, but not TV national news exposure or TV local news exposure. In addition, there are two significant interaction terms between the news exposure measures and ethnicity in predicting social capital. First, the association between newspaper exposure and social capital is more positive for Whites than Latinos. Second, the association between TV national news exposure and social capital is less positive for Whites than Blacks. Of four potential contributory factors, the most viable factor is communication culture. Specifically, the relative oral and literate traditions of American ethnic groups are most suitable for explaining how the association between news use and social capital varies by ethnicity and medium.“

Greenwood, Dara N.; Long, Christopher R.: Psychological Predictors of Media Involvement: Solitude Experiences and the Need to Belong. – S. 637-654

Ivanov, Bobi; Pfau, Michael; Parker, Kimberly A.: Can Inoculation Withstand Multiple Attacks?: An Examination of the Effectiveness of the Inoculation Strategy Compared to the Supportive and Restoration Strategies. – S. 655-676

„This investigation introduced multiple competitive attacks in order to assess the effectiveness of inoculation treatments in protecting established attitudes in a natural setting. A four-phase experiment was conducted involving 433 participants. The results revealed that the effectiveness of refutational inoculation messages dissipated some in the face of an additional attack. Still, refutational inoculation messages proved to be more effective than supportive, restoration, and control (no message) conditions in protecting established attitudes

in the face of multiple attacks. The content of an additional attack (the same as the first attack or different) did not affect the capacity of inoculation refutational messages to confer resistance to competitive attacks.“

Park, Sung-Yeon; McSweeney, Jacqueline Hitchon; Yun, Gi Woong: Intervention of Eating Disorder Symptomatology Using Educational Communication Messages. – S. 677-697

Zhao, Xiaoquan: Media Use and Global Warming Perceptions: A Snapshot of the Reinforcing Spirals. – S. 698-723

„This study used the reinforcing spirals model to investigate the mutual influence between individuals' media use and their global warming perceptions. Data from the science module of the 2006 General Social Survey were analyzed using structural equation modeling. Results offered support for the reinforcing spirals model's predictions. Media use mediated the effects of age, race, and education on perceived knowledge about global warming. Perceived knowledge and concern over global warming also predicted future information seeking about the polar regions.“

Hwang, Yoori; Southwell, Brian G.: Science TV News Exposure Predicts Science Beliefs: Real World Effects Among a National Sample. – S. 724-741

## Communication Theory Jg 19 (2009) Nr 3

Chow-White, Peter A.: Code, and Discourses of Difference in Genomics. – S. 219-247

„When James Watson suggested that Africans are less intelligent than Whites in October 2007, he was quickly called „stupid“ and „irrational“ by the international media. In this article, I argue that this characterization misses the structural elements at play and the larger social transformations where shifting discursive formations of race are converging in old and new ways with developments and innovations in digital culture and information technologies. This article identifies three discursive frames that characterize race talk in contemporary society, drawing on the work of Bonilla-Silva, Bell, Gilroy, Hall, and Spivak, and explores how they operate in a specific institutional context. Medical biotechnology, like many other enterprises, has been undergoing enormous changes enabled by developments and innovations in computing technologies such as databases and the Internet. As a result, scientific understandings of genetics and race are being recoded in the digital age.“

Bergman, Mats: Experience, Purpose, and the Value of Vagueness: On C. S. Peirce's Contribution to the Philosophy of Communication. – S. 248-277

„Recent decades have witnessed a growth of interest in the contribution of pragmatism to the study of communication. Yet, it is striking that C. S. Peirce, the founder of pragmatism and the father of one of the

major strands of modern semiotics, is often ignored by communication scholars sympathetic to pragmatism. In this article, I explore some of the reasons for this neglect, and put forward the case for a recovery of some of the philosophical tools that Peircean pragmatism can provide for communication theory.“

Leonardi, Paul M.: Crossing the Implementation Line: The Mutual Constitution of Technology and Organizing Across Development and Use Activities. – S. 278-310

Aden, Roger C. et al: Re-Collection: A Proposal for Redefining the Study of Collective Memory and its Places. – S. 311-336

„This article outlines a theory of re-collection as a means of enhancing and enriching the study of collective memory. Re-collection seeks to generate insights into two underdeveloped threads of collective memory research: (a) its processual and dynamic nature and (b) its largely emplaced character. In particular, this article argues that places of memory are not finished texts, but sites of re-collection in which individuals and groups selectively cull and organize re-collected versions of the past. Grounded in Michael McGee's concept of rhetorical fragments, the theory of re-collection involves attending to discursive fragments of memory that circulate within and around the memory site—as well as the fragments brought to the site by individuals and collectives. Re-collection thus requires analytical tools beyond those traditionally used in rhetorical criticism—as is illustrated in a case study proposal for exploring the process of re-collection surrounding the Space Window in Washington National Cathedral.“

Comello, Maria Leonora G.: William James on „Possible Selves“: Implications for Studying Identity in Communication Contexts. – S. 337-350

## Communication, Culture & Critique Jg 2 (2009) Nr 2

Atkinson, Joshua: Networked Activists in Search of Resistance: Exploring an Alternative Media Pilgrimage Across the Boundaries and Borderlands of Globalization. – S. 137-159

„This essay builds on research concerning networked activism, utilizing Couldry's theory of media pilgrimage to examine an activist event coordinated by a new social movement network, which was an „alternative media pilgrimage“ to the Zapatista communities in Chiapas, Mexico. Using ethnographic narrative excavation, qualitative content analysis, and fantasy theme analysis, I explored resistance in testimonial narratives presented in Zapatista communities, as well as the rhetorical vision used by activists to make sense of such resistance. The research showed that the activists used a rhetorical vision based on conceptual narratives about ethical consumerism, which acted as a discursive blindfold hiding the resistance found in the Zapatistas communities and reinforced the resistance found in the

alternative media world of new social movement networks.“

Ong, Jonathan Corpus: *Watching the Nation, Singing the Nation: London-Based Filipino Migrants' Identity Constructions in News and Karaoke Practices.* – S. 160-181

Hardin, Marie et al.: „Have You Got Game?": Hegemonic Masculinity and Neo-Homophobia in U.S. Newspaper Sports Columns. – S. 182-200

Ju, Hyejung: *Technology and Social Sensibility in South Korea: A Case Study of Mobile Phone Advertising.* – S. 201-220

„Technology has culturally localized meanings. In other words, technology stands out in people's modes of living and particular social sensibilities grounding the local history and social structure. In Korean society, technology is manifested as an image of humanity, happiness, and even romance, so that one's happiness and success in a lifetime are compatible with their levels of technological progress. I define this particular local tendency in Korea as „Confucian technological culture.“ Specifically, I examine a phase of Korea's technological culture applying semiotic analysis to Korean mobile phone advertisements.“

Kapur, Jyotsna: *An „Arranged Love“ Marriage: India's Neoliberal Turn and the Bollywood Wedding Culture Industry.* – S. 221-233

## Communications Jg 34 (2009) Nr 3

Müller, Floris: *Entertaining Anti-Racism: Multicultural Television Drama, Identification and Perception of Ethnic Threat.* – S. 239-256

„Television content that contains non-stereotypical representations of ethnic minorities and models positive intercultural interactions may potentially aid in reducing the prejudices of its viewers (Brown Graves, *Journal of Social Issues* 55: 707-727, 1999, Persson, *Early Childhood Research Quarterly* 18: 530-546, 1999, Shochat, *Conflict Resolution Quarterly* 21: 2003). However, the exact effect has yet to be demonstrated. Furthermore, the cognitive mechanisms behind such an effect remain unclear. This article tests hypotheses derived from social identity theory and social learning theory that attribute this effect to the identification patterns with ingroup and outgroup characters in television drama. In an experiment (N = 152), participants either watched episodes of a multicultural drama or a regular soap series. Results showed that viewers of multicultural drama had lower perceptions of ethnic threat. Moreover, this effect was mediated by identification with characters, namely, increased identification with outgroup and lowered identification with ingroup characters resulting in lower ethnic threat. The results suggest that short term viewing effects are best explained with social identity theory. The implications for long term effects and the

possible role of social learning are analyzed in the discussion.“

Vinck, Sophie De: *Europudding or Europaradise?: A Performance Evaluations of the Eurimages Co-Production Film Fund, Twenty Years After its Inception.* – S. 257-286

Rozendaal, Esther; Buijzen, Moniek; Valkenburg, Patti: *Do Children's Cognitive Advertising Defenses Reduce Their Desire for Advertised Products?.* – S. 287-304

„In both the academic and societal debates, it is widely assumed that cognitive advertising defenses can reduce children's susceptibility to advertising effects. Empirical evidence supporting this crucial assumption is however missing. It is precisely this gap that the present study aims to fill. In a survey of 296 children (aged 8-12 years), we investigate whether children's cognitive defenses (i. e., advertising recognition and understanding of its selling and persuasive intent) reduce the relationship between the amount of television advertising they are exposed to and their desire for advertised product categories. Interaction analysis in regression shows that of all the cognitive defense variables, only understanding advertising's persuasive intent was effective in reducing the impact of advertising exposure on children's advertised product desire. However, this only applies to the older children in the sample (ages 10-12). For the younger children, understanding the persuasive intent even increased the impact of advertising.“

Lemal, Marijke; Bulck, Jan van den: *Television and Children's Moral Reasoning: Toward a Closed-end Measure of Moral Reasoning on Interpersonal Violence.* – S. 305-322

Böcking, Tabea; Fahr, Andreas: *Television Program Avoidance and Personality.* – S. 323-344

„Recent communication research indicates that approach and avoidance constitute two separate yet co-existing processes during media exposure. While many studies address TV approach behavior, little is known about TV avoidance behavior. Furthermore, personality has yet to be linked to avoidance behavior. This study analyzes the influence of personality on TV program avoidance. Data show that the „Big Five“ personality characteristics (Neuroticism, Extraversion, Openness, Conscientiousness, Agreeableness) and Risk and Fight Willingness influence program avoidance, albeit to varying degrees. While the specific correlations are discussed in the paper, the results generally reveal that the combination of personality and avoidance has added value in terms of understanding of TV using behavior compared to the frequently analyzed link between personality and approach. For nearly all personality characteristics, data show that the avoidance perspective is more than the inversion of the approach perspective. The findings are discussed with reference to gratification and selectivity research.“

**Computer Law Review International**  
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Westmeier, J. T.: Infringing Sale of Trademarks As Keyword Triggers for Internet Advertisements: The Two Meanings of „use in Commerce“ under the Lanham Act. – S. 97-103

Westkamp, Guido: Code Protection, End Users and Fair Use: Mutations of the Copyright Nexus Debate. – S. 104-109

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Potter, R. Clifford: Antitrust and the Future of the Connected World Under Obama. – S. 129-135

Gercke, Marco; Tropina, Tatiana: From Telecommunication Standardisation to Cyber-crime Harmonisation?. – S. 136-142

**Computer und Recht**  
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Koch, Frank A.: Updating von Sicherheitssoftware – Haftung und Beweislast: eine Problem-skizze zur Verkehrssicherungspflicht zum Einsatz von Antivirenprogrammen. – S. 485-491

Jenny, Valerian: Rechtsschutz gegen die Anordnung eines Vergabeverfahrens nach § 55 Abs 9 TKG: Ein Plädoyer für einen direkten Rechtsschutz gegen die Anordnung des Vergabeverfahrens. – S. 502-506

Klatt, Heiko: Die urheberrechtliche Einordnung personalisierter Internet-Radios: eine öffentliche Wiedergabe zwischen Senderecht und dem Recht der öffentlichen Zugänglichmachung. – S. 517-522

**Jg 25 (2009) Nr 8, Beilage**

Welches Maß an IT-Zentralisierung verträgt die Dritte Gewalt?: Positionspapier der Bund-Länder-Kommission für Datenverarbeitung und Rationalisierung in der Justiz. – S. 1-19

**Jg 25 (2009) Nr 9**

Schneider, Jochen: Rechnerspezifische Erschöpfung bei Software im Bundle ohne Datenträgerübergabe: Grundsätzliches zum Spannungsgeflecht zwischen Erschöpfung, Vertragstyp und Nutzungsbeschränkung am Beispielfall des OLG Düsseldorf v. 29.6.2009 – I-20 U 247/08, CR 2009, 566, in diesem Heft. – S. 553-557

Metzger, Axel; Barudi, Malek: Open Source in der Insolvenz: die wichtigsten Konsequenzen einer Insolvenz des Lizenzgebers im Überblick. – S. 557-563

Dienstbühl, Christian: Die Ausweitung der Beauftragtenhaftung am Beispiel des Telekommunikationsresales: ein Plädoyer gegen den Reseller als Beauftragten des Telekommunikationsnetzbetreibers. – S. 568-574

Härtling, Niko: Beschlagnahme und Archivierung von Mails: E-Mail zwischen Telekommunikation, Datensatz und elektronischer Post. – S. 581-584

**Jg 25 (2009) Nr 10**

Huppertz, Peter; Nusser, Jens: „Green-IT“: Ökodesignanforderungen an die ITK-Produktgestaltung und Möglichkeiten der wettbewerbsrechtlichen Durchsetzung. – S. 625-632

„Mit dem vorliegenden Beitrag soll ein Überblick über den, auf Endgerätebezogenen Rechtsrahmen Green IT gegeben werden. Zunächst werden die wesentlichen umweltrechtlichen Anforderungen vorgestellt, die regelmäßig zum Zeitpunkt des Inverkehrbringens und primär von den Herstellern der Endgeräte einzuhalten sind (vgl. I.). Da die Umsetzung der umfangreichen Vorgaben für die betroffenen Unternehmen mit erheblichen Kosten verbunden ist und die behördlich Durchsetzung zumindest in der Anfangszeit nur sporadisch erfolgen wird, dürften gesetzestreue Unternehmen eine „Selbstregulierung“ mit den Mitteln des Wettbewerbsrechts anstreben. Vor diesem Hintergrund werden die Möglichkeiten dargestellt, die öffentlich-rechtlichen Vorgaben mit den Mitteln des Wettbewerbsrechts gegenüber konkurrierenden Marktteilnehmern durchzusetzen (vgl. II.). Abschließend erfolgt ein kurzer Ausblick auf die Entwicklung des Rechtsrahmens Green IT (vgl. III.).“

Fischer, Thomas H.; Steidle, Roland: Brauchen wir neue EG-Standardvertragsklauseln für das „Global Outsourcing“?. – S. 632-637

Frey, Dieter; Rudolph, Matthias: Zugangser-schwerungsgesetz: Schnellschuss mit Risiken und Nebenwirkungen. – S. 644-651

Niemann, Fabian: Shift der urheberrechtlichen Verwertungsrechte in der arbeitsteiligen digitalen Welt: Auswirkungen der BGH-Entscheidungen zu Online-Videorekorden (Ishift.tv, save.tv) auf Outsourcing, Virtualisierung und Web 2.0 Dienste. – S. 661-666

Seidel, Janine; Nink, Judith: Personensuchmaschinen: rechtliche Fragestellungen. – S. 666-671

**Convergence**  
**Jg 15 (2009) Nr 3**

Swalwell, Melanie: Towards the Preservation of Local Computer Game Software: Challenges, Strategies, Reflections. – S. 263-279

„New Zealand’s digital game history includes a significant quantity of locally written software titles from the 1980s. Currently, few people are aware of this, no institutional collections exist, and institutional preservation efforts are directed elsewhere. This context prompted the assembly of a multidisciplinary team of researchers to bring legal, technical, and media-historical expertise to bear on these titles’ preservation. This article briefly introduces the game preservation landscape, before outlining the case for the preservation of local game software. It reports on the challenges faced in a pilot study to preserve locally written game software for the Sega SC3000 computer. The initial plan – to secure licence agreements that would, in turn, enable technical preservation – gave way as a more complex intertwining of the legal and technical emerged. Navigating these challenges required a change of strategy: from emulation to translation. Translation – from BASIC to Java – is an elegant solution, in the circumstances. As well as recounting the project’s practical realization, this article considers the fidelity of the conserved digital game to its „original“.“

Ruppel, Marc: Narrative Convergence, Cross-Sited Productions and the Archival Dilemma. – S. 281-298

Stakelon, Pauline: A Sound that Never Sounded: The Historical Construction of Sound Fidelity. – S. 299-313

„Cylinder recordings as an early form of reproducible sound media were first used in 1877 and continued to be produced commercially up until 1929 by Edison. The many cylinders that exist today in various states of decomposition have become objects of concern for those with an interest in historical sound recordings. With this concern leading to preservation efforts converting cylinder sounds into digital form, how should a cylinder sound and with the transformative potential for digital manipulation readily available, how should a digital file of a cylinder record sound? This article discusses the production process of both cylinder recordings and their digital conversions, revealing how fidelity never actually existed in the production process. The University of California Santa Barbara’s Cylinder Preservation and Digitization Project exemplifies a digital preservation project that reveals what is valued during the digital conversion process. By describing how the cylinders are imbued with meaning through the concerns of manufactures, archivists, internet users and collectors, this article proves that processes concerned with the objectification of sound are motivated by specific social and technological desires motivated by nostalgia for an imagined sound fidelity.“

Lessard, Bruno: Between Creation and Preservation: The ANARCHIVE Project. – S. 315-330

Chare, Nicholas: Warring Pixels: Cultural Memory, Digital Testimony, and the Conflict in Iraq. – S. 333-345

Langill, Caroline Seck: Self-Emulation: Upgrades in New Media Art and the Potential Loss of Narrative. – S. 347-358

„In this article I examine the ways the archival process has compelled artists working in early electronic media, and new media to ‘self-emulate’, to produce new versions of their artworks. I propose that upgrading steals the narrative of progress that spoke to the cultural effects of emerging technologies informing the original production of the work. Three artworks are examined in order to investigate how self-emulation has effected the evolution of new media artworks: The Helpless Robot by Norman White (1986-2004), Small Artist Pushing Technology (1987-) by Doug Back, and Listening Post (2003-) by Mark Hansen and Ben Rubin. The production of new versions of electronic media works primarily concerns integration with contemporary modes of exhibition and aesthetic trends. However, the materials that generated early electronic media works spoke to the larger discourse of our relationship to technology. This article investigates this dilemma.“

Veronesi, Francesca; Gemeinboeck, Petra: Mapping Footprints: A Sonic Walkthrough of Landscapes and Cultures. – S. 359-369

**European Journal of Communication**  
**Jg 24 (2009) Nr 3**

Grummell, Bernie: The Educational Character of Public Service Broadcasting: From Cultural Enrichment to Knowledge Society. – S. 267-286

„A gradual erosion of the general principles of public service broadcasting has left a system increasingly susceptible to economic and political interests in the neoliberal marketplace. Education has a vital, but often overlooked role to play in the maintenance of public communication, as this case study of Irish broadcasting reveals. Education is located on the cusp of tensions between the social and political objectives of public service broadcasting and the economic reality in which it finds itself operating. Documentary and qualitative interviews reveal how education seeks to resolve these tensions, and the ambivalent consequences for public service broadcasting.“

Kjus, Yngvar: Everyone Needs Idols: Reality Television and Transformation in Media Structure, Production and Outputs. – S. 287-304

Dhoest, Alexander: Establishing a Multi-ethnic Imagined Community?: Ethnic Minority Audiences Watching Flemish Soap. – S. 305-324

„Television is often conceived as a unifying force, creating a national ‘imagined community’. This article tries to apply this concept to the audience of domestic fiction in Flanders, in particular ethnic minority viewers. Based on in-depth interviews with 80 young adults of both Flemish and ethnic minority backgrounds, it focuses on the viewing of domestic soaps. The findings show very similar patterns of reception, both groups preferring American fiction and criticizing Flemish fiction. An important difference is that ethnic minority viewers do not consider the soap world as a representation of their own reality. A related difference concerns their dissatisfaction with the portrayal of ethnic minorities, in spite of the attempts of programme makers to provide positive role models. While confirming the importance of ethnic identity in television viewing and demonstrating the variety within the assumed homogeneous national viewing community, the similarities found caution against a binary opposition between native Flemish and ethnic minority viewpoints.“

Krämer, Benjamin: Four Voices, One Canon?: A Comparative Study on the Music Selection of Classical Music Radio Stations. – S. 325-344

## Global Media and Communication Jg 5 (2009) Nr 2

Lozano, José-Carlos; Frankenberg, Lorena: Theoretical Approaches and Methodological Strategies in Latin American Empirical Research on Television Audiences: 1992-2007. – S. 149-176

Sinclair, John: Minorities, Media, Marketing and Marginalization. – S. 177-196

Murray, Simone: Servicing „Self-Scheduling Consumers“: Public Broadcasters and Audio Podcasting. – S. 197-220

Pieterse, Jan Nederveen: Representing the Rise of the Rest as Threat: Media and Global Divides. – S. 221-238

## International Communication Gazette Jg 71 (2009) Nr 6

Shinar, Dov: Can Peace Journalism Make Progress?: The Coverage of the 2006 Lebanon War in Canadian and Israeli Media. – S. 451-472

„Johan Galtung’s criticisms in the 1970s of media representations that glamorize war evolved as the peace journalism alternative approach. Since then, peace journalism has developed into a philosophical framework and an arsenal of framing techniques, but has been criticized for conceptual and practical weaknesses, and the need to strengthen its methodology, conceptual framework and empirical validation. This study of the 2006 Lebanon War press coverage in Canada and Israel aims at contributing to the empirical dimension. Stories published on and during the war by

the Canadian Toronto Sun and the Israeli Yediot Aharonot were content analysed according to criteria adapted from the literature. General findings demonstrate an expected tendency towards ‘war journalism’. Comparative findings for each newspaper, however, show that peace journalism is not entirely disregarded. While the study indicates both the salience and the resilience of war journalism, it also concludes that there are opportunities for the advancement of peace journalism and professional practices that could be adopted to achieve this.“

Shepperson, Arnold; Tomaselli, Keyan G.: Media in Africa: Political, Cultural and Theoretical Trajectories in the Global Environment. – S. 473-490

Ibrahim, Dina: The Middle East in American Media: A 20th-Century Overview. – S. 511-524

„This article chronicles 20th-century American media coverage of the Middle East. Communication scholars have been at odds with determining just how the region has been portrayed, and their descriptions are not entirely uniform. Many of these scholars have accused the American media of favoritism in its coverage of the region’s conflicts, arguing through their research that objectivity has been present but rare in the nation’s mainstream press. This article traces those research efforts in an attempt to establish a picture of the patterns and shifting paradigms of American media coverage of the Middle East, particularly the Israeli-Palestinian conflict.“

Shaw, Ibrahim Seaga: Towards an African Journalism Model: A Critical Historical Perspective. – S. 491-510

„Much of the scholarly literature regarding theories of journalism practice is premised on the tenets of the western model of liberal democracy. To the extent that this model is held to be universal, it hinders the analytical theorization of journalistic precepts that have evolved locally in most countries of the developing world. This article seeks to address this problem by exploring the evolution of what may be aptly characterized as the African journalism model. This model is grounded in oral discourse, creativity, humanity and agency. By comparing and contrasting these two models, this article seeks to challenge the assumption that African journalism is one of mere ‘bandwagonism’ informed by western ‘modernity’ and ‘civilization’. In particular, by exploring the origin and transformation of journalism in sub-Saharan Africa before, during and after colonialism, this article contributes to the conceptual elaboration of alternative conceptions of the African model of journalism.“

Choi, Jihyang: Diversity in Foreign News in US Newspapers Before and After the Invasion of Iraq. – S. 525-542

## Jg 71 (2009) Nr 7

Melkote, Srinivas R.: News Framing During a Time of Impending War: An Examination of

Coverage in The New York Times prior to the 2003 Iraq War. – S. 547-560

„This article is an empirical analysis that falls under the category of media criticism and accountability. Specifically, the study investigated the manner in which The New York Times framed the events, issues and actors during the month prior to the start of the 2003 war with Iraq. The study focused on: Saddam Hussein, George Bush Jr, the United Nations, weapons of mass destruction, the US Armed Forces (in Iraq) and France, Germany and Russia. The study discovered negative bias in the coverage, especially toward Saddam Hussein, WMDs, the UN and France, Germany and Russia.“

Wilkins, Karin Gwinn: Mapping Fear and Danger in Global Space: Arab Americans' and Others' Engagement with Action-Adventure Film. – S. 561-576

„This article explores how Arab American and other US-based communities map global place, fear and danger through their engagement with action-adventure film. While there is extensive literature demonstrating the limited characterization of Arab communities, of Islam and of the Middle East, we know much less about the consequences of these media portrayals. In discussions of action-adventure settings, Arab American groups and informants were much more likely than their counterparts to specify particular places over more generalized regions, and to be highly critical of rather than justify these constructions. These groups' sense of danger in the world at large, dictating concern with travel outside the known and familiar territory of citizenship, seemed contingent upon cultural identification as well as direct experience. The connection between identification, whether as an American citizen primarily or as an Arab constituent, and fear in the world is critical in understanding how mapping predicates experiences and interpretations.“

Tomaselli, Keyan G.: (Afri)ethics, Communitarianism and Libertarianism. – S. 577-594

Kim, Do Kyun et al: Television Drama, Narrative Engagement and Audience Buying Behavior: The Effects of „Winter Sonata“ in Japan. – S. 595-612

„In the past few years, the popularity of Korean television dramas, songs and movies has skyrocketed in countries of North and Southeast Asia. This huge wave of Korean pop culture is referred to as the Hanryu (the Korean wave). One of the most significant trendsetters of the Hanryu was the Korean television drama Winter Sonata, which was remarkably popular in every Asian country where it was broadcast. The present article investigates the perception of Japanese audience members toward Winter Sonata's narrative and how this perception influenced their buying behavior of Winter Sonata memorabilia, such as clothing, cosmetics, DVDs/CDs of the program, trips to Korea and the like. Employing both qualitative and quantitative methods, this study finds that the popularity of the drama was generated by Japanese audiences' engagement with its narrative. Further, the audience percep-

tion of the narrative's quality was found to predict whether or not they purchased a Winter Sonata product.“

Hanusch, Folker: A Product of their Culture: Using a Value Systems Approach to Understand the Work Practices of Journalists. – S. 613-626

**Journal of children and media**  
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Lauricella, Alexis R.; Barr, Rachel F.; Calvert, Sandra L.: Emerging Computer Skills: Influences of young children's executive functioning abilities and parental scaffolding techniques in the US. – S. 217-233

„The purpose of this study was to examine how 4-year-old children learn to use computers, with specific interest in what cognitive factors and parental scaffolding practices are associated with control of the computer via the computer mouse interface. Fifty-three 4-year-old children were videotaped while viewing two computer storybooks. Results indicated that children who had better executive functioning abilities were more likely to control the mouse. When the child primarily controlled the mouse, parent verbalizations were typically related to computer mechanics about how to use the mouse. In contrast, when the parent primarily controlled the mouse, parent verbalizations were focused on story-relevant questions. Regardless of whether the child or parent controlled the mouse, story comprehension was comparable. The results suggest that executive functioning ability is important in young children's development of computer skills and that parents adapt their verbalizations to match the abilities of their children and the tasks that they are doing.“

Riggs, Damien W. et al: „Children Out of Place“: Representations of foster care in the Australian news media. – S. 234-248

Skaar, Havard: Branded Selves: How children in Norway relate to marketing on a social network site. – S. 249-267

„Theories of branding and self presentation inform an ethnographic study of how a group of classmates aged 11-12 construct identities by use of the brands and branded resources made available to them on the social network site and elsewhere on the Internet. In the analysis these resources are categorized as space, texts and tools. In using them the young people adopt commercial strategies for presentation of the self. Generally speaking, these users relate their self presentation to brands and branded resources in two different ways: either as collectors or as laborators. Simple collection of branded resources appears to need less work and be more convincing and more unassailable than elaborating them into their digital self presentations. This gives rise to a disparity between the rich range of attractive and stimulating resources provided by marketers and the level of creativity shown when young users draw on them. Social competition plays a role in reinforcing

a uniform use of brands and branded resources. This raises the threshold for free development of individual creativity in the production of digital self presentations on the commercial website.“

Caronia, Letizia: *Coviewing in an Italian Classroom: Language, interaction, and making sense of television.* – S. 267-285

Böcking, Saskia; Böcking, Tabea: *Parental Mediation of Television: Test of a German-speaking scale and findings on the impact of parental attitudes, sociodemographic and family factors in German-speaking Switzerland.* – S. 286-302

„In the present study a German-speaking scale for measuring parental mediation of television is tested and various factors influencing television mediation are investigated. 252 German-speaking Swiss parents of children aged 3 to 14 answered questions about their mediation behavior and possible determinants. The results confirm international research findings. Active and restrictive mediation as well as co-viewing are identified as important mediation styles in German-speaking Switzerland. Though in detail the mediation styles show different determinant patterns, altogether parental attitudes toward television, family interaction patterns, and children's age prove to be central determinants of television mediation styles. Sociodemographic and structural factors seem to become less important.“

## **Journal of Communication** **Jg 59 (2009) Nr 2**

Eveland, William P.; Hively, Myiah Hutchens: *Political Discussion Frequency, Network Size, and „Heterogeneity“ of Discussion as Predictors of Political Knowledge and Participation.* – S. 205-224

„In this study, we examine the influence of discussion frequency, network size, and 3 variables that together entangle the often misunderstood concept of network heterogeneity: discussion frequency with like-minded individuals („safe“ discussion), discussion frequency with nonlike-minded individuals („dangerous“ discussion), and diversity of discussion based on the proportion of safe and dangerous discussion. Data were gathered via a postelection random-digit dial telephone survey of residents of a battleground state (N = 600) in November 2004. Three central dependent variables were measured: factual political knowledge, political knowledge structure density, and political participation. The results support the argument that different aspects of political discussion have different implications for different democratic outcomes-and that different conceptualizations and measures of discussion „heterogeneity“ produce different results.“

Lambe, Jennifer L.; Reineke, Jason B.: *Public Attitudes About Government Involvement in Expressive Controversies.* – S. 225-242

David, Clarissa C.: *Learning Political Information From the News.* – S. 243-261

„This paper investigates how motivations that drive news use affect the process of learning political information from the news. A model that traces the influence of motivational factors on following news about general public affairs is proposed. Tests conducted with nationally representative surveys revealed that motivations for following general public affairs in the news are conceptually and empirically distinct. Results showed that certain psychological needs drive motivations toward following general news, and that various types of motives have independent effects on exposure and attention to news. Finally, we found that motivations have significant indirect effects on knowledge about politics. Implications on theoretical developments in political knowledge and learning are discussed.“

Zhang, Yuanyuan; Dixon, Travis L.; Conrad, Kate: *Rap Music Videos and African American Women's Body Image: The Moderating Role of Ethnic Identity.* – S. 262-278

Luther, Catherine A.: *Importance Placed on Physical Attractiveness and Advertisement-Inspired Social Disease Detection Behaviors: A Meta-Analytic Review.* – S. 279-295

„The primary objective of this study was to examine advertisement-inspired social comparison behavior among Japanese female and male teenagers. It was found that both females and males compared themselves with models in advertisements, although females engaged in the behavior more than males. Significant associations were also found between ad-inspired comparison behavior and the importance placed on physical attractiveness in social roles as well as the acceptance of artificial means of enhancing appearance. Public self-consciousness was the primary psychological construct found to be driving ad-inspired social comparison behavior.“

O'Keefe, Daniel J.; Jensen, Jakob D.: *The Relative Persuasiveness of Gain-Framed and Loss-Framed Messages for Enhancing Disease Detection Behaviors: A Meta-Analytic Review.* – S. 296-316

Muthusamy, Nithya; Levine, Timothy R.; Weber, Rene: *Scaring the Already Scared: Some Problems With HIV/AIDS Fear Appeals in Namibia.* – S. 317-344

„Fear appeals are often used in public health campaigns in Africa to prevent further spread of HIV/AIDS. Based on the extended parallel processing model framework (K. Witte, 1991), this research assessed the impact of such messages in a high-fear situation. A 2 (high threat, low threat)  $\times$  2 (high efficacy, no efficacy) experiment with a no-message offset control and efficacy-only conditions tested several predictions. Participants demonstrated high preexisting fear about HIV/AIDS. As a likely consequence, statistical equivalence tests indicated that messages' threat levels had little impact on perceptions of fear or on outcome measures such as attitudes, intentions, or behaviors. It is concluded that the use of fear appeals to persuade



audience with high levels of preexisting fear is ill-advised and ineffective.“

Kraidy, Marwan: Reality Television, Gender, and Authenticity in Saudi Arabia. – S. 345-366

Hancock, Jeffrey T.; Toma, Catalina L.: Putting Your Best Face Forward: The Accuracy of Online Dating Photographs. – S. 367-386

„This study examines the accuracy of 54 online dating photographs posted by heterosexual daters. We report data on (a1) online daters' self-reported accuracy, (b) independent judges' perceptions of accuracy, and (c) inconsistencies in the profile photograph identified by trained coders. While online daters rated their photos as relatively accurate, independent judges rated approximately 1/3 of the photographs as not accurate. Female photographs were judged as less accurate than male photographs, and were more likely to be older, to be retouched or taken by a professional photographer, and to contain inconsistencies, including changes in hair style and skin quality. The findings are discussed in terms of the tensions experienced by online daters to (a) enhance their physical attractiveness and (b) present a photograph that would not be judged deceptive in subsequent face-to-face meetings. The paper extends the theoretical concept of selective self-presentation to online photographs, and discusses issues of self-deception and social desirability bias.“

Wilkin, Holley; Katz, Vikki S.; Ball-Rokeach, Sandra J.: The Role of Family Interaction in New Immigrant Latinos' Civic Engagement. – S.387-406

#### **Journal of Communication Inquiry** Jg 33 (2009) Nr 4

Stein, Laura; Schejter, Amit: Interview With Robert McChesney. – S. 310-317

Proffitt, Jennifer M.; Opel, Andy; Gaccione, Joseph: Taking Root in the Sunshine State: The Emergence of the Media Reform Movement in the State of Florida. – S. 318-336

„This paper explores the emergence of the media reform movement in the state of Florida in 2008. Focusing on the development of a statewide coalition, the paper details the tensions between local and national policy agendas, the barriers faced by local activists as they attempt to build support for the concept of media reform in their communities, and the diversity of interests represented under the banner of media reform. This case study also reveals an ideological bias toward the left among the movement activists currently working in Florida, signaling a need to harness the broad-based dissatisfaction that exists across the political spectrum.“

Gangadharan, Seeta Pena: Public Participation and Agency Discretion in Rulemaking at the Federal Communications Commission. – S. 337-353

Tapia, Andrea Hoplight; Powell, Alison; Ortiz, Julio Angel: Reforming Policy to Promote Local Broadband Networks. – S. 354-375

„Most existing assessments of local Wi-Fi projects have concentrated on either top-down, government-driven endeavors, or bottom-up projects developed by volunteers or community organizations. In both Canada and the United States, existing local Wi-Fi projects—both top down and bottom up—have failed to fulfill expectations that they could increase digital inclusion. Current policy frameworks may play some role in these failures. This article argues for a policy approach that favors hybrid public broadband that is neither completely bottom up nor top down, and for the development of policy frameworks that support hybrid public broadband.“

Ots, Mart: Efficient Servants of Pluralism or Marginalized Media Policy Tools?: The Case of Swedish Press Subsidies. – S. 376-392

„For more than 30 years, Sweden's media policy has relied on positive incentives to promote diversity. That is, competition law has rarely been used to prevent dominant newspapers from acquiring smaller ones, but rather press subsidies have been used to increase survival rates and promote independence among the latter. Internationally, the broad trend toward concentration in newspaper markets has been of concern to policy makers, and the Swedish model has attracted considerable interest as a possible path to a more heterogeneous media landscape. However, over the last decade, ownership distribution on the newspaper market has started to change at an accelerating pace, and Swedish media policy stands at a crossroad—to increase reliance on subsidies or to make way for something new. The arising questions regarding how to reshape media policy have several parallels to the ongoing international debate. This case study explores the performance of subsidies from the perspective of pluralism and discusses alternative political responses and future policy directions.“

Miberry, Kate; Anderson, Steve: Open Sourcing Our Way to an Online Commons: Contesting Corporate Impermeability in the New Media Ecology. – S. 393-412

#### **Journal of Health Communication** Jg 14 (2009) Nr S1

Bowen, Deborah J.; Miller, Suzanne M.: Communication in Cancer Prevention and Control: Introduction. – S. 3-127

Schwerpunkt des vorliegenden Themenheftes ist „State of the Science in Communication for Cancer Prevention and Control“ (Gastherausgeberinnen sind Deborah J. Bowen und Suzanne M. Miller). Es werden zahlreiche Artikel zum Bereich „Krebsvorsorge und Kontrolluntersuchungen“ veröffentlicht.

## Jg 14 (2009) Nr 4

Evans, Douglas W. et al: Efficacy Methods to Evaluate Health Communication and Marketing Campaigns. – S. 315-330

„Communication and marketing are growing areas of health research, but relatively few rigorous efficacy studies have been conducted in these fields. In this article, we review recent health communication and marketing efficacy research, present two case studies that illustrate some of the considerations in making efficacy design choices, and advocate for greater emphasis on rigorous health communication and marketing efficacy research and the development of a research agenda.

---Much of the outcomes research in health communication and marketing, especially mass media, utilizes effectiveness designs conducted in real time, in the media markets or communities in which messages are delivered. Such evaluations may be impractical or impossible, however, imitating opportunities to advance the state of health communication and marketing research and the knowledge base on effective campaign strategies, messages, and channels. Efficacy and effectiveness studies use similar measures of behavior change. Efficacy studies, however, offer greater opportunities for experimental control, message exposure, and testing of health communication and marketing theory---By examining the literature and two in-depth case studies, we identify advantages and limitations to efficacy studies. We also identify considerations for when to adopt efficacy and effectiveness methods, alone or in combination. Finally, we outline a research agenda to investigate issues of internal and external validity, mode of message presentation, differences between marketing and message strategies, and behavioral outcomes.“

Koshiol, Jill et al: Knowledge of Human Papillomavirus: Differences by Self-Reported Treatment for Genital Warts and Sociodemographic Characteristics. – S. 331-345

Andersen, Peter A. et al: Testing a Theory-Based Health Communication Program: A Replication of „Go Sun Smart“ in Outdoor Winter Recreation. – S. 346-365

„The epidemic of preventable skin cancer in the United States creates an urgent need for health communication campaigns to improve sun protection. Go Sun Smart (GSS), a theory-driven multichannel health communication campaign showed positive effects on sun safety behaviors of employees and guests in a randomized trial at high-altitude ski areas. In this article we report findings from the North American GSS campaign for guests at ski areas that composed the original control-group resorts, replicating the results of the original guest intervention. Results showed that after GSS was deployed, guests at the original control group ski areas increased sun protection and reported greater recall of sun safety messages. Conversely, GSS had no effect on sunburning attitudes or self-efficacy beliefs. Like the original GSS guest intervention, the present study found that greater exposure to GSS messages was associated with greater use of sunscreen, sunscreen lip balm, and face covering, but not gloves

or overall sun protection. There was no evidence that GSS decreased sunburning or attitudes and self-efficacy beliefs regarding sun safety.“

Parrott, Roxanne et al: Pregnancy Intentions and Folic Acid Supplementation Exemplars: Findings from the Central Pennsylvania Women's Health Study. – S. 366-383

Kaphingst, Kimberly A. et al: Testing Communication Strategies to Convey Genomic Concepts Using Virtual Reality Technology. – S. 384-399

„Health professionals need to be able to communicate information about genomic susceptibility in understandable and usable ways, but substantial challenges are involved. We developed four learning modules that varied along two factors: (1) learning mode (active learning vs. didactic learning) and (2) metaphor (risk elevator vs. bridge) and tested them using a 2 times 2 between-subjects, repeated measures design. The study used an innovative virtual reality technology experimental platform; four virtual worlds were designed to convey the concept that genetic and behavioral factors interact to affect common disease risk. The primary outcome was comprehension (recall, transfer). Study participants were 42 undergraduates aged 19-23. The results indicated that the elevator metaphor better supported learning of the concept than the bridge metaphor. Mean transfer score was significantly higher for the elevator metaphor ( $p < 0.05$ ). Mean change in recall was significantly higher for didactic learning than active learning ( $p < 0.05$ ). Mean ratings for variables posited to be associated with better learning (e.g., motivation), however, were generally higher for the active learning worlds. The results suggested that active learning might not always be more effective than didactic learning in increasing comprehension of health information. The findings also indicated that less complex metaphors might convey abstract concepts more effectively.“

Roberto, Anthony J.; Goodall, Catherine E.: Using the Extended Parallel Process Model to Explain Physicians' Decisions to Test Their Patients for Kidney Disease. – S. 400-412

## Jg 14 (2009) Nr 5

Abroms, Lorien C.; Lefebvre, R. Craig: Obama's Wired Campaign: Lessons for Public Health Communication. – S. 415-423

Li, Li et al: Mass Media and HIV/AIDS in China. – S. 424-438

„Exposure to mass media related to HIV/AIDS has been linked to attitudinal and behavioral changes. This study aims to identify the source(s) of HIV information for the general Chinese population and examine their association with HIV transmission knowledge and stigmatizing attitude toward people living with HIV/AIDS (PLWHA).“

Miron-Shatz, Talya et al: Presentation Format Affects Comprehension and Risk Assessment: The Case of Prenatal Screening. – S. 439-450

Khanfar, Nile M.; Plen, Hyla H.; Clauson, Kevin A.: Influence on Consumer Behavior: The Impact of Direct-to-Consumer Advertising on Medication Requests for Gastroesophageal Reflux Disease and Social Anxiety Disorder. – S. 451-460

Ancker, Jessica S.; Chan, Connie; Kukafka, Rita: Interactive Graphics for Expressing Health Risks: Development and Qualitative Evaluation. – S. 461-475

Waters, Erika A.; Sullivan, Helen W.; Rutten, Lila J. Finney: Information-Seeking Among Hispanic and Non-Hispanic Users of the National Cancer Institute's Cancer Information Service: Trends in Telephone and LiveHelp Use. – S. 476-486

„Evidence-based strategies to enable, encourage, and support cancer prevention information seeking among Hispanic populations are needed. We examined cancer prevention information requests to the Cancer Information Service (CIS) via telephone (1-800-4-CANCER toll-free telephone information service) and LiveHelp (an instant messaging service provided in English only) from 2003 to 2006. We summarized differences in the communication channel utilized by ethnicity (Hispanic vs. non-Hispanic) and, among Hispanic information seekers, the language used during the contact (English vs. Spanish). Utilization of LiveHelp was higher among non-Hispanic than Hispanic seekers of cancer prevention information. LiveHelp use for seeking cancer prevention information increased between 2003 and 2006 for both groups, but the increase was greater among non-Hispanics than Hispanics. Nearly half of Hispanics who sought cancer prevention information did so in Spanish. Because LiveHelp is not available in Spanish, the number of Spanish-only speakers who preferred to contact CIS via LiveHelp instead of telephone is unknown. When communicating cancer prevention information via multiple channels, it is important to consider differences in access to communication technologies and preferred communication channels among ethnic minority groups.“

Eheman, Christie R. et al: Information-Seeking Styles Among Cancer Patients Before and After Treatment by Demographics and Use of Information Sources. – S. 487-502

„The type and quantity of information needed varies between patients who actively seek information and those who tend to avoid information. We analyzed data from a longitudinal study of adult cancer patients from outpatient clinics for whom information needs and behaviors were assessed by survey before and after treatment. We evaluated the relationships between information-seeking style (active, moderately active, and passive styles) and demographics, cancer type, and

health status for the pretreatment and posttreatment periods and overall. The generalized estimating equations (GEE) approach was used to model the log odds of more active to more passive information-seeking preferences taking into consideration both the pretreatment and posttreatment periods. ...“

## Jg 14 (2009) Nr 6

Xie, Bo: Older Adults' Health Information Wants in the Internet Age: Implications for Patient-Provider Relationships. – S. 510-524

„A qualitative, exploratory study was conducted in the summer of 2007 to investigate older adults' preferences for health information and participation in decision making. The study involved in-depth individual and focus group interviewing with a total of 20 older Internet users and nonusers. Grounded theory was used to conduct the data analysis and construct the theory that best explains the data. The concept of health information wants (HIW), or health information that one would like to have and use to make important health decisions that may or may not be directly related to diagnosis or standard treatment, emerged from the data analysis and led to the development of the HIW framework. This framework encompasses four types of HIW that have varying properties and positions on the decision-making spectrum. While Internet use has not changed these older adults' reliance on medical professionals for diagnostic or standard treatment decisions (and reliance on professionals for information needed to make those decisions), it has opened up new venues for obtaining information to make decisions in broader scopes. Thus, both the Internet and the perpetuating influence of the provider-dependent model are at play in the patient-provider relationships of these older adults.“

Roberto, Anthony J.; Krieger, Janice L.; Beam, Michael A.: Enhancing Web-Based Kidney Disease Prevention Messages for Hispanics Using Targeting and Tailoring. – S. 525-540

Primack, Brian A. et al: Associations Between Smoking and Media Literacy in College Students. – S. 541-555

Han, Paul K. J. et al: Aversion to Ambiguity Regarding Medical Tests and Treatments: Measurement, Prevalence, and Relationship to Sociodemographic Factors. – S. 556-572

Kelly, Kimberley M. et al: How Can We Reach Them?: Information Seeking and Preferences for a Cancer Family History Campaign in Underserved Communities. – S. 573-589

Holt, Cheryl L. et al: Development of a Spiritually Based Educational Intervention to Increase Informed Decision Making for Prostate Cancer Screening Among Church-Attending African American Men. – S. 590-604

**Journal of Media Economics**  
Jg 22 (2009) Nr 3

Maguire, Miles: The Nonprofit Business Model: Empirical Evidence From the Magazine Industry. – S. 119-133

„This article seeks to shed some light on the nonprofit business model by considering empirical data from one area of the media industry where nonprofits make up a sizable segment: periodical publishing. The primary context for this study is the body of economic research into the effects of organizational structure on firm behavior, which is used to propose hypotheses about nonprofit periodicals. The results highlight management challenges that nonprofits face.“

Roger, Guillaume: Media Concentration With Free Entry. – S. 134-165

„This study develops a free-entry model of competition between media firms, characterizes its equilibrium, and establishes that the industry displays a natural tendency to concentrate. A merger of any 2 firms is strictly profit increasing. Therefore, incentives to consolidate, while maintaining distinct, costly locations (i.e., production units or content), exist. This study distinguishes between post-entry and ex ante consolidation and investigates the properties of the post-consolidation equilibrium. Some firms not involved in any merger may be forced to exit. So, although media mergers may not result in shutting down any of the merging outlets, they still may indirectly affect diversity.“

Bel, Germà; Domènech, Laia: What Influences Advertising Price in Television Channels?: An Empirical Analysis on the Spanish Market. – S. 164-183

„Advertising has an important role in the media industry. In a context where advertising generates a negative externality for viewers, this article analyzes the factors explaining ad prices in free TV empirically. This article also considers the participation of government-owned broadcasters in the Spanish market. This study finds that private ownership is associated with higher advertising prices. The results show a positive relation between audience size and ad price and a negative relation between ad price and advertising time. In addition, this study finds that higher prices are associated with the percentage of the population between 14 and 29 years old and the regional gross domestic product per capita in the broadcast area.“

**Journal of Media Law**  
Jg 1 (2009) Nr 1

Gibbons, Thomas: The Future of Public Service Content in the United Kingdom. – S. 1-14

„The structure of public service broadcasting appears to be at a turning point in the United Kingdom. A number of regulatory options are being considered, by Ofcom and by the government, in response to the reluctance of commercially funded media to undertake public service obligations. If existing levels of service

are to be maintained, alternative sources of production and finance will have to be identified. This note explores the critical question, whether public finance should be devoted to particular institutions, such as the BBC, or whether it should be used to subsidise a marketplace for independently produced public service content.“

Derieux, Emmanuel: Reform of the Status of the French Audiovisual Media. – S. 15-20

„Once again, on March 5, 2009, amendments were made to the September 30, 1986 Act, concerning the status of the French audiovisual media. This legislative intervention followed the surprising announcement, by the Head of State, of his personal decision to eliminate advertising on public television. The loss of advertising revenue of 'France Télévisions' (the public television corporation) should be compensated by fees paid by various private audiovisual and telecommunications enterprises. While advertising is gradually being eliminated from public television, its regime has been made more flexible in the context of private broadcasting. The March 2009 changes also concern the structure and the appointment (by the President of the Republic, instead of the independent regulatory body, the Conseil supérieur de l'audiovisuel) of the heads of the public audiovisual corporations. Given the repeated changes to the status of audiovisual communications in France one has to ask: why is this sector condemned to such legislative instability and does it need to be constantly subject to reform?“

Smith, Rachael Craufurd: Media Ownership and the Public Interest: The Case of Virgin Media, British Sky Broadcasting and its ITV Shares. – S. 21-36

Lewis, Tom: Reasserting the Primacy of Broadcast Political Speech after „Animal Defenders International?“. Rogaland Pensioners Party v Norway. – S. 37-48

Barendt, Eric: Balancing Freedom of Expression and Privacy: The Jurisprudence of the Strasbourg Court. – S. 49-72

Phillipson, Gavin: Max Mosley goes to Strasbourg: Article 8, Claimant Notification and Interim Injunctions. – S. 73-96

Carney, Damian: Theoretical Underpinnings of the Protection of Journalists' Confidential Sources: Why an Absolute Privilege Cannot be Justified. – S. 97-128

**Journalism & Mass Communication Quarterly**  
Jg 86 (2009) Nr 2

Thornton, Leslie-Jean; Keith, Susan M.: From Convergence to Webvergence: Tracking the Evolution of Broadcast-Print Partnerships through the Lens of Change Theory. – S. 257-276

Beam, Randal A.; Weaver, David H.; Brownlee, Bonnie J.: Changes in Professionalism of U.S. Journalists in the Turbulent Twenty-First Century. – S. 277-298

Dunwoody, Sharon; Brossard, Dominique; Dudo, Anthony: Socialization or Rewards?: Predicting U.S. Scientist-Media Interactions. – S. 299-314

Len-Ríos, María E. et al: Health News Agenda Building: Journalists' Perceptions of the Role of Public Relations. – S. 315-331

Johnson, Kirsten A.; Wiedenbeck, Susan: Enhancing Perceived Credibility of Citizen Journalism Web Sites. – S. 332-348

Matthes, Jörg: What's in a Frame?: A Content Analysis of Media Framing Studies in the World's Leading Communication Journals, 1990-2005. – S. 349-367

Filak, Vincent F.; Reinhardy, Scott; Maksl, Adam: Expanding and Validating Applications of the Willingness to Self-censor Scale: Self-censorship and Media Advisers' Comfort Level with Controversial Topics. – S. 368-382

Cho, Jaeho: Disentangling Media Effects from Debate Effects: The Presentation Mode of Televised Debates and Viewer Decision Making. – S. 383-400

Yoo, Chan Yun: The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads: Moderating Role of Search Task and Perceived Fairness. – S. 401-418

Marsh, Charles: The War against the Moon: Andre Maurois' 1927 „Fantasy on the Coming Power of the Press“. – S. 419-438

## **Kommunikation & Recht**

### **Jg 12 (2009) Nr 9**

Spindler, Gerald: Die Entwicklung des EDV-Rechts, 2008/2009. – S. 521-529

Schmittmann, Jens M.: Aktuelle Entwicklungen im Fernabsatzrecht 2008/2009. – S. 529-535

Grentzenberg, Verena; Schreibauer, Marcus; Schuppert, Stefan: Die Datenschutznovelle (Teil II). – S. 535-543

Buchmann, Johannes; Roßnagel, Alexander: Das Bundesverfassungsgericht und Telemedizinwahlen. – S. 543-548

Jandt, Silke: Die Mitwirkung Dritter bei der Signaturerzeugung. – S. 548-555

Dörr, Dieter: Die Mitwirkung des Verwaltungsrats bei der Bestellung des ZDF-Chefredakteurs und das Problem der Gremienzusammensetzung. – S. 555-559

### **Jg 12 (2009) Nr 10**

Reinholz, Fabian; Schätzle, Daniel: Domainrecht – eine Bilanz der Rechtsprechung aus den Jahren 2008/2009. – S. 606-612

„Kein Jahr ohne eine BGH-Entscheidung zum Domainrecht. In zwei Entscheidungen hat sich der BGH die Interessenlage der Domaininhaber und der Inhaber von Kennzeichen- und Namensrechten, die erst nach der Domainregistrierung entstanden sind, genau angeschaut. Die Entscheidungen „afilias.de“ und „ahd.de“ haben das Kräfteverhältnis neu sortiert. Rechteinhaber können sich nicht mehr allein auf die Stärke des absoluten Rechts an Marke und Namen verlassen. Vielmehr ist noch klarer geworden, dass keine gute Ausgangsposition hat, wer zwar Namens- und Kennzeichenrechte erwirbt, die dazu passende Domain aber bereits ein anderer besitzt.“

Hecker, Manfred: Neue Regeln gegen unerlaubte Telefonwerbung. – S. 601-605

„Am 4. 8. 2009 ist das „Gesetz zur Bekämpfung unerlaubter Telefonwerbung und zur Verbesserung des Verbraucherschutzes bei besonderen Vertriebsformen“ in Kraft getreten. Das Gesetz hat Änderungen des BGB, des UWG und des TKG zum Gegenstand, die einen effektiveren Schutz der Verbraucher vor unzulässigen Werbeanrufen und den Folgen unerwünschter Verträge bewirken sollen, wenn diese bei der Nutzung besonderer Vertriebsformen geschlossen werden. Der nachstehende Beitrag erläutert die verschiedenen Gesetzesänderungen und nimmt kritisch zu deren voraussichtlicher Effizienz Stellung.“

Hain, Karl-E.; Seehaus, Christine: Verfassungsrechtliche Grenzen des Presse-Rundfunk-Crossownership überschritten?: Zum Regierungsentwurf des 13. nordrhein-westfälischen Rundfunkänderungsgesetzes. – S. 613-618

„Der Entwurf der nordrhein-westfälischen Regierung zum 13. Rundfunkänderungsgesetz räumt marktbeherrschenden Pressehäusern in relativ großem Umfang die Möglichkeit der Beteiligung an Rundfunkunternehmen ein. Der Beitrag benennt zentrale verfassungsrechtliche Bedenken gegen diese Konzeption.“

Altenhain, Karsten: Altersverifikation mittels des elektronischen Personalausweises. – S. 619-624

Pohle, Jan; Ammann, Thorsten: Software as a Service – auch rechtlich eine Evolution?. – S. 625-630

## Mass Communication & Society Jg 12 (2009) Nr 3

Arpan, Laura M.: The Effects of Exemplification on Perspectives of News Credibility. – S. 249-270

„Exemplification (the use of examples) in news stories is a common method of providing information about social phenomena to make stories more interesting to audience members. However, previous research has consistently linked exemplification to highly inaccurate perceptions about the prevalence or severity of a given phenomena. The current study further explored outcomes of exemplification by examining the extent to which the practice influenced perceptions of news credibility. Exemplification of public opinion via layperson quotes was found to differentially affect perceptions of news story credibility. Anecdotal exemplification, however, did not predict credibility ratings. Implications for journalism and democratic participation as well as partisans' preference for congenial coverage in news stories are discussed.“

Overby, L. Marvin; Barth, Jay: The Media, the Medium, and Malaise: Assessing the Effects of Campaign Media Exposure with Panel Data. – S. 271-290

„In this article we extend recent work on exposure to campaign advertisements, comparing the effects of television ads, radio ads, and campaign-related e-mails using an unusual panel data set that provides information on multiple media sources. Our findings, which control for the endogeneity problem that has plagued much work in political communications, confirm that media exposure does affect citizen attitudes. We also find additional evidence that the medium matters, with exposure to television ads tending to undermine system-supporting attitudes, whereas exposure to radio ads has an overall positive effect; contrary to expectations, the „new medium“ of campaign e-mails had no discernible effect.“

Williams, Kevin D.: The Effects of Frustration, Violence, and Trait Hostility After Playing a Video Game. – S. 291-310

Raney, Arthur A.; Kinnally, William: Examining Perceived Violence in and Enjoyment of Televised Rivalry Sports Contests. – S. 311-331

Signorielli, Nancy: Race and Sex in Prime Time: A Look at Occupations and Occupational Prestige. – S. 332-352

„A content analysis of 10 week-long samples of network prime time broadcast between the fall of 1997 and the fall of 2006 found that the leading characters in programs defined by racial diversity differ in terms of their distributions of men and women as well as racial groups. Occupations and occupational prestige also differ depending upon the racial diversity of the programs in which the characters are found. Programs with mostly minority casts, while the most equitable in terms of the proportions of men and women, pro-

vide the least diversity in occupations and occupational prestige, particularly for Black women.“

McCluskey, Michael et al: Community Structure and Social Protest: Influences on Newspaper Coverage. – S. 353-371

## Media culture & society Jg 31 (2009) Nr 4

Levine, Elana: National television, Global Market: Canada's Degraasi: The Next Generation. – S. 515-532

„This article argues that the Canadian youth-targeted television series, Degraasi: The Next Generation, balances the tension between the local/national and the global, the specific and the universal, the heterogeneous and the homogenous, that earmarks global cultural flows. Drawing upon on-site production research, trade press coverage of the Canadian and global television industries, and policy discourse, I analyse the production and distribution of the series as a case study of the place of the Canadian television industry in a global media market, and of youth-targeted programming in such a market. Implicated in my analysis is the question of Canadian national identity and the ways that its ambiguity is suited to an international television trade in which Hollywood-generated product – or product that can be subtly differentiated from Hollywood – continues to be a valued commodity.“

Scott, Martin: Marginalised, Negative or Trivial?: Coverage of Africa in the UK Press. – S. 533-558

Jamal, Amal: Media Culture as Counter-Hegemonic Strategy: the Communicative Action of the Arab Minority in Israel. – S. 559-578

Lester, Libby; Hutchins, Brett: Power Games: Environmental Protest, News Media and the Internet. – S. 579-596

Shi, Yu: Re-Evaluate the „Alternative“ Role of Ethnic Media in the U.S.: the Case of Chinese-Language Press and Working-Class Women Readers. – S. 597-616

„This article discusses the rapidly changing landscape of ethnic media in the US under the conditions of media globalization and concentration. Starting from a case study of two prominent Chinese-language newspapers and their working-class female readers in the San Francisco Bay area, I argue that 'ethnic media' should not be seen as internally homogeneous and externally alternative to mainstream media. They should be treated as a complex and changing system of their own, with internal differences in history, ownership, self-identity, production process, distribution pattern, degree of involvement with mainstream media, etc. Whether and to what extent a particular ethnic outlet has alternative influences should be evaluated against all these factors. As mainstream corporations take over or invest in successful ethnic outlets, as some ethnic outlets themselves adopt the commercial model, and

as transnational media giants increase their presence in diasporic communities, I argue that the alterity of ethnic media as a whole should be put into relative terms.“

Kriem, Maya S.: Mobile Telephony in Morocco: A Changing Sociality. – S. 617-632

Buckingham, David: „Creative“ Visual Methods in Media Research: Possibilities, Problems and Proposals. – S. 633-652

## Jg 31 (2009) Nr 5

Waisbord, Silvio; Peruzotti, Enrique: The Environmental Story that Wasn't: Advocacy, Journalism, and the Asambleismo Movement in Argentina. – S. 691-710

„This article analyzes how news management strategies coupled with journalistic conventions affect news coverage of the Asamblea Ciudadana Ambiental de Gualguaychú in Argentina, a social movement against the establishment of two paper mill plants on the Rio Uruguay. Since 2003, the Asamblea has received wide attention in local and national news. Media advocacy has been central to the Asamblea's political goals. This case offers an opportunity to examine the role of the news media in the definition of environmental risk in a country with weak environmental policies and a weak tradition of environmental reporting. News coverage of the Asamblea confirms the media's penchant for sensational and dramatic events. Also, it suggests that the mainstream media does not necessarily portray social movements negatively. Because the media largely relies on official sources in setting news frames, shifting views about the movement among political elites on news events take attention away from structural processes and environmental policies.“

Lee, Chin-Chuan; Volz, Yong Z.: American Pragmatism and Chinese Modernization: Importing the Missouri Model of Journalism Education to Modern China. – S. 711-730

Abah, Adedayo Ladigbolu: Popular Culture and Social Change in Africa: the Case of the Nigerian Video Industry. – S. 731-748

Everitt, Dave; Mills, Simon: Cultural anxiety 2.0. – S. 749-768

„The term 'Web 2.0' describes a new approach of web developers to existing technologies and user-generated material. Following the resulting impact of this label on web culture we will ask if, in the use of the 2.0 suffix in an ever increasing number of areas (Design 2.0, Media Studies 2.0, Education 2.0), we are currently witnessing a phenomenon of 'cultural anxiety'. Specifically, has this cultural anxiety within the Humanities led to what could be perceived as ill-conceived attempts to apply the key concepts of Web 2.0 to subjects in which they may not be a good fit? This cultural anxiety may be seen to drive the invocation of the 'magic' of a high-status, but poorly understood, discipline in an attempt to borrow validation from it.

Could this be interpreted as a panic response to technological influence in the Humanities? We propose an interdisciplinary approach, involving not only an investigation of the use of the relevant technology, but its historical development. Our analysis encourages an understanding of Web 2.0 as a process of transition from technological development into cultural presence and power. This analysis also throws into relief the tension between a utopian strain in technological development and neoliberal capitalism.“

D'Arma, Alessandro: Broadcasting Policy in Italy's „Second Republic“: National Policies and European Influences. – S. 769-786

Leiva, Maria Trinidad Garcia; Starks, Michael John: Digital Switchover Across the Globe: The Emergence of Complex Regional Patterns. – S. 787-806

„This article analyses the trend, in countries across the globe, of switching television from analogue to digital technology – with major spectrum efficiency benefits. While a number of comparative international studies have stressed the differences between the nations which have so far embarked on this process, this article looks at the underlying similarities and emerging patterns. It charts the development of regional blocs using the technical standards pioneered by the USA, Europe, Japan or China; the dilemmas this can pose for smaller and developing countries; and at the main common factors behind policy success. „

Debrett, Mary: Riding the Wave: Public Service Television in the Multi-Platform Era. – S. 807-828

## Media Perspektiven (2009) Nr 7

Eimeren, Birgit van; Frees, Beate: Der Internetnutzer 2009: multimedial und total vernetzt?; Ergebnisse der ARD/ZDF-Onlinestudie 2009. – S. 334-348

„Die Ergebnisse der 13. ARD/ZDF-Onlinestudie liegen vor: Demnach schreitet die Verbreitung des Internets mit einem Zuwachs von knapp 2 Prozent gegenüber dem Vorjahr nur langsam voran, aber die aktuelle Entwicklung ist durch zunehmende Einbindung des Internets in den Alltag der Menschen gekennzeichnet. Rund 67 Prozent aller Deutschen ab 14 Jahren sind 2009 zumindest gelegentlich online, von diesen Onlinern gehen aber fast 72 Prozent täglich ins Netz. Wie Birgit van Eimeren und Beate Frees in ihren Beiträgen über „Internetnutzer 2009“ und über „Nutzungsoptionen digitaler Audio- und Videoangebote“ darlegen, bleiben die 14- bis 29-Jährigen, von denen 96 Prozent online sind, die Gruppe mit der höchsten Internetverbreitung. Die über 60-Jährigen zeigen mit nur 27 Prozent Onlinern eine deutlich unterdurchschnittliche Internetverbreitung.“

Eimeren, Birgit van; Frees, Beate: Nutzungsoptionen digitaler Audio- und Videoangebote:

Ergebnisse der ARD/ZDF-Onlinestudie 2009. – S. 349-355

„62 Prozent der Internetnutzer haben inzwischen Erfahrungen mit Videos im Netz gemacht, zum Beispiel über Videoportale oder Mediatheken der Programm-anbieter, und live oder zeitversetzt Fernsehsendungen im Internet geschaut, das entspricht einem Anstieg um 7 Prozentpunkte. Audiofiles wie Musikdateien, Podcasts und Radiosendungen im Netz hat jeder zweite Onliner bereits genutzt (plus 14 %-Punkte). Besonders intensiv rufen Jugendliche die multimedialen Inhalte ab. Dennoch, so resümieren van Eimeren und Frees, hat sich die Vision vom stets multimedial und interaktiv handelnden Mediennutzer bisher nicht erfüllt.“

Busemann, Katrin; Gscheidle, Christoph: Web 2.0: Communitys bei jungen Nutzern beliebt; Ergebnisse der ARD/ZDF-Onlinestudie 2009. – S. 356-364

Mende, Annette; Gerhards, Maria: Offliner: Ab 60-jährige Frauen bilden die Kerngruppe: Ergebnisse der ARD/ZDF-Onlinestudie 2009. – S. 365-376

#### (2009) Nr 8

Weiss, Andreas: Anstoß zum gesellschaftlichen Engagement: Bilanz der vierten ARD-Themenwoche „Ist doch Ehrensache!“. – S. 382-388

Gscheidle, Claudia; Geese, Stefan: Die ARD-Themenwoche „Ist doch Ehrensache!“ im Urteil der Zuschauer: Ergebnisse der Repräsentativbefragung. – S. 389-397

Feierabend, Sabine; Klingler, Walter: Kinder und Medien: Ergebnisse der KIM-Studie 2008; Mediennutzung und soziokulturelle Verortung bei Kindern. – S. 398-412

„Bei Kindern ist Fernsehen nach wie vor die wichtigste Medientätigkeit, wenn auch Computer und Internet inzwischen eine große Bedeutung erlangt haben. Wie Sabine Feierabend und Walter Klingler in ihrem Beitrag zeigen, wird bereits im Kindesalter über Vorbilder in der Familie der Weg für spätere Mediennutzungsmuster gelegt. Außerdem unterscheidet sich der Stellenwert der verschiedenen Medien deutlich, je nachdem in welchem Milieu die Kinder aufwachsen.“

Krüger, Udo Michael: Zwischen Spaß und Anspruch: Kinderprogramme im deutschen Fernsehen; Programmanalyse von KI.KA, Super RTL und Nick. – S. 413-431

„Eine detaillierte Programm- und Inhaltsanalyse der Kinderprogramme im deutschen Fernsehen zeigt einige Gemeinsamkeiten zwischen KI.KA, Super RTL und Nick, aber auch deutliche Unterschiede. Wie Udo Michael Krüger anhand der Untersuchung einer künstlichen Woche aus dem Jahr 2008 belegt, sind bei KI.KA unter anderem mehr deutsche Produktionen

im Programm. Vor allem aber ist das Informationsangebot sowie Mischformen aus informations- und unterhaltungsnahen Sendungsteilen deutlich umfangreicher als bei den Privatsendern, außerdem der Anteil moderierter Sendungen.“

Oehmichen, Ekkehardt; Schröter, Christian: Zur Differenzierung des Medienhandelns der jungen Generation: eine Analyse auf Basis der ARD/ZDF-Onlinestudie. – S. 432-450

#### (2009) Nr 9

Schütz, Walter J.: Deutsche Tagespresse 2008: Zeitungsangebot und Wettbewerbssituation im Zeitungsmarkt kaum verändert. – S. 454-483

„Über die Zukunft der Presse im Zeitalter konkurrierender digitaler Medien wird viel diskutiert. Das Traditionsmedium Tageszeitung hat aus einer Vielzahl von Gründen seit Jahren mit Auflagen- und Anzeigenrückgängen zu kämpfen. Wie Walter J. Schütz in seiner statistischen Bestandsaufnahme der deutschen Tagespresse 2008 feststellt, war die Gesamtauflage der Tageszeitungen im vergangenen Jahr mit 20 Millionen Exemplaren erstmals niedriger als im alten Bundesgebiet vor der Wiedervereinigung. Bei den sonstigen Kennziffern zeigt sich jedoch Stabilität: Noch niemals seit 1954 waren in einem Berichtszeitraum für Kernredaktionen („Publizistische Einheiten“), Verlage und Ausgaben weniger Veränderungen zu verzeichnen als von 2006 auf 2008. Ursache hierfür dürfte sein, dass sich nach Perioden fortgesetzter Konzentrationsvorgänge und Kooperationen ein gefestigter Zeitungsmarkt herausgebildet hat, in dem Wettbewerb (abgesehen von wenigen Orten) kaum noch stattfindet.“

Schütz, Walter J.: Redaktionelle und verlegerische Struktur der deutschen Tagespresse. – S. 484-493

Jockenhövel, Jesko; Reber, Ursula; Wegener, Claudia: Digitaler Roll-out: Kinobranche im Umbruch: Zur Einführung des digitalen Kinos. – S. 494-503

#### Media psychology Jg 12 (2009) Nr 3

Byrne, Sahara; Linz, Daniel; Potter, W. James: A Test of Competing Cognitive Explanations for the Boomerang Effect in Response to the Deliberate Disruption of Media-Induced Aggression. – S. 227-248

„This study advances research on the boomerang effect in response to anti-aggression media literacy interventions. Previous findings indicate that elementary school children can become more aggressive after exposure to such interventions. We test two competing explanations for the boomerang effect, media priming and psychological reactance, in a 2 times 2 factorial experiment with elementary school children (N = 128). Findings indicate that children may cognitively process antisocial elements of an intervention program



in a manner that runs counter to the intended effect of prosocial messages. Specifically, children who were exposed to a media literacy intervention with violent media clips as examples reported an increase in willingness to use aggression, whereas children who were exposed to the same lesson without the clips did not. Therefore, the boomerang effect is best explained by the processing of violent clips (media priming) and is not likely due to resistance to the instructional elements of the lesson (psychological reactance). Implications for researchers and practitioners are discussed.“

Krcmar, Marina; Lachlan, Kenneth: Aggressive Outcomes and Videogame Play: The Role of Length of Play and the Mechanisms at Work. – S. 249-267

Ravaja, Niklas: The Psychophysiology of Digital Gaming: The Effect of a Non Co-Located Opponent. – S. 268-294

Kalyanaraman, Sriram; Ivory, James D.: Enhanced Information Scent, Selective Discounting, or Consummate Breakdown: The Psychological Effects of Web-Based Search Results. – S. 295-319

„We report results from three experiments that broadly examined Web users' psychological responses to search results featured on a mock search engine. Study 1 examined the interplay between search result relevance and ad relevance and showed that the former is the critical variable in affecting user attitudes toward both the search engine and the ad. Study 2 offered further evidence regarding the overwhelming influence of search relevance, with study results suggesting that neither individual motivations nor ad relevance played a significant role in affecting user attitudes. Finally, Study 3 supported the proposition that the persuasiveness of a relevant text-based ad appearing with relevant search results can be enhanced by adding a visual image to the ad. We point out the implications of the findings and recommend future directions for media effects research in the domain of search engines.“

## medien + erziehung Jg 53 (2009) Nr 4

Krotz, Friedrich: Die Veränderung von Privatheit und Öffentlichkeit in der heutigen Gesellschaft. – S. 12-21

„Facebook und MySpace, Google Earth und Yasni – nie war das Privatleben der Menschen einer so großen Öffentlichkeit ausgesetzt wie in Zeiten von Mitmach-Internet und Social Software. Persönliche Daten sind, für jedermann zugänglich, in rauen Mengen online zu finden. Gerade Jugendliche machen sich dies zunutze, richten sich online regelrecht ein und pflegen dort Freundschaften. Viele Datenschützer dagegen warnen vor Gefahren wie Datenmissbrauch und Cybermobbing. In der aktuellen Ausgabe von merz/medien + erziehung beschäftigen sich die Autorinnen und Autoren mit diesem Konflikt. Sie stellen den Status Quo im Web 2.0 dar, zeigen Möglichkeiten und Vorteile für Nutzende aber auch Gefahrenpotenziale auf und prä-

sentieren bisherige Herangehensweisen zum (medienpädagogischen) Umgang mit dem Phänomen.“

Liesching, Marc: Datenschutz in Online-Communitys: rechtlicher Rahmen und Konsequenzen für Betreiber und Nutzende. – S. 22-26

Brüggen, Niels: „Privatsachen im Internet“ oder „Mein Privatleben geht nur mich was an“: auf den Online-Spuren Jugendlicher und ihrer Vorstellungen von Privatsphäre. – S. 27-33

Ring, Sebastian; Struckmeyer, Kati: Mitmachen im Web 2.0: Spannungsfelder zwischen Partizipation und Datenschutz. – S. 34-43

## Jg 53 (2009) Nr 5

Donoso, Verónica: Medienerziehung in Chile: Realität und Perspektiven. – S. 12-18

„Hinsichtlich dem Status der Medienerziehung spielt in Chile vor allem das staatliche Bildungssystem eine entscheidende Rolle. Nach einer Skizzierung der chilenischen Schulpolitik und der aktuellen medienpädagogischen Situation in diesem Land wird die deshalb widersprüchliche Rolle, die der amtliche chilenische Lehrplan der Medienerziehung zuweist, thematisiert und schließlich werden sowohl die digitale Kluft in Chile erläutert und als auch Lösungsansätze dazu erarbeitet.“

Ponte, Cristina; Jorge, Ana: Medienerziehung in Portugal: eine Baustelle. – S. 19-25

Ugur, Kadri: Medienerziehung in Estland : Standortbestimmung. – S. 26-33

Giannatelli, Roberto; Weyland, Beate: Media Education in Italien. – S. 34-40

„Unter Media Education wird heute in Italien die mediale Umgebung, in der Kinder und Jugendliche aufwachsen, inklusive ihrer Ausprägungen wie etwa einer eigenen Sprache, verstanden. Dieses Verständnis macht Media Education zu einer Ressource der Allgemeinbildung und Erziehung, was für Pädagoginnen und Pädagogen sowie Erziehende eine besondere Herausforderung darstellt. Bis heute wurden die Forderungen, Media Education als Basiswissen in Schulen einzuführen, nicht erfüllt, so dass vieles in der Entwicklung und Förderung einer Media Education auf Eigeninitiativen begründet ist.“

Hobbs, John et al: Medienpädagogik in den Vereinigten Staaten von Amerika . – S. 41-49

## Medien & Zeit Jg 24 (2009) Nr 2

Oliver, Hatty: The Field of Feminine Journalism: A Unwritten Story. – S. 4-14

Hacker, Lucia: „... in die Gesellschaft von Hel-den passe ich nicht rein“: eine unbekannte Jour-

nalistin im Ersten Weltkrieg; Friedel Merzenich (1879-1956) und ihre Arbeit für die „Liller Kriegszeitung“. – S. 15-23

Rudd, Annie: „Not Early Enough is Made Use of Women“: Rediscovering Ernestine Evans. – S. 24-39

Lachover, Einat: The First Lady of Israeli Journalism Hannah Semer (1924-2003): Quest and Discovery; The Story of an Exceptional Woman. – S. 40-54

## Jg 24 (2009) Nr 3

Seethaler, Josef; Oggolder, Christian: Die Stellung der Frau in der Wiener Tagespresse der Ersten Republik: ein Beitrag zur Entwicklung des tagesaktuellen Journalismus in Österreich. – S. 4-16

Duttenhöfer, Barbara: Keine „quantité négligeable“: Typologie des Frauenjournalismus um 1900. – S. 17-27

Gippert, Wolfgang: „Pioniere unseres Volksturms“: kulturimperialistische Agitation der deutschen Journalistin Leonore Nießen-Deiters im frühen 20. Jahrhundert. – S. 28-37

Matzen, Nea: Viele Leben in einem: Societyla-dy, Journalistin, Bestsellerautorin im Exil. – S. 38-53

## MedienConcret (2009) Nr 2009

Schicha, Christian: Was heißt denn hier Politik?: politische Sozialisation in medialen Zusammenhängen. – S. 6-11

„Das aktuelle Themenheft des medienpädagogischen Magazins MedienConcret, das gemeinsam vom jfc Medienzentrum Köln und dem KJF (Kinder- und Jugendfilmzentrum in Deutschland) herausgegeben wird, geht auf über 100 Seiten dem Verhältnis von Jugend, Medien und Politik auf den Grund. Politik – da winken viele junge Leute müde ab, denn sie assoziieren den Begriff oft mit Parteien- und Politikerhierarchien sowie endlosen Debatten und leeren Versprechungen. Fasst man den Politikbegriff weiter und definiert Politik als aktive Gestaltung des Zusammenlebens von Menschen; versteht man unter politischer Partizipation auch jugendkulturelle Protestformen, den bewussten Kauf von Fair Trade Produkten oder den Selbstausdruck durch einen gesellschaftskritischen Song, kommt man jugendlichen Interessenslagen schon viel näher. Jugendliche sind eben nicht alle gelangweilte „Politikmuffel“, die Medien ausschließlich zur Selbstbetäubung gebrauchen, sondern sie nutzen oft phantasievoll die neuen kommunikativen und politischen Beteiligungsmöglichkeiten der Medien und sind bereit, sich zu engagieren, wenn ihre Lebensbereiche be-

rührt werden. Neben dem Fernsehen als „Schule der Nation“ und den Computergames ist es vor allem das Internet mit seinen sozialen Netzwerken, dem Jugendliche viel Zeit widmen. Junge Leute nutzen das Web 2.0 zur Vernetzung, zur Meinungsäußerung und gegenseitigen Aktivierung, sie bloggen, sims, twittern. – Höchste Zeit also für die „medienpädagogische Szene“, den Blick zu weiten und neben den Gefahren und dem Kreativpotenzial der Medien auch wahrzunehmen, dass mobile, vernetzte Medien heute neue Möglichkeiten der politischen Auseinandersetzung und Beteiligung schaffen.“

Schmidt, Jan-Hinrik: Politisch handeln im Mitmachnetz: gesellschaftliche Teilhabe junger Leute im Web 2.0. – S. 12-16

Ketzer, Christine: Politik 2.0 durch Web 2.0: zum Wahlkampf in den USA und in Deutschland. – S. 16-20

Röll, Franz Josef: Die Imageproduzenten: Bilder im Dienste der politischen Macht. – S. 20-24

Wankell, Susanne: Wem gehören die Medien?: über Einfluss und Macht auf dem Markt der Massenkommunikation. – S. 25-28

Corinth, Ernst: Tummelplatz von bunt bis braun: eine Videoschau auf YouTube. – S. 29-32

Mikos, Lothar: Orientierung zwischen Catwalk und Dschungelcamp: was Jugendliche bei populären Reality-Shows lernen können. – S. 32-35

Wünsch Dir was?: Statements Jugendlicher zum Verhältnis Jugend-Politik-Medien. – S. 36-39

Bevc, Tobias: Die Gesellschaft als Gemeinschaft: zur Darstellung politischer Strukturen im Computerspiel. – S. 40-44

Düx, Sascha: Dreck von den Schultern: wie politisch ist die Jugendkultur Hip-Hop?. – S. 44-48

Gangloff, Tilmann P.: Aha!-Erlebnisse auf Augenhöhe: Kinder und das Recht auf Information. – S. 48-52

Wiedemann, Dieter: Bilder nach drüben: die Wiedervereinigung und die Mediengesellschaft in den neuen und alten Bundesländern. – S. 52-56

Barg, Werner C.: Spannende Geschichten aus der Geschichte: zur Bedeutung des Fernsehens als historisches Gedächtnis für junge Leute. – S. 56-61

Kleber, Reinhard: Ein Comeback für den politischen Film: Notizen zum Verhältnis von Politik und Film im jugendaffinen Kino. – S. 61-69

### **Medien Wirtschaft** **Jg 6 (2009) Nr 3**

Jakobs, Hans-Jürgen: Geld statt Geist?: 25 Jahre Privatfernsehen in Deutschland; Interview mit Hans-Jürgen Jakobs. – S. 6-9

Mindermann, Torsten; Brösel, Gerrit; Winkler, Carsten: Auswirkungen des BilMoG auf die Bilanzierung von Filmrechten. – S. 10-15

Kettering, Emil; Köhler, Lutz: Die duale Rundfunkordnung als passende Regulierungsoption zur Korrektur des Marktversagens im Rundfunk. – S. 16-27

Dörr, Dieter: Drei-Stufen-Test. – S. 28-32

Doetz, Jürgen; Boudgoust, Peter: Drei-Stufen-Test: die Sicht der Praxis. – S. 33-35

### **Multimedia und Recht** **Jg 12 (2009) Nr 8**

Maaßen, Stefan: Urheberrechtlicher Auskunftsanspruch und Vorratsdatenspeicherung. – S. 511-514

Mankowsky, Peter; Siemonsen, Johanna: Das fernabsatzrechtliche Widerrufsrecht nach dem Telefonwerbungsbekämpfungsrecht. – S. 515-519

Schmittmann, Michael: Wem gehört das Inhouse-Telefonkabel?: Die Rechtsstellung des Gebäudeeigentümers gegenüber TK-Unternehmen. – S. 520-524

Patzak, Andrea; Beyerlein, Thorsten: Adressdatenhandel unter dem neuen BDSG. – S. 525-530

### **Jg 12 (2009) Nr 9**

Hoeren, Thomas; Spittka, Jan: Aktuelle Entwicklungen des IT-Vertragsrecht: ITIL, Third Party Maintenance, Cloud Computing und Open Source Hybrids. – S. 583-590

Verweyen, Urs: Grenzen der Störerhaftung in Peer to Peer-Netzwerken. – S. 590-594

Hanloser, Stefan: Die BDSG-Novelle II: Neuregelungen zum Kunden- und Arbeitnehmerdatenschutz. – S. 594-599

Aßmus, Ubbo: Jahresabschlussprüfung: Datenschutzrechtliche Aspekte bei der Weitergabe von Mitarbeiterdaten. – S. 599-605

### **Jg 12 (2009) Nr 10**

Hoffmann, Helmut: Das Auskunftsverfahren nach § 101 Abs 9 UrhG n. F.: Überblick über die Rechtsprechung im ersten Jahr nach Inkrafttreten der gesetzlichen Neuregelung. – S. 655-661

„Das Gesetz zur Verbesserung der Durchsetzung von Rechten des geistigen Eigentums hat erwartungsgemäß im urheberrechtlichen Teil eine erhebliche praktische Bedeutung erlangt, während die parallelen Änderungen im Patentgesetz, Gebrauchsmustergesetz, Markengesetz, Geschmacksmustergesetz und Sortenschutzgesetz ohne erkennbare forensische Relevanz geblieben sind. Unklare Formulierungen führten sofort zu einer nach wie vor bestehenden Rechtszersplitterung. Der Beitrag stellt den Stand der Rechtsprechung des ersten Jahres nach Inkrafttreten des Gesetzes dar.“

Kindt, Anne: Die grundrechtliche Überprüfung der Vorratsdatenspeicherung: EuGH oder BVerfG – wer traut sich?. – S. 661-666

Schütz, Raimund: Wider das Vergessen: Wettbewerbsrichtlinie verhindert E-Health-Monopol. – S. 666-669

Bolay, Stefan: Glücksspiel, Glücksspiel oder doch Glücksspiel?: Einheitlichkeit zwischen straf- und glücksspielstaatsvertraglichem Gewinnspielbegriff. – S. 669-673

### **new media & society** **Jg 11 (2009) Nr 5**

Daniels, Jessie: Cloaked Websites: Propaganda, Cyber-racism and Epistemology in the Digital Era. – S. 659-684

„This article analyzes cloaked websites, which are sites published by individuals or groups who conceal authorship in order to disguise deliberately a hidden political agenda. Drawing on the insights of critical theory and the Frankfurt School, this article examines the way in which cloaked websites conceal a variety of political agendas from a range of perspectives. Of particular interest here are cloaked white supremacist sites that disguise cyber-racism. The use of cloaked websites to further political ends raises important questions about knowledge production and epistemology in the digital era. These cloaked sites emerge within a social and political context in which it is increasingly difficult to parse fact from propaganda, and this is a particularly pernicious feature when it comes to the cyber-racism of cloaked white supremacist sites. The article concludes by calling for the importance of critical, situated political thinking in the evaluation of cloaked websites.“

Castronova, Edward et al: As Real as Real?: Macroeconomic Behavior in a Large-Scale Virtual World. – S. 685-708

Castronova, Edward et al: Offline Social Ties and Online Use of Computers: A Study of Disabled Youth and Their Use of ICT Advances. – S. 709-728

„This article investigates how differences in social ties lead to differences in the social use of information and communication technology (ICT) and vice versa. The article draws on a qualitative study in the field of disability studies. Through this study of a marginalized subgroup of youth, the article advances insight into the permeability of the real and the virtual and extends the notion of established concepts of social ties and digital differentiation. The youth in the current study are 23 disabled Norwegians aged 15–20 years. The analysis is based on the principles of grounded theory and is characterized by a constant content comparative process. The outcome of this analysis shows how social ties of a marginalized subgroup of young people hold different characteristics than established notions anticipate, how these characteristics are vital in youths' interaction in offline and online life and how this interaction implies a mixed reality.“

Lopez, Lori Kido: The Radical Act of „Mommy Blogging“: Redefining Motherhood Through the Blogosphere. – S. 729-748

Stein, Laura: Social Movement Web Use in Theory and Practice: a Content Analysis of US Movement Websites. – S. 749-772

„While communication scholars suggest that the internet can serve as an important resource for social movement communication, few studies examine whether and how social movements actually use the internet. This article examines US-based social movement organization (SMO) internet use at one of its most visible points of access, the world wide web. Drawing on alternative media studies, the article develops a typology of communication functions central to social movements and surveys a random sample of SMO websites in order to determine whether and to what degree they exhibit features or attributes related to these types. The survey results suggest that the majority of US-based SMOs are not utilizing the web to its full potential, and posits a number of reasons why this might be the case, including organizational objectives, organizational resources and resource sharing“

Langlois, Ganaelle; Elmer, Greg: Wikipedia Leeches?: The Promotion of Traffic Through a Collaborative Web Format. – S. 773-794

Robinson, Sue: „If You Had Been With US“: Mainstream Press and Citizen Journalists Jockey for Authority over the Collective Memory of Hurricane Katrina. – S. 795-814

Williams, Dmitri et al: The Virtual Census: Representations of Gender, Race and Age in Video Games. – S. 815-834

Strandberg, Kim: Online Campaigning: An Opening for the Outsiders?; An Analysis of Finnish Parliamentary Candidates' Websites in the 2003 Election Campaign. – S. 835-854

Dijck, José van; Bieborg, David: Wikinomics and its Discontents: A Critical Analysis of Web 2.0 Business Manifestos. – S. 855-874

## Jg 11 (2009) Nr 6

Quiring, Oliver: What Do Users Associate with „Interactivity“?: A Qualitative Study on User Schemata. – S. 899-920

„‘Interactivity’ was one of the major buzzwords of the 1990s. Although the academic discourse has produced a large number of different concepts of ‘interactivity’, in everyday life it still remains a label put on all kinds of aspects of online communication and digital media. Drawing on schema theory this article explores the concepts of ‘ordinary’ users (i.e. people who are not professional experts). The results indicate that users associate the foremost social and individual issues with the term ‘interactivity’, i.e. what they can accomplish by using media in terms of self-development, social influence and social relationships.“

Simun, Miriam: My Music, My World: Using the MP3 Player to Shape Experience in London. – S. 921-942

Scolari, Carlos Alberto: Mapping Conversations about New Media: The Theoretical Field of Digital Communication. – S. 943-964

Feaster, John Christian: The Repertoire Niches of Interpersonal Media: Competition and Coexistence at the Level of the Individual. – S. 965-984

„The uses and gratifications approach has been useful in explaining media use by individuals. However, it has been limited in that the use of a medium has always been considered independently from other media options available and from use trends occurring at the level of a population. The theory of the niche has been used to partially overcome these limitations by examining uses and gratification concepts in the context of media competition; but, up to this point, it has only been used to explain trends at the system level. Through the introduction of repertoire niches, the present article extends the theory of the niche by examining competition at the level of the individual within the resource space of his/her media repertoire. Results indicate that repertoire niche dimensions of breadth, overlap, and superiority have some predictive power over media use.“

Beer, David: Power Through the Algorithm?: Participatory Web Cultures and the Technological Unconscious. – S. 985-1002

Zhou, Xiang: The Political Blogosphere in China: A Content Analysis of the Blogs Regarding the Dismissal of Shanghai Leader Chen Liangyu. – S. 1003-1022

„The movement toward what is often described as Web 2.0 is usually understood as a large-scale shift toward a participatory and collaborative version of the web, where users are able to get involved and create content. As things stand we have so far had little opportunity to explore how new forms of power play out in this context of apparent ‘empowerment’ and ‘democratization’. This article suggests that this is a pressing issue that requires urgent attention. To begin to open up this topic this article situates Web 2.0 in the context of the broader transformations that are occurring in new media by drawing on the work of a number of leading writers who, in various ways, consider the implications of software ‘sinking’ into and ‘sorting’ aspects of our everyday lives. The article begins with this broader literature before exploring in detail Scott Lash’s notion of ‘post-hegemonic power’ and more specifically his concept of ‘power through the algorithm’. The piece concludes by discussing how this relates to work on Web 2.0 and how this work might be developed in the future.“

Latimer, Christopher: Understanding the Complexity of the Digital Divide in Relation to the Quality of House Campaign Websites in the United States. – S. 1023-1040

Stromer-Galley, Jennifer; Martey, Rosa: Visual Spaces, Norm Governed Places: The Influence of Spatial Context Online. – S. 1041-1060

## Political Communication Jg 26 (2009) Nr 3

Althaus, Scott L.; Cizmar, Anne M.: Media Supply, Audience Demand, and the Geography of News Consumption in the United States. – S. 249-277

„The choice to seek out political information is a function both of the individual traits of consumers and of the supply of news content in particular media markets, but previous research has tended to focus only on the individual-level correlates of news exposure. This article explores how the size and complexity of local information markets influence levels of exposure to local, network, and cable television news, as well as exposure to talk radio, online news sources, and daily newspapers. Using multilevel modeling and spatial lag regression, our analysis shows that the structure and demographic tendencies of local news markets are strongly correlated with patterns of individual-level news exposure even after controlling for individual-level demographic characteristics known to predict information seeking behavior. Moreover, we find consistent evidence of regional information cultures

that influence demand for news beyond the impact of demographic and market-level factors.“

Jones, Timothy M.; Sheets, Penelope: Torture in the Eye of the Beholder: Social Identity, News Coverage, and Abu Ghraib. – S. 278-295

Rottinghaus, Brandon: Strategic Leaders: Determining Successful Presidential Opinion Leadership Tactics Through Public Appeals. – S. 296-316

Xenos, Michel A.; Becker, Amy B.: Moments of Zen: Effects of The Daily Show on Information Seeking and Political Learning. – S. 317-332

„A growing number of scholars continue to investigate relationships between exposure and attention to political comedy programs like The Daily Show and political knowledge. One prominent explanation for these relationships suggests that exposure to such programs facilitates the acquisition of political information from hard news sources, particularly among less politically sophisticated comedy viewers, thus serving as a gateway to political attention and knowledge. Previous studies have provided support for this explanation largely through cross-sectional survey data focused on learning from traditional hard news outlets such as television news. This research draws on data from two experimental studies conducted with undergraduates at a major midwestern university to provide a more direct causal investigation of these processes and also expands the scope of hard news media considered to include online sources. Our findings provide general support for the gateway hypothesis but raise important questions concerning the causal structure of gateway effects.“

Bailard, Catie Snow: Mobile Phone Diffusion and Corruption in Africa. – S. 333-353

## Zeitschrift für Urheber- und Medienrecht Jg 53 (2009) Nr 8-9

Wimmer, Norbert: Der Drei-Stufen-Test nach dem 12. Rundfunkänderungsstaatsvertrag: was ist und wer entscheidet über den Public Value öffentlich-rechtlicher Online-Angebote?. – S. 601-611

Poll, Günter: „Darf’s noch ein bisschen mehr sein?“: zur Unangemessenheit der Anwendung des Bestsellerparagraphen (§ 32a UrhG) auf den Filmbereich. – S. 611-620

Holznagel, Bernd: Anreize für die vertikale Verflechtung zwischen Presse und Rundfunk oder wirksame Konzentrationsbegrenzung?: zur Verfassungsgemäßheit der §§ 33a-33d LMG-E NRW. – S. 620-629

**Jg 53 (2009) Nr 10**

Die Ausgabe 10/2009 veröffentlicht die Beiträge des XXIII. Münchner Symposion zum Film- und Medienrecht des Instituts für Urheber- und Medienrecht am 3. Juli 2009.

Becker, Jürgen: Umsetzung der AVMD-Richtlinie: Einführung zum XXIII. Münchner Symposion zum Film- und Medienrecht des Instituts für Urheber- und Medienrecht am 3. Juli 2009. – S. 697-722

# Reihe Rezeptionsforschung



## Nachrichten im Gespräch

Wesen und Wirkung von  
Anschlusskommunikation  
über Fernsehnachrichten

Von Denise Sommer

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Gespräche über Medien sind ein wichtiger Bestandteil unserer Alltagskommunikation. Ihr Wesen und ihre Wirkung sind bisher jedoch wenig untersucht worden. Der vorliegende Band widmet sich dem Konzept der Anschlusskommunikation aus theoretischer und empirischer Sicht. Am Beispiel von Gesprächen über Fernsehnachrichten wird erforscht, wie Rezipienten über Medienangebote reden und wie dadurch Medienwirkungen beeinflusst werden.

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