Zeitschriftenlese

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Vesting, Thomas: 50-Cent-Gewinnspiele im Internet: zur Bestimmung des Verhältnisses von Medienrecht und Glücksspielrecht. – S. 105-112

Diederichsen, Angela: Aktuelle Rechtsprechung des BGH zum Medienrecht. – S. 112-119

„Neben Fragen der internationalen Zuständigkeit und des anzuwendenden Rechts bei Persönlichkeitsverletzungen durch Internetveröffentlichungen behandelten Entscheidungen des VI. Zivilsenats im Berichtszeitraum von Juni 2009 bis Februar 2011 die Reichweite des Datenschutzes und der Meinungsäußerungsfreiheit bei Veröffentlichungen im Internet. Weiterhin beschäftigten Fragen der Zulässigkeit der Wort- und Bildberichterstattung nicht nur über sog. Prominente den BGH. Die rechtlichen Voraussetzungen für eine Geldentschädigung bei schwerwiegenden Persönlichkeitsrechtsverletzungen im Spannungsverhältnis mit der Kunstfreiheit wurden durch den VI. Zivilsenat in „Esra III" präzisiert. Der Beitrag will einen Überblick über die tragenden Gesichtspunkte wichtiger Entscheidungen geben."

Schmid-Petersen, Frauke: Zu den Grenzen der freien Benutzung von Pressetexten im Internet: zugl. Besprechung von BGH I ZR 12/08 vom 01.12.10, AfP 2011 S. 62, Perlentaucher. – S. 119-126

Ingendaay, Dominik: Zur Verbreiterhaftung des Buchhandels: Unterlassungspflicht des Buchhändlers bei der Verbreitung urheberrechtsverletzender Inhalte – Täter oder Störer?. – S. 126-134

„In Büchern und Zeitschriften können verschiedenste Urheberrechtsverletzungen enthalten sein. Beispielsweise können Fotos ohne Einwilligung des Fotografen abgedruckt oder Teile eines Textes von einem anderen Autor übernommen worden sein. Hierbei sind i.d.R. Autor und Verlag des Buchs, die ohne Einwilligung der Rechteinhaber fremde Werke genutzt haben, für die Urheberrechtsverletzung verantwortlich. Häufig bereitet es jedoch Schwierigkeiten, die Vorgenannten in Anspruch zu nehmen, z.B. wenn sie sich im Ausland befinden, die Anschrift unbekannt oder eine Vielzahl von Exemplaren der Bücher bereits im Handel verbreitet ist. In diesem Fall stellt sich die Frage, in welchem Umfang auch der Buchhändler, der einzelne Exemplare eines rechtsverletzenden Buchs verbreitet, in Anspruch genommen werden kann."

Weberling, Johannes: Zur Angemessenheit der von Zeitungsverlagen in den neuen Ländern an freie Mitarbeiter gezahlten Texthonorare: Frankfurter Honorarliste 2011. – S. 134-139

„Die wirtschaftliche Lage der ostdeutschen Tageszeitungsverlage unterscheidet sich aufgrund der unterschiedlichen wirtschaftlichen Verhältnisse in Ostdeutschland und Westdeutschland seit der Wiedervereinigung strukturell von der wirtschaftlichen Situation der Tageszeitungsverlage in Westdeutschland. In den „neuen Ländern" richtet sich die angemessene Vergütung freier Text-Redakteure mangels hier geltender gemeinsamer Vergütungsregeln nach der dortigen Branchenübung. Die am 1. Februar 2010 in Kraft getretenen Gemeinsamen Vergütungsregeln für freie hauptberufliche Journalisten an Tageszeitungen des Deutschen Journalistenverband e.V. (DJV), der Vereinten Dienstleistungsgewerkschaft (ver.di) und des Bundesverband Deutscher Zeitungsverleger e.V. (BDZV) gelten aufgrund des beschränkten Verhandlungs- und Abschlußmandats des BDZV nur für hauptberuflich tätige freie Text-Redakteure nur in den „alten Ländern" mit Ausnahme von Hessen."

Communicatio Socialis
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Büsch, Andreas: Das Soziale Netz als Kommunikationsplattform: mehr als eine jugendpastorale Herausforderung. – S. 5-24

Klenk, Christian: App-Solution am Mobiltelefon: Internetanwendungen für Smartphones sind ein Wachstumsmarkt – und eine Chance für die Kirche. – S. 25-41

Oertel, Ferdinand: Der digitale Kontinent: Freund oder Feind?; Amerikanische Bischofskonferenz äußert sich zur Bedeutung der sozialen Medien. – S. 42-46

Wittmann, Reinhard: Der gerade Weg: Katholische Verlage in der NS-Zeit. – S. 47-57

Reichertz, Jo: Kommunikation, Macht, Identität: Verlässlichkeit als Schlüsselkategorie kommunikativer Macht. – S. 58-73

Communication Research
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Beaudoin, Christopher E.: News Effects on Bonding and Bridging Social Capital: An Empirical Study Relevant to Ethnicity in the United States. – S. 155-178

„In an effort to advance decades of mass communication research on social capital and related indicators of social ties and civic engagement, this study provides an empirical assessment of social capital's often discussed, but rarely tested, bonding and bridging dimensions. It examines how usage patterns of traditional news media (i. e. newspaper and TV news) and online news media (i. e. , Internet news) are associated with bonding and bridging neighborliness, as defined by ethnicity. Analysis of data from a 2007 national survey demonstrates that traditional news media use – but not online news media use – is significantly associated with bonding

neighborliness and bridging neighborliness. In addition, the relationship between traditional news media use and bonding neighborliness, as well as that between online news media use and bonding neighborliness, is more positive for Whites and Asians than for Blacks and Latinos. Results are discussed in terms of bonding and bridging social capital, ethnic media portrayals, and journalism and ethnicity in the United States."

Vreese, Claes H. de; Boomgaarden, Hajo G.: (In)direct Framing Effects: The Effects of News Media Framing on Public Support for Turkish Membership in the European Union. – S. 179-205

„News framing can exert a strong influence on public opinion. Following a media content analysis, this article investigates the effects of news framing on support for membership of Turkey in the European Union. A first experimental study (n = 304) showed a significant difference in the level of support for Turkish membership between respondents who were exposed to a positively valenced news frame and respondents who had received a negative frame. The results of a second survey-embedded experimental study (n = 1,632) corroborated the first study, and tested the hypothesis that frames affect the importance of certain considerations and that the valence of the news frames also directly affects opinion. Negative news frames yielded stronger effects than positive news frames, and high political sophisticates were more affected by positive framing. The study demonstrates that (change in) public approval of Turkish EU membership is contingent on the elites' and the media's coverage of the issue in interaction with individual characteristics."

Wei, Ran; Lo, Ven-Hwei; Lu, hung-Yi: Examining the Perceptual Gap and Behavioral Intention in the Perceived Effects of Polling News in the 2008 Taiwan Presidential Election. – S. 206-227

Bodie, Graham D. et al: Explaining the Impact of Attachment Style on Evaluations of Supportive Messages: A Dual-Process Framework. – S. 228-247

Liu, Meina; Wilson, Steven R.: The Effects of Interaction Goals on Negotiation Tactics and Outcomes: A Dyad-Level Analysis Across Two Cultures. – S. 248-277

„This study investigates how negotiators' interaction goals influence their own and their counterparts' negotiation tactics and outcomes across two cultures using a simulated employment contract negotiation. Results show that when negotiators placed greater importance on competitive goals, they used more distributive persuasion and fewer priority information exchange tactics, which reduced their counterparts' profit; negotiators' competitive goals also caused their counterparts to use fewer priority information exchange tactics, which in turn hurt their own profit. Dyad members' competitive goals have an indirect, negative impact on joint profit. In addition, Chinese negotiators

placed greater importance on competitive goals and used more distributive and fewer integrative tactics than Americans, but the associations between goals and tactics did not differ across cultures. Nevertheless, members of the two cultures took different paths to improve joint profit; as a result, Chinese dyads achieved no less joint profit than American dyads. The study sheds light on culture's effect on the interactive processes by which goals impact negotiation performance."

Greenwood, Dara N.; Long, Christopher R.: Attachment, Belongingness Needs, and Relationship Status Predict Imagined Intimacy With Media Figures. – S. 278-295

„The present study uses an interpersonal relationships measure (Relationship Rating Form [RRF], Fraley & Davis, 1997) to assess both imagined intimacy with a favorite media figure and real intimacy with close others among 173 undergraduates. We examine how relational tendencies (attachment style, need to belong) and relationship status (single or partnered) interact to predict degree of imagined intimacy with same and opposite gender media figures. Results indicate that intimacy reported with a same gender friend is positively correlated with imagined intimacy for a same gender media figure. However, a compensatory pattern emerged with romantic relationships: single individuals reported greater imagined intimacy with opposite gender media figures than those in a relationship. Attachment anxiety and the need to belong (NTB) were positively predictive of imagined intimacy with opposite gender media figures for single individuals only. Social psychological motivations for media attachments are discussed."

Communications
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Waldherr, Annie; Muck, Peter M.: Towards an integrative approach to communication styles: The Interpersonal Circumplex and the Five-Factor Theory of Personality as Frames of Reference. – S. 1-28

Bilandzic, Helena; Buselle, Rick W.: Enjoyment of Films as a Function of Narrative Experience, Perceived Realism and Transportability. – S. 29-50

„This study investigates the relations between narrative experiences (transportation, identification, immersion and telepresence) and film enjoyment, and explores the possibility that transportability (the disposition for narrative experience) and perceived realism facilitate narrative experience and indirectly influence enjoyment. The study measured narrative experience and realism in three films from different genres. Results demonstrate that transportability, and both external realism (perceived match to the actual world) and narrative realism (perceived coherence in the story) positively influence at least one aspect of narrative experience, and that narrative experience in turn is a significant predictor for enjoyment."

Tanis, Martin; Das, Enny; Fortgens-Sillmann, Marieke: Finding Care for the Caregiver?: Active Participation in Online Health Forums Attenuates the Negative Effect of Caregiver Strain on Wellbeing. – S. 51-66

„This paper focuses on how online health forums may benefit the wellbeing of caregivers. An online questionnaire of caregivers assessed caregiver strain, forum use, and mental and physical wellbeing. Results show a positive relation between caregiver strain and using online health forums to seek emotional support. Furthermore, we find that caregivers with higher levels of caregiver strain report lower mental and physical wellbeing. This relation is however moderated by using online health forums. While the amount of time spent on the online forums did not moderate the relation between caregiver strain and wellbeing, the amount of activity (i. e. the number of messages posted per week) did: Active participation in online health forums attenuates the negative effect of caregiver strain on wellbeing.These findings suggest that online forums are valuable for caregivers and that it is active contribution that matters, rather than simply visiting the online health groups."

Finnemann, Niels Ole: Mediatization Theory and Digital Media. – S. 67-90

Linke, Christine: Being a Couple in a Media World: The Mediatization of Everyday Communication in Couple Relationships. – S. 91-112

Computer und Recht
Jg 27 (2011) Nr 3

Frank, Christian: Bewegliche Vertragsgestaltung für agiles Programmieren: Ein Vorschlag zur rechtlichen Abschichtung zwischen Planung und Realisierung. – S. 138-144

Heun, Sven-Erik: Der Referentenentwurf zur TKG-Novelle 2011. – S. 152-163

Härting, Niko: Datenschutz zwischen Transparenz und Einwilligung: Datenschutzbestimmungen bei Facebook, Apple und Google. – S. 169-176

Jg 27 (2011) Nr 4

Leistner, Matthias: Gebrauchtsoftware auf dem Weg nach Luxemburg: Der Vorlagebeschluss des BGH in Sachen Oracle v. UsedSoft. – S. 209-214

Degenhart, Christoph: Verfassungsfragen der Internet-Kommunikation: wie die Rundfunkfreiheit in die Online-Welt hineinstrahlt. – S. 231-237

Heghmanns, Michael; Kusnik, Katharina: Zur strafrechtlichen Relevanz fremd veranlasster Verluste in Online-Spielen. – S. 248-253

Jg 27 (2011) Nr 5

Barnitzke, Benno; Möller, Philipp; Nordmeyer, Arne: Die Schutzfähigkeit graphischer Benutzeroberflächen nach europäischem und deutschem Recht: eine immaterialgüterrechtliche Einordnung und rechtspolitische Untersuchung. – S. 277-283

Schmitz, Peter: Die Kundenschutzvorschriften nach der TKG-Novelle 2011: ein Überblick und eine Bewertung ausgewählter Neuregelungen. – S. 291-297

Spindler, Gerald: Das De-Mail-Gesetz: ein weiterer Schritt zum sicheren E-Commerce. – S. 309-319

Convergence
Jg 17 (2011) Nr 1

Littau, Karin: Media, Mythology, and Morphogenesis: Aliens. – S. 19-36

Bonner, Frances; Jacobs, Jason: The First Encounter: Observations on the Chronology of Encounter With Some Adaptations of Lewis Carroll's Alice Books. – S. 37-48

Martens, Marianne: Transmedia Teens: Affect, Immaterial Labor, and User-Generated Content. – S. 49-68

„The internet offers teens (especially girls, who have embraced social aspects of the web) a voice in the books they read, from reviewing, blogging, and creating fan sites, to actually collaborating on books-in-progress – such as The Amanda Project – by writing portions of the book or suggesting storylines. But while these new means of participation are seemingly empowering for teenage girls, is this participation a form of empowerment, or is it merely a way for publishers to exploit teens' labor to create commodified cultural products which they in turn can sell back to the teens who helped shape them? In an era of user-generated content, this article examines how teens' affective labor as peer-to-peer-marketers and content creators is changing the transmedia cultural products created for them. „

Wessels, Emanuelle: „Where Were You When the Monster Hit?: Media Convergence, Branded Security Citizenship, and the Trans-Media Phenomenon of „Cloverfield". – S. 69-84

„This article uses the concept of media convergence to examine several aspects of the successful 2008 motion picture Cloverfield. I discuss implications of the film's interaction in an increasingly convergent media landscape, such as its internet marketing campaigns, and

interface with technological discourses of citizenship and surveillance. I explore the extent to which movies produced with digital technology, marketed through the internet, and increasingly viewed in private homes are best considered through media convergence literature. I investigate the extent to which this multi-platform, trans-media phenomenon, synergizing with numerous cross-promotional product marketing initiatives, constructs citizen-spectators through narratives of security, post-9/11 citizenship, and surveillance, and the extent to which consumer activity (such as purchasing cell phones) is implicated in this process. Lastly, I discuss concerns of labour and subjectivity pertinent to this media phenomenon, specifically how this film utilized unpaid audience labour in its construction, circulation, and construction of a trans-media presence."

Zhao, Elaine Jing: Social Network Market: Storytelling on a Web 2.0 Original Literature Site. – S. 85-100

**Computer Law Review International
Jg 12 (2011) Nr 1**

Overdijk, Tjeerd et al: Exhaustion and Software Resale Rights: A Comparison Between the European Exhaustion Doctrine and the U.S. First Sale Doctrine in the Light of Recent Case Law. – S. 33-38

Blume, Peter: Embassies and Personal Data: An Unsafe Place for Data Protection. – S. 39-44

**European Journal of Communication
Jg 26 (2011) Nr 1**

Iosifidis, Petros: Growing Pains?: The Transition to Digital Television in Europe. – S. 3-17

„This article argues that national policies for digital television (DTV) are largely determined by markets, political contexts and supra-national influences, notably European Union (EU) audiovisual policy, which puts pressure on member states to speed up digital switchover.This creates a tension between the push of the EU to harmonize the switchover process and set target dates and the struggle of some of the countries to comply with this policy. In terms of the strategies that could be employed to accelerate digital uptake, the article points to setting a prompt date for analogue switch-off, subsidizing the relevant equipment to receive DTV, offering triple play services, ensuring active management to complete conversion effectively and, above all, adopting free-to-view DTV. The wide reach free-to-air model, in which public broadcasters have a leading role, ensures that the universality principle is maintained in the digital age."

Grahama, Todd; Hajru, Auli: Reality TV as a Trigger of Everyday Political Talk in the Net-Based Public Sphere. – S. 18-32

„It is news journalism that is commonly considered the practice that reports on the political and invites us to act as citizens. However, there are other media genres, forms and content that may provoke the citizen in us. They not only provide talking points but also facilitate communicative spaces whereby active audiences transform into deliberating publics by bridging their knowledge, identities and experiences to society through everyday, informal political talk. The internet provides a public space whereby this everyday-life politicization can occur bottom-up. This article addresses this process of politicization in the context of political talk and discusses the boundaries between private and public by examining how it emerges in forums dedicated to British popular reality TV programmes. The article pays particular attention to the shift from non-political talk to the lifestyle-based political issues and the more conventional political topics that arise, and explores the triggers of such talk."

Bourdon, Jérôme; Kligler-Vilenchik, Neta: Together, Nevertheless?: Television Memories in Mainstream Jewish Israel. – S. 33-47

Mancini, Paolo: Leader, President, Person: Lexical Ambiguities and Interpretive Implications. – S. 48-63

**Javnost
Jg 18 (2011) Nr 1**

Marden, Peter: The Digitised Public Sphere: Re-defining Democratic Cultures or Phantasmagoria?. – S. 5-20

„Does an increasingly interconnected world provide new opportunities for civil society to enhance democratic practice – or are human relationships diminished and emptied of their vitality as carefully constructed online profiles proliferate? Debates have emerged about the efficacy of a digital democracy and its ramifications for public politics. This paper follows the specific argument concerning some of the claims from online proponents of the potential of the Internet to create a more informed and accountable democratic culture. It is concerned with questions of the transmission of values and some of the cognitive aspects of this technology. Some techno-futurists are in no doubt concerning the political implications of a more interconnected age; others are more sanguine about the intrusiveness of this new technology. For example, there are numerous claims concerning the potential for Internet-based forums to enrich democratic practice, of breaking-down sovereign borders and establishing a pluralistic transnational global public sphere. On the other hand, political realists are skeptical of new communications technology and its potential to transform democratic life, which is still essentially embedded in the polity of nation states. This paper does not add to this burgeoning literature, but rather focuses on „democratic values" by posing questions about „digital democracy" and whether or not this new technology is leading to greater levels of public participation, social inclusion and empathy."

Leiva, Trinidad Garciá: European Communication and Cultural Policies Framework: Creativity as a New Paradigm?. – S. 21-36

„This article critically examines the framework of European communication and cultural policies with the intention to enable a better understanding of the role that is currently assigned to both fields within the EU agenda. It is argued that the official European discourse has found in the notion of creativity a way to further domesticate culture in order to instrumentally reduce it, as has already been done with communications, to just another sector that can generate further revenue. In consequence, the creative processes have also begun to be taken into account in the formulation of information society and media policies. This is not a surprise from a historical point of view: the paradigm of creativity has been introduced in policy formation processes through the Lisbon agenda and the innovation society logo as a way of deepening the existing trends."

Elmelund-Praestekaer, Christian: Mapping Parties' Issue Agenda in Different Channels of Campaign Communication: A Wild Goose Chase?. – S. 37-52

Yin, Jing: Popular Culture and Public Imaginary: Disney VS. Chinese Stories of Mulan. – S. 53-74

„This case study is an attempt to challenge the dominant narrative of a U.S. popular cultural text that has shaped the public imaginary of a non-Western culture and to open up the possibility of re-constructing alternative narratives, imaginaries, cultural spaces, and identities. More specifically, the present analysis investigates the process that Disney appropriated the Chinese legend of Mulan into a „universal" classic and offers an interpretation of The Ballad of Mulan, upon which the Disney film was based, as a form of counter-rhetoric for negotiating the dominant image produced by Disney. This case study demonstrates that Disney's appropriation simultaneously reinforced the existing racial and gender ideologies through deprecating Chinese culture as an Oriental despotism and dissolving feminism into the cultural/racial hierarchy. Contrary to the overriding theme of individualism in the Disney version, the original Ballad reflects the Chinese ethos of relationalism, filial piety, and loyalty and embraces an alternative form of feminism that is predicated on the Chinese preference for the collective."

Lu, Jia: American Internet Companies' Predicament in China: Google, Ebay, and MSN Messenger. – S. 75-92

Journal of children and media
Jg 5 (2011) Nr 1

Pecora, Norma; Lystik, Katalin: Media Regulation and the International Expansion of Nickelodeon. – S. 4-19

„In De-Westernizing Media Studies, Curran and Park (2000) offer a typology to examine media policies and systems. We apply their work to five disparate countries – Mexico, Zimbabwe, New Zealand, China, and Canada – and the entrance of a transnational corporation – Viacom as represented by Nickelodeon – into those countries. Since its US launch in 1979, Nickelodeon has become a dominant transnational children's media brand and our findings indicate that Nickelodeon has a growing presence in each of the five countries either through relaxed regulation or technological exploits. Based on our five case studies, we argue that while the nation state is still important in regulating the children's media environment, the policies are, as argued by Curran and Park, increasingly replaced by market control and the will of the consumer."

Caronia, Letizia; Caron, André H.: Family Morality and Cultural Identity in Parents' Use of the Quebec Movie Rating System. – S. 20-36

Blevins, Jeffrey Layne: Applying the US Safe Harbor Policy to Television Violence. – S. 37-52

Leone, Ron; Barowski, Laurie: MPAA Ratings Creep: A longitudinal analysis of the PG-13 rating category in US movies. – S. 53-68

„The term „ratings creep" refers to the belief that various types of adult content escalate in films with the same rating over time. The purpose of this study was to test the ratings creep hypothesis through a quantitative analysis of films from 1988, 1997, and 2006 in the PG-13 rating category used by the Motion Picture Association of America (MPAA). A quantitative content analysis of 45 films was conducted, and significant increases in violent content in the PG-13 rating category from Time 1 (1988) to Times 2 (1997) and 3 (2006) were found. However, similar increases in other types of adult content in the PG-13 rating category were not found. Results suggest a leniency toward violent content by the MPAA ratings board that parallels America's parents' greater comfort with children being exposed to violence than other types of adult content – sex, for example – in the unrestricted PG-13 rating category."

Osei-Hwere, Enyonam: Children's Television Policy and Content Diversity in Ghana. – S. 69-101

„Governments in developing countries, facing challenges sustaining economic growth, have allowed private participation in different sectors of the economy. These structural changes have resulted in media pluralism characterized by the coexistence of privately owned and state-owned commercial and public broadcasting services. Using an analysis of primary documents and interviews with media professionals, this article examines the external and internal factors that affect children's television programming in Ghana. The article evaluates the activities and interactions of the children's television community, as well as the regulatory framework governing Ghana's media industry, to determine the prospects of children's television programming. Children's media policies have not kept up with the transition from media monopoly to media pluralism, leaving market forces, industry players, and advocacy groups to determine the diversity of children's media content."

Hendriyani et al: Children's Television in Indonesia: Broadcasting Policy and the Growth of an Industry. – S. 86-101

„This article describes the structure, conduct, and performance of children's television in Indonesia during the last four decades, reflecting on its interaction with the government, the market, and civil society. A striking trend in Indonesia's children's television is undoubtedly its exponential growth during the last 40 years, and its permanent oscillation between commercialism and idealism. Content analysis of television schedule archives (between 1970 and 2009) shows a steady increase in the volume of children's television, in line with the establishment of new commercial stations and the rise of advertising revenues in the television business. In the early days, local production outnumbered imported programs, and most of the programs were educational in scope. Nowadays, the majority of children's television programs in Indonesia are cartoons imported from the US."

Jg 5 (2011) Nr 2

Vieira, Edward T.; Krcmar, Marina: The Influences of Video Gaming on US Children's Moral Reasoning About Violence. – S. 113-131

„Using the General Aggression Model as a framework, we surveyed children aged 7-15 to examine the effect of violent game play on their moral reasoning about violence. Variables examined were age, gender, perspective-taking ability, and ability to sympathize. Using confirmatory factor analysis and structural equation modeling, we found that violent video gaming was negatively related to perspective taking and ability to sympathize. Perspective taking and sympathy were negatively related to perceptions of unjustified violence as acceptable. Age was negatively related to the usage of violence as being right in some situations, and girls were positively associated with perspective taking and ability to sympathize. Neither cognitive perspective taking nor affective sympathy were related to perceptions of justified violence as being right."

Martins, Nicole; Wilson, Barbara J.: Parental Communication About Kidnapping Stories in the US News. – S. 132-146

Moscowitz, Leigh; Duvall, Spring-Serenity: „Every Parent's Worst Nightmare": Myths of child Abductions in US News. – S. 147-163

Moses, Annie M.: „Books are Fun, Books are Great": The Effects of Television Messages About Literacy on Young Children's Literacy Attitudes in the US. – S. 164-180

„Television has been shown to influence young children's development of attitudes and skills. Evidence also suggests that children's television programs contain both positive and negative messages about various topics, including literacy. Yet little has been done to examine whether and how television messages about literacy affect young children's attitudes about literacy. Guided by three theoretical frameworks (Emer-gent Literacy perspective, Active Viewing model, and Social Cognitive Theory), this investigation involved two experiments in which 4- and 5-year-olds (N1 = 63; N2 = 52) in the US viewed clips that contained positive or negative messages about literacy. The General Literacy Attitudes Measure (GLAM) and the Specific Literacy Attitudes Measure (SLAM) were employed. Results from both experiments suggest that, although participants understood the varying messages, the messages had little significant effect on their attitudes. Limitations as well as directions for future research are discussed in light of these findings."

Vega, Vanessa; Roberts, Donald F.: Linkages Between Materialism and Young People's Television and Advertising Exposure in a US Sample. – S. 181-193

„The message to consume appears not only in advertising, but also in much of television content. The present study examines the roles that television exposure, advertising recognition, and family communication play in stimulating materialism in children. We also examine the relationship between materialism and contentedness. A survey administered to 212 children aged 10-14 demonstrated that television exposure, advertising recognition, trust in advertising, and consumer communication each predict materialistic values. Concept-oriented family communication did not moderate the relationship between advertising/television and materialism. Higher levels of television exposure predicted lower levels of contentedness, but materialism was not related to contentedness."

Manganello, Jennifer A.; Chauhan, Amit G.: Car Riding Behavior in Television Programs Watched by Adolescents in the US. – S. 194-203

Akerman, Anna; Bryant, J. Alison; Diaz-Wion-czek, Mariana: Educational Preschool Programming in the US: An Ecological and Evolutionary Story. – S. 204-220

„This article attempts to explain the present state of educational preschool programming in the context of an ecological and evolutionary model. We propose that three groundbreaking shows (Sesame Street, Blue's Clues, and Dora the Explorer) have contributed to the present wealth of quality television options for this age group in the US due to the unique way they responded to the larger sociocultural and political climate, as well as their innovative approach to format, curriculum, and research."

Journal of Communication Inquiry
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Conti, Cynthia: „Is Anybody Listening?": Questioning the Local Bond Between LPFM Programmers and Their Audience. – S. 20-36

Budarick, John: Media Narratives and Social Events: The Story of the Redfern Riot. – S. 37-52

„This article uses a narrative framework to analyze the role of newspapers in discursively reestablishing social order during times of social crisis and upheaval. Using the coverage by three diverse newspapers (Sydney Morning Herald, Daily Telegraph, and Koori Mail) of the 2004 Redfern Riot in Sydney, Australia, the article will explicate the way each paper narrates social actors, discourses, and events in order to make sense of the riot and promote a way to reestablish social equilibrium. It is argued that the narratives of the two mainstream papers (Sydney Morning Herald and Daily Telegraph) converge in a coverage that draws on powerful cultural tropes of race and crime in Redfern to explain the riot. The Indigenous owned and run Koori Mail, in challenging many of those same tropes, is left with fewer publicly available narrative resources through which to conclude its story of the riot."

D'Enbeau, Suzy: Sex, Feminism, and Advertising: The Politics of Advertising Feminism in a Competitive Marketplace. – S. 53-69

„Feminist media organizations must balance ideology with financial viability via advertising revenue. Yet advertising rests on the assumption that sex sells. Research considering sex appeals in women's magazines has shown that women are often portrayed in a demeaning manner. However, research has not considered that alternative media, such as Bust magazine, may construct sex appeals differently. This textual analysis applies third wave and feminist political economy theories to analyze how sex appeals are constructed in the discourse and images of advertisements in Bust. This analysis offers three strategies that indicate how sex functions in Bust advertising: (a) sex appeals that equate sexual commodities with a tenet of feminism; (b) sex appeals that foster feminist political protest; and (c) sex appeals that promote a feminist commitment to alternative identities. Findings suggest that sex appeals not only provide opportunities for revenue streams but also opportunities to reinforce feminist ideology."

Elmore, Cindy: When the Department of Defense Writes the Rules: A History of Changes to Policy Instructions Governing the Stars and Stripes Newspaper. – S. 70-85

Journal of Health Communication
Jg 16 (2011) Nr 2

Jones, Rachel K.; Biddlecom, Ann E.: Is the Internet Filling the Sexual Health Information Gap for Teens?: An Exploratory Study. – S. 112-123

„At the same time that there was a decline in comprehensive school-based sex education, adolescents' use of the Internet became nearly universal. This study explores adolescents' use and evaluation of the Internet for sexual health information, with a focus on the issues of contraception and abstinence. The authors conducted 58 in-depth interviews with juniors and seniors in 3 public high schools in New York City and Indiana. Most of the adolescents used the Internet on a daily basis, but few considered it a main source of information about contraception or abstinence. Students were more likely to rely on and had greater trust in traditional sexuality education sources such as school, family members, and friends. Most of the adolescents the authors interviewed were wary of sexual health information on the Internet, and the authors describe strategies adolescents used to sort through the abundance of sex-related material. Formal and informal efforts to provide sexuality education to adolescents should include specific age- and content-appropriate Web sites because many teens are not actively searching on their own, and they express reservations about relying on the Internet as a source of sexual health information."

Ferguson, Barbara; Lowman, Sarah G.; DeWalt, Darren A.: Assessing Literacy in Clinical and Community Settings: The Patient Perspective. – S. 124-134

Ulbricht, Sabina et al: Smokers' Expectations Toward the Engagement of Their General Practitioner in Discussing Lifestyle Behaviors. – S. 135-147

Song, Hayeon; Peng, Wei; Lee, Kwan Min: Promoting Exercise Self-Efficacy With an Exergame. – S. 148-162

„A new generation of exercise video games (exergames) shows promise as a tool to motivate and engage users in physical activity. However, little research has been conducted to examine whether exergames work equally well across diverse populations and contexts. Therefore, in the present study, the authors investigated the effects of an individual psychological difference factor and a specific contextual factor on the exercise experience using an exergame. They used the objective self-awareness theory as the theoretical underpinning. In a 2 (seeing the image of self on screen: seeing oneself vs. not seeing oneself) times 2 (body image dissatisfaction: low vs. high) between-subjects design experiment, the authors found significant interaction effects showing that the feature of seeing the image of self on screen provided by the exergame works positively for individuals with low body image dissatisfaction, yet works negatively for individuals with high body image dissatisfaction. The finding of the present study has significant implications for health professionals and individuals who use the new generation of exergames for physical activities."

Mason, Alicia; Wright, Kevin B.: Framing Medical Tourism: An Examination of Appeal, Risk, Convalescence, Accreditation, and Interactivity in Medical Tourism Web Sites. – S. 163-177

„This exploratory study analyzed the content of medical tourism Web sites in an attempt to examine how they convey information about benefits and risks of medical procedures, how they frame credibility, and the degree to which these Web sites include interactive features for consumers. Drawing upon framing theory, the researchers content analyzed a sample of 66 medical tourism Web sites throughout the world. The results indicated that medical tourism Web sites largely promote the benefits of medical procedures while

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downplaying the risks, and relatively little information regarding the credibility of these services appears. In addition, the presentation of benefits/risks, credibility, and Web site interactivity were found to differ by region and type of facility. The authors discuss the implications of these findings concerning the framing of medical tourism Web site content, future directions for research, and limitations."

Siminoff, Laura A.; Step, Mary M.: A Comprehensive Observational Coding Scheme for Analyzing Instrumental, Affective, and Relational Communication in Health Care Contexts. – S. 178-197

Hwang, Kevin O. et al: Measuring Social Support for Weight Loss in an Internet Weight Loss Community. – S. 198-211

„Although overweight and obese individuals are turning to Internet communities for social support for weight loss, there is no validated online instrument for measuring the subjective social support experiences of participants in these communities. The authors' objective was to determine whether an online version of a validated paper questionnaire, the Weight Management Support Inventory, is appropriate for measuring social support among members of Internet weight loss communities. The authors administered the paper and online versions of the questionnaire in random, counterbalanced fashion to 199 members of a large Internet weight loss community. Scores for the paper and online versions were comparable in between-subjects and within-subjects comparisons. Convergent validity is suggested by the finding that participants who posted messages on Internet forums several times per day reported more social support than those who posted less frequently. However, the instrumental (tangible) support items did not load significantly on the instrumental support factor, suggesting that instrumental support is not relevant to the social support exchanged among participants in these communities. The authors conclude that the online, modified Weight Management Support Inventory, without items for instrumental support, is an appropriate instrument for measuring social support for weight loss among members of Internet weight loss communities."

Smith-McLallen, Aaron; Fishbein, Martin; Hornik, Robert C.: Psychosocial Determinants of Cancer-Related Information Seeking Among Cancer Patients. – S. 212-225

Jg 16 (2011) Nr 3

Dodge, Tonya; Litt, Dana; Kaufmann, Annette: Influence of the Dietary Supplement Health and Education Act on Consumer Beliefs About the Safety and Effectiveness of Dietary Supplements. – S. 230-244

„The authors conducted two studies to examine the influence of the U.S. Dietary Supplement Health and Education Act (DSHEA) on consumer beliefs about the safety and effectiveness of dietary supplements. Study 1 manipulated information about Food and Drug Administration (FDA) approval in the context of a dietary supplement designed to improve immune system functioning. Study 2 tested the effect of an educational intervention designed to improve knowledge about the DSHEA. Results of Study 1 highlighted deficits in consumer knowledge about FDA regulation of dietary supplements. Results also showed that information about FDA approval failed to have a statistically significant effect on beliefs about safety or effectiveness of the dietary supplement. Results of Study 2 showed that participants who were educated about the regulation of dietary supplements under the DSHEA rated dietary supplements as less safe and less effective than did participants in the control condition. The authors discuss the implications for consumers in the United States and for public policy."

Bingham, Allison et al: The Role of Interpersonal Communication in Preventing Unsafe Abortion in Communities: The Dialogues for Life Project in Nepal. – S. 245-263

Gray, Jennifer B.; Harrington, Nancy G.: Narrative and Framing: A Test of an Integrated Message Strategy in the Exercise Context. – S. 264-281

„Health communication interventions encouraging exercise may aid in mitigating the obesity crisis in the United States. Although much research has investigated behavioral predictors of exercise, little work has explored message characteristics most persuasive in the exercise context. The purpose of this study, therefore, was to test a message strategy drawing on previous work in health behavior theory combined with persuasion theories (exemplification theory and prospect theory) to encourage positive exercise attitudes, control beliefs, and intentions. The authors report the results of a controlled experiment testing messages using gain or loss frames and narrative or statistical evidence. Results indicate that gain-framed messages are significantly more successful in promoting positive exercise variables and are perceived as more effective than are loss-framed or control messages. The authors discuss the implications of the results for future research."

Ko, Linda K. et al: Information Processes Mediate the Effect of a Health Communication Intervention on Fruit and Vegetable Consumption. – S. 282-299

„Health communication interventions have been effective in promoting fruit and vegetable consumption (FVC). To explore mechanisms underlying health communication effectiveness, the authors investigated whether information processes mediated the relationship between health communication and FVC, using data from NC STRIDES. NC STRIDES tested the efficacy of two health communication strategies to promote FVC among a diverse population-based sample of older adults. Participants were randomized to 1 of 4 groups: control, tailored print communication (TPC), telephone motivational interviewing (TMI), or combined (TPC + TMI). To analyze data from 469 participants, the authors constructed multi-sample structural equation models. Information processes

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mediated the effect of TMI and TPC + TMI on FVC. TMI had an indirect effect on FVC through relevance of the communications. TPC + TMI influenced FVC through perceived relevance of the communications, trust in the communications, and dose recall via two paths. In the first path, relevance was associated with trust. Trust was associated with recall, and greater recall predicted FVC. In the second path, relevance was associated with dose recall, and more recall predicted FVC. Thus, the authors found that key information processes mediated the relationship between a health communication intervention and FVC. Further research should investigate ways to enhance relevance, trust, and recall during the delivery of interventions."

Kennedy, Allison et al: Parental Attitudes Toward Human Papillomavirus Vaccination: Evaluation of an Educational Intervention, 2008. – S. 300-313

Buchthal, O. Vanessa et al: Avoiding a Knowledge Gap in a Multiethnic Statewide Social Marketing Campaign: Is Cultural Tailoring Sufficient?. – S. 314-327

Thompson, Olivia M. et al: Knowledge of and Adherence to Fruit and Vegetable Recommendations and Intakes: Results of the 2003 Health Information National Trends Survey. – S. 328-340

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Chang, Fong-Ching et al: Effect of Media Campaigns and Smoke-Free Ordinance on Public Awareness and Secondhand Smoke Exposure in Taiwan. – S. 343-358

McClure, Kimberly J.; Puhl, Rebecca M.; Heuer, Chelsea A.: Obesity in the News: Do Photographic Images of Obese Persons Influence Antifat Attitudes?. – S. 359-371

„News coverage of obesity has increased dramatically in recent years, and research shows that media content may contribute to negative public attitudes toward obese people. However, no work has assessed whether photographic portrayals of obese people that accompany news stories affect attitudes. In the present study, the authors used a randomized experimental design to test whether viewing photographic portrayals of an obese person in a stereotypical or unflattering way (versus a nonstereotypical or flattering portrayal) could increase negative attitudes about obesity, even when the content of an accompanying news story is neutral. The authors randomly assigned 188 adult participants to read a neutral news story about the prevalence of obesity that was paired with 1 of 4 photographic portrayals of an obese adult (or no photograph). The authors subsequently assessed attitudes toward obese people using the Fat Phobia Scale. Participants in all conditions expressed a moderate level of fat phobia (M = 3.83, SD = 0.58). Results indicated that participants who viewed the negative photographs expressed more negative attitudes toward

obese people than did those who viewed the positive photographs. Implications of these findings for the media are discussed, with emphasis on increasing awareness of weight bias in health communication and journalistic news reporting."

Anker, Ashley E.; Feeley, Thomas Hugh: Difficult Communication: Compliance-Gaining Strategies of Organ Procurement Coordinators. – S. 372-392

„Organ procurement coordinators (OPCs) face a formidable communication task when making familial requests for consent to organ donation, because they must provide social support for grieving family members while seeking compliance to the donation request. Structured interviews were conducted with 102 OPCs, representing 16 organ procurement organizations (OPOs) (27.6 % of national organizations) across the United States. Responses were transcribed and content-analyzed along four domain areas: (a) establishing credibility, (b) message strategies, (c) timing/setting of requests, and (d) adaptation of messages to diverse families. OPO conversion rates were used as a criterion factor for OPCs' persuasive communication success and regressed onto self-reported strategy use. Results indicate message strategies varied at the OPC level of analysis and 7 techniques significantly predicted 32 % of the variance in conversion rates. Two strategies (i.e., gaining early intervention, approaching with additional support) positively influenced conversion rates, whereas 5 strategies (e.g., discussing benefits as a persuasive strategy, emphasizing the need for donation in particular racial/ethnic groups) negatively influenced conversion rates. Future research is recommended to validate the study findings toward the goal of improving OPCs' communication strategies."

Kim, Yong-Chan et al: Integrated Connection to Neighborhood Storytelling Network, Education, and Chronic Disease Knowledge Among African Americans and Latinos in Los Angeles. – S. 393-415

Phillips, Selene G.; Della, Lindsay J.; Sohn, Steve H.: What Does Cancer Treatment Look Like in Consumer Cancer Magazines?: An Exploratory Analysis of Photographic Content in Consumer Cancer Magazines. – S. 416-430

„In an exploratory analysis of several highly circulated consumer cancer magazines, the authors evaluated congruency between visual images of cancer patients and target audience risk profile. The authors assessed 413 images of cancer patients/potential patients for demographic variables such as age, gender, and ethnicity/race. They compared this profile with actual risk statistics. The images in the magazines are considerably younger, more female, and more White than what is indicated by U.S. cancer risk statistics. The authors also assessed images for visual signs of cancer testing/diagnosis and treatment. Few individuals show obvious signs of cancer treatment (e.g., head scarves, skin/nail abnormalities, thin body types). Most images feature healthier looking people, some actively engaged in construction work, bicycling, and yoga. In contrast, a scan of the editorial content showed that

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nearly two thirds of the articles focus on treatment issues. To explicate the implications of this imagery-text discontinuity on readers' attention and cognitive processing, the authors used constructs from information processing and social identity theories. On the basis of these models/theories, the authors provide recommendations for consumer cancer magazines, suggesting that the imagery be adjusted to reflect cancer diagnosis realities for enhanced message attention and comprehension."

Simonds, Vanessa Watts et al: An Assessment of Printed Diabetes-Prevention Materials Available to a Northern Plains Tribe. – S. 431-447

Levine, Deborah et al: Formative Research on MySpace: Online Methods to Engage Hard-to-Reach Populations. – S. 448-453

„The Internet, particularly online social networks, can be an effective and culturally relevant communications channel to engage hard-to-reach populations with HIV prevention interventions. This article describes the process of conducting formative research on a popular social networking site, MySpace, in an effort to involve youth of color in design of programmatic content and formats for an Internet intervention. We discovered that asynchronous focus groups worked well to engage hard-to-reach populations. The synchronous groups allowed maximum participation and easy transcription for analysis. The authors found that using a social networking site to conduct formative research was useful to guide the development of a social networking intervention for youth of color. Researchers need to be flexible in adapting their research methods and interventions to the context of online social networking sites to most effectively engage hard-to-reach populations."

Journal of Media Economics
Jg 24 (2011) Nr 1

Adilov, Nodir: Bundling Information Goods Under Endogenous Quality Choice. – S. 6-23

„Using the cable industry as an illustrative case, this article investigates implications of endogenous quality choice when bundling information goods and analyzes welfare effects of an a la carte regulation that forces firms to unbundle products. The analysis shows that a la carte pricing decreases consumer surplus and product quality even when it reduces the average product price. An increase in advertising rates decreases product price, but it also reduces product quality and could make consumers worse off. These findings have important policy implications for media markets where regulators are considering imposition of a la carte pricing."

Schmidt-Stölting, Christina; Blömeke, Eva; Clement, Michel: Success Drivers of Fiction Books: An Empirical Analysis of Hardcover and Paperback Editions in Germany. – S. 24-47

„Despite consumer's widespread interest in reading, enjoying, and buying books, very little research has

considered the critical success factors of books. This article focuses on similarities and differences between success factors when selling fiction books sequentially in hardcover and paperback form. Using a large dataset gathered in cooperation with a leading German market research institute, this work estimates a seemingly unrelated regression model and finds that key marketing considerations – such as popular authors (stars), special genres, publisher strengths, and book cover designs – have different (and sometimes conflicting) influences on sales of the same book title depending on the edition format."

Füllbrunn, Sascha; Richwien, Katharina; Sadrieh, Abdolkarim: Trust and Trustworthiness in Anonymous Virtual Worlds. – S. 48-63

„Virtual communities like Second Life (SL) represent an economic factor with increasing potential, but may induce behavior that deviates from real-world experience. This article introduces a new experimental design that is based on the trust game (Berg, Dickhaut, & McCabe, 1995), but eliminates the problem of multiple virtual identities. One treatment of the experiment in the virtual world SL was conducted and the results compared to the First Life (FL) control treatment, which was conducted on a university campus. In SL, significantly lower investment levels were found, but significantly higher average returns were found than in the FL treatment or in the literature. It is conjectured that the disparity between trusting and trustworthy behavior is a sign that the social structure in SL is still evolving. It seems plausible that the trustors in a young and developing society cautiously test the extent of trustworthiness, whereas the trustees strategically invest in levels of trustworthiness that are higher than in settled societies to build up a trustworthy environment."

Journal of Media Law
Jg 2 (2010) Nr 2

Matthiesson, Sophie: Who's Afraid of the Limelight?: The Trafigura and Terry Super-Injunctions, and the Subsequent Fallout. – S. 153-168

„This article examines the form and effect of the media law super-injunctions in the cases of Trafigura and Terry. It is submitted that such unwieldy, draconian and disproportionate gagging orders are legally hazardous. The life of the super-injunction in media law looks bleak in the light of judicial and parliamentary criticism and the jurisprudence on Article 6 of the European Convention on Human Rights. This article submits, however, that legislative intervention may not be necessary. The spectacular public relations fallout caused by the two cases should prompt media law practitioners to reconsider whether super-injunctions are the most advisable method to protect their client's interests in the first place."

Matthiesson, Sophie: No Reasonable Expectation of Anonymity?. – S. 169-182

Afia, Jenny; Hartley, Phil: Lord Lester's Defamation Bill 2010: A Practical Analysis. – S. 183-198

„This article critically analyses Lord Lester's 2010 Defamation Bill which is proposed as the basis for the government's draft Defamation Bill in 2011. The article looks at the potential practical impact of some of the Bill's provisions and highlights certain issues that would arise for the public and media alike if the Bill in its current form were to become law. The discussion covers responsible publication on matters of public interest; honest comment; the multiple publication rule; the ability of corporations to sue; a requirement that the claimant prove substantial harm; changes to the law on qualified privilege; and the question of publication outside the jurisdiction. The article also briefly considers what has been omitted from the Bill and whether, overall, its introduction would serve the public interest."

Smith, Rachael Craufurd: Reflections on the Icelandic Modern Media Initiative: A Template for Modern Media Law Reform?. – S. 199-212

„This note explains the origins of the Icelandic Modern Media Initiative ('IMMI') and the various legal initiatives Iceland will be undertaking to give it effect. It distinguishes the IMMI from earlier programmes of media law reform, such as that carried out in Luxembourg in 2004, focusing on the IMMI's broad reach to encompass new and user-generated as well as more mainstream media. The note concludes by considering some of the challenges that countries face when seeking to establish a 'safe haven' for the media in today's networked world and what influence the IMMI is likely to have on projects of law reform in other countries."

Hitchens, Lesley: Broadband in Australia: First Steps in Policy and Regulation. – S. 213-226

„In 2009, the Australian Government announced that it would fund and establish a national broadband network in order to ensure that Australian across the nation would have access to superfast broadband. The national broadband network is a complex undertaking technically and commercially, but it also raises significant policy and regulatory challenges. The Government has already commenced legislative reform of existing telecommunications and competition regulation, but, in other areas, especially media regulation, policy discussion has been almost completely absent. This note explains the structure of the national broadband network and the regulatory steps already underway, and suggest also some other areas where significant policy and regulatory challenges will emerge."

Donders, Karen; Lamensch, Marie: The Introduction of a 'Tax-and-Fund' System to Subsidise Public Television in France: Cultural Revolution or Legal Swamp?. – S. 27-244

Arnott, Craig: Media Mergers and the Meaning of Sufficient Plurality: A Tale of Two Acts. – S. 245-276

Banerjee, Arpan: Assessing the Track Record of India's Film Certification Appellate Tribunal. – S. 277-294

Wragg, Paul: A Freedom to Criticise?: Evaluating the Public Interest in Celebrity Gossip after Mosley and Terry. – S. 295-320

„This article examines recent developments in case law concerning the privacy/free speech dichotomy from a free speech perspective, focusing particularly on the phenomena of 'celebrity gossip'. Since the key issue in resolving the privacy/free speech dichotomy is the public interest in publication this article examines the divergent judicial approaches to determining this point of which the decisions in Mosley and Terry are exemplars. It is argued that whereas the decision in Mosley reflects a sceptical approach to the free speech merits of celebrity gossip, recent judicial commentary including ‚dicta' in the Supreme Court decision in ‚In Re Guardian News' points toward a more generous approach of which the recent high court decision in Terry v Persons Unknown is particularly significant in providing a philosophical basis for that broader approach (on the basis of a 'right to criticise' immoral behaviour). The article moves on to consider the effect of the right to criticise in protecting a greater range of privacy-invading expression than the more established 'right not to be misled' before arguing that the general adoption of this broader approach would conflict with the 'mirror principle' elucidated in cases like ‚Ullah', etc."

Journal of Media Psychology
Jg 23 (2011) Nr 1

Cupchik, Gerald C.: The Role of Feeling in the Entertainment=Emotion Formula. – S. 6-11

„This paper examines feelings and emotions in relation to entertainment experiences. Feelings reflect an appraisal of everyday events or media products that shape our experience of pleasure and interest which are complementary. Pleasure can result from the meaningful interpretation of a program or from positive associations that it evokes. Interest in a program can result from intellectual engagement and a search for meaning or simply to alleviate boredom. According to a reactive model of media involvement, a person selects stimuli which modulate feelings of pleasure or excitement. This affective covariation process is superficial in the sense that there is no need for deep processing in order to determine the value of the stimulus. Emotions are more closely tied to the self and the meaning of social situations. Emotion can be related to a reflective model of aesthetic involvement whereby a person interprets the work in terms of relevant aesthetic knowledge and personal life experiences. This search for underlying layers of meaning leads to deeper aesthetic engagement and emotional elaboration. The main point here is that processes related to the experience of feelings and emotions run concurrently. Feelings reflect more global responses to events involving characters and plots. Emotions are more firmly grounded in the search for meaning in depicted situa-

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tions and implicate the lives of audiences who watch the programs."

Bartsch, Anne; Oliver, Mary Beth: Making Sense of Entertainment: On the Interplay of Emotion and Cognition in Entertainment Experience. – S. 12-17

Raney, Arthur A.: The Role of Morality in Emotional Reactions to and Enjoyment of Media Entertainment. – S. 18-23

„This article examines the complex role that morality plays in emotional reactions to media entertainment. Morality no doubt influences and to a certain extent governs our emotional responses to media, with the stories we chose to consume, the characters we love and hate, the rationale behind those feelings, the emotions that we experience on their behalf, and the pleasure and meaning comes as a result. Specifically, as media consumers, we experience emotional reactions to characters (liking), to their plights (anticipatory emotions), and to their ultimate outcomes (enjoyment and appreciation). Each of these emotional reactions are regulated by morality: character liking by moral judgments about the behaviors and motivations of characters, anticipatory emotions by sense of expected justice restoration, and enjoyment by the moral evaluation of the actual outcome portrayed in relation to the expected outcome. These processes and relationships are discussed in light of recent work on moral intuition, moral emotions, and moral disengagement."

Hartmann, Tilo: Not So Moral Moral Responses to Media Entertainment?: A Response to Arthur A. Raney. – S. 24-28

„The present contribution comments Art Raney's article on the role of morality in emotional reactions to media entertainment. It dwells on Raney's distinction between pleasure-based versus appreciation-based media entertainment. On a normative level, Raney seems to favor appreciation-based media entertainment over pleasure-based entertainment, because he presumes the latter one to result from more automatic, archaic and, overall, less desirable moral activity among users. Recalling and extending Raney's arguments, the present article discuss the ambivalence of seemingly moral judgments of characters, the potential selfishness of users' concern for the fate of the protagonist, and potential biases in the appraisals of justice restoration. However, the present article wrestles with Raney's arguments underlying his critical evaluation of pleasure-based entertainment. While agreeing to most of his arguments about the moral mechanisms underlying pleasure-based entertainment, it departs from his normative position. The present article argues that pleasure-based entertainment may fulfill a psychologically functional role: it may allow people to effectively recreate and to restore exhausted resources."

Oliver, Mary Beth; Bartsch, Anne: Appreciation of Entertainment: The Importance of Meaningfulness via Virtue and Wisdom. – S. 29-33

„The purpose of this article is to examine the experience of appreciation to media entertainment as a unique audience response that can be differentiated from enjoyment. To those ends, the first section provides a conceptualization of appreciation in which we outline how we are using the term and how it is distinct from questions of emotional valence. The second section discusses the types of entertainment portrayals and depictions that we believe are most likely to elicit feelings of appreciation. Here, we suggest that appreciation is most evident for meaningful portrayals that focus on human virtue and that inspire audiences to contemplate questions concerning life's purpose. In the final section we consider the affective and cognitive components of appreciation, arguing that mixed-affective responses (rather than bi-polar conceptualizations of affective valence) better capture the experience of appreciation and its accompanying feelings states such as inspiration, awe, and tenderness."

Klimmt, Christoph: Media Psychology and Complex Modes of Entertainment Experiences. – S. 34-38

„This comment briefly examines the history of entertainment research in media psychology and welcomes the conceptual innovations in the contribution by Oliver and Bartsch (this issue). Theoretical perspectives for improving and expanding the „appreciation" concept in entertainment psychology are outlined. These refer to more systematic links of appreciation to the psychology of mixed emotions, to positive psychology, and to the psychology of death and dying – in particular, to terror management theory. In addition, methodological challenges are discussed that entertainment research faces when appreciation and the experience of „meaning for life" need to be addressed in empirical studies of media enjoyment."

Tamborini, Ron: Moral Intuition and Media Entertainment. – S. 39-45

Bilandzic, Helena: The Complicated Relationship Between Media and Morality. – S. 46-51

„This contribution reflects content and effects of moral messages in media from a narrative perspective. Building on Tamborini's (2011) Model of Moral Intuition and Media Enjoyment, several issues are raised: First, the difficulty of conceptually and empirically defining „morality" in media entertainment is elaborated. Several options of moral ambiguity arising from the narrative structure of a story are sketched. Then, the link between processing moral content and positive media experiences such as enjoyment and appreciation is considered. Finally, issues of effects, especially on the long-term, are raised and implications for empirical questions are discussed."

Latorre, José I.; Soto-Sanfiel, Maria T.: Toward a Theory of Intellectual Entertainment. – S. 52-59

Vorderer, Peter: What's Next?: Remarks on the Current Vitalization of Entertainment Theory. – S. 60-63

„This paper points to new developments in the context of entertainment theory. Starting from a background of well-established theories that have been proposed and elaborated mainly by Zillmann and his collaborators since the 1980s, a new two-factor model of entertainment is introduced. This model encompasses „enjoyment" and „appreciation" as two independent factors. In addition, several open questions regarding cultural differences in humans' responses to entertainment products or the usefulness of various theoretical concepts like „presence," „identification," or „transportation" are also discussed. Finally, the question of why media users are seeking entertainment is brought to the forefront, and a possibly relevant need such as the „search for meaningfulness" is mentioned as a possible major candidate for such an explanation."

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Arpan, Laura M.; Nabi, Robin L.: Exploring Anger in the Hostile Media Process: Effects on News Preferences and Source Evaluation. – S. 5-22

Choi, Jounghwa et al: Hostile Media Perception, Involvement Types, and Advocacy Behaviors. – S. 23-39

Oh, Hyun Jee; Park, Jongmin; Wanta, Wayne: Exploring Factors in the Hostile Media Perception: Partisanship, Electoral Engagement, and Media Use Patterns. – S. 40-54

Dudo, Anthony; Dunwoody, Sharon; Scheufele, Dietram A.: The Emergence of Nano News: Tracking Thematic Trends and Changes in U.S. Newspaper Coverage od Nanotechnologies. – S. 55-75

Schwartz, Joseph; Andsager, Julie L.: Four Decades of Images in Gay Male-Target Magazines. – S. 76-98

Silver, Derigan: The Framers' First Amendment: Originalist Citations in U.S. Supreme Court Freedom of Expression Opinions. – S. 99-120

Mizuno, Takeya: Censorship in a Different Name: Press „Supervision" in Wartime Japanese American Camps 1942-1943. – S. 121-141

Chernov, Gennadiy et al: An Experimental Comparison of Two Perspectives on the Concept of Need for Orientation in Agenda-Setting Theory. – S. 142-155

Warren, Ron; Wicks, Robert H.: Political Sozialisation: Modeling Teen Political and Civic Engagement. – S. 156-175

Meraz, Sharon: Using Time Series Analysis to Measure Intermedia Agenda-Setting Influence in Traditional Media and Political Blog Networks. – S. 176-194

Kommunikation & Recht
Jg 14 (2011) Nr 4

Meyer, Sebastian: Aktuelle Rechtsentwicklungen bei Suchmaschinen im Jahre 2010. – S. 217-224

„Der Beitrag gibt einen Überblick über die Entwicklungen in der Rechtsprechung und Literatur im Zusammenhang mit der Nutzung von Suchmaschinen. Berücksichtigt sind Entscheidungen und Aufsätze sowie sonstige Veröffentlichungen bis Ende des Jahres 2010."

Feldmann, Thorsten: Die Unterlassungsverpflichtung des Access-Providers als Störer: Zugleich Kommentar zu LG Frankfurt a. M., K&R 2011, 214f. und LG Hamburg, K&R 2011, 215f. (Heft 3). – S. 225-229

Hilgendorf, Eric: Strafrechtliche Anforderungen an den Jugendmedienschutz im Internet: Unter besonderer Berücksichtigung der strafrechtlichen Verantwortlichkeit von Zugangs-Providern. – S. 229-234

„Der Jugendmedienschutz im Internet ist derzeit wieder sehr umstritten. Kinder und Jugendliche scheinen den Gefahren aus dem Internet schutzlos ausgeliefert zu sein. Insbesondere die neuen sozialen Netzwerke sind kaum mehr kontrollierbar. Hilgendorf erläutert, warum das Internet inzwischen zu einem Teil der Infrastruktur geworden ist, den der Staat zu sichern habe. Eine Privatisierung des Internet lehnt er ab. Den Schlüssel für eine Durchsetzung der Rechtsordnung im Netz sieht er in einer konsequenten Inpflichtnahme der Internetprovider, vor allem der Access-Provider, ein Ansatz, der gerade durch die europäischen Vorgaben des TMG nahe gelegt werde."

Pruggmayer, Steffen; Möller, Simon: Befugnisse und Verpflichtungen von Justizpressesprechern. – S. 234-240

„Justizpressesprecher sind die Beauftragten der Justizbehörden für die Öffentlichkeitskommunikation. Ihre Aufgabe ist primär der Kontakt mit Medienvertretern. Justizpressesprecher sind aber nicht nur, wie jeder Pressesprecher, in ihrer Sachkenntnis im Bereich public relations gefordert. Aus dem regelmäßigen Gegenstand ihrer Arbeit – Prozessen und sonstigen Rechtsverfahren – folgen zusätzliche Schwierigkeiten und Stolpersteine. Nicht nur sind die allgemeinen Grundrechte, insbesondere die Persönlichkeitsrechte der Beteiligten, zu wahren. Zusätzlich gilt es, der besonderen Situation „Prozess" gerecht zu werden. Hierzu existiert eine Vielzahl von Spezialvorschriften, die in der täglichen Arbeit beachtet werden müssen. Diese decken allerdings nicht alle Fragestellungen ab. Häufig muss daher auf allgemeine systematische Er-

wägungen zurückgegriffen oder unmittelbar Verfassungsrecht zur Anwendung gebracht werden.

Moritz, Hans-Werner: Keine Nutzungsberechtigung für ein „gebrauchtes" Computerprogramm nach Art. 5 Abs. 1 der RL 2009/24/EG ohne Zustimmung des Rechtsinhabers: Zugleich Kommentar zu BGH, Beschl. v. 3. 2. 2011 – I ZR 129/08, K&R 2011, 252ff. (in diesem Heft). – S. 240-243

Sosnitza, Olaf: „Gebrauchte Software": Licht und Schatten auf dem Weg von Karlsruhe nach Luxemburg: Zugleich Kommentar zu BGH, Beschl. v. 3. 2. 2011 – I ZR 129/08, K&R 2011, 252ff. (in diesem Heft). – S. 243-244

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Rauer, Nils: Auch das Google Book Settlement 2.0 fällt durch. – S. 289-291

Groß, Michael: Aktuelle Lizenzgebühren in Patentlizenz-, Know-How- und Computerprogrammlizenz-Verträgen: 2009/2010. – S. 292-297

Ferreau, Frederik: Rundfunkfinanzierung und EU-Beihilfentatbestand im Lichte aktueller Unionsrechtsprechung und Kommissionspraxis. – S. 298-303

Ladeur, Karl-Heinz: Das Europäische Telekommunikationsrecht im Jahre 2010. – S. 304-310

Steinhauer, Eric W.: Die Reichweite der Unterrrichtsschranke in der Hochschullehre: zur Klage des Kröner-Verlages gegen die FernUniversität Hagen. – S. 311-314

Sujecki, Bartosz: Persönlichkeitsrechtsverletzungen über das Internet und gerichtliche Zuständigkeit. – S. 315-317

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Armstrong, Cory L.; Boyle, Michael P.: Views from the Margins: News Coverage of Women in Abortion Protests, 1960-2006. – S. 153-177

„This study links two traditionally marginalized groups in media coverage: women and protesters. Both have generally been found to be underrepresented and misrepresented in mainstream news coverage. Employing a content analysis of abortion protest coverage over 46 years, this study assesses the impact of protesters' goals and tactics on the proportion of women in news coverage. Results indicate that female mentions were more likely to appear when protesters supported the status quo and when protesters were treated more favorably in coverage. Overall, however, the focus on men as sources over women as sources remained quite apparent. Implications for news treatment of women in protest coverage are discussed."

Arpan, Laura M.; Tüzünkan, Firat: Photographic Depiction of Normative Deviance and Informational Utility as Predictors of Protest News Exposure, Related Perceptions, and Story Comprehension. – S. 178-195

Lather, Julie; Moyer-Guse, Emily: How Do We React When Our Favorite Characters Are Taken Away?: An Examination of a Temporary Parasocial Breakup. – S. 196-215

„This study examined reactions to a temporary parasocial breakup situation during the television writers' strike of 2007-2008 when many television shows stopped airing new episodes. Past research on parasocial breakups and uses and gratifications theory was used to predict emotional and behavioral reactions. Questionnaire results revealed that participants with stronger parasocial relationships experienced greater distress – even after controlling for the number of favorite programs that went off the air. Moreover, those with greater television affinity reported greater distress when their favorite show was disrupted, although television viewing motives also played a role in this process. Finally, when their favorite shows were no longer airing new episodes, viewers primarily replaced television viewing time with other media exposure rather than increasing nonmedia activities such as social interaction. However, a number of these activities varied by gender."

Wei, Lu; Hindman, Douglas Blanks: Does the Digital Divide Matter More?: Comparing the Effects of New Media and Old Media Use on the Education-Based Knowledge Gap. – S. 216-235

„As the Internet has become increasingly widespread in the world, some researchers suggested a conceptual shift of the digital divide from material access to actual use. Although this shift has been incorporated into the more broad social inclusion agenda, the social consequences of the digital divide have not yet received adequate attention. Recognizing that political knowledge is a critical social resource associated with power and inclusion, this study empirically examines the relationship between the digital divide and the knowledge gap. Based on the 2008-2009 American National Election Studies panel data, this research found that, supporting the shift of the academic agenda, socioeconomic status is more closely associated with the informational use of the Internet than with access to the Internet. In addition, socioeconomic status is more strongly related to the informational use of the Internet than with that of the traditional media, particularly newspapers and television. More importantly, the differential use of the Internet is associated with a greater knowledge gap than that of the traditional media. These findings suggest that the digital divide, which can be better defined as inequalities in the meaningful use of information and communication technologies, matters more than its traditional counterpart."

Kaye, Barbara K.; Johnson, Thomas J.: Hot Diggity Blog: A Cluster Analysis Examining Motivations and Other Factors for Why People Judge Different Types of Blogs as Credible. – S. 236-263

Media culture & society
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Pickard, Victor: The Battle over the FCC Blue Book: Determining the Role of Broadcast Media in a Democratic Society, 1945-1948. – S. 171-192

„During the 1940s a media reform movement of grass-roots activists and a progressive Federal Communication Commission (FCC) emerged to challenge the commercial interests consolidating control of US media. A key initiative born out of this movement was the so-called Blue Book, a high-water mark for FCC progressive activism that mandated social responsibility obligations for broadcasters in return for their use of the public airwaves. Ultimately, red-baiting tactics defeated the policy initiatives outlined in the Blue Book and the media reform movement was largely contained. The following analysis draws from archival materials to illuminate the resulting arrangement for US broadcasters."

Chin, Yik Chan: Policy Process, Policy Learning, and the Role of the Provincial Media in China. – S. 193-210

Koltay, Tibor: The Media and the Literacies: Media Literacy, Information Literacy, Digital Literacy. – S. 211-222

„With the advent of digital technologies, awareness of media is acquiring crucial importance. Media literacy, information literacy and digital literacy are the three most prevailing concepts that focus on a critical approach towards media messages. This article gives an overview of the nature of these literacies, which show both similarities to and differences from each other. The various contexts of their functioning are outlined and additional literacies are mentioned. Especial attention is given to the question of the blurring line between media consumers and producers."

Adams, Michele: Is Family a Normal Capital Resource for Female Politicians?: The Case of ABC's Commander in Chief. – S. 223-243

„Being perceived as family-engaged is assumed to benefit politicians, augmenting moral capital they can trade for votes and power. Moral capital benefits of family engagement are particularly salient for male politicians, whose relationship to family generally invokes responsibility and strength. Is family engagement a moral capital resource for female politicians, whose stereotypical associations with family invoke dependency and support? This manuscript examines the fictional television series Commander in Chief, the first to seriously engage the issue of a female US president, juxtaposing her political life with her domestic life as a working wife and mother. Analysis of gender stereotypes deployed in the family narrative suggests that family engagement may not represent a moral capital resource for this fictional female politician, undermining the audience's ability to see her as moral capital-worthy in the political sphere. Application is made to actual female politicians in the United States."

Gorp, Jasmijn van: Inverting Film Policy: Film as Nation Builder in Post-Soviet Russia, 1991-2005. – S. 243-258

Otmazgin, Nissim Kadosh: Commodifying Asian-ness: Entrepreneurship and the Making of East Asian Popular Culture. – S. 259-274

Malik, Saadia Izzeldin: Inside the Lives of Three Sudanese Women Performers: Negotiating Gender, the Media and Culture. – S. 275-288

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Hill, Jennifer Ann: Endangered Childhoods: How Consumerism is Impacting Child and Youth Identity. – S. 347-362

„Modern-day children are immersed in cultures of consumption such that every aspect of their lives is touched by a buy-and-consume modality. In particular, children in North America are increasingly experiencing the effects of consumer culture at unprecedented levels of involvement. It becomes necessary, therefore, to examine the impact of consumerism in order to assess identity formation and development in youth. Young people are receiving an endless barrage of material messages encouraging purchasing behavior and consumption that impacts the self-image. Indeed, children from the ages of 4 to 12 have increasingly been defined and viewed by their spending capacity. Girls especially are targeted by marketers to sell them a whole line of products they 'need' to emulate a feminine ideal. There is mounting evidence to suggest that the structure of childhood is eroding and children are suffering from serious physical, emotional and social deficits directly related to consumerism."

Stein, Laura: Environmental Website Production: A Structuration Approach. – S. 363-384

Boudana, Sandrine: A Definition of Journalistic Objectivity as a Performance. – S. 385-398

„Historically, journalism as a profession emerged alongside the notion of objectivity. However, in the past decades, objectivity has been dismissed not only as an unattainable standard but also as an undesirable norm. Yet an analysis of the criticisms reveals that most scholars actually fail to define journalistic objectivity. This article tries to remedy this flaw and to suggest that journalistic objectivity is an evolving notion which can no longer be considered a synonym for neutrality or detachment. Objectivity is a standard that promotes truth, defined as a 'correspondence, grounded in correctness, between thought and reality' (Heidegger, 1943:1). Unlike alternative standards which are centered on personal moral values, objec-

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tivity conceives of journalism as a performance, with this term referring to three interrelated dimensions: the essential notion of practice, the existence of concrete and universal criteria of evaluation, and the openness to criticisms."

Ward, Janelle; Vreese, Claes de: Political Consumerism, Young Citizens and the Internet. – S. 399-414

„Evidence suggests that purchasing products for ethical or political reasons – also known as political consumerism – may be gaining in importance. With (young) people's declining voting rates and a general disinterest in political institutions, scholars and political elites alike are speculating on the evolution of citizenship. Research shows that citizens in countries like the UK see issue and life-style-based politics as increasingly relevant. These developments point to an interest in understanding political consumerism and its relationship to citizenship. Through analysis of a survey conducted among 1215 respondents in the UK, this article presents evidence in particular for youth's notable presence online and their affinity for a particular strain of political consumerism identified as socially conscious consumption. It explores the relationship between this consumption and online and offline political participation. It discusses the potential for political consumerism to play a larger role in traditional political realms and particularly through the utilization of technology."

Yoon, Tae-ll; Kim, Kyung-Hee; Han-Jin, Eom: The Border-Crossing of Habitus: Media Consumption, Motives, and Reading Strategies Among Asian Immigrant Women in South Korea. – S. 415-4332

Lee, Micky: Google Ads and the Blindspot Debate. – S. 433-448

Berglez, Peter: Inside, Outside, and Beyond Media Logic: Journalistic Creativity in Climate Reporting. – S. 449-465

„In order to accomplish more multi-dimensional analyses of media logic one needs to study how journalists grapple with news issues in their expanding development, such as the revolutionary development of the climate issue in the news. The present analysis is based on interviews with 14 Swedish environmental journalists from various news media, who have been part of editorial concentrations on climate news. The results consist of three ways of conceptualizing the climate issue among the journalists: as inside, outside, and beyond media logic. These conceptualizations give rise to three conflicting types of journalistic creativity, more precisely, the ability to effectively insert the climate issue „into" media logic; the ability to go as far „outside" media logic as possible while remaining credible by arraying the climate issue in „scientific language"; and finally, the ability to think beyond the media-logic „box" and do something about it (to change journalism)."

Media Perspektiven
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Zubayr, Camille; Gerhard, Heinz: Tendenzen im Zuschauerverhalten: Fernsehgewohnheiten und Fernsehreichweiten im Jahr 2010. – S. 126-138

„Durchschnittlich verbrachte jeder Bürger im Jahr 2010 täglich 223 Minuten mit dem Fernsehen. Dies ist der höchste Wert seit Einführung der personenbezogenen Messungen und eine Steigerung um elf Minuten im Vergleich zu 2009. Auf herausragende Fernsehereignisse wie beispielsweise die Fußball-WM ist dieser Zuwachs nicht allein zurückzuführen. Und das veränderte Messverfahren, das seit Mitte 2009 auch die Gäste- und zeitversetzte Nutzung misst, erklärt nur knapp die Hälfte der gestiegenen Fernsehnutzung. Es verbleiben demnach über fünf Minuten Mehrkonsum, der inhaltlich begründet sein muss, also den anhaltend großen Stellenwert des Fernsehens im Alltag der Bundesbürger dokumentiert. Dieser Mehrkonsum ist im Übrigen in allen Generationen zu beobachten: Sowohl junge als auch ältere Menschen haben im Jahr 2010 mehr Zeit vor dem Fernseher verbracht als im Jahr zuvor."

Simon, Erik; Hummelsheim, Dina; Hartmann, Peter H.: Das Fernsehprogramm – ein Freund fürs Leben?: Ergebnisse einer Kohortenanalyse der Fernsehnutzung. – S. 139-146

„Verändert sich die Fernsehnutzung im Lebensverlauf oder sind die in der Kindheit und Jugend sozialisierten Nutzungsgewohnheiten ein Leben lang weitestgehend stabil? Für die Zukunft von Fernsehprogrammen ist diese Frage von zentraler Bedeutung. Zur Klärung bietet sich die Kohortenanalyse an, wobei unter dem Begriff der Kohorte mehrere aufeinanderfolgende Geburtsjahrgänge verstanden werden, die durch ähnliche gesellschaftliche Bedingungen und ähnliche Erfahrungen während der Kindheit und Jugend geprägt sind. Für die Kohortenanalyse wurden Daten aus dem AGF/GfK-Fernsehpanel einer Sekundäranalyse unterzogen. Auswertungszeitraum waren jeweils die Monate Oktober und November der Jahre 1993, 1997, 2002, 2006 und 2010."

Wenger, Christian: Radio der Zukunft – Alte Stärken eröffnen neue Chancen: Zukunftsstudie „Vision 2017" – Was bedeuten künftige gesellschaftliche Trends für das Radio?. – S. 147-153

Frees, Beate; Fisch, Martin: Veränderte Mediennutzung durch Communitys?: Ergebnisse der ZDF-Studie Community 2010 mit Schwerpunkt Facebook. – S. 154-164

„Mittlerweile nutzen in Deutschland laut ARD/ZDF-Onlinestudie rund 40 Prozent der Internetnutzer zumindest gelegentlich Communitys, die meisten von ihnen pflegen dort auch ein eigenes Profil. Ziel der mehrstufig angelegten ZDF-Studie Community 2010 war es, vertiefende Erkenntnisse über die Nutzung von privaten Communitys zu gewinnen. Nach einer Vorstudie mit Gruppendiskussionen wurde eine On-

linepanel-Befragung unter 2 004 Communitynutzern durchgeführt. In einer ergänzenden Diarystudie wurde die Communitynutzung von 20 Facebooknutzern über eine Woche lang protokolliert. Darüber hinaus wurde eine Onsitebefragung auf den Facebookseiten (Fanseiten) von heute.de und sport.zdf.de durchgeführt."

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Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: Eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger 2010. – S. 170-181

„Kinder im Alter von drei bis 13 Jahren haben 2010 wieder etwas mehr ferngesehen, wie Sabine Feierabend und Walter Klingler in ihrer Bilanz der Fernsehnutzung von Kindern belegen. Der fünfminütige Zuwachs gegenüber dem Vorjahr ist vor allem auf die jüngsten Fernsehzuschauer (3 bis 5 Jahre) und die Mädchen zurückzuführen. „Marktführer" bei den Kindern bleibt Super RTL, in der Primetime hat das öffentlich-rechtliche Programmangebot KI.KA aber erstmals die führende Position erlangt."

Oehmichen, Ekkehardt; Schröter, Christian: Internet zwischen Globalität und Regionalität: Die Bedeutung der Region für das Internet. – S. 182-194

Gscheidle, Christioph; Mohr, Inge; Niederauer-Kopf, Kerstin: Fernsehnutzung „außer Haus": Ergebnisse aus dem AGF/GfK-Fernsehpanel zur Gästenutzung. – S. 195-203

„Um die Fernsehnutzung in Deutschland möglichst umfassend abzubilden, wurde das Messsystem der Arbeitsgemeinschaft Fernsehforschung (AGF) immer wieder an veränderte Rahmenbedingungen angepasst. So wird seit Juli 2009 auch die so genannte Außer-Haus-Nutzung – das ist die Fernsehnutzung von Gästen in Privathaushalten – erfasst. Christoph Gscheidle und Kerstin Niederauer-Kopf berichten, dass durch die Gästenutzung die Sehdauer 2010 insgesamt um 4 Minuten angestiegen ist, dies entspricht einem Zugewinn von 1,9 Prozent. Bei Zuschauern unter 50 Jahren ist gemeinsames Fernsehen mit Gästen weiter verbreitet als bei älteren Zuschauern. Die höchste Gästenutzung wurde mit 2,68 Millionen Gästen am 7. Juli 2010 bei der Übertragung des WM-Halbfinales Deutschland gegen Spanien gemessen."

Krüger, Udo Michael: Profile und Funktionen deutscher Fernsehprogramme: Programmanalyse 2010 – Teil 1: Sparten und Formen. – S. 204-224

Media Psychology
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Walther, Joseph B. et al: The Effect of Feedback on Identity Shift in Computer-Mediated Communication. – S. 1-26

„The hyperpersonal model of computer-mediated communication (CMC) suggests manners by which online communication transforms relational communication and self-perception. Criticism of the model includes concerns over the linkage among its four theoretical components. Recent research on identity shift in CMC suggests that senders' online selective self-presentation provides sufficient dynamics to modify individuals' personality following an online identity performance. The present research extends these findings by examining effects on identity shift due to the influence of feedback to an individual following a self-presentation that deliberately emphasizes a specific personality characteristic. Results support hypothesized interaction effects and illuminate the personality-modification effects of feedback on someone in a public blog setting, as well as feedback in a private expressive condition. Major implications for the status of the hyperpersonal model are presented, with additional questions regarding the computers-as-social-actors effect."

Knobloch-Westerwick, Silvia; Romero, Joshua P.: Body Ideals in the Media: Perceived Attainability and Social Comparison Choices. – S. 27-48

Weaver, Andrew J. et al: Liking Violence and Action: An Examination of Gender Differences in Children's Processing of Animated Content. – S. 49-70

„It is widely assumed that children like violence in cartoons, but this assumption has not been supported in existing studies that show nonviolent programs are liked just as much or more than violent programs. The present experiment extended enjoyment of media violence research by testing whether violence and action (independently manipulated) influenced children's liking of slapstick cartoons. We also proposed a path model to test potential indirect effects of violence and action on liking. Using animation software, four versions of a slapstick cartoon were created that varied in terms of violence (present, absent) and action (high, low). A total of 128 elementary school children watched one of the four versions of the program. Violence had no direct effect on the liking of the cartoon, but did indirectly decrease liking for males by decreasing boys' wishful identification with the anthropomorphized characters. Action increased liking for males but not for females."

Jensen, Jakob D. et al: Developing a Brief Sensation Seeking Scale for Children: Establishing Concurrent Validity With Video Game Use and Rule-Breaking Behavior. – S. 71-95

Gibson, Rhonda; Callison, Coy; Zillmann, Dolf: Quantitative Literacy and Affective Reactivity in Processing Statistical Information and Case Histories in the News. – S. 96-120

„After exposure to statistical information and/or samplings of exemplifying cases in a news report on health risks, quantitative impressions and associated affective dispositions were examined in persons differing in

arithmetic competence. Whereas the variation of such competence was without appreciable effect on incidence estimates, it markedly influenced affect-mediated assessments of empathy with victims, safety risks, and protective concerns. Specifically, exposure to sets of pertinent exemplars fostered higher assessments by persons of lower numeric ability than by persons of higher numeric ability. In addition, all presentations involving exemplars fostered stronger affective assessments than did the presentation of statistical data alone. The findings suggest that variation in numeric competence is associated with distinct differences in information processing that serves the formation of affect-mediated risk-related assessments. Implications for cognitive processing styles are considered and applied to the design of informative and persuasive media campaigns."

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Roth, Wolf-Dieter: Vom Piratensender zum Bürgerfunk. – S. 8-17

„Rundfunk war in Deutschland zuerst rein militärisch, dann staatlich, dann öffentlich-rechtlich, dann kommerziell. Doch als „Piratensender" gab es immer schon auch Stationen, die nicht kommerziell und auch nicht öffentlich-rechtlich waren. Sie stehen dem heutigen „Bürgerfunk" und den „offenen Kanälen" inhaltlich am nächsten."

Reißmann, Wolfgang; Hartung, Anja: Jugend und Radio: Alltag, Selbstausdruck, Teilhabechancen. – S. 18-24

Steffens, Theresa; Gottweis, Thomas: Bürgerrundfunk und sein Potenzial für Jugendliche im Zeitalter des Internet. – S. 24-31

Griesinger, Steffen: Chance Internet-Radio?: Ansätze, Probleme und Potenzial der Radioarbeit im Internet. – S. 34-41

„Im Internet ergeben sich neue, faszinierende Möglichkeiten, jugendspezifische Radioangebote zu entwickeln. Doch es gilt, das komplexe Urheberrecht im Internet zu beachten. Es werden Projektansätze vorgestellt und Chancen sowie Probleme von Radioarbeit im Internet beleuchtet."

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Raaz, Oliver; Wehmeier, Stefan: Unsichere PR-Geschichte: PR-Historiographen im systematischen Vergleich. – S. 6-15

Szyszka, Peter: Vom Wiener Kongress bis zur Weimarer Republik: die Frühgeschichte deutscher PR-Arbeit aus theoriegestützter Perspektive. – S. 16-29

Lange, Marius: „Ein neues Wort, kein neues Mittel": Public Relations in der Weimarer Republik und NS-Diktatur. – S. 30-38

Szyszka, Peter: Deutsche PR-Nachkriegsgeschichte als Berufsfeldgeschichte: ein revidiertes Phasenmodell. – S. 39-53

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Wettstein, Martin: Politische Partizipation über Soziale Netzwerkdienste: Qualitative und quantitative Charakterisierung der Facebook-Gruppe als Mittel zur politischen Meinungsäußerung und Partizipation. – S. 4-21

„Die zunehmende Vernetzung über Soziale Netzwerkdienste (SND) bringt neue Formen der politischen Partizipation mit sich. So wurden in vergangenen Jahren Facebook-Gruppen (FG) von Protestgruppen und Interessensgemeinschaften verwendet, um zu mobilisieren und Diskussionen anzuregen. In diesem Artikel werden politische FG anhand eines konkreten Falles charakterisiert und ein Ansatz zu ihrer quantitativen Beschreibung vorgeschlagen."

Mascheroni, Giovanna: Remediating Participation and Citizenship Practices on Social Network Sites. – S. 22-35

„Als etablierte Orte an denen eine Vielzahl von online Praktiken verschmelzen und integriert werden, haben Social Network Sites in Hinsicht auf politisch motivierte Nutzung die Entstehung von bottom-up (Basisbewegung) wie auch top-down Elementen forciert. Von Profilen der Kandidaten und Parteien bis zu Diskussionsgruppen über thematische Kampagnen, Petitionen und Formen politischen „Fantums" sind politische Inhalte mittlerweile feste Bestandteile von Social Media geworden."

Maireder, Axel; Nagl, Manuel: Potentiale für Gewalt auf Social Network Sites: Cybermobbing im Kontext der sozialen Praktiken des Kommunikationsraumes. – S. 36-48

„Social Network Sites (SNS) stellen als soziale Kommunikationsräume Potentiale für Gewalt bereit, insbesondere unter Jugendlichen ist „Cybermobbing" ein verbreitetes Phänomen. In dem Beitrag diskutieren wir auf Basis eines qualitativen, explorativen Forschungsprojektes die sozialen Prozesse, in die solche Gewalthandlungen eingebettet sind. Dabei beziehen wir die Spezifika des Kommunikationsraumes ebenso in die Analyse ein wie die Regeln und Normen, die sich in der Aneignung von SNS etabliert haben."

Damásio, Manuel José; Henriques, Sarah; Costa, Conceição: Sense of Community and Social Capital: The Role of the Internet in Shaping Social Dynamics. – S. 49-62

„In diesem Artikel werden die Ergebnisse einer empirischen Untersuchung zur Rolle der internetbasierten Vermittlung zwischen Communitys von Kindern vor-

gestellt. Es wird ein theoretischer Rahmen vorgeschlagen, um Communitys und deren online Erfahrungen zu untersuchen, wofür soziales Kapital und Aktivität als Schlüsselelemente eingeführt werden. Das Hauptziel ist zu verstehen, wie Kinder mit online Social Technologies interagieren und wie sie diese im Kontext ihrer eigenen Community nutzen, um soziale Interaktion und Wissenserwerb zu fördern."

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Autenrieth, Ulla P.: Das sind nur Facebook-Freunde: Zur Differenzierung und Artikulation von Freundschaftsbeziehungen durch Jugendliche auf Social Network Sites. – S. 4-19

„Im vorliegenden Beitrag wird zunächst der Begriff des „Freundes" auf Social Network Sites einer näheren Analyse unterzogen. Es folgt eine kurze Betrachtung der von Anbieterseite zur Verfügung gestellten Möglichkeiten der Abgrenzung sozialer Beziehungen, bevor die einzelnen von UserInnen-Seite etablierten Strategien zur Differenzierung und Artikulation von Freundschaft sowie deren Bedeutung für die Statusaushandlung in jugendlichen Peergroups diskutiert werden."

Paus-Hasebrink, Ingrid: Das Social Web im Kontext der Entwicklungsaufgaben junger Menschen. – S. 20-34

„Der Beitrag behandelt die Rolle von Social Web-Angeboten im Alltag von 12- bis24-Jährigen und geht der Frage nach, welche Bedeutung die unterschiedlichen Social Web-Anwendungen im Prozess des Erwachsenwerdens junger Menschen gewinnen. Er diskutiert am Beispiel einer aktuellen Studie das Konzept der Entwicklungsaufgaben als eine Grundlage dafür, die Wahrnehmungen und Handlungen, Interpretationen und Bedeutungszuschreibungen von Jugendlichen im Hineinwachsen in ihre Lebenswelt zu verstehen und die Relevanz unterschiedlicher Social Web-Angebote im Rahmen ihrer Sozialisation nachvollziehbar zu machen."

Siibak, Andra: Performing the Norm: Estonian Pre-Teens Perceptions About Visual Self-Presentation Strategies on the Social Networking Website „Rate". – S. 35-47

„Mit jungen Nutzern der Social Network Site „Rate" wurden teilstandardisierte Interviews (N=21) durchgeführt, um die Haupttrends unter den visuellen Selbstdarstellungsstrategien die von 10-12 jährigen Esten verwendet werden, zu untersuchen. Das Ziel der Studie war zu erfassen, welchen Einfluss sowohl die Normen und Regeln vermittelter Kultur, als auch die Online Peer Group auf die visuellen Selbstpräsentationsstrategien von Jugendlichen in der Online-Umgebung haben. Die Ergebnisse der Studie deuten darauf hin, dass die Jugendlichen sich sehr wohl der Regeln und Schemata, die in Online-Umgebungen vorherrschen, bewusst sind und ihre Selbstpräsentation an diese Normen der Peer Group anpassen. [...]"

Leiner, Dominik J.; Hohlfeld, Ralf; Quiring, Oliver: Sozialkapital in deutschsprachigen Onlinenetzwerken. – S. 48-61

„Welchen sozialen Nutzen bieten soziale Onlinenetzwerke? Und wem? Eine Befragung unter 41.000 Nutzern von schülerVZ, studiVZ und mein Z zeigt, dass die größte Nutzergruppe solcher Onlinenetzwerke – Schüler und Studenten – online kaum neue Kontakte knüpft. Vorwiegend bilden sie ihren bestehenden Freundeskreis im Internet ab. Ob sie aus diesem digitalisierten Netzwerk soziales Kapital ziehen können, hängt vom aufgewendeten Zeitpensum ab und davon, wie viel Vorschussvertrauen sie ihrem Umfeld entgegenbringen."

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Hass, Berthold H.; Willbrandt, Klaus W.: Targeting von Online-Werbung: Grundlagen, Formen und Herausforderungen. – S. 12-21

Himmler, Norbert; Köhler, Lutz: Was ist neu an ZDFneo?: Analyse, Strategie und Organisation einer Markt-Positionierung. – S. 22-31

Multimedia und Recht
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Körber, Torsten: TKG-Novelle 2011: Breitbandausbau im Spannungsfeld von Europäisierung, Regionalisierung und Netzneutralität. – S. 215-221

Holzgraefe, Moritz: Bühne frei für Product Placement: werden die neuen Werberichtlinien der Landesmedienanstalten dem RStV gerecht?. – S. 221-226

Poll, Günter: Vom Broadcast zum Podcast: urheberrechtliche Einordnung neuer Internetgeschäftsmodelle. – S. 226-232

Herb, Armin: Neue Rundfunkfinanzierung – neue Datenschutzprobleme?: datenschutzrechtliche Normen im neuen Rundfunkbeitragsstaatsvertrag (RBStV). – S. 232-237

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Grünwald, Andreas; Döpkens, Harm-Randolf: Cloud Control?: Regulierung von Cloud Computing-Angeboten. – S. 287-290

Raue, Benjamin: Erfolgreiche Anwendung von Mehrfachabmahnungen: Unterlassungserklärung nach illegalem Download eines Musiksamplers. – S. 290-294

Kort, Michael: Lückenhafte Reform des Beschäftigtendatenschutzes: offene Fragen und

mögliche Antworten in bezug auf die geplanten §§ 32ff. BDSG. – S. 294-300

Holznagel, Bernd: Konvergenz in lokalen und regionalen Medienmärkten: Spielräume für eine Beteiligung kommunaler TK-Unternehmen an Rundfunkveranstalter. – S. 300-305

new media & society
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Liu, Fengshu: The Norm of the „Good" Netizen and the Construction of the „Proper" Wired Self: The Case of Chinese Urban Youth. – S. 7-22

„The strong concern in Chinese society about young people and the internet suggests a norm about how to relate to the net, reflecting and transcending the tension found in other societies between the societal expectations of the internet and young people's actual uses of it. This article explores how the tension between different internet discourses in China is being played out in young people's negotiation of a „proper" wired self. Adopting a discourse analysis approach, the study shows that the participants drew on three interrelated dual interpretative repertoires. The duality inherent in these repertoires allows the informants to position themselves either as the rational, responsible and mature users or the opposite, and people who use the net differently from themselves as the „other"."

Dimmick, John; Feaster, John Christian; Hoplamazian, Gregory J.: News in the Interstices: The Niches of Mobile Media in Space and Time. – S. 23-39

„The recent growth of mobile channels has provided steadily increasing opportunities for individuals to access news and other mass-mediated content. Media ecological perspectives argue that the introduction of such new technologies can shift the existing biases in prevailing social systems. According to one ecological perspective, the theory of the niche, when new media technologies are successfully introduced into a domain, displacement may occur unless some alteration is made to the resource base. Interstices are conceptualized as the gaps in the routines of media users between scheduled activities. Through the use of a diary method, participants logged access to news using a variety of communication technologies, including mobile channels. Results indicated that traditional media occupied traditional niches with little evidence of displacement, while mobile channels occupied a new niche: access in the interstices."

Haas, Stephen M. et al: Communicating Thin: A Grounded Model of Online Negative Enabling Support Groups in the Pro-Anorexia Movements. – S. 40-57

Busch, Laura: To Come to a Correct Understanding of Buddhism: A Case Study on Spiritualizing Technology, Religious Authority, and

the Boundaries of Orthodox and Identity in a Buddhist Web Forum. – S. 58-74

Gordon, Eric; Manosevitch, Edith: Augmented Deliberation: Merging Physical and Virtual Interaction to Engage Communities in Urban Planning. – S. 75-95

Upton, Andrew: Contingent Communication in a Hybrid Multi-Media World: Analysing the Campaigning Strategies of SHAC. – S. 96-113

„Drawing upon Niklas Luhmann's theoretical work, this article considers the strategic and tactical use of contingent communication within Stop Huntingdon Animal Cruelty's (SHAC) communication subsystem network. While acknowledging the importance of system stability to the functioning of social systems, the article pinpoints Luhmann's underestimation of uncertainties within communication as a significant error in theorizing relationships between systems and their environments. It also considers how new media and information communication technologies (ICTs) have enabled SHAC, a British-based though internationally renowned animal rights protest group, to both reinforce the universal connections existing between all its communicating agents and maintain the operation of communication within the social subsystem. Through a critical examination of the eight stages of SHAC's communication subsystem network, the article underscores how these communicative forms are constantly displaced by context, user, medium and receiver, because indeterminacies are constitutive of communication."

Marwick, Alice E.; Boyd, Danah: I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, and the Imagined Audience. – S. 114-133

„Social media technologies collapse multiple audiences into single contexts, making it difficult for people to use the same techniques online that they do to handle multiplicity in face-to-face conversation. This article investigates how content producers navigate 'imagined audiences' on Twitter. We talked with participants who have different types of followings to understand their techniques, including targeting different audiences, concealing subjects, and maintaining authenticity. Some techniques of audience management resemble the practices of „micro-celebrity" and personal branding, both strategic self-commodification. Our model of the networked audience assumes a many-to-many communication through which individuals conceptualize an imagined audience evoked through their tweets."

McEwen, Rhonda N.: Tools of the Trade: Drugs, Law and Mobile Phones in Canada. – S. 134-150

Tondeur, Jo et al: ICT as Cultural Capital: The Relationship Between Socioeconomic Status and the Computer-Use Profile of Young People. – S. 151-168

Jg 13 (2011) Nr 2

Malin, Brenton J.: A Very Popular Blog: The Internet and the Possibilities of Publicity. – S. 187-202

„This article outlines two modes of publicity, a publicity of promotion and a publicity of openness, and then considers their implications for traditional broadcast versus online communications. Although the structure of the internet makes it particularly good at developing a publicity of openness, the economics, regulatory structure and technology of the traditional broadcast media make them far better at developing promotional publicity. I trace a series of examples that demonstrate this inequality and discuss the implications of this disparity for the economics of attention. Ultimately, I argue, discussions of the democratic possibilities of the internet must take account of the relative lack of promotional publicity online."

Theocharis, Yannis: Young People, Political Participation and Online Postmaterialism in Greece. – S. 203-223

„According to Inglehart's postmaterialist theory, young people brought up in periods of high economic and physical security, surrounded by better opportunities for education, are more likely to prioritise postmaterialist values. Postmaterialists are strongly inclined to support new forms of collective action and extra-institutional activity. Internet researchers have reported that internet users are mainly young, well educated and affluent, thus denoting a similarity to the demographic characteristics of postmaterialists. This article presents some evidence regarding the existence of postmaterialist values in the online realm of Greece, attempting to demonstrate how postmaterialism influences online and offline political activity. The findings indicate a trend on the part of young people to display a postmaterialist orientation, accompanied by a disinterest in traditional forms of political participation. Postmaterialism is positively associated with internet use and is a weak contributing factor to online and offline extra-institutional participation."

Skalski, Paul et al: Mapping the Road to Fun: Natural Video Games Controllers, Presence, and Game Enjoyment. – S. 224-242

Kreiss, Daniel; Finn, Megan; Turner, Fred: The Limits of Peer Production: Some Reminders from Max Weber for the Network Society. – S. 243-259

Shin, Dong-Hee: Understanding E-Book Users: Uses and Gratification Expectancy Model. – S. 260-278

„Despite the increasing popularity of and interest in e-books, there has been little research that evaluates book consumers' actual interest in and preferences for digital content, and the factors that influence reading habits. To help fill this void, this study examines users' experience of e-books in order to identify the areas of development, using Uses and Gratifications Theory (UGT), Expectation Confirmation Theory (ECT) and Diffusion Theory (DT). The integration of these theories forms the basis of an extended UGT Expectancy concept. Users' responses to questions about cognitive perceptions and continuous use were collected and analyzed with various factors derived from the theories. The findings confirm the significant roles played by users' cognitive perceptions and also suggest the importance of affective factors. In the proposed extended model, the moderating effects of confirmation/gratification and demographics of the relations among the variables are found to be significant. The model integrates current research on e-books and suggests a cluster of antecedents related to technology acceptance."

Li, Xigen: Factors Influencing the Willingness to Contribute Information to Online Communities. – S. 279-296

Tatarchevsky, Tatiana: The „Popular" Culture of Internet Activism. – S. 297-313

„How does the internet contribute to changes in civic engagement in the USA? To answer this question we must examine the institutional context of US marketizing civil society and the cultures of good citizenship constructed online. Drawing upon the findings from a case study of ONE, a campaign targeting extreme poverty and the spread of AIDS, I demonstrate how the internet may function as a space of new divisions of labor between civil society organizational actors and lay activists. While organizational actors use Web 2.0 to make activism convenient and standardized, the public is asked to participate in what I term 'visual labor', creating and representing images of community online that legitimize the organization's claims. At the same time, volunteer action is understood largely as performative. Ultimately, the article confronts the understanding of the internet as a post-bureaucratic democracy and emphasizes its cultural role in communicative capitalism."

Kperogi, Farooq A.: Cooperation With the Corporation?: CNN and the Hegemonic Cooptation of Citizen Journalism Through iReport.com. – S. 314-329

„The literature on online citizen journalism tends to construe user-generated citizen media as inherently counter-hegemonic, as the emerging, as yet unformed but nonetheless virile antithesis to the traditional media. This article argues that while the vigorous profusion of web-based citizen media has the potential to inaugurate an era of dynamic expansion of the deliberative space and even serve as a counterfoil to the suffocating dominance of the discursive space by the traditional, mainstream media, we are now witnessing a trend toward the aggressive cooptation of these citizen media by corporate media hegemons. To demonstrate this, I study 'iReport.com,' a YouTube-type, user-generated citizen news site launched by the Cable News Network (CNN). I argue that the trend toward corporate-sponsored citizen media may, in the final analysis, blur the distinction between citizen and mainstream journalism."

Kopacz, Maria; Lawton, Bessie Lee: The YouTube Indian: Portrayals of Native Americans on a Viral Video Site. – S. 330-349

Political Communication
Jg 28 (2011) Nr 1

Lupia, Arthur et al: How"Point Blindness" Dilutes the Value of Stock Market Reports. – S. 1-18

Sobieraj, Sarah: From Incivility to Outrage: Political Discourse in Blogs, Talk Radio, and Cable News. – S. 19-41

„Most research on incivility in American politics focuses on its effects on citizens' political attitudes and behaviors, in spite of remarkably little data on the extent to which political discourse is actually uncivil. Those studies that do examine content focus on negative campaign advertisements, overlooking more egregious forms of political incivility that penetrate the broader media landscape. In this study, we attempt to conceptualize and measure more dramatic types of political incivility, which we term „outrage."Outrage discourse involves efforts to provoke a visceral response from the audience, usually in the form of anger, fear, or moral righteousness through the use of over-generalizations, sensationalism, misleading or patently inaccurate information, ad hominem attacks, and partial truths about opponents. Scrutinizing 10 weeks of data from political blogs, talk radio, and cable news analysis programs, we demonstrate that outrage discourse is extensive, takes many different forms (we examine 13 different types), and spans media formats. We also show that while outrage tactics are largely the same for liberal and conservative media, conservative media use significantly more outrage speech than liberal media. It is our hope that introducing more concrete information about the actual content of political media will render existing research on potential effects more meaningful."

Goldman, Seth K.; Mutz, Diana C.: The Friendly Media Phenomenon: A Cross-National Analysis of Cross-Cutting Exposure. – S. 42-66

Taniguchi, Masaki: The Electoral Consequences of Candidate Appearances on Soft News Programs. – S. 67-86

Bos, Angela L.: Out of Control: Delegates' Information Sources and Perceptions of Female Candidates. – S. 87-109

„Using survey data from statewide political party convention delegates in four states, I investigate whether and how gender stereotypes influence nomination choice. I examine whether gaining candidate information from different sources differentially influences gender stereotypes and the likelihood of supporting both a female and a male nominee. I argue that information sources outside a candidate's control – delegates' discussions with other delegates – versus sources candidates can control (e.g., campaign contacts and personal contact with the candidate) work against female candidates' nomination. Specifically, when delegates learn about candidates via the most controlled sources, they will be more likely to view the candidates as possessing both masculine and feminine traits and issue competencies. As a result, they should be more likely to support the candidate. In contrast, information from sources outside candidate control functions differently for male and female candidates: These sources confirm delegates' stereotype expectations, negatively affecting perceptions of a female candidate's masculine strengths, which then negatively relate to supporting her nomination. The results generally support these ideas: Delegates receiving information from the most controlled sources form balanced views of the female candidate, but the positive effects of information from these sources on nomination choice are not mediated by stereotypes. In contrast, delegates gaining information from other delegates confirm their stereotypes of the candidate and are then less likely to support her. More broadly, gender stereotypes, particularly those regarding female candidates' masculine traits and feminine issue competencies relative to the candidate's male opponent, directly and positively relate to delegates' likelihood of supporting her."

Shehata, Adam; Strömbäck, Jesper: A Matter of Context: A Comparative Study of Media Environments and News Consumption Gaps in Europe. – S. 110-134

„Research has shown that individual-level characteristics such as socioeconomic status and political interest are becoming more important as predictors of news consumption in a rapidly changing media environment. Despite this general trend, this article argues that the importance of individual-level predictors of news consumption varies between national media environments. We use extensive survey data from 16 European countries and multilevel modeling in order to investigate both contextual-level and cross-level effects on news consumption. The results show that media environment characteristics have additional effects on news consumption beyond the effects of individual-level characteristics such as education and political interest, but also moderating impacts on these individual-level predictors of news consumption. More specifically, national media environments characterized by higher levels of newspaper-centrism are related to smaller gaps in newspaper reading between those with high and low levels of education and political interest. Lower degrees of newspaper-centrism are, on the other hand, related to a weaker „lower-class bias" of television news and larger gaps in news consumption between those with and without high political interest. These findings are discussed in light of previous research on news consumption, knowledge, and participation gaps as well as cross-national comparative research."

Public Opinion Quarterly
Jg 75 (2011) Nr 1

Toepoel, Vera; Coupder, Mick P.: Can Verbal Instructions Counteract Visual Context Effects in Web Surveys?. – S. 1-18

„Pictures used to supplement survey questions can systematically influence the answers obtained. Respondents react to the content of the image, giving higher-frequency reports when pictures of high-frequency events are shown and lower-frequency reports when pictures of low-frequency events are shown. The effects of pictures on responses are similar to those of verbal instructions (i.e., they produce an assimilation effect). Our results show that verbal and visual language both have independent effects as well as interact with each other. Verbal instructions have stronger effects than the visual effects produced by pictures, however, and can be used to counteract the visual context effects. We find that respondents pay more attention to verbal instruction when the verbal and visual cues are inconsistent with each other. This article provides evidence for a hierarchy of features that respondents attend to, with verbal language taking precedence over visual cues like pictures. Effective question writing, with verbal instructions making the question clear to respondents, reduces visual context effects. We found little evidence that conditions with pictures were evaluated better than conditions without pictures."

Brenner, Philip S.: Exceptional Behavior or Exceptional Identity?: Overreporting of Church Attendance in the U.S.. – S. 19-41

Levendusky, Matthew S.: Rethinking the Role of Political Information. – S. 42-64

„Political information is a central variable for the study of mass behavior; numerous theories argue that voters with more information behave fundamentally differently from those with less. Nearly all of the empirical support for these theories, however, comes from cross-sectional data. As a result, these findings are typically biased, and systematically overstate the effect of information on behavior. I demonstrate how to minimize these biases and more accurately estimate the effects of information using several different analytical techniques. These adjustments cause the estimated effect of information to shrink dramatically, often falling to one-half to one-quarter of its former size. I conclude by discussing the implications of my results for the study of political information and political behavior more generally."

Althaus, Scott L.; Coe, Kevin: Social Identity Processes and the Dynamics of Public Support for War. – S. 65-88

„Contemporary theories of opinion dynamics – exemplified by Zaller's „receive-accept-sample" model – end to assume that attitude change should occur only following exposure to new, attitude-relevant information. Within this prevailing view, the expected direction and magnitude of opinion change is largely a function of the tone and content of the new information to which one is exposed. In contrast, social identification theories show how opinion change can occur when a person's environmental context activates social knowledge stored in long-term memory. These theories propose that attitude change can result merely from increasing the perceived salience of a social conflict. They further propose that the direction and magnitude of opinion change should be unrelated to the tone or content of the information that draws attention to the conflict. This study examines how the ebb and flow of war news on the front page of the New York Times is related to changes in levels of domestic public support for major American military conflicts from 1950 to the present. We find no consistent or compelling evidence that levels of aggregate war support change in ways predicted by information updating models. To the contrary, a social identification process appears to be underlying the aggregate dynamics of war support."

Skalland, Benjamin: An Alternative to the Response Rate for Measuring a Survey's Realization of the Target Population. – S. 89-98

Publizistik
Jg 56 (2011) Nr 2

Stöber, Rudolf: Meinungsfreiheit: zu wichtig, um sie durch Generalverbote zu schützen. – S. 127-132

Meier, Klaus; Reimer, Julius: Transparenz im Journalismus: Instrumente, Konfliktpotentiale, Wirkung. – S. 133-156

„Die Transparenz, die ein Autor und eine Redaktion gegenüber dem Publikum selbst herstellen können, gilt traditionell als ein eher marginales Kriterium journalistischer Qualität. Doch neue Transparenz-Modelle haben aufgrund der Interaktivität, der Schnelligkeit, der Archivierung und der fehlenden Platzbeschränkung im Internet höhere Potentiale als klassische Instrumente in Print- oder Rundfunkmedien. In Beitragsanmerkungen, Web-Videos, Blogs, Twitter-Feeds und Sozialen Netzwerken diskutieren Journalisten mit Nutzern über redaktionelle Entscheidungen und legen Rechenschaft ab. Transparenz liegt im Trend der digitalen Öffentlichkeit, ist aber nicht eindeutig, sondern widersprüchlich und komplex zu bewerten. Dieser Beitrag konzeptionalisiert (Selbst-)Transparenz und klassifiziert die zur Verfügung stehenden Instrumente qualitativ in einer dreidimensionalen Matrix. Dies öffnet den Blick auf Problemzonen und Konfliktpotentiale: Redaktionen, die offene Selbstreflexion demonstrieren, verabschieden sich vom Ideal des „objektiven Journalismus". Dennoch ist Transparenz nicht nur ethisch erwünscht, sondern soll das Vertrauen des Publikums in journalistische Produkte steigern, weil sie Qualitätsbewertungen durch das Publikum ermöglicht. Ein Experiment belegt erstmals einen Wirkungszusammenhang zwischen Selbst-Transparenz und Vertrauen in einigen Aspekten, aber nicht grundsätzlich. Die Wirkung muss differenziert nach Prozess- und Produkttransparenz sowie nach Medium analysiert werden."

Sielschot, Stephan: Über Terroristen und Spitzensportler: eine Framing-Analyse stereotyper Bewertungen von Muslimen in ostdeutschen Regionalzeitungen als Beitrag zur Theorien- und Methodendiskussion. – S. 157-180

„Die in Ostdeutschland im Vergleich zum Westen der Republik stärker ausgeprägte Islamophobie ist ange-

sichts mangelnder Kontaktmöglichkeiten mit Muslimen in den neuen Ländern mit hoher Wahrscheinlichkeit auf massenmediale Beeinflussung zurückzuführen. Der Beitrag verknüpft erstmals das sozialpsychologische Stereotype Content Model mit dem kommunikationswissenschaftlichen Framing-Ansatz und untersucht auf dieser Grundlage die Islam-Berichterstattung der ostdeutschen Regionalzeitungen Nordkurier und Volksstimme. Mit inhalts- und clusteranalytischen Verfahren werden zwei sogenannte Stereotypen-Frames identifiziert. Zwei Drittel aller Artikel zum Islam thematisieren den Kälte- und Schädigungs-Frame. Muslime werden hier für die tödlichen Folgen terroristischen Handelns verantwortlich gemacht, ihr Verhalten wird als kalt bzw. unmoralisch bewertet, und es werden militärische Interventionen thematisiert. Ein Drittel aller islambezogenen Beiträge ist dagegen dem Kompetenz- und Kooperations-Frame zuzuordnen. Kompetenz wird Muslimen innerhalb dieses Frames zugeschrieben, indem ihre künstlerischen, sportlichen oder politischen Erfolge gewürdigt werden und das Kooperationsinteresse anderer Akteure auf diesen Gebieten besondere Betonung findet. Während der Kälte- und Schädigungs-Frame medialer Segregation Vorschub leisten dürfte, repräsentiert der Kompetenz- und Kooperations-Frame ein assimilatives Modell medialer Integration."

Jandura, Olaf: Publizistische Chancengleichheit in der Wahlkampfberichterstattung?: eine Untersuchung zur medialen Repräsentation der im Bundestag vertretenen Parteien. – S. 181-198

„Demokratie basiert auf politischem Wettbewerb. Parteien entwickeln Programme und Lösungsvorschläge für drängende Probleme und stellen diese dann zur Wahl. Ein fairer Wettbewerb um die Herrschaftspositionen von morgen setzt dabei die Chancengleichheit der Parteien heute voraus. Der Gesetzgeber hat eine Reihe von Regelungen erlassen, die die Chancengleichheit der Parteien in diesem Wettbewerb gewährleisten sollen. Da Medienberichterstattung für die politische Kommunikation immer bedeutender wird, geht dieser Beitrag der Frage nach, ob es neben der politischen auch eine publizistische Chancengleichheit gibt und an welchen Indikatoren diese festgemacht werden kann. Nach einer umfassenden theoretischen Auseinandersetzung wird diese Frage empirisch anhand der Analyse der Berichterstattung in der heißen Wahlkampfphase dreier Bundestagswahlkämpfe (1998, 2002, 2009) untersucht. Dabei zeigt sich, dass eine publizistische Chancengleichheit für die im Bundestag vertretenen Parteien quantitativ durchaus gegeben ist. Die Zugangschancen zu den Medien sind gerade für die kleinen Parteien besser als die Abstufung der Chancengleichheit bei der staatlichen Leistungsgewährung."

Kohring, Matthias et al: Das Bild der Nanotechnologie in deutschen Printmedien: Eine frameanalytische Langzeitstudie. – S. 199-220

„Laut einer aktuellen Umfrage kann ungefähr die Hälfte der deutschen Bürger nichts mit den Begriffen Nanotechnologie und Nanomaterialien verbinden. Damit ist Deutschland durchaus vergleichbar mit anderen Ländern. Die Nanotechnologie entzieht sich der unmittelbaren Anschauung und direkten Wahrnehmung – ein Nanometer bezeichnet schließlich den milliardsten Teil eines Meters. Was die Menschen über Nanotechnologie wissen und welche Deutungen und Meinungen sie hierzu entwickeln, beruht also maßgeblich auf der Berichterstattung in den Massenmedien. Ziel dieser ersten systematischen Untersuchung der deutschen Presseberichterstattung ist es daher, das mediale Framing der Nanotechnologie zu untersuchen. Die Studie basiert auf einer standardisierten Inhaltsanalyse von neun Printmedien im Zeitraum von 2000 bis 2008. Es zeigt sich, dass die deutsche Berichterstattung überwiegend sehr positiv ist und stark auf den medizinischen und ökonomischen Nutzen der Nanotechnologie abstellt. Eine kritische Alternative zu dieser einseitigen Fortschrittsperspektive findet sich in der deutschen Berichterstattung nur vereinzelt. Damit unterscheidet sie sich nicht von der internationalen Berichterstattung."

Rundfunk und Geschichte
Jg 36 (2010) Nr 3-4

Welle, Florian: „Bei uns im Funk": Jürgen Eggebrecht 1949-1959; ein in Vergessenheit geratener Rundfunkredakteur der frühen Bundesrepublik. – S. 3-16

Stieglitz, Olaf: Gegner im Verborgenen: Strategien der Visualisierung „des Feindes" in den USA im frühen Kalten Krieg. – S. 17-26

Zeitschrift für Urheber- und Medienrecht
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Degenhart, Christoph: Verfassungsrechtliche Zweifelsfragen des Rundfunkbeitragsstaatsvertrags. – S. 193-200

Kitzberger, Ralf: Die werbliche Nutzung von Bildnissen und Namen von Profisportlern: zugleich Anmerkung zu OLG Hamburg ZUM-RD 2010, 469. – S. 200-206

Wille, Stefan: Die neue Leitbilddiskussion im Urhebervertragsrecht: zugleich Anmerkung zu LG München I ZUM 2010, 825. – S. 206-211

Höfinger, Frank Michael: Zur Straflosigkeit des sogenannten „Schwarz-Surfens": Anmerkung zu LG Wuppertal ZUM 2011, 190. – S. 212-215

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Dreier, Thomas: Padawan und die Folgen für die deutsche Kopiervergütung. – S. 281-291

Fink, Udo; Keber, Tobias; Roguski, Przemyslaw: Die Zukunft der Medienregulierung im Europarat. – S. 292-300

Zeder, Fritz: Strafrechtlicher Schutz von Immaterialgüterrechten in der EU in Sicht. – S. 300-305

Zander, Frank: Die Problematik der Störerhaftung bei Unternehmen und Arbeitgebern. – S. 305-308

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Hoeren, Thomas: Kleine Werke?: zur Reichweite von § 52a UrhG. – S. 369-375

Degenhart, Christoph: Rundfunkfreiheit und Programmgestaltung in der Rundfunkordnung

des BayMG; zugleich Anmerkung zu BVerfG, Beschluss von 8. Dezember 2010 – 1 BvR 2743/10 (ZUM 2011, 234). – S. 375-382

Alexander, Christian: Urheber- und persönlichkeitsrechtliche Fragen eines Rechts auf Rückzug aus der Öffentlichkeit. – S. 382-389

Zoebisch, Michael: Der Gegendarstellungsanspruch im Internet: Der Anspruch auf Gegendarstellung, Unterlassung und Widerruf von Tatsachenbehauptungen in Telemedien wie Internetseiten und Twitter-Meldungen; zugleich Anmerkung zu OLG Bremen, Urteil vom 14. Januar 2011 – 2 U 115/10. – S. 390-395