Zeitschriftenlese

Gersdorf, Hubertus: Verbot presseähnlicher Angebote des öffentlich-rechtlichen Rundfunks. – S. 421-434

Castendyk, Oliver: Buy-Out-Klauseln in Honorarbedingungen für Journalisten/innen. – S. 434-438

Helle, Jürgen: Zu den Grundlagen des kommerziellen Persönlichkeitsrechts. – S. 438-444

Mielke, Lothar J.: Die Entwicklung des Fotorechts seit 2006. – S. 444-449

Schmolke, Michael: Von der „schlechten Presse“ zu den „guten Medien“: Entwicklung der Katholischen Publizistik im 20. Jahrhundert. – S. 233-251

Bee, Guido: Was Katholiken lesen durften: die Zeitschrift „Das neue Buch“ als Instrument der Lektürelenkung im kirchlichen Büchereiwesen. – S. 252-269

Bock, Florian: Der „Pillen-Bann“: die Enzyklika Humanae Vitae Papst Pauls VI. im Spiegel der deutschen und italienischen Presse. – S. 270-281

Pöttker, Horst: Balance of Powers: Medienräte zwischen Selbst- und Fremdkontrolle. – S. 282-298

Elitz, Ernst: Abschreckung oder Aufklärung?: ethische Perspektiven der Darstellung von Gewalt in den Medien. – S. 299-304

Southwell, Brian G. et al: Aging and the Questionable Validity of Recognition-Based Exposure Measurement. – S. 603-619

Goodall, Catherine E.; Slater, Michael D.: Automatically Activated Attitudes as Mechanisms for Message Effects: The Case of Alcohol Advertisement. – S. 620-643

„Alcohol advertisements may influence impulsive, risky behaviors indirectly, via automatically activated attitudes toward alcohol. Results from an experiment in which participants were exposed to either four alcohol advertisements, four control advertisements, or four drunk driving public service advertisements (PSAs) suggested that alcohol advertisements had more measurable effects on implicit than on explicit attitude measures. Moreover, there were significant indirect paths from alcohol advertisement exposure through automatically activated alcohol attitudes on willingness to engage in risky alcohol-related behaviors, notably drinking and driving. A mechanism that may explain how these advertisements activate automatic, nondeliberative alcohol attitudes was investigated. Associative evidence was found supportive of an evaluative conditioning mechanism, in which positive responses to an alcohol advertisement may lead to more positive automatically activated attitudes toward alcohol.“

Dailey, René M.; Richards, Andrea A.: Communication With Significant Others About Weight Management: The Role of Confirmation in Weight Management Attitudes and Behaviors. – S. 644-673

„The current study employed a confirmation perspective to examine the relationship between communication with significant others and individuals' weight management. Confirmation was conceptualized as consisting of two components—acceptance and challenge. In Study 1, 413 participants (aged 18-66) completed a survey assessing their diet and exercise behaviors as well as interactions with a significant other about weight management. As predicted, the combination of acceptance and challenge from significant others was related to the highest levels of body self-esteem, eating and exercise self-efficacy, and healthy eating behaviors beyond the individual effects of acceptance and challenge. In Study 2, 161 participants (aged 18-62) rated the effectiveness of messages varying in acceptance and challenge. Messages higher in both acceptance and challenge were rated as more effective in motivating healthy behaviors than messages primarily higher in either acceptance or challenge or lower in both. Overall, both studies suggest the contribution of one component of confirmation was enhanced by the presence of the other component in predicting weight management attitudes and behaviors.“

Warren, Jennifer R. et al: African American Ethnic and Class-Based Identities on the World Wide Web: Moderating the Effects of Self-Perceived Information Seeking/Finding and Web Self-Efficacy. – S. 674-702

Dibble, Jayson L.; Levine, Timothy R.: Breaking Good and Bad News: Direction of the MUM Effect and Senders' Cognitive Representations of News Valence. – S. 703-722

Wilkum, Kristi; MacGeorge, Erina L.: Does God Matter?: Religious Content and the Evaluation of Comforting Messages in the Context of Bereavement. – S. 723-745

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Slater, Michael D.; Hayes, Andrew F.: The Influence of Youth Music Television Viewership on Changes in Cigarette Use and Association With Smoking Peers: A Social Identity, Reinforcing Spirals Perspective. – S. 751-773

„Prior research has found strong evidence of a prospective association between R-rated movie exposure and teen smoking. Using parallel process latent-growth modeling, the present study examines prospective associations between viewing of music video channels on television (e.g., MTV and VH-1) and changes over time in smoking and association with smoking peers. Results showed that baseline viewing of music-oriented channels such as MTV and VH-1 robustly predicted increasing trajectories of smoking and of associating with smoking peers, even after application of a variety of controls including parent reports of monitoring behavior. These results are consistent with the arguments from the reinforcing spirals model that such media use serves as a means of developing emergent adolescent social identities consistent with associating with smoking peers and acquiring smoking and other risk behaviors; evidence also suggests that media choice in reinforcing spiral processes are dynamic and evolve as social identity evolves."

Matthes, Jörg; Morrison, Kimberly Rios; Schemer, Christian: A Spiral of Silence for Some: Attitude Certainty and the Expression of Political Minority Opinions. – S. 774-800

„Spiral of silence theory does not assume a simple relationship between opinion climate and opinion expression. In fact, the notion of hardcore individuals (who express their opinions regardless of the climate) embraces the idea that there are some people for whom this relationship does not hold true. However, this idea has not been put to a direct empirical test. In this article, the authors propose that attitude certainty is a key variable in identifying the hardcore. Data from three surveys demonstrate that the climate of opinion only determines opinion expression when individuals hold their attitudes with low or moderate attitude certainty. For individuals with high attitude certainty, no such effect can be found. Thus, there is a spiral of silence only for some but not for all members of the public."

Tal-Or, Nurit et al: Testing Causal Direction in the Influence of Presumed Media Influence. – S. 801-824

Lee, Eun-Ju; Jang, Yoon Jae: What Do Others' Reactions to News on Internet Portal Sites Tell Us?: Effects of Presentation Format and Readers' Need for Cognition on Reality Perception. – S. 825-846

Levine, Timothy R.; Serota, Kim B.; Shulman, Hillary C.: The Impact of „Lie to Me" on Viewers' Actual Ability to Detect Deception. – S. 847-856

Dahlstrom, Micheal F.: The Role of Causality in Information Acceptance in Narratives: An Example From Science Communication. – S. 857-875

„Narratives represent a powerful and ubiquitous form of communication that influence what individuals believe about the world. While the field of narrative persuasion investigates how narratives affect attitudes and behaviors, it rarely considers structural variables discussed in the field of discourse psychology. This study examines the utility of bridging these fields by testing the persuasive influence of novel science information relative to the internal causal structure of a narrative. Results suggest that information placed at causal locations of a narrative result in greater acceptance of information than the same information placed at non-causal locations within the same narrative. These findings suggest that the within-narrative variable of causality can influence the persuasive impact of information inserted into a narrative. In response, this study identifies a significant source of variance that has thus far been overlooked in studies of narrative persuasion."

Communications
Jg 35 (2010) Nr 3

Hepp, Andreas; Hjarvard, Stig; Lundby, Knut: Mediatization – Empirical Perspectives: An Introduction to a Special Issue. – S. 223-228

Petersen, Line Nybro: American Television Fiction Transforming Danish Teenagers' Religious Imaginations. – S. 229-248

Rödder, Simone; Schäfer, Mike S.: Repercussion and Resistance: An Empirical Study on the Interrelation Between Science and Mass Media. – S. 249-268

„The article employs the mediatization concept to analyze the relationship of science and the mass media. It draws on theoretical considerations from the sociology of science to distinguish and empirically investigate two dimensions of mediatization: changes in media coverage of science on the one hand and the repercussions of this coverage on science on the other hand. Results of content analyses and focused expert interviews show that mediatization phenomena can indeed be observed in the case of science, but they are limited to certain disciplines, to certain phases (mediatization phases differ from routine phases in which the media tend to acknowledge scientific criteria, routines, and knowledge), and to a small number of media visible scientists. We conclude that media-induced structural change in science, though present, is less pronounced than mediatization of other parts of society. Compared to spheres such as politics and sports, science's media resistance is rather high."

Rawolle, Shaun; Lingard, Bob: The Mediatization of the Knowledge Based Economy: An Australian Field Based Account. – S. 269-286

Reunanen, Esa; Kunelius, Risto; Noppari, Elina: Mediatization in Context: Consensus Culture, Media and Decision Making in the 21th Century, the Case of Finland. – S. 287-308

Driessens, Olivier et al: Personalization According to Politicians: A Practice Theoretical Analysis of Mediatization. – S. 309-326

„Following the evolution towards media-saturated societies, this article presents practice theory as an alternative framework for mediatization studies. We discuss how it can help us grasp the diversity of social and cultural changes related to the highly integrated media. This is demonstrated by studying politicians' personalization, not as a product of media logic but by looking at politicians' media-related practices and media's anchoring of practices. Our in-depth interviews with Flemish politicians show that their practices are in many ways organized by the media, but through this mediatization at the same time aim to retain control over them. It is also shown that politicians' practices are not only directly influenced by media, but also by other politicians' media-related practices. Together, these findings draw a complex picture of the mediatization and personalization process."

Michailidou, Asimina; Trenz, Hans-Jörg: Mediati(zi)ng EU Politics: Online News Coverage of the 2009 European Parliamentary Elections. – S. 327-346

„In this paper we propose that the concept of mediatization should be used not only in the narrow sense to analyze the impact of media on the operational modes of the political system, but also in more general terms to capture the transformation of the public sphere and the changing conditions for the generation of political legitimacy. More specifically and with regard to the role of political communication on the internet, we focus on the transformative potential of online media in terms of a) publicity: the capacity of the online media to focus public attention on the political process of the EU; b) participation: the capacity of the online media to include plural voices and activate the audience; and c) public opinion formation: the capacity of the online media to enable informed opinions. We test our mediatization model on the online debates that took place during the 2009 EU elections (May–June 2009) in 12 member-states and at the trans-European level. The findings confirm the mediatizing impact of online political communication on the generation of the political legitimacy of the EU. Online media constitute a virtually shared forum for political communication that political actors and users increasingly occupy developing homogenous patterns of evaluating European integration. Furthermore, the stronghold of offline media in the EU e-sphere and the tendency to discuss the EP elections within the frame of domestic (national) politics reaffirm the key role of national political and media cultures."

Jg 35 (2010) Nr 4

Igartua, Juna-José: Identification with Characters and Narrative Persuasion through Fictional Feature Films. – S. 347-374

Kovacic, Melita Poler; Erjavec, Karmen: Production Process of Unlabeled Advertorials in the Slovenian Press. – S. 375-396

Vandoninck, Sofie; d'Haenens, Leen; Donoso, Veronica: Digital Literacy of Flemish Youth: How Do They Handle Online Content Risks?. – S. 397-416

„The internet offers adolescents a huge window of opportunities, but these opportunities are not always exempt from risks. Indeed, many young people are nowadays confronted with spam, gruesome or violent images and content including pornography, drugs, racism, and even suicide. We surveyed 815 Flemish 15- to 19-year-olds about the online risks they (may) have been confronted with and on how they cope with these risks. We controlled for digital literacy levels, sociodemographics and personality traits. Interestingly, our research shows that not only adolescents with a high level of internet literacy but also those with lower internet literacy levels, such as youths enrolled in vocational education, tend to be more frequently exposed to online risks. Also worthwhile noting is the fact that a high level of self-confidence positively correlates with exposure to risky online content. In general, adolescents do not consult anybody when it comes to coping with risks and negative experiences online. However, a good parent-child relationship pays off as kids with a good parental relationship encounter aggressive, sexual or value-based content less frequently."

Takens, Janet et al: Old Ties from a New(s) Perspective: Diversity in the Dutch Press Coverage of the 2006 General Election Campaign. – S. 417-438

Hetsroni, Amir: When the Wind Changes Direction: The Impact of Content Shift on the Cultivation Effect. – S. 439-460

„This study examines how the cultivation effect is impacted by a sudden change in the content of news media reports. A content analysis of newspaper articles about Iceland published in Israel before and after the outbreak of the 2008 economic crisis (N = 708) was used to detect changes in the theme and tone of news reports regarding this country. It was followed by a survey (N = 304) that asked Israelis to give their estimates and views concerning the economic aspects of life in Iceland. Both first order and second order cultivation effects, which correlated media consumption with a positive view of Iceland's economy and corresponded to the pre-crisis image of Iceland in the Israeli media, were noticed. These findings are supportive of the thesis that the long term frequency of media messages is more significant than their recency in establishing a cultivation effect."

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Schmitt-Beck, Rüdiger; Wolsing, Ansgar: European TV Environments and Citizens' Social Trust: Evidence from Multilevel Analyses. – S. 461-484

„This paper sheds new light on Putnam's hypothesis that watching television, particularly entertainment programs, contributes to an erosion of social trust. Previous studies have been unable to reach convincing evidence regarding this claim. It is argued that this is a consequence of the neglect of indirect, interpersonally mediated TV effects which supplement the influence of direct exposure, and extend even to those who do not watch television. Using data from the 2002 and 2004 waves of the European Social Survey (ESS) in combination with aggregate data from telemetric audience research, we conduct a multilevel analysis of TV's impact on social trust. Investigating this macro-micro relationship, we find that patterns of general TV use in 25 European societies exert substantial effects on individual social trust that by far exceed those of individual TV use. In line with Putnam's hypothesis, there is a negative impact of total TV time; however, high market shares of public TV increase social trust."

Computer Law Review International
Jg 11 (2010) Nr 5

Moynihan, Deirdre et al: Indirect Copying of Computer Programs: Infringing or Non-Infringing. – S. 129-134

Kuppers, Martin Arthur: Testing the Visibility of Copyright „Red Flags" for Internet Service Providers: An Analysis of the VIACOM v. YouTube Equation; Hear no Evil + See No Evil = Do No Evil. – S. 134-141

Hoeren, Thomas: IMMI: The EU Perspective. – S. 141-145

Computer und Recht
Jg 26 (2010) Nr 10

Ufer, Frederic: Netzneutralität im Spannungsfeld zwischen Wettbewerb und Regulierung. – S. 634-640

Kühling, Jürgen; Schall, Tobias: Die Zukunft der Kupfer-TAL-Entgelte zwischen EuGH, BVerwG, VG Köln und BNetzA. – S. 708-718

Polley, Romina: Die neue Vertikal-GVO. – S. 625-630

Nordemann, Jan Bernd: Störerhaftung für Urheberrechtsverletzungen: welche konkreten Prüfpflichten haben Hostprovider (Content-provider)?. – S. 653-661

Jg 26 (2010) Nr 11

Schmitt, Michaela C.: Schadenspauschalierungen und Vertragsstrafen in AGB der öffentlichen Hand, insbesondere in BVB und EVB-IT. – S. 693-701

Schnabel, Christoph; Freund, Bernhard: „Ach, wie gut, dass niemand weiß": Selbstdatenschutz bei der Nutzung von Telemedienangeboten. – S. 718-721

Vianello, Mirko: Abruf und Aufzeichnung von Video- und Audiostreams zum privaten Gebrauch. – S. 728-735

Lensdorf, Lars: Auftragsdatenverarbeitung in der EU/EWR und Unterauftragsdatenverarbeitung in Drittländern: Besonderheiten der neuen EU-Standardvertragsklauseln. – S. 735-742

Convergence
Jg 16 (2010) Nr 4

Davidson, Christina: 'Click on the Big Red Car': The Social Accomplishment of Playing a Wiggles Computer Game. – S. 375-394

„The playing of computer games in the home is ubiquitous in contemporary life. Research that examines young children's computer use confirms that playing computer games is a dominant form of activity. While computer game playing has important social effects for children, how children accomplish their social activity during computer use is very much taken for granted in the game-playing literature. This article addresses young children's computer game playing through a detailed analysis of two children's interaction while playing a Wiggles game in their home. Conversation analysis is employed to describe and explicate the social accomplishment of playing the game through a sequential analysis of data. Discussion considers the local organization of the game, its occasioned complexity, and the management of identity-related activities during game playing. The study provides a description of the ways that social interaction accomplishes the children's game playing."

Cooke, Grayson: De-inter-facement: 0100101110101101.org's Portraits of 'Second Life' Avatars. – S. 395-410

„Since 2006, the art duo 0100101110101101.org, aka Eva and Franco Mattes, have produced a number of 'portraits' of Second Life avatars. Collectively referred to as Portraits on the Mattes's website, they are grouped into a series of exhibitions which have been shown in New York, Italy and Switzerland, as well as within Second Life itself. Critical reception has been mixed, with some critics appreciating the images as critiques of real-world conventions of beauty, while others have found them bland and banal. The artists, however, have stated that the Portraits series is their most radical work to date. With such wide variance in

critical reception and artistic 'intention', it is worth asking a few questions: What is the significance of exhibiting portraits of Second Life avatars? What does it mean to re-present what is already a representation – and what is in fact being represented? And, given that the Portraits are predominantly close-ups of faces, and also that they are brought to us via a whole series of digital interfaces, what role do the face and the interface play in the production and understanding of these images?"

Doorn, Niels van: Keeping it Real: User-Generated Pornography, Gender Reification, and Visual Pleasure. – S. 411-430

Doyle, Gillian: From Television to Multi-Platform: Less from More or More for Less?. – S. 431-450

Zagal, José P.; Bruckman, Amy: Designing Online Environments for Expert/Novice Collaboration: Wikis to Support Legitimate Peripheral Participation. – S. 451-470

„Designing environments that can bring novices and experts together is not trivial. We explore how we can design environments where these collaborations happen in such a way that everyone benefits. We explore these questions in the context of one such environment. In this study, we used the Game Ontology Project (GOP), a wiki-enabled hierarchy of elements of gameplay used by game studies researchers, in a game design class. Students found that their participation was enjoyable and useful for learning. Also, there is evidence that they developed a deeper understanding of the medium of videogames. However, encouraging sustained participation was challenging because students tended to view the GOP as a static source, rather than a participatory and editable resource. Expert analysis of the students' contributions to the ontology found them to be useful and significant. We conclude with thoughts on the importance of these kinds of authentic environments in traditional learning."

Brighenti, Andrea Mubi: New Media and the Prolongations of Urban Environments. – S. 471-488

European Journal of Communication
Jg 25 (2010) Nr 3

Neys, Joyce; Jansz, Jeroen: Political Internet Games: Engaging an Audience. – S. 243-258

„This article is concerned with Internet games that critically address political issues. Developers and players of six online games were interviewed about the expressive and engaging power of the games, in particular with respect to the performance of a 'political self'. Both qualitative and quantitative methods were used in order to explore this issue in some detail. Interviews with the six game-developers revealed that building a game contributed to the enhancement of their everyday political engagement. Players were addressed by an online questionnaire which also included playing a political game (N = 80). The results showed an impact

of playing a political game on their knowledge and opinion about the issue addressed in the game. The results also suggested that the construction and expression of a „political self" through the act of playing a political game may have consequences in the real world."

Duits, Linda: The Importance of Popular Media in Everyday Girl Culture. – S. 243-258

Noije, Lonneke van: The European Paradox: A Communication Deficit as Long as European Integration Steals the Headlines. – S. 259-272

Alsina, Miquel Rodrigo; Jimenez, Leonarda Garcia: Communication Theory and Research in Spain: A Paradigmatic Case of a Socio-Humanistic Discipline. – S. 273-286

„This article analyses the situation of communication research in Spain. First, a history of the development of communication research is presented. Then the authors describe and analyse the status of research at the beginning of the 21st century and present the opinion of researchers themselves concerning this situation. Subsequently, using the Delphi method, an analysis of the panorama of research in Spain is offered from the perspective of a group of Spanish researchers and lecturers in the field. Finally, the future prospects are discussed for communication theory and research in this European country. In general, this work aims to reflect on the state of communication theory as a social and humanistic science, in those democratic countries from the first world which incorporated the study of communication theory in their universities in the 1970s, based on an observation of the Spanish situation. Consequently, the issues analysed, the epistemological precept and the solutions proposed can be extrapolated to all those zones where the discipline is currently in a complete phase of consolidation, definition and maturity."

International Communication Gazette
Jg 72 (2010) Nr 6

O'Regan, Mary: The Irish Press and the Iraq War: Real World Cues, News Values and the Political Calibration Effect. – S. 443-464

„This article presents the findings of a descriptive content analysis of three Irish „quality newspapers" coverage of issues relating to the Iraq War during the period from 1 September 2002 to 31 December 2007 – The Irish Times, the Irish Independent and the Sunday Independent. It addresses the shortcoming in existing research on the Irish media's coverage of the Iraq War and also contributes to the body of research already undertaken on different international media's coverage of this war. Its central focus explores the influences that different contextually specific political, cultural and news factors have on media reportage. It is broadly situated within the agenda-setting research paradigm, but advocates a number of theoretical extensions of this paradigm. In particular, it is argued that rather than viewing media foreign news agendas as simplistic byproducts of media-political relations, they can be

more usefully conceptualized as the outcomes of different processes of interaction between 'real world' cues defining the wider political environment and media factors, such as news values and sourcing strategies."

Weber, Patrick: No News from the East?: Predicting Patterns of Coverage of Eastern Europe in Selected German Newspapers. – S. 465-486

Dimitrova, Daniela V.; Strömbäck, Jesper: Exploring Semi-Structural Differences in Television News Between the United States and Sweden. – S. 487-502

„The purpose of this study is to explore differences in television news format and news framing between the US and Sweden. The study focuses on the news programs broadcast by the top three television networks in the US and the top two public service channels and the leading commercial television channel in Sweden: CBS Evening News, NBC Nightly News and ABC World News, and Rapport, Aktuellt and TV4 Nyheterna, respectively. Using the most different systems design, the content analysis reveals significant differences between the two countries across a number of important variables: amount of domestic vs foreign news coverage, level of journalistic visibility, length of politicians' sound bites, attribution of responsibility and thematic vs episodic framing of the news. The discussion addresses the possible causes for these cross-cultural differences as well as the potential implications for news audiences in both countries."

Wetzstein, Irmgard: Mediated Conflicts: Capacities and Limitations of „Mediative Journalism" in Public Diplomacy Processes. – S. 503-520

„Based on the concept of public diplomacy, this article analyses the possible contributions of journalism to international political conflict resolution processes and, more specifically, asks if quality journalism can take on mediative functions in foreign policy. The approach of this article is to consider the concept of „mediative journalism", which means that first of all links and differences between journalism and mediation as a conflict resolution tool have to be recognized. An explicit link between mediation and quality journalism has not been tested yet, although both show partly similar mindsets and attitudes concerning, for example, balance, the plurality of perspectives and critical reflection, as the article clearly shows."

Johnson, Thomas J.; Fahmy, Shahira: When „Good" Conflicts Go Bad: Testing a Frame-Building Model on Embeds' Attitudes Toward Government News Management in the Iraq War. – S. 521-544

Jg 72 (2010) Nr 7

Berger, Guy: Problematizing „Media Development" as a Bandwagon Gets Rolling. – S. 547-566

Wassermann, Hermann: Freedom's Just Another Word?: Perspectives on Media Freedom and Responsibility in South Africa and Namibia. – S. 567-588

„As emerging democracies in Africa, the political communication systems of South Africa and Namibia have undergone major shifts since the early 1990s. For both these countries, democracy brought greater and constitutionally protected freedom of the media. This freedom was however seen as linked to certain responsibilities for the media to fulfil as democratic institutions. From ongoing clashes between journalists, politicians and the state in both these countries, it has become clear that there is no clear consensus about what media freedom and responsibility means in the context of these new African democracies. Drawing on approximately 50 semi-structured interviews with journalists, politicians and political intermediaries in South Africa and Namibia, as part of a multi-country comparative study, this article explores how values like freedom of speech, media responsibility and the democratic role of the media are understood by these various role players in the political communication process."

Alozie, Emmanuel C.: Voices in the Hills of Rwanda: African Press Accountability of the 1994 Progrom. – S. 589-618

Lu, Jia: Multiple Modernities and Multiple Proximities: McDonald's and Kentucky Fried Chicken in Chinese Television Commercials. – S. 619-634

„Homogenization and diversification are major themes in studies of globalization and culture. McDonald's and Kentucky Fried Chicken (KFC) are often used as evidence to describe these two themes. The aim of this study is to examine the extent to which homogenization and diversification occur in the television commercials for McDonald's and KFC in China as well as the strategic models they adopt to manipulate the tension between homogenization and diversification. La Pastina and Straubhaar's theory is used to map out two different strategic models: genre proximity and cultural proximity. The study finds that homogenization exceeds diversification in the commercials of McDonald's and KFC as a whole. Comparatively, McDonald's adopts genre proximity and KFC adopts cultural proximity. The adoption of different models offers a cultural explanation for KFC's triumph in the competition with McDonald's in the Chinese fast food market."

Camaj, Lindita: Media Framing Through Stages of a Political Discourse: International News Agencies' Coverage of Kosovo's Status Negotiations. – S. 635-652

Jg 72 (2010) Nr 8

Thomas, Pradip N.: Traditional Knowledge and the Traditional Knowledge Digital Library:

Digital Quandaries and Other Concerns. – S. 659-674

„This article explores issues related to the digitization of traditional knowledge. Using the example of the Traditional Knowledge Digital Library (TKDL) in India, it (1) explores the interfaces between the TKDL and the digital, (2) problematizes the relationship between the TKDL, power and digital knowledge, (3) raises issues around traditional knowledge (TK) and dominant traditions of intellectual property (IP) and (4) explores the status of reinvented traditions in relation to TK. While the article includes an immanent critique of the politics of the digital in relation to the TKDL, it supports the view that the digital can play a significant role in the preservation, elucidation and strengthening of traditional/ indigenous cultures."

Chalaby, Jean K.: The Rise of Britain's Super-Indies: Policy-Making in the Age of the Global Media Market. – S. 675-694

Fahmy, Shahira: Contrasting Visual Frames of Our Times: A Framing Analysis of English- and Arabic-Language Press Coverage of War and Terrorism. – S. 695-718

„By operationalizing visual frames in terms of the human-interest vs technical frame and the anti-war vs the pro-war frame, and exploring the use of two sets of framing devices: graphic portrayal and emphasis, this framing analysis of 1387 photographs examined contrasting visual narratives employed by English- and Arabic-language transnational press in covering the 9/11 attack and the Afghan War. For the English-language newspaper, the International Herald Tribune, the frames emphasized the human suffering of 9/11 and de-emphasized the civilian casualties and moral guilt of implementing military force in Afghanistan by focusing more on a pro-war frame that showed the complex military high-tech operations and patriotic pictures. For the Arabic-language newspaper, Al-Hayat, the frames focused less on the victims and more on the material destruction of 9/11 and humanized the victims of the Afghan War. Furthermore, it focused on an anti-war frame by running visuals of anti-war protests and emphasizing graphic visuals portraying the humanitarian crisis in the Muslim country of Afghanistan."

Al Nashmi, Eisa et al: Internet Political Discussions in the Arab World: A Look at Online Forums from Kuwait, Saudi Arabia, Egypt and Jordan. – S. 719-738

Mahony, Inez: Diverging Frames: A Comparison of Indonesian and Australian Press Portrayals of Terrorism and Islamic Groups in Indonesia. – S. 739-758

Lee, Gunho: Who Let Priming Out?: Analysis of First- and Second-Level Agenda Setting Effects on Priming. – S. 759-776

Javnost
Jg 17 (2010) Nr 3

Iosifidis, Petros: Pluralism and Concentration of Media Ownership: Measurement Issues. – S. 5-22

Tsatsou, Panayiota: Internet Policy and Regulation through a Socio-Cultural Lens: a Dialogue between Society's Culture and Decision-Makers?. – S. 23-38

„This article argues that a dialogue of society and its culture with decision-making practices is taking place in the information society and with respect to phenomena such as digital divides. The article reports on focus group research conducted in Greece. This qualitative research concerns Internet policy and regulation in particular and examines the dialogue of policy and regulation with society's culture as reported by users and non-users of the Internet. The research finds that the perceived role of Internet policy and regulation passes through society's everyday culture, with significant implications for the implementation, efficiency and future course of Internet policy and regulation. These findings aim to fill in the relevant gap in the literature which often neglects the interlinkages between society's cultural traits and mindsets and the practices applied in the complex field of policy and regulation for the information society."

Vaagan, Robert; Johannessen, Fröydis; Walsöe, Marie: TV News and „White Voices": Dagsrevyens Coverage of the Gaza War. – S. 39-56

Frago, Marta; Porte, Teresa LA; Phalen, Patricia: The Narrative Reconstruction of 9/11 in Hollywood Films: Independent Voice or Official Interpretation?. – S. 57-70

Lee, Hsiao-Wen: The Popular Press and Its Public in China. – S. 71-86

„The result of media reform in China has led to the profit-driven popular press, instead of the Party press, developing rapidly and heavily influencing the public life in the country. How do the people negotiate with the political power and form their own „public" in daily life through reading the popular press? On the one hand, as the ordinary Chinese people keep their distance from public affairs, they fail to respond to the coverage that is always controlled by the power of the state; this leads to people's dissent from or indifference to the headlines or important news in the popular press. On the other hand, compared with the stuffy and always-positive news of propaganda that is far from their daily lives, trivial news happens under circumstances that are more sensible and meaningful for them. People refer to their reason and sense in daily life to criticise what the truth is. In the meantime, the „public" is aroused through controversy and disagreement."

Journal of children and media
Jg 4 (2010) Nr 4

Jordan, Amy et al: The Role of Television Access in the Viewing Time of US Adolescents. – S. 355-370

„We identify the adolescent and family factors that shape the time adolescents spend viewing television. Adolescent traits, family/household characteristics, television access, and TV viewing time were assessed by self-report using a web-based survey conducted with a sample of 457 14- to 16-year-old adolescents in a Northeastern US city. Bivariate analyses indicated that the number of televisions in the home, having a bedroom TV, and subscribing to premium cable/satellite channels were each positively and significantly associated with television viewing time. Regression results show that having greater access to TV significantly increased viewing independent of adolescent and family variables. In addition, the influence of different forms of access on adolescent time varied by respondent race. Having a television set in the bedroom was the strongest predictor of TV time for White adolescents, and having more television sets in the home was the strongest predictor of TV time for Black adolescents. The pattern of findings suggests that interventions should encourage parents to make their adolescents' bedrooms television free and to reduce the number of television sets in the home. Campaigns designed to reduce TV viewing may be most effective if they are tailored for distinct audiences."

Jensen, Robin e.: A Content Analysis of Youth Sexualized Language and Imagery in Adult Film Packaging, 1995-2007. – S. 371-386

Coyne, Sarah M.; Callister, Mark; Robinson, Tom: Yes, Another Teen Movie: Three Decades of Physical Violence in Films Aimed at Adolescents. – S. 387-401

Duvall, Spring-Serenity: Perfect Little Feminists?: Young Girls in the US Interpret Gender, Violence, and Friendship in Cartoons. – S. 402-417

„Girls' studies has emerged as a dynamic area of scholarship that examines the cultural construction of girlhood, the role that girls play in society, their identity formation, and their representation in media. This paper extends previous research by interviewing young girls aged 6 to 12 years old about their interactions with each other as they view animated cartoons. Expanding claims that Girl Power media empower young viewers, I showed clips from The Powerpuff Girls and other cartoons during the interviews to elicit girls' interpretations of popular culture, explore their views on gender equity, and examine the role of female friendships in their lives. Results from my interviews suggest that the middle-class girls I talked with simultaneously embrace both gender-role differences and gender equality."

Miller, Sarah: „I Am What You Make Me – I Am Who I Am": Self-Reflection and Self-Expression in a Cross-Cultural Youth Media Project in the United Kingdom and South Africa. – S. 418-434

Donoso, Véronica; Ribbens, Wannes: Identity under Construction: Chilean Adolescents' Self-Disclosure Through the Use of Fotolog. – S. 435-450

„Motivated by the unprecedented peak in photoblogs' popularity, in this paper we attempt to come to grips with the consequences of photoblog use for young people's development of identity. In particular we studied the case of Fotolog, a popular photo sharing application in Chile. Our results suggest that Fotolog is an important constituent of adolescents' daily media consumption which is often appropriated by its users as a social networking site, and which helps them to fulfil several of the developmental tasks typical of their age. In particular, we found that adolescents employ Fotolog as a mechanism to receive social validation, to gain social control, to achieve self-clarification, and to maintain social relationships, four of the most important functions of self-disclosure during adolescence."

Vandewater, Elizabeth A. et al: A US Study of Transfer of Learning from Video to Books in Toddlers: Matching Words Across Context Change. – S. 451-467

Moran, Kristin C.: Parents' Perceptions of Preschool Television: Exploring Differences Between Spanish- and English-Speaking Families. – S. 468-483

Journal of Health Communication
Jg 15 (2010) Nr 6

Mevissen, Fraukje E. F. et al: Testing Implicit Assumptions and Explicit Recommendations: The Effects of Probability Information on Risk Perception. – S. 578-589

Koch-Weser, Susan; Rudd, Rima E.; DeJong, William: Quantifying Word Use to Study Health Literacy in Doctor-Patient Communication. – S. 590-602

„Most health literacy research to date has assessed health literacy using either general reading tests or text-based appraisals of reading and numeracy skills, yet the definition of health literacy includes domains beyond reading ability. Effective oral communication between doctor and patient is an important component of health literacy, but only recently have efforts been made to develop measures that tap into domains beyond those that can be assessed with text-based measures. Focusing on oral exchange, this article describes computer-assisted approaches to quantifying word use and the development of three word-use measures that can be used to study health literacy in transcripts of clinical encounters. The measures can be used to assess either the expressed literacy level of patients or the aural literacy demands made by doctors. Importantly, the computer-assisted quantitative mea-

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sures described here make it possible for word use to be analyzed at a level of detail that human raters would be hard pressed to attain."

Quick, Brian L.; Bates, Benjamin R.: The Use of Gain- or Loss-Frame Messages and Efficacy Appeals to Dissuade Excessive Alcohol Consumption Among College Students: A Test of Psychological Reactance Theory. – S. 603-628

Lee, Annisa Lai: Who Are the Opinion Leaders?: The Physicians, Pharmacists, Patients, and Direct-to-Consumer Prescription Drug Advertising. – S. 629-655

Burton, Dee et al: Perceptions of Smoking Prevalence by Youth in Countries With and Without a Tobacco Advertising Ban. – S. 656-664

„This study examined a proposed mechanism by which exposure to cigarette advertising may mediate the subsequent smoking of youth. We hypothesized that children's exposure to cigarette advertising leads them to overestimate the prevalence of smoking, and that these distorted perceptions, in turn, lead to increased intentions to smoke. Children in Finland, where there has been a total tobacco advertising ban since 1978, were compared with children in the United States at a time when tobacco advertising was ubiquitous. Samples of 477 8- to 14-year-old Helsinki students and 453 8- to 14-year-old Los Angeles students whose lifetime cigarette use consisted of no more than a puff of a cigarette were administered questionnaires in their classrooms. The primary hypothesis was confirmed. Los Angeles youth were significantly more likely than Helsinki youth to overestimate the prevalence of adult smoking, in spite of the fact that actual adult smoking prevalence in Helsinki was almost twice that of Los Angeles adults. A similar, significant pattern for perceived peer smoking was obtained, with Los Angeles youth being more likely than Helsinki youth to overestimate prevalence, in spite of the actual greater prevalence of youth smoking in Helsinki"

Wright, Paul J.; McKinley, Christopher J.: Services and Information for Sexually Compulsive Students on College Counseling Center Websites: Results from a National Sample. – S. 665-678

Bauermeister, José A. et al: Perceived Risks and Protective Strategies Employed by Young Men Who Have Sex With Men (YMSM) When Seeking Online Sexual Partners. – S. 679-690

Journal of Media Economics
Jg 23 (2010) Nr 3

Bleyen, Valérie-Anne; Hove, Leo van: To Bundle or Not to Bundle?: How Western European Newspapers Package Their Online Content. – S. 117-142

„This article tries to reveal why some newspaper Web sites rely on subscriptions, whereas others (also) offer pay-per-view. To that end, this study applies logit analysis to a unique dataset on 82 national newspapers from 8 countries. It was found that quality newspapers are more likely to offer site subscriptions and pay-per-view, whereas newspapers with a higher offline market share prefer Portable Document Format (PDF) subscriptions. On the country level, a higher relative importance of advertising revenues is negatively related with the former 2 access options, and positively with the latter. Indications of mimicking or herd behavior were also found. Finally, the newspapers studied apparently see site and PDF subscriptions as substitutes, and site subscriptions and pay-per-view as complements."

Putzke, Johannes; Schoder, Detlef; Fischbach, Kai: Adoption of Mass-Customized Newspapers: An Augmented Technology Acceptance Perspective. – S. 143-164

Becker, Jan U.; Clement, Michel; Schaedel, Ute: The Impact of Network Size and Financial Incentives on Adoption and Participation in New Online Communities. – S. 165-179

„The success of online communities depends heavily on the providers' abilities to motivate potential users to adopt the service and to actively participate. Because research in this field of media economics is rare, especially with regard to newly established communities, this study analyzes what drives community adoption and how direct and indirect financial incentives influence user participation. Extending Ajzen's (1991) Theory of Planned Behavior, this article shows, in 2 empirical studies, that network size significantly affects adoption in newly established communities. The results of the first study indicate a strong effect of indirect financial incentives (saving money) on the intention to adopt. The second study indicates that direct financial incentives (earning money) may well help increase the network's size without altering user motivation through crowding-out effects. It is interesting to note that the presence of direct financial incentives attracts new users, but it does not increase usage."

Journal of Media Psychology
Jg 22 (2010) Nr 3

Geschke, Daniel et al: Effects of Linguistic Abstractness in the Mass Media: How Newspaper Articles Shape Readers' Attitudes Toward Migrants. – S. 99-104

Media coverage contributes to the perpetuation of stereotypes and prejudice. So far, research has focused on biased content rather than style in reporting about minorities. One such stylistic dimension is the so-called linguistic intergroup bias: The tendency to describe positive behavior of members of one's own group and negative behavior of other groups' members in a more abstract way (compared to the same behavior of the respective other group). Recipients of communication biased in this way judge the described individuals in line with abstract descriptions (i.e., own-

group members more positively than members of other groups). The current study demonstrates that linguistically biased news reports about minorities lead to higher levels of prejudice. Hence, media coverage does not only affect attitudes about minorities by what is reported, but also by how it is presented."

Michel, Eva: The Role of Individual Differences in Cognitive Skills in Children's Learning Through Film. – S. 105-113

Eden, Allison; Maloney, Erin; Bowman, Nicholas David: Gender Attribution in Online Video Games. – S. 114-124

„Demographic research and anecdotal evidence suggest that, historically, games have been dominated by male players. However, newer research shows gains by female players, especially in online games. Therefore, how gamers perceive the masculinity of other gamers in game has become relevant. Two experiments examine how two variables – game genre and player skill – inform gender perception in online games. Results from both studies show that game genre is a salient cue for gender perception, but that perception of player skill is not. A number of gender differences in perceptions of player skill and the relationship between genre and perceptions of player masculinity are also identified. These findings are an important first step in understanding the perception of others in online entertainment environments."

Bracken, Cheryl Campanella et al: Sounding Out Small Screens and Telepresence: The Impact of Audio, Screen Size, and Pace. – S. 125-137

Journalism & Mass Communication Quarterly
Jg 87 (2010) Nr 2

Marcellus, Jane: Southern Myths and the Nineteenth Amendment: The Participation of Nashville Newspaper Publishers in the Final State's Ratification. – S. 241-262

Alwood, Edward: The Spy Case of AP Correspondent William Oatis: A Muddled Victim/Hero Myth of the Cold War. – S. 263-280

Socolow, Michael J.: A Profitable Public Sphere: The Creation of the New York Times Op-Ed Page. – S. 281-296

Himelboim, Itai; Chang, Tsan-Kuo: International Network of Foreign News Coverage: Old Global Hierarchies in a New Online World. – S. 297-314

Coleman, Renita; Wu, H. Denis: Proposing Emotion as a Dimension of Affective Agenda Setting: Separating Affect into Two Components and Comparing Their Second-Level-Effects. – S. 315-327

Wirth, Werner ete al: Agenda Building and Setting in a Referendum Campaign: Investigating the Flow of Arguments among Campaigners, the Media, and the Public. – S. 328-345

Kim, Nam Young; Sundar, S. Shyam: Relevance to the Rescue: Can „Smart Ads" Reduce Negative Response to Online Ad Clutter?. – S. 346-362

Ki, Eyun-Jung; Kim, Soo-Yeon: Ethics Codes of Public Relations Firms in the United States and South Korea. – S. 363-377

Lasorsa, Dominic L.; Lewis, Seth C.: Reports, Inferences, and Judgments in Deceptive and Legitimate News Stories. – S. 378-392

Beam, Randal A.; Cicco, Damon T. Di: When Women Run the Newsroom: Management Change, Gender, and the News. – S. 393-412

Kommunikation & Recht
Jg 13 (2010) Nr 10

Forgó, Nikolaus; Heermann, Thorsten: Volkszählung 2011: Anlass zum Volkszählungsurteil 2.0?. – S. 617-624

Erd, Rainer: Zehn Jahre Safe Harbor-Abkommen: kein Grund zum Feiern. – S. 624-627

Reinholz, Fabian: Domainrecht: eine Bilanz der Rechtsprechung aus den Jahren 2009/2010. – S. 627-635

Buchmann, Felix; Majer, Christian Friedrich: Eine „Button-Lösung" für den elektronischen Geschäftsverkehr?. – S. 635-638

Hain, Karl-E.: Nachrichten- und Informationsanteile in privaten Fernsehprogrammen. – S. 638-642

Ladeur, Karl-Heinz: Die „allgemeinen Gesetze" als Schranken der Meinungsfreiheit: zur dogmatischen Leistungsfähigkeit der formalen Konzeption. – S. 642-645

Jg 13 (2010) Nr 11

Kreig, Henning; Roggenkamp, Jan Dirk: Astroturfing: rechtliche Probleme bei gefälschten Kundenbewertungen im Internet. – S. 689-694

Hoene, Verena: Aktuelle Entwicklungen des Titelschutzrechts. – S. 694-698

Schmittmann, Jens M.: Aktuelle Entwicklungen im Steuerrecht in der Informationstechnologie 2009/2010. – S. 698-703

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Perten, Volker: Werbefinanzierung im öffentlich-rechtlichen Rundfunk. – S. 703-709

Schnabel, Christoph: IFG-Ansprüche gegen Landesmedienanstalten: zugleich Kommentar zu OVG Koblenz, 13.8.2010 – 10 A 10076/10.OVG. – S. 709-711

Hambach, Wulf; Hettich, Michael; Pfundstein, Susanna: Rechtssicherheit für Internetglücksspiele durch die Rechtsprechung des EuGH?: zugleich Kommentar zu EuGH, Urteil vom 8.9.2010 – C.46/08. – S. 711-714

Ruttig, Markus: Die deutsche Glücksspielregulierung: eine nicht enden wollende Geschichte?. – S. 714-718

Mass Communication & Society
Jg 13 (2010) Nr 4

Weeks, Brian; Southwell, Brian: The Symbiosis of News Coverage and Aggregate Online Search Behavior: Obama, Rumors, and Presidential Politics. – S. 341-360

„Using a relatively new approach, this study examines the agenda-setting effects of television and newspaper coverage of a prominent rumor from the 2008 presidential election: the rumor that Barack Obama was secretly Muslim. In doing so, we look at the relationship between online information-seeking behavior and mass media news coverage, expecting online behavior, such as search, to be a function of exposure to conventional news coverage rather than vice versa. Using Google search trends as a novel search behavior measure, we demonstrate that volume of news coverage positively predicts spikes in aggregate search."

Lee, Seow Ting: Peace Journalism: Principles and Structural Limitations in the News Coverage of Three Conflicts. – S. 361-384

„This study expands on the work in operationalizing Johan Galtung's classification of peace journalism and war journalism by describing and comparing the news coverage of three Asian conflicts—India and Pakistan's dispute over Kashmir, the Tamil Tigers movement in Sri Lanka, and the Indonesian civil wars in Aceh and Maluku. By including vernacular newspapers in the analysis, this study adds to a research locus that has largely been ignored. A content analysis of 1,973 stories from 16 English-language and vernacular newspapers suggests that, overall, peace journalism as an alternative to traditional war reporting is subject to a body of structural limitations that have not been previously addressed. Media and institutional constraints in the form of story characteristics such as language, story type, and production source as well as contextual variables such as a conflict's length and intensity shape the patterns of war/peace journalism framing. The findings suggest that structural changes are needed for peace journalism to evolve into a viable, mainstream approach to news coverage of war and conflict."

Bai, Sang Y.: Constructing Racial Groups' Identities in the Diasporic Press: Internalization, Resonance, Transparency, and Offset. – S. 385-411

Tan, Yue; Weaver, David H.: Media Bias, Public Opinion, and Policy Liberalism from 1956 to 2004: A Second-Level Agenda-Setting Study. – S. 412-434

Wise, David; Brewer, Paul R.: Competing Frames for a Public Health Issue and Their Effects on Public Opinion. – S. 435-457

„This study examines the effects of goal framing on opinion about a public health issue. A content analysis of newspaper coverage regarding a New York City trans fat ban identified four frames, each of which invoked a policy goal (promoting public health or protecting business). An experiment tested the effects of goal framing on support for banning trans fat, as well as the effects of competition between frames invoking the same goal and competition between frames invoking different goals. The findings suggest that goal framing can shape opinion about public health issues but that competitive framing can undermine these effects."

Ye, Yinjiao: Beyond Materialism: The Role of Health-Related Beliefs in the Relationship Between Television Viewing and Life Satisfaction Among College Students. – S. 458-478

Media culture & society
Jg 32 (2010) Nr 5

Bruun, Hanne: Genre and Interpretation in Production: A Theoretical Approach. – S. 723-738

Davis, Aeron; Seymour, Emily: Generating Forms of Media Capital Inside and Outside a Field: The Strange Case of David Cameron in the UK Political Field. – S. 739-760

Davis, Aeron: Revisiting the Creative/Commercial Clash: An Analysis of Decision-Making During Product Development in the Television Industry. – S. 761-780

„This article is based on the findings of primary research undertaken in 2007/8 into the decision-making processes of British television broadcasters and production companies during programme selection and development. It questions the degree to which the operation of British television companies can be characterized as an ongoing clash between creative and commercial interests. The article reviews the body of existing research on media production, and notes regular references to the claimed clash between commercial and creative agendas as one of the defining characteristics of the operation of organizations in cultural industries. It also notes the absence of evidence drawn from non-creative constituencies to support this thesis. The article presents research findings that indicate

a complex decision-making environment for product creation in television, in which multiple constituencies consider a wide range of both commercial and creative issues simultaneously in their decision-making. While organizational structures may reflect the presence of different commercial and creative communities, decision-making appears more complex, tangled and less reflective of differences in agenda than has been surmised. The article concludes with an assessment of the potential explanations for these research results and implications for future research."

Wardle, Claire; Williams, Andrew: Beyond User-Generated Content: A Production Study Examining the Ways in Which UGC is Used at the BBC. – S. 781-800

„This article provides a case study of the BBC, and the attitudes of its news workers towards audience material, or, as it is more commonly referred to, user-generated content (UGC). Research has been carried out about the adoption of participatory and interactive elements in online newsrooms, but this is one of the first articles to examine a major broadcast organization. We propose a typology of audience material, along with an analysis of how these different types of UGC are used within the BBC, arguing that while some types are considered purely as newsgathering tools, others represent attempts by the BBC to become actively involved in networked and participatory journalism."

Amaya, Hector: Citizenship, Diversity, Law and „Ugly Betty". – S. 801-818

Sterkenburg, Jacco van; Knoppers, Annelies; Leeuw, Sonja De: Race, Ethnicity, and Content Analysis of the Sports Media: A Critical Reflection. – S. 819-840

Punathambekar, Aswin: From Indiafm.com to Radio Ceylon: New Media and the Making of the Bombay Film Industry. – S. 841-858

Media Perspektiven
(2010) Nr 9

Gerhard, Heinz; Kessler, Bernhard; Gscheidle, Claudia: Die Fußball-Weltmeisterschaft 2010 im Fernsehen: Daten zur Rezeption und Bewertung. – S. 382-389

Pape, Thilo von; Quandt, Thorsten: Wen erreicht der Wahlkampf 2.0?: Eine Repräsentativstudie zum Informationsverhalten im Bundestagswahlkampf 2009. – S. 390-398

„Eine Repräsentativstudie zur Bundestagswahl 2009, über die Thilo von Pape und Thorsten Quandt berichten, belegt, dass das Internet als Informationsquelle im Wahlkampf inzwischen einen festen Platz hat. Das Leitmedium bleibt aber weiterhin das Fernsehen. Insgesamt war das Internet für knapp die Hälfte der Bevölkerung (46,8 %) ein Zugang zu Information über die Wahl, aber nur relativ wenige (12,7 %) nutz-

ten es als ihre Hauptquelle für Wahlkampfinformationen. Die intensiv diskutierten Web-2.0-Angebote spielten im bundesdeutschen Wahlkampf 2009 kaum eine Rolle. Der Weg zu einer netzbasierten Beteiligungsdemokratie scheint daher noch weit."

Franz, Gerhard: Digital Natives und Digital Immigrants: Social Media als Treffpunkt von zwei Generationen. – S. 399-409

„Dem Internet wird auch für das Marketing eine steigende Bedeutung zugemessen, so eignen sich soziale Netzwerke für die Ansprache junger Zielgruppen. Eine repräsentative Onlinebefragung, über die Gerhard Franz berichtet, unterscheidet zwischen Digital Natives (14 bis 29 Jahre, mit dem Internet groß geworden) und Digital Immigrants (30 bis 39 Jahre, wurden erst im Erwachsenenalter mit der digitalen Welt konfrontiert). Die Studie kommt zu dem Ergebnis, dass Social Media eine wichtige Rolle im Media Mix mit klassischen Medien spielen, da Markenbotschaften dort einen unmittelbaren Zugang zu persönlichen Kommunikationsgemeinschaften finden können."

Dehm, Ursula; Storll, Dieter: Medien und Tabus: Eine qualitativ-quantitative Grundlagenstudie. – S. 410-431

(2010) Nr 10

Gattringer, Karin; Klingler, Walter: Radionutzung in Deutschland mit leichten Zuwächsen: Ergebnisse, Trends und Methodik der ma 2010 Radio II. – S. 442-456

Oehmichen, Ekkehardt; Schröter, Christian: Alltagswirklichkeit der Onlinenutzung: Zur Typologie der Aktiv-, Rand- und Nichtnutzer des Internets. – S. 457-470

„Ekkehardt Oehmichen und Christian Schröter belegen in ihrer Analyse der Internetnutzung auf Basis der MedienNutzerTypologie, dass insbesondere diejenigen gesellschaftlichen Gruppen, die schon seit längerem mit größerer Intensität das Hybridmedium Online in ihren Medienalltag integriert haben, ihre Nutzung noch weiter verbreitert und vertieft haben. Ältere Onlinenutzer bleiben eher zurückhaltend-selektiv und haben in den letzten Jahren ihr Aneignungsniveau nicht wesentlich gesteigert."

Schneider, Silke; Warth, Stefan: Kinder und Jugendliche im Internet: Emotionaler und pragmatischer Nutzen der Websites stehen im Vordergrund. – S. 471-482

Simon, Erk; Windgasse, Thomas: Kultur in den WDR-Programmen: Ein Vorschlag zur Operationalisierung des Kulturbegriffs in Hörfunk und Fernsehen. – S. 483-492

(2010) Nr 11

Esser, Andrea: Formatiertes Fernsehen: Die Bedeutung von Formaten für Fernsehsender und Produktionsmärkte. – S. 502-514

„Der Produktionswert und die Anzahl lokal adaptierter Fernsehprogramme nimmt seit Jahren weltweit zu. Andrea Esser skizziert in ihrem Beitrag die wesentlichen Entwicklungen und Strukturen des internationalen Formatmarktes und stellt Ergebnisse einer Analyse des deutschen Fernsehangebots 2008/2009 vor. Demnach fanden sich bei ARD und ZDF im Jahr 2009 zusammen fünf Formate im Programm, während RTL, Sat.1 und ProSieben insgesamt 49 Formate ausstrahlten. In der Vergangenheit waren auch kleinere Produktionsfirmen mit Formaten international erfolgreich, inzwischen ist ein Trend zur Konsolidierung in größeren Unternehmensgruppen zu erkennen."

Quandt, Thomas; Scharkow, Michael; Festl, Ruth: Digitales Spielen als mediale Unterhaltung: Eine Repräsentativstudie zur Nutzung von Computer- und Videospielen in Deutschland. – S. 515-522

„Digitale Spiele tauchen in der öffentlichen Diskussion zumeist im Problemkontext Gewalt oder Sucht auf, ebenso dominieren vereinfachte Ansichten bezüglich der Nutzer als „vereinsamte Spieler" oder „Spiele-Nerds". Thorsten Quandt, Michael Scharkow und Ruth Festl präsentieren Forschungsergebnisse, nach denen sich das Gaming als mediales Unterhaltungsangebot für nicht weniger als ein Viertel der bundesdeutschen Bevölkerung ab 14 Jahren erweist, das höchst differente Interessen bedient und in unterschiedlichen Gruppen und Kontexten stattfindet."

Ridder, Christa-Maria; Engel, Bernhard: Massenkommunikation 2010: Mediennutzung im Intermediavergleich; Ergebnisse der 10. Welle der ARD/ZDF-Langzeitstudie zur Mediennutzung und -bewertung. – S. 523-536

Ridder, Christa-Maria; Engel, Bernhard: Massenkommunikation 2010: Funktionen und Images der Medien im Vergleich; Ergebnisse der 10. Welle der ARD/ZDF-Langzeitstudie zur Mediennutzung und -bewertung. – S. 537-548

Media psychology
Jg 13 (2010) Nr 3

Baruh, Lemi: Mediated Voyeurism and the Guilty Pleasure of Consuming Reality Television. – S. 201-221

Jeong, Se-Hoon; Hwang, Yoori; Fishbein, Martin: Effects of Exposure to Sexual Content in the Media on Adolescent Sexual Behaviors: The Moderating Role of Multitasking with Media. – S. 222-242

Perego, Elisa et al: The Cognitive Effectiveness of Subtitle Processing. – S. 243-272

„In an experimental study, we analyzed the cognitive processing of a subtitled film excerpt by adopting a methodological approach based on the integration of a variety of measures: eye-movement data, word recognition, and visual scene recognition. We tested the hypothesis that the processing of subtitled films is cognitively effective: It leads to a good understanding of film content without requiring a significant tradeoff between image processing and text processing. Following indications in the psycholinguistic literature, we also tested the hypothesis that two-line subtitles whose segmentation is syntactically incoherent can have a disruptive effect on information processing and recognition performance. The results highlighted the effectiveness of subtitle processing: Regardless of the quality of line segmentation, participants had a good understanding of the film content, they achieved good levels of performance in both word and scene recognition, and no tradeoff between text and image processing was detected. Eye-movement analyses enabled a further characterization of cognitive processing during subtitled film viewing. This article discusses the theoretical implications of the findings for both subtitling and multiple-source communication and highlights their methodological and applied implications."

Shapiro, Michael A.; Barriga, Claudia A.; Beren, Jordana: Causal Attribution and Perceived Realism of Stories. – S. 273-300

Tal-Or, Nurit; Drukman, Dorit: Third-Person Perception as an Impression Management Tactic. – S. 301-322

„The current research aims at broadening the motivational explanations for the third-person perception (TPP) by documenting the role of impression management motives in this perception. In two experiments that were devised to explore this possibility, participants were asked to report in public or in private on their perceptions of how various advertisements affected them and others. In addition, their level of self-monitoring was measured, and they were divided into two categories—high and low. In line with the hypotheses, participants showed a larger TPP in public than in private. Moreover, while the public nature of the situation did not affect low self-monitors, high self-monitors reported a large TPP in public but no TPP at all in private. The article concludes with a discussion of the implications of the current findings for research on the causes and consequences of the TPP."

medien + erziehung
Jg 54 (2010) Nr 5

Schorb, Bernd; Zoellner, Anna; Keilhauer, Jan: Themenheft; Partizipation und Medien. – S. 8-10

„merz 5/2010 nimmt die verschiedenen Angebote, die Chancen und Grenzen von Partizipation und Medien in den Blick. Die Autorinnen und Autoren erläutern zunächst aus einer theoretischen Warte, was neue Medien bieten und wie sie genutzt werden können oder

bereits genutzt werden. Zudem kommen Expertinnen und Experten aus der Praxis zu Wort, die die ganz praktischen Handlungsfelder aufzeigen und anhand zahlreicher Beispiele veranschaulichen, wie (politische) Partizipation bereits umgesetzt wird – die aber auch ansprechen, wo noch Handlungsbedarf besteht und was für die Zukunft denkbar und wünschenswert ist."

Wagner, Ulrike: Partizipation mit und über Medien. – S. 11-18

Griffiths, Mary: Open Government, Populism, Social Media, and Citizens. – S. 19-27

Keilhauer, Jan: Gesellschaftliche Partizipation: Auch mit Medien kein Selbstläufer. – S. 28-36

Poli, Daniel: eParticipation 2.0: Strategien dezentraler Beteiligung in sozialen Netzwerken. – S. 37-45

Jg 54 (2010) Nr 6

Kübler, Hans-Dieter: Die Medien der ganz Kleinen: Frühe Kindheit ohne Medien? Ideal und Wirklichkeit. – S. 3-14

Mediengebrauch von Kindern im Alter von 0 bis 6 Jahren. – S. 15-17

„[...] Ab welchem Entwicklungsstand und unter welchen Voraussetzungen profitieren Kinder von den diversen Medienangeboten, die zudem häufig eng mit der Konsumwelt verbunden sind. Inwiefern birgt die Beschäftigung mit Medienangeboten in diesem Alter spezifische Risiken oder läuft den Bedürfnissen der Kinder entgegen? Zur Fundierung entsprechender Diskussionen bedarf es wissenschaftlicher Erkenntnisse, nach denen die Altersangemessenheit von Medienangeboten zu beurteilen ist. Ebenso ist zu bestimmen, was Medienkompetenz in den entsprechenden Altersabschnitten bedeutet."

Weise, Marion: Mutti hat Sendungen, eine kommt nicht so spät, da dürfen wir mitschauen: Familiärer Mediengebrauch im Spannungsfeld zwischen 'doing family' und 'living together separately'. – S. 18-27

Meier, Katrin; Diegmann, Daniel: Lesen und Vorlesen in Familien mit dreijährigen Kindern: Ergebnisse einer quantitativen und qualitativen Elternbefragung in Sachsen. – S. 28-38

Heymann, Lukas; Reuter, Timo; Ehmig, Simone C.: Die Vermittlung von Lesefreude bei Kindern im Vorschulalter in der Familie. – S. 39-49

Vinter, Kristi; Siibak, Andra; Kruuse, Kristiina: Medienerziehung und Förderung von Medienkompetenz bei Vorschulkindern: Die Perspektive von Erzieherinnen in Estland. – S. 50-58

Conblenz, Stefanie; Klimsa, Paul: Bedingungen pädagogisch geleiteter Medienintegration im Kindergarten: Ergebnisse einer explorativen Studie. – S. 59-67

Mutsch, Ursula; Schrammel, Sabrina: Zur Frage der Mediennutzung von Schulanfängerinnen und Schulanfängern. – S. 68-79

Ritterfeld, Ute; Klimmt, Christoph; Netta, Petra: Media Use of Preschool Children with and without Specific Language Impairment (SLI): A Diary-Based Comparison. – S. 80-93

Pittorf, Martin L.; Huckauf, Anke; Lehmann, Wolfgang: Zum kindlichen Verständnis der typischen technischen Filmelemente Schwenk und Umschnitt. – S. 94-105

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Ganahl, Simon: Das Menetekel ist ein Film der Metufa: massenmediale Bezüge der Dritten Walpurgisnacht von Karl Kraus. – S. 4-16

Thema der Ausgabe 3/2010: Erinnerungskultur – über die Konstruktionsrolle von Medien in unruhigen Zeiten.

Titzl, Eva Tamara: „Am Heiderand": zur Notwendigkeit einer (medial vermittelten) kollektiven Identität oder Erinnerungen an die Ent- und Eingrenzung des Burgenlandes. – S. 17-26

Tinhof, Julia: Ihr Jungen schließt die Reihen gut, ein Toter führt uns an: Propagandamaßnahmen des austrofaschistischen Regierungssystems in Hinblick auf Kinder und Jugendliche. – S. 27-36

Gritsch, Kurt: Von Feindbildern und anderen Kriegskonstruktionen: die deutschsprachige Kosovo-Berichterstattung 1998/1999. – S. 37-45

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Wiesner, Christian: Interpersonelle Kommunikation 4.0: analytische Betrachtung der zwischenmenschlichen Kommunikation in der Aus-, Fort- und Weiterbildung. – S. 4-19

Sommer, Denise: Anschlusskommunikation: konzeptionelle und methodische Überlegungen zu einem integrativen Ansatz. – S. 20-31

Leitner, Michael: Nonverbale Defizite von PolitikerInnen in Fernsehdiskussionen. – S. 32-44

Hopfer, Lisa-Maria: Der Einfluss von interpersoneller Kommunikation auf die Reduktion von Ungewissheit bei neuen Mitarbeitern: am Beispiel von Journalistinnen und Journalisten verschiedener Medienunternehmen. – S. 45-56

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Rimscha, M. Björn von; Acevedo, Miriam De; Puppis, Manuel: „Relevant was Werte und Normen betrifft": Public Value von TV-Unterhaltung in Klein- und Großstaaten. – S. 3-14

Latzl, Daniela-Kathrin; Traxler, Regula: Der Wert des öffentlich-rechtlichen Rundfunks für Jugendliche am Beispiel des ORF. – S. 15-27

Gundlach, Hardy: Ökonomische Analyse des public value öffentlich-rechtlicher Telemedien. – S. 28-39

Gonser, Nicole: Public Value und die Rolle des Publikums: zwischen Anspruch und Wirklichkeit. – S. 40-50

Peissl, Helmut et al: Lokal und mehrsprachig: zum Verhältnis von Public Value und Freiem Radio. – S. 51-66

Kretzschmar, Sonja; Kirchner, Juliane; Rössler, Patrick: „Public Value" als Mehrwert bei Informationskanälen: ein empirischer Test von öffentlich-rechtlichen und privaten Nachrichtensendern in Deutschland. – S. 67-78

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Huber, Martin; Brack, Anke; Kaspar, Emily: Nutzergenerierte Inhalte für Zeitungen: Einsatz der Bürgerreporter-Plattform myheimat.de bei den Lokalzeitungen der Verlagsgruppe Madsack. – S. 10-17

Hoffmann, Sascha; Eggers, Felix; Fantapié, Claudia: Titelblattoptimierung bei Zeitschriften mit Hilfe der Choice-based Conjoint-Analyse. – S. 18-25

Jg 7 (2010) Nr 4

Rinsdorf, Lars; Rager, Günther: Auswirkungen der Reorganisation der WAZ-Mantelredaktionen auf Produktqualität und Markenprofile. – S. 24-31

Sjurts, Insa: Auf dem Weg zu einer medienübergreifenden Vielfaltssicherung. – S. 32-43

Kops, Manfred: Zur Aussagekraft marktlicher Auswirkungen öffentlich-rechtlicher Telemedien-Angebote im Drei-Stufen-Test. – S. 44-56

Multimedia und Recht
Jg 13 (2010) Nr 10

Wiring, Roland: Kartellrecht und eCommerce: neue Leitlinien der Kommission konkretisieren kartellrechtliche Vorgaben für den Onlinehandel. – S. 659-662

Faustmann, Jörg; Ramsperger, Gabriel: Abmahnkosten im Urheberrecht: zur Anwendbarkeit des § 97a Abs. UrhG. – S. 662-667

Wehr, Christina; Ujica, Matei: „Alles muss raus!": Datenspeicherungs- und Auskunftspflichten der Access-Provider nach dem Urteil des BVerfG zurn Vorratsdatenspeicherung. – S. 667-671

Polenz, Sven: Der neue elektronische Personalausweis: E-Government im Scheckkartenformat. – S. 671-675

Jg 13 (2010) Nr 11

Tinnefeld, Marie-Theres; Petri, Thomas; Brink, Stefan: Aktuelle Fragen um ein Beschäftigtendatenschutzgesetz: eine erste Analyse und Bewertung. – S. 727-736

Berberich, Matthias: Der „Content „gehört" nicht Facebook!: AGB-Kontrolle der Rechteeinräumung an nutzergenerierten Inhalten. – S. 736-741

Lejeune, Mathias; Sieckmann, Ralf: Softwarepatente in den USA und die aktuelle Entwicklung in Deutschland und der EU: Analyse der Entscheidung des U.S. Supreme Court i. S. Bilski v. Kappos. – S. 741-744

new media & society
Jg 12 (2010) Nr 6

Farman, Jason: Mapping the Digital Empire: Google Earth and the Process of Postmodern Cartography. – S. 869-888

„The process of cartography and the ideological problems that accompany this process has taken on new significance in the digital age with the proliferation of digital maps and geographic information systems such as Google Earth. This study begins by analyzing the history of digital mapping and its connection to an indexical, ontological reality. I demonstrate how Google Earth, by incorporating a social network that engages users as embodied interactors rather than disembodied voyeurs, is able to present user-generated content and dialog spatially on the very object that such content

critiques. Ultimately, this study argues for ways that users can recontextualize and subvert 'master representations' of visual media within the authorial structure rather than re-authoring the existing software and structures."

Birch, Hayley; Weitkamp, Emma: Podologues: Conversations Created by Science Podcasts. – S. 889-910

„Podcasts are media files that can be automatically aggregated and downloaded via the internet, and transferred to portable media players. Combined with online discussion facilities, podcasts represent flexible and potentially valuable tools for communicating about science. This pilot project aimed to assess the role of science podcasts in stimulating discussions, or 'podologues', about science through detailed analyses of a sample of five popular science podcasts. Two main methods were used: content analysis of online discussion forums and blogs associated with the five podcasts and interviews with listeners. The results show that podcasts are regarded as valuable sources of scientific information by listeners and that blogs and forums can act as public spaces for audience members to share knowledge, develop their own ideas about science and provide feedback to media producers. Larger, more detailed studies are required to further understand the value of podcasts for stimulating public discourse about science."

Usher, Nikki: Goodbye to the News: How Out-of-Work Journalists Assess Enduring News Values and the New Media Landscape. – S. 911-928

Brophy, Jessica E.: Developing an Corporated Cyberfeminism: Beyond Cyberutopia. – S. 929-946

Lüders, Marika; Proeitz, Lin; Rasmussen, Terje: Emerging Personal Media Genres. – S. 947-964

„In this article we argue that the concept of genre has a valuable function within sociological theory, particularly for understanding emerging communicative practices within social and personal media. Genres span the whole range of recognizable forms of communication, play a crucial role in overcoming contingency and facilitate communication. Their function is to enhance composing and understanding of communication by offering interpretative, recognizable and flexible frames of reference. As such, genres generate a sense of stability in modern complex societies. Genres ought to be seen as an intermediary level between the levels of media and text, however influenced by both. They operate as interaction between two interdependent dimensions, conventions and expectations, both of which are afforded by media and specific texts. In this article these relationships are illustrated through two cases of emerging personal media genres: the online diary and the camphone self-portrait."

Tillema, Taede; Dijst, Martin; Schwanen, Tim: Face-to-Face and Electronic Communications in Maintaining Social Networks: The Influence of Geographical and Relational Distance and of Information Content. – S. 965-984

Graham, Roderick: Group Differences in Attitudes Towards Technology Among Americans. – S. 985-1004

Evens, Tom et al: Attracting the Un-Served Audience: The Sustainability of Long Tail-Based Business Models for Cultural Television Contents. – S. 1005-1024

„Digital television services not only provide promise for interactive services, but also for long tail-based business models in terms of tailor-made content. As the share of culture in total linear television programming is diminishing owing to the supremacy of audience rating concerns, digital television services could act as an alternative gateway to deliver culture to a wider audience. This article presents the results of a market pilot study using the established video-on-demand (VOD) platform of Flanders' main digital television operator for the wide-scale delivery of performing arts videos. Despite the promising pilot study results, we doubt whether the long tail principle is applicable to the delivery of avant-garde material to develop a viable digital television service."

Jg 12 (2010) Nr 7

Dirksen, Vanessa; Huizing, Ard; Smit, Bas: „Piling on Layers of Understanding": The Use of Connective Ethnography for the Study of (online) Work Practices. – S. 1045-1063

Carpenter, Serena: A Study of Content Diversity in Online Citizen Journalism and Online Newspaper Articles. – S. 1064-1085

Mitchelstein, Eugenia; Boczkowski, Pablo J.: Online News Consumption Research: An Assessment of Past Work and an Agenda for the Future. – S. 1085-1102

„This article assesses the main findings and dominant modes of inquiry in recent scholarship on online news consumption. The findings suggest that the consumption of news on the internet has not yet differed drastically from the consumption of news in traditional media. The assessment shows that the dominant modes of inquiry have also been characterized by stability rather than change (because research has usually drawn on traditional theoretical and methodological approaches). In addition, these modes of inquiry exhibit three systematic limitations: the assumption of a division between print, broadcast, and online media; the notion that the analysis should treat media features and social practices separately; and the inclination to focus on ordinary or extraordinary patterns of phenomena but not on both at the same time. On the basis of this assessment, this article proposes an integrative research agenda that builds on this scholarship but also contributes to solve some of its main limitations."

Davis, Jenny: Architecture of the Personal Interactive Homepage: Constructing the Self Through MySpace. – S. 1103-1119

„From a symbolic interactionist perspective, this work looks at the construction of self and identity through MySpace. Using ethnographic methods, I look to answer two questions: (1) how does the physical architecture of the personal interactive homepage (PIH) facilitate interaction and self presentation in particular ways? (2) How does self presentation through the PIH impact processes of negotiated self construction more largely? I discuss three architectural aspects of My Space which influence the self construction process in particular ways. First, self presentation is predominately overt rather than covert. Second, the structure of MySpace allows for actor contextualization of ambiguous symbols. Third, MySpace facilitates a presentation created temporally prior to negotiation. These findings imply that through the PIH, actors may be granted greater control over the ways in which their self presentation is received, negotiated and interpreted.“

Farnsworth, John; Austrin, Terry: The Ethnography of New Media Worlds?: Following the Case of Global Poker. – S. 1120-1136

Nam, Yoonjae; Barnett, George A.: Communication Media Diffusion and Substitutions: Longitudinal Trends from 1980 to 2005 in Korea. – S. 1137-1155

Weiss, Amy Schmitz; Domingo, David: Innovation Processes in Online Newsroom as Actor-Networks and Communities of Practice. – S. 1156-1171

Freelon, Deen G.: Analyzing Online Political Discussion Using Three Models of Democratic Communication. – S. 1172-1190

Campbell, Heidi A.; Pastina, Antonio C. La: How the iPhone Became Divine: New Media, Religion and the Intertextual Circulation of Meaning. – S. 1191-1207

„This article explores the labeling of the iPhone as the 'Jesus phone' in order to demonstrate how religious metaphors and myth can be appropriated into popular discourse and shape the reception of a technology. We consider the intertextual nature of the relationship between religious language, imagery and technology and demonstrate how this creates a unique interaction between technology fans and bloggers, news media and even corporate advertising. Our analysis of the 'Jesus phone' clarifies how different groups may appropriate the language and imagery of another to communicate very different meanings and intentions. Intertextuality serves as a framework to unpack the deployment of religion to frame technology and meanings communicated. We also reflect on how religious language may communicate both positive and negative aspects of a technology and instigate an unintentional trajectory in popular discourse as it is employed by different audiences, both online and offline.“

Nordicom Review
Jg 31 (2010) Nr 2

Fagerjord, Anders et al: High Risk, Strong Belief: Images of the Future in the Media Industry. – S. 3-16

„When planning for the future, media managers must balance realism with the need to foresee unexpected changes. This article investigates images of the future in the Norwegian media industry in the early years of the 21st century and identifies five key trends that media managers envisioned: personalized content, user-generated content, rich media, cross-platform media, and mobility. We argue that increased reflection on such visions and how they are formed may put managers (and researchers) in a better position to meet the future. We therefore ask to what degree they were influenced by actual developments at the time, or anchored in more classical imagery of the future. The analysis illustrates how new technologies become focal points for articulating old dreams about the future. At the latest turn of the century, the mobile phone served as such a focal technology.“

Sumiala, Johanna; Tikka, Minttu: „Web First“ to Death: The Media Logic of the School Shootings in the Era of Uncertainty. – S. 17-30

Ihlen, Öyvind et al: The World on Television: Market-driven, Public Service News. – S. 31-46

„How does television cover foreign news? What is covered and how? The present article reports on a comparative study of a license-financed public broadcaster and an advertisingfinanced channel in Norway – the NRK and TV2, respectively. Both channels give priority to international news. While the NRK devotes more time to foreign news (both in absolute and relative numbers) than TV2 does, other aspects of the coverage are strikingly similar: The news is event oriented, there is heavy use of eyewitness footage, and certain regions are hardly visible. At least three explanations can be used to understand these findings: the technological platform (what footage is available, etc.) and the existence of a common news culture that is based on ratings and similar views on what is considered „good television“. A third factor is that both channels still have public service obligations.“

Orgeret, Kristin Skare: Mediated Culture and the Well-informed Global Citizen: Images of Africa in the Global North. – S. 47-62

Eide, Elisabeth: Strategic Essentialism and Ethnification: Hand in Glove?. – S. 63-78

Haug, Magne Martin; Koppang, Haavard; Svennevig, Jan: Moderator Bias in Television Coverage of an Election Campaign with No Political Advertising. – S. 79-94

„TV journalists may influence election outcomes through the way in which they cover election campaigns. This is perhaps more of an issue in countries with no political advertising, where the only connection between politicians and voters through the most

important medium, television, is mediated by TV journalists. The present article analyzes journalist moderator behavior in an election campaign in which there was no political advertising and no party-controlled election TV programming. Data were collected from election cross-examination programs on the two TV channels covering the 2005 general election in Norway. There was little consistent information for voters across programs. There were significant biases in moderator treatment of politicians along the left/right political divide. The present article may contribute to increased consciousness among journalists of the possibility of moderator bias in this sort of journalistic campaign coverage. Implications for the outcome of the election are discussed."

Grusell, Marie; Nord, Lars: More Cold Case Than Hot Spot: A Study of Public Opinion on Political Advertising in Swedish Television. – S. 95-112

Nygren, Gunnar; Degtereva, Elena; Pavlikova, Marina: Tomorrow's Journalists Trends in the Development of the Journalistic Profession as Seen by Swedish and Russian Students. – S. 113-134

„The present article describes trends in the development of the journalistic profession as seen by Swedish and Russian students in journalism. The study focuses on the results of a survey carried out among students at three Swedish and three Russian institutions of higher education. The survey demonstrates numerous similarities in ideals and values as well as in understanding of the professional code of journalism among students in Russia and Sweden. Historical background is evident in the students' different interpretations of key problems of journalism and in their assessment of freedom of the press. Finally, the research questions the professional future of journalism, focusing on possible threats and presenting several development scenarios for the industry."

Kristensen, Nete Noergaard: Nice to Have – or Need to Have?: The Professional Challenges of the Communication Sector. – S. 135-151

Political Communication
Jg 27 (2010) Nr 4

Nisbet, Erik C.; Myers, Teresa A.: Challenging the State: Transnational TV and Political Identity in the Middle East. – S. 347-366

„Several scholars have linked the growth of transnational Arab TV in the Middle East over the past decade to a rise in transnational Muslim and Arab political identification at the expense of national political identity. However, a theoretical context for understanding how media exposure may influence political identification in the Middle East at an individual level of analysis has been lacking, and to date very little quantitative evidence has been presented. Our article addresses this gap by presenting a theoretical framework for linking individual media use to political identity in the Middle East and then employing this framework to

quantitatively test the association between transnational Arab TV exposure and individual political identification using a set of cross-national surveys conducted in six Middle Eastern states between 2004 and 2008. We find evidence that exposure to transnational Arab TV increases the probability of transnational Muslim and Arab political identification at the expense of national political identities, though the influence of transnational TV on identity salience varied significantly across levels of education. Theoretical implications for the role of media in political socialization and identity salience, as well as implications for American foreign policy, are discussed."

Nadeau, Richard; Pétry, Francois; Bélanger, Éric: Issue-Based Strategies in Election Campaigns: The Case of Health Care in the 2000 Canadian Federal Election. – S. 367-388

Hopmann, David Nicolas et al: Effects of Election News Coverage: How Visibility and Tone Influence Party Choice. – S. 389-405

Hooghe, Marc et al: The Potential of Internet Mobilization: An Experimental Study on the Effect of Internet and Face-to-Face Mobilization Efforts. – S. 406-431

Schreiber, Ronnee: Who Speaks for Women?: Print Media Portrayals of Feminist and Conservative Women's Advocacy. – S. 432-452

„Feminists have frequently accused media outlets of not giving them enough coverage and/or portraying them negatively. Conversely, conservative women have argued that media suffer from liberal biases. While some studies have addressed the larger question of media and ideological prejudices, none have examined how media report women's activism in comparative terms. Since feminist and conservative women's organizations vie with one another over who represents women's interests, how media portray them has implications for how well they achieve this goal. Using data gathered from four major national newspapers, this study analyzes how print journalists depict feminist and conservative women's activism over a 14-year span. In so doing, it provides information about frequency of media coverage, as well as how advocates are labeled, on which issues they are getting visibility, and whether or not media present feminist and conservative women's organizations as being in direct conflict with each other. Implications for understanding women's political efforts, broadly speaking, are also explored."

Public Opinion Quarterly
Jg 74 (2010) Nr 3

Tourangeau, Roger; Groves, Robert M.; Redline, Cleo D.: Sensitive Topics and Reluctant Respondents: Demonstrating a Link between Nonresponse Bias and Measurement Error. – S. 413-432

Delavande, Adeline; Manski, Charles F.: Probabilistic Polling and Voting in the 2008 Presidential Election: Evidence From the American Life Panel. – S. 433-459

Singer, Eleanor et al: The Effect of Question Framing and Response Options on the Relationship between Racial Attitudes and Beliefs about Genes as Causes of Behavior. – S. 460-476

Kellstedt, Paul M.; Peterson, David A. M.; Ramirez, Mark D.: The Macro Politics of a Gender Gap. – S. 477-498

„What explains the dynamic movement in the gender gap in public opinion toward government activism over the past 30 years? The thermostatic model of politics suggests that aggregate public opinion adjusts to liberal changes in public policy by preferring less government and to conservative changes in policy by preferring more government. Given the cross-sectional differences in policy preferences between men and women, we argue that the dynamic movement in the gender gap in policy preferences for more or less government spending is a function of asymmetrical responses by men and women to changes in public policy. We find that both men and women respond to changes in public policy by shifting their policy preferences in the same direction. But men appear more responsive to policy changes than do women. It is this asymmetrical response to changes in public policy that is responsible for the dynamics of the gender gap in policy preferences across time. Our results show that the gap increases when policy moves in a liberal direction, as men move in a conservative direction at a faster rate than women. In contrast, when policy moves to the right, the opinions of both men and women will respond by moving to the left, but the greater responsiveness among men will decrease the gap, bringing male preferences closer to the preferences of women.“

Henderson, Michael; Hillygus, D. Sunshine; Tompson, Trevor: „Sour Grapes“ or Rational Voting?: Voter Decision Making Among Thwarted Primary Voters in 2008. – S. 499-529

Petersen, Michael Bang; Slothuus, Rune; Togeby, Lise: Political Parties and Value Consistency in Public Opinion Formation. – S. 530-550

„Many have been concerned about the ability of citizens to ground their specific political preferences in more general principles. We test the longstanding intuition that political elites, and political parties in particular, can help citizens improve the quality of their political opinions—understood as the consistency between citizens' specific opinions and their deeper political values. We integrate two major areas of research in political behavior that rarely speak together—political parties and framing—to argue that the structure of party competition frames issues by signaling what political values are at stake and hence enables citizens to take the side most consistent with their basic principles. With a unique experimental design embedded in a nationally representative survey, we find strong support for this argument. Our findings imply that low levels of value-opinion consistency are driven not only by citizens' lack of interest in politics but also by parties failing in providing clear signals.“

Campbell, James E.: Explaining Politics, Not Polls: Reexamining Macropartisanship with Recalibrated NES Data. – S. 616-642

Jg 74 (2010) Nr 4

Fullerton, Andrew S.; Dixon, Jeffrey C.: Generational Conflict or Methodological Artifact: Reconsidering the Relationship between Age and Policy Attitudes in the U.S., 1984-2008. – S. 643-673

„In light of claims of a generational conflict over age-specific policies and the current fiscal troubles of related governmental programs, this article examines Americans' attitudes toward education, health, and Social Security spending through the use of a new methodology designed to uncover asymmetries in public opinion and disentangle age, period, and cohort effects. Based on generalized ordered logit models within a cross-classified fixed-effects framework using General Social Survey data between 1984 and 2008, we find little evidence consistent with gray peril and self-interest hypotheses suggesting that older people support spending for health care and Social Security but not education. The divide in attitudes toward education spending is the result of cohort – not age – effects. Yet these cohort effects extend to other attitudes and are asymmetrical: The so-called greatest generation (born around 1930 or earlier) is ambivalent about government spending and especially likely to say that we spend the „right amount“ on health care. As people approach retirement age, they also become more likely to say that we spend the „right amount“ on Social Security. The nuanced ways in which American public opinion is divided by age and cohort are uncovered only through the use of a new methodology that does not conceive of public support and opposition as symmetrical. Historical reasons for these divides, along with their contemporary implications, are discussed.“

Herda, Daniel: How Many Immigrants?: Foreign-Born Population Innumeracy in Europe. – S. 674-695

Publizistik
Jg 55 (2010) Nr 4

Pörksen, Bernhard: Immanuel Kant und die drei Schlüsselfragen des freien Journalismus. – S. 337-344

Donsbach, Wolfgang; Obermüller, Anja: Demokratischer Wert von Medienpublika: ein empirisches Gedankenspiel. – S. 345-364

„Vor dem Hintergrund der Diskussionen über Anspruch und Wirklichkeit der Demokratie, über schwindende Leserschaften und den Zustand politischer Kommunikation beschäftigen sich die Autoren

mit der Frage, ob die Publika einzelner Medien einen spezifischen publizistischen Wert haben, indem sie in unterschiedlicher Stärke und Güte zum öffentlichen Diskurs beitragen. Am Beispiel der Abonnenten der tageszeitung (taz) werten die Autoren repräsentative Befragungsdaten aus, um zu prüfen, worin dieser Beitrag bestehen kann und wie er sich zu dem anderer Medien verhält. Im Mittelpunkt stehen dabei besonders öffentlichkeits- und demokratietheoretisch relevante Einstellungen und Verhaltensweisen, wie z. B. politische Partizipation, die Bereitschaft zur Übernahme von Verantwortung und gesellschaftliches Engagement."

Hansen, Mareike; Schmid, Hannah; Scherer, Helmut: Erstens: ignorieren, zweitens: diffamieren, drittens: umarmen?: eine inhaltsanalytische Untersuchung der Kommentierung der Linkspartei von 2005 bis 2009. – S. 365-382

„Für den Erfolg von kleinen Parteien spielen die Massenmedien eine zentrale Rolle, sie können unterstützend oder hemmend wirken. Dies ließ sich am Beispiel der Grünen beobachten: Mit der „Parlamentarisierung" der Partei schlug die anfangs sehr kritische Haltung der Medien in eine positivere, sachlichere Berichterstattung um. Durchläuft nun auch die Partei „Die Linke" einen solchen Prozess? Anhand einer quantitativen Inhaltsanalyse von Kommentaren der überregionalen Zeitungen FAZ, SZ und taz aus den Jahren 2005 bis 2009 untersucht die vorliegende Studie, wie sich die Medien gegenüber der Linken verhalten. Die Ergebnisse bestehender Studien zu kleinen, neuen Parteien werden teilweise bestätigt. Es zeigt sich, dass sich die Kommentierung der Partei über die Zeit bisher kaum verändert hat: Sachthemen spielen in der Diskussion nur eine untergeordnete Rolle, und die Partei wird von allen Zeitungen negativ bewertet, wobei sich die taz etwas von den anderen Zeitungen abhebt."

Magin, Melanie; Stark, Birgit: Mediale Geschlechterstereotype: eine ländervergleichende Untersuchung von Tageszeitungen. – S. 383-404

„Die von der dekonstruktivistischen Geschlechterforschung inspirierte Untersuchung will klären, wie Männlichkeit und Weiblichkeit heute in den und durch die Massenmedien konstruiert werden. Im Mittelpunkt steht dabei die Frage, inwieweit die Merkmals- und Eigenschaftszuschreibungen an Frauen und Männer in Printmedien stereotyp erfolgen oder ob sich die Rigidität medialer Geschlechterkonstruktionen abschwächt, indem die Berichterstattung beobachtbare Auflösungstendenzen widerspiegelt. Die Studie betritt Neuland, indem sie einerseits Akteure aus sehr unterschiedlichen Themenbereichen erfasst und andererseits auf die Messung von Geschlechterattributen in dichotomisierter Form verzichtet. In der gewählten komparativen Perspektive und mit einem breiten Mediensample werden zudem mögliche Erklärungsfaktoren über die einzelnen Länder hinweg herangezogen. Die Ergebnisse belegen Widersprüche in allen in der Inhaltsanalyse berücksichtigten Ländern (Deutschland, Österreich und Schweiz). Denn einerseits finden sich empirische Belege für ge-

schlechtsgebundene Klischees, andererseits aber auch für deren Auflösung. Um dies erklären zu können, gilt es zukünftig journalistische Selektionsmuster vorzugsweise in einer vergleichenden Langzeitperspektive ins Auge zu fassen."

Jarolimek, Stefan et al: Öffentliches und Geheimes: die Berichterstattung über die flächendeckende Schweinegrippeimpfung. – S. 405-426

„Die Schweinegrippe bestimmte neben der Bundestagswahl die Medienberichterstattung in der zweiten Jahreshälfte 2009. Dabei wurden immer wieder Vorwürfe laut, die flächendeckende Schweinegrippeimpfung sei das Ergebnis von Lobbying-Prozessen der Pharmabranche. Um die üblichen Interviews mit Lobbyisten zu vermeiden, beschritten wir methodisches Neuland und untersuchten sowohl klassische Formen öffentlicher Kommunikation als auch Formen vermeintlich nicht-öffentlicher Kommunikation. Ein möglichst breiter methodischer Zugriff (Inhaltsanalysen von Berichterstattung und Pressemitteilungen, Interviews mit Fachjournalisten, Netzwerkanalyse, Internetrecherche zu Biografien etc.) erlaubte es, sich diesem Problem und den maßgeblichen Akteuren zu nähern. Zusammenfassend konnten keine Beweise, gleichwohl Indizien für den Lobbying-Vorwurf ausgemacht werden."

Rundfunk und Geschichte
Jg 36 (2010) Nr 1-2

Badenoch, Alexander: Die europäische Wiedergeburt des Radios?: die Entwicklung und Arbeit des EBU-Radioprogrammkomitees. – S. 4-18

Hißnauer, Christian: Psychomontage und Oral History: eine Skizze zur Entwicklungsgeschichte des Interviewdokumentarismus in der Bundesrepublik Deutschland. – S. 19-25

Schäfer, Hagen: Fluchten in die Entscheidungslosigkeit: Fred von Hoerschelmanns Hörspiel „Die Flucht vor der Freiheit". – S. 26-38

TelevIZIon
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Die Ausgabe 2/2010 veröffentlicht diverse Artikel zum Thema „Diversität im Kinderfernsehen".

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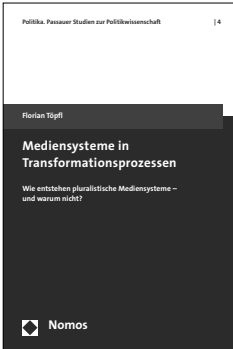
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