unterschiedliche Strategien entwickelt, mit dem durch die Medien vorgegebenen Takt umzugehen. In den Aussagen der Paare wird deutlich, wie sehr dabei berufliche und private Strukturen ineinandergreifen, wenn etwa Kommunikationsanforderungen aus dem Berufsleben in der Partnerschaft adaptiert oder abgelehnt werden. Linke stellt in diesem Zusammenhang auch eine „Intensivierung der mentalen Repräsentation von Paarbeziehungen" (S. 157) fest, weil durch die permanent mögliche Erreichbarkeit durch Medien der interpersonalen Kommunikation die Tagesabläufe der Partner antizipiert und gegenseitig angepasst werden.

Aber auch die Aneignung standardisierter Medienprodukte oder die Kommunikation und Interaktion im Rahmen des gemeinsamen Spielens von Computerspielen haben einen signifikanten Anteil an der Konstruktion von Beziehungsidentität, wie in dem letzten der insgesamt drei Ergebniskapitel herausgestellt wird. Hier kommen auch erstmals Unterschiede innerhalb der Paarbeziehung ins Spiel, die ebenfalls paaridentitätsbildend sein können, wenn sie etwa das Ergebnis konsensuell hergestellter Rollenzuweisungen sind, bei der z. B. ein Partner für das technische Handling von Medien und der andere für die Auswahl der Inhalte zuständig ist. An dieser Stelle hätte man sicherlich noch gerne mehr über die geschlechtsbezogenen Aushandlungen innerhalb der Partnerschaft erfahren, da die herangezogenen Auszüge nur erahnen lassen, welche komplexen Diskussionen und Konstellationen sich dahinter noch verbergen.

Das Buch ist sehr gut zu lesen, was nicht zuletzt den vielen anschaulichen Interviewpassagen geschuldet ist, aus denen sich die Erkenntnisse ableiten. Man kann sich an der Kompaktheit und Dichte eines Textes erfreuen, der angenehm wenige Redundanzen und kaum Fußnoten enthält, wobei Defizite in der Sorgfalt des Lektorats diesen positiven Leseeindruck ein wenig mindern. Insgesamt leistet die Studie mit ihrem ambitionierten methodischen Zugriff einen wertvollen Beitrag zur empirischen Erforschung von Mediatisierung und ihren Folgen für den Alltag unserer sozialen Beziehungen. Die sich auf der Mikroebene entfaltenden Wandlungsprozesse und ihre Kontexte werden auf diese Weise greifbar und geben Begriffen wie Entgrenzung, Flexibilisierung und Mobilisierung eine Kontur. Eine lohnende Ergänzung fände die vorliegende Untersuchung durch Studien, die bei der Erfassung von Mediatisierungsprozessen neben der Mikro- auch die Makro- und Mesoebene noch stärker in den Blick nehmen. *Corinna Peil*

Gregory Ferrell Lowe / Christian S. Nissen (Hrsg.)
Small Among Giants
Television Broadcasting in Smaller Countries
Göteborg: Nordicom, 2011 – 231 S.
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It is never an easy task to review a book consisting of a number of essays by different authors, especially in this case because of the wide variety from one chapter to the next in terms of definitions of 'size', different countries under study (i.e. within and beyond Europe), and the varying depth of empirical analysis. Nevertheless, this collection contains some very useful and interesting pieces that are well worth reading.

Mainly in the late 1980s and the early 1990s, small media systems were an object of research. After that, despite their growing number, small media systems disappeared from the research agenda, to be picked up again in few publications only, among which a special issue (*The International Communication Gazette* 2009, 71, 1-2, put together by Puppis & d'Haenens). There it was suggested that small states tend to adopt an interventionist regulatory approach. Additionally, when giant neighbours are involved sharing a language, small states might even sacrifice media diversity in an effort to preserve a domestic media landscape of their own. It was also argued that only systematic, cross-country research, considering big and small states with and without giant neighbours sharing the same language, would help us answering the question how size matters.

Hence, these nine chapters with cross-country research on television broadcasting in small states definitely come at the right moment, filling a void. The book illustrates the structural peculiarities of small states featuring different historical and political traditions as well as the differences and commonalities between their television broadcasting systems. Moreover, it is not limited to Western European countries only, which differs from the scope of most of existing research, mainly focusing on Western European countries.

One might wonder, however, whether this collection offers a systematic enough approach to the matter. First of all there is the problem of the clarity of definition of 'size'. The latter is a multifaceted concept including territorial mass, industry size, population density, market and economy size, a small linguistic community. The editors promisingly announce their collection as a 'joint research project' interrogating

the following assumption: *Size is of fundamental importance for understanding how broadcasting works, and why*. The qualification as a research project gave me high hopes, although a little further on, I read the editors' warnings: their collaborators employed a diversity of theoretical approaches and methodologies in their efforts to come to grips with the potential impact of size on TV broadcasting. True, this collection does not offer a one-size-fits-all definition of size, and sure enough, situated assessments of impact of size in different cultural, policy contexts and political cultures call for a nuanced picture and a variety of approaches. But I cannot help to think that the editors could have done a slightly better job, instructing their authors more closely, structuring their book content in different sections to be accompanied with a situational introduction and, last but not least, by adding a conclusive chapter, allowing the construction of an integrated view rather than leaving the extraction of conclusions from the juxtaposed essays up to the active reader.

Let us now take a quick glance at two most remarkable chapters. Robert Picard discusses at length the notion of country size incorporating data of 31 European countries in his study. This chapter amply illustrates that from the economic standpoint size certainly matters as it is highly influential on economic viability. That being said, "one cannot have the same expectations for broadcasting in smaller countries as in larger countries and one must recognize that similar policies will not equally be viable or effective in countries of different size." (p. 56) Picard comes across what he considers an unexpected finding: countries with lower GDP per capita produce a higher percentage of domestic (albeit cheap) entertainment programming. We wonder why this finding should be seen as deviant from what might be expected? On the contrary, this domestic content should be seen as the fruit of interventionist media regulation in the form of quota on domestic content so as to promote local creative industries and in the meantime optimize audiences' needs for identification with local artists, stars and settings. Christian Edelvold Berg's analysis is most sophisticated, looking beyond Europe, and including Canada, Japan and the US media markets by way of comparison. His chapter makes it quite clear that small media markets may contain a lot of internal variance as to market volume and domestic content potential, distinguishing between a small market combined with a small economy (e.g., Latvia) and a small market characterized by a bigger economy (e.g., Norway). Berg (p. 77) makes a clear point stating that the

one-size-fits-all policies of the EU "do a grave disservice to the needs of member states when they fail to properly take into account the comparative degrees of differences in difficulty of provisioning originated media content under respective conditions." Granted, the Audiovisual Media Services Directive (Directive 2007/65/EC), the MEDIA support programme and competition law apply to small and big member states alike. However, due to diverging economic conditions and structural factors in addition to market size, certainly with a view to the costs of making and acquiring premium content, the impact of support programmes at EU level and competition law may have very different outcomes from one country to the next. Small media systems are probably more affected by supranational decisions and regulatory measures. Moreover, the provision that audiovisual media services are subject to the jurisdiction of the residing state and that their transmission to another member state may not be restricted, allows for circumventing the media regulation of small states. In short, the EU approach favours the bigger companies and thus stimulates convergence rather than diversity.

The following four chapters offer variations of the same theme. John D. Jackson in collaboration with five co-authors focuses at the sociocultural context of media markets, looking at Canada, New Zealand, Taiwan and Ireland, and relating these smaller markets to their respective neighbouring giants: the US, Australia, China, the UK and Germany. The authors come up with a model, without substantiating it with empirical data, followed by short country-by-country excerpts on the four small states under study, which present little more than some regulatory measures hastily put together and somehow distracting the reader's attention from the cross-country comparison. Josef Trappel's chapter presents yet another collection of 14 small countries compared to seven big countries, demonstrating that small countries' structural conditions allow for fewer business options than their counterparts in larger countries. Trappel comes to the same conclusion as Berg, rightly arguing for a different set of rules for smaller countries compared to bigger countries. Nordahl Svendsen also demonstrates how European television policy works against the interest of small countries, looking at the different historical and political contexts reigning in countries in the early 20th Century, accounting for the varying strengths of public service traditions in Western Europe and state broadcasting in the east. The author interestingly con-

cludes: "European policymakers really should consider far more deeply than they have so far whether the single market necessarily means a *homogeneous* market. (…) The most fruitful questions may arise when the approach is reversed: Europe never had a shared, common TV culture. The single market project has invited private companies to try to create one. And they appear to be winning in their battle against PSB." (pp. 161-162) Chris Hanretty wisely suggests that small countries' policy makers and programme makers better bond with their (small) neighbours and learn lessons from them, rather than looking at larger countries: "In these kinds of relationships other aspects of smallness – the smallness of a language community or a media market – do tend to play a role. Consequently, broadcasters in small but well-connected countries may enjoy a comparative advantage in governance not held by broadcasters in larger countries." (p. 178)

The last two chapters shed light on a different aspect of television broadcasting. There is the issue of servicing linguistic minorities pertaining to the autochtonous population (not ethnic-cultural newcomers) in three relatively small and four relatively big countries (by Tom Moring and Sebastian Godenhjelm). The authors convincingly argue that broadcasting for minorities is more a question of political will and a society's so-called general culture, rather than a question of size of the country. In the book's last and only chapter on content production really, Annette Hill and Jeanette Steemers look at the production of formats in smaller and bigger nations, combining a political economy perspective with audience analysis. They interestingly point at the degree of preparedness to take and manage cultural risks that is inevitably required for the successful production of entertainment formats, especially as the format industry has grown into big business in which size has become of paramount importance.

As a whole, apart from mild criticisms, the merits of this collection of essays definitely outweigh its limitations. This book offers a cross-country perspective, looking at a common theme in different cultural, political and policy contexts: such practice can certainly be beneficial for furthering comparative media policy research. Moreover, this collection is not suffering from a purely Western, or even worse, a Western (European) in-context measurement, which makes it particularly informative for a wide audience.

<div align="right">Leen d'Haenens</div>

Grob gesagt dreht sich der Band um die Frage, ob es auf europäischer Ebene eine Selbstregulierung des Journalismus braucht oder nicht. Und um es gleich vorweg zu nehmen: Die Autoren liefern vielerlei Argumente, pro genauso wie contra. Kaarle Nordenstreng beispielsweise plädiert dafür: „I advocate a European council for media self-regulation […] in the form of a common European platform for monitoring media quality and ethics." (S. 435) Auch Horst Pöttkers Beitrag ist „ein Appell für eine europäische Kommission für journalistische Selbstregulierung, an der Journalisten, Herausgeber und das Publikum beteiligt sind." (S. 351) Dagegen findet William Gore, dass „die Einrichtung eines selbstregulierenden, gesamteuropäischen Presserats sowohl praktisch unmöglich als auch philosophisch unhaltbar wäre." (S. 283). Bereits seit 1999 gibt es ja die *Alliance of Independent Press Councils of Europe* als Netzwerk und Ort des Austauschs unter Gleichen, wobei natürlich zugegeben werden muss – und das wird in den Beiträgen dieses Buches nur allzu deutlich –, dass die nationalen Organe der Medien(selbst)regulierung höchst unterschiedliche Funktions- und Strukturgebilde darstellen.

Aufschlussreich dazu sind Übersichten zu Presseräten in europäischen Ländern (S. 172) oder die Gegenüberstellung von 44 journalistischen Ethikkodizes (S. 380ff.). Insgesamt zeigt der Sammelband zu einer Tagung 2009 in Wien an den unterschiedlichsten Fallbeispielen schön die Vorzüge und Schwierigkeiten der Konstruktion „Europa" und ihrer Öffentlichkeit(en) auf. Zwar besteht ein Sammelband stets aus lauter Einzelbeiträgen, der interessierte Leser wird in diesem aber sicherlich einen roten Faden finden.

22 Beiträge auf fast 500 Seiten, dazu Einleitung, das Transkript einer Podiumsdiskussion und ein Fazit – da trifft man auch in Hinblick auf die Methoden auf Vielseitigkeit, also zum Beispiel auf Inhaltsanalysen, Leitfadeninterviews, Befragungen, Dokumentenanalysen. Tatsächlich werden oft Ergebnisse empirischer Studien präsentiert, u. a. zum Europäisierungsgrad im österreichischen Mediendiskurs (noch dominieren Aussagen von österreichischen Akteuren, S. 111) oder in TV-Informationssen-

<div align="right">443</div>