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Washietl, Engelbert: Kapitalverbrechen und Medien-Hype: Lehren aus dem Inzestfall von Amstetten und dem Entführungsfall Kampusch. – S. 294-301

Communication Research
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Rains, Stephen A.: Health at High Speed: Broadband Internet Access, Health Communication, and the Digital Divide. – S. 283-297

„The study reported here explored the broadband digital divide in the context of Internet-based health communication. Inequities in the adoption of broadband technology were examined and the comprehensive model of health information seeking (CMIS) was used to make predictions about the implications of broadband Internet for personal health. Data from a population-based survey conducted by the National Cancer Institute in 2005 (N = 5,586) were analyzed. Results showed that those who were younger, more educated, and lived in an urban area were more likely to have a broadband Internet connection in their home. Furthermore, consistent with the CMIS, those with a broadband connection were more likely to use the Internet for health-related information seeking and communication than those with a dial-up connection."

Zhao, Xiaoquan; Cai, Xiaomei: The Role of Ambivalence in College Nonsmokers' Information Seeking and Information Processing. – S. 298-318

Vettehen, Paul Hendriks; Nuijten, Koos; Peeters, Allerd: Explaining Effects of Sensationalism on Liking of Television News Stories: The Role of Emotional Arousal. – S. 319-338

„This study investigates the appeal of sensationalist television news. News stories were content analyzed to measure the presence of sensationalist features. In addition, the stories were watched and evaluated by participants to measure the degree to which the items elicited emotional arousal and the degree to which the items were liked. As predicted, the findings showed that emotional arousal mediates effects of sensationalist features on liking and that the relationship between emotional arousal and liking takes the shape of an inverted U."

McLaren, Rachel M.; Solomon, Denise Haunani: Appraisals and Distancing Responses to Hurtful Messages. – S. 339-357

„The goal of this article is to clarify the conditions under which intensity of hurt influences how much people distance themselves from hurtful friends or dating partners. This article draws on appraisal theories of emotion, which explain both the causes and consequences of emotions, to derive predictions about the role of variables relevant to hurtful episodes. The authors replicate previous research designs for the study of hurtful messages to test the hypotheses and research questions. Results reveal significant main effects for intensity of hurt, perceived intentionality, relational quality, and frequency of hurt on relational distancing. Additionally, perceived intentionality and frequency of hurt moderated the association between intensity of hurt and relational distancing, contingent on the respondent's sex and the type of relationship. The discussion highlights the utility of appraisal theories of emotion as a framework for the study of hurtful experiences."

Lee, Sun Young et al: Interplay of Negative Emotion and Health Self-Efficacy on the Use of Health Information and Its Outcomes. – S. 358-381

Cohen, Jonathan; Weimann, Gabriel: Who's Afraid of Reality Shows?: Exploring the Effects of Perceived Influence of Reality Shows and the Concern Over Their Social Effects on Willingness to Censor. – S. 382-397

David, Prabu; Horton, Brian: Dynamics of Entertainment and Affect in a Super Bowl Audience: A Multilevel Approach. – S. 398-420

„Entertainment was modelled as a nested temporal process using ecological momentary assessments. In natural viewing conditions, participants watched a Super Bowl game on television and answered a brief questionnaire via the Internet at the beginning of commercial breaks. Multilevel data analytic techniques were employed to analyze the longitudinal data from these assessments. After controlling for individual differences, such as gender, fandom, and team support, affect played a critical role. Average positive affect, averaged over the course of the game, and situational positive affect during specific moments in the game had a significant impact on entertainment, suggesting a baseline level of entertainment that is associated with the ritual of watching the event and added situational entertainment that is tied to the events in the game. Interestingly, situational negative affect was also significant and seemed to work in concert with positive affect."

Jg 35 (2008) Nr 4

Cho, Jaeho: Political Ads and Citizen Communication. – S. 423-451

„This study explores the role that political advertising plays in the democratic process by examining whether and how political ads encourage citizens to engage in communication activities in the campaign process. To examine this question, political ad tracking data were combined with a national daily survey collected during the 2000 election campaign cycle. The resulting ad volume data and individual communication behavior by geographic location and date allowed examination of how political advertising contexts influenced citizen communication. Results show that, in response to an influx of local political advertising, people sought more political information through television news programs, the Internet, and social networks. Theoretical and methodological implications of these findings are discussed."

Rojas, Hernando: Strategy Versus Understanding: How Orientations Toward Political Conversation Influence Political Engagement. – S. 452-480

Kiousis, Spiro; McDevitt, Michael: Agenda Setting in Civic Development: Effects of Curricula and Issue Importance on Youth Voter Turnout. – S. 481-502

„This study examines the role of agenda setting in affecting voter turnout using panel data of adolescents in Arizona, Florida, and Colorado from 2002 and 2004. Specifically, a model is developed probing the multiple influences of interactive civic instruction, media attention, and discussion on the following sequence of outcomes: perceived issue importance, opinion strength, political ideology, and finally voter turnout. The results suggest that agenda setting serves as a critical intrinsic process in political socialization contributing to the crystallization of political predispositions, which lead to electoral participation. The implications of the findings are discussed."

Nan, Xiaoli: The Influence of Liking for a Public Service Announcement on Issue Attitude. – S. 503-528

Ramirez, Artemio et al: Revisiting Interpersonal Media Competition: The Gratification

Niches of Instant Messaging, E-Mail, and the Telephone. – S. 529-547

„The theory of niche proposes that a new medium competes with older, more established media to fulfill users' needs. This study uses niche theory, a macro-level theory, as well as social information processing theory and the theory of electronic propinquity, both microlevel theories, to examine the niche of instant messaging (IM) in providing general gratifications. Results indicate that IM is characterized by a broad niche, surpassed only by that of the cell phone. IM had substantial niche overlap with e-mail and the cell phone, indicating a degree of substitutability between them; the least overlap was with the landline telephone (LLP). The hierarchy that emerged indicated that the cell phone was superior to IM, which was superior to e-mail, followed by the LLP for providing general gratifications. Finally, displacement tests indicated that IM use displaced e-mail and LLP but not cell phone use. Implications and directions for future research are discussed."

Cho, Hichang; Lee, Jae-Shin: Collaborative Information Seeking in Intercultural Computer-Mediated Communication Groups: Testing the Influence of Social Context Using Social Network Analysis. – S. 548-573

Communication Theory
Jg 18 (2008) Nr 2

Darling-Wolf, Fabienne: Getting Over Our „Illusion d'Optique": from Globalization to Mondialisation (Through French Rap). – S. 187-209

„Keeping in mind the political nature of academic endeavors „where intellectual discourses are never insulated from the national and global environment in which they develop" (M. Kraidy, 2005, p. 17), this essay addresses the politics of representation of globalization in American intellectual discourse through a critical analysis of some of the common axes on which much academic work is organized. Employing a brief analysis of the development of French rap as an example, it illustrates how American academic conceptualization of the world along East-West or North-South lines fail to fully address the complexity of transcultural influence and leaves significant power relations unexplored. As an alternative to such conceptualizations, this essay proposes the concept of „mondialisation" adopted by francophone scholars as a strategic translation of the term „globalization." It concludes that because of its greater focus on the socially constructed and potentially fragmentary nature of global influence, mondialisation might be better suited for the development of a theoretically sophisticated, empirically grounded, and truly „translocal" approach."

Norton, Todd: Property as Interorganizational Discourse: Rights in the Politics of Public Spaces. – S. 210-239

Hove, Thomas: Understanding and Efficiency: Habermas's Concept of Communication Relief. – S. 240-254

Busselle, Rick; Bilandzic, Helena: Fictionality and Perceived Realism in Experiencing Stories: A Model of Narrative Comprehension and Engagement. – S. 255-280

„This article offers a theoretical framework to explain circumstances under which perceptions of „unrealness" affect engagement in narratives and subsequent perceived realism judgments. A mental models approach to narrative processing forms the foundation of a model that integrates narrative comprehension and phenomenological experiences such as transportation and identification. Three types of unrealness are discussed: fictionality, external realism (match with external reality), and narrative realism (coherence within a story). We gather evidence that fictionality does not affect narrative processing. On the other hand, violations of external and narrative realism are conceived as inconsistencies among the viewer's mental structures as they construct mental models of meaning to represent and comprehend the narrative. These inconsistencies may result in negative online evaluations of a narrative's realism, may disrupt engagement, and may negatively influence postexposure (reflective) realism judgments as well as lessen a narrative's persuasive power."

Hickerson, Andrea; Gastil, John: Assessing the Difference Critique of Deliberation: Gender, Emotion, and the Jury Experience. – S. 281-303

„Despite increasing enthusiasm for political deliberation as a rejuvenating tonic for representative democracy, some theorists question the extent to which deliberative forums adequately incorporate diverse individuals and communication styles. Unfortunately, the theoretical debate between the deliberative theory and the „difference critique" has reached an impasse. To advance this important literature, we derive two formal propositions from each perspective and test these rival claims in the context of the jury system, the most prominent institutionalized deliberative practice in the United States. Surveys of over 3,000 jurors who served in local courthouses indicate that gender and other demographic differences are poor predictors of jurors' satisfaction with their service experience, including their perceptions of deliberation. The study also shows that emotion – a dimension of deliberative experience presumed to be gendered – is important for both men and women. On balance, the results call into question the power of the difference critique, at least in the context of modern jury deliberation."

Lutgen-Sandvik, Pamela; McDermott, Virginia: The Constitution of Employee-Abusive Organizations: A Communication Flows Theory. – S. 304-333

Jg 18 (2008) Nr 3

Kraidy, Marwan M.; Murphy, Patrick D.: Shifting Geertz: Toward a Theory of Translocalism in Global Communication Studies. – S. 335-355

Wehrenfennig, Daniel: Conflict Management and Communication Action: Second-Track Diplomacy from a Habermasian Perspective. – S. 356-376

„Many critics have called Jürgen Habermas's concepts of communicative action theoretically interesting but not practically viable. Traditional conflict management in the form of negotiation and state diplomacy leaves little room for Habermasian communication theory and could count as another example of the inapplicability of his ideas. However, with the advent of new conflict resolution practices in the form of second-track diplomacy, Habermasian communication theories seem to be applied in new ways, which this article will analyze."

Keyton, Joann; Ford, Debra J.; Smith, Faye L.: A Mesolevel Communicative Model of Collaboration. – S. 376-406

Moyer-Gusé, Emily: Toward a Theory of Entertainment Persuasion: Explaining the Persuasive Effects of Entertainment-Education Messages. – S. 407-425

„A growing body of research indicates that entertainment-education programming can be an effective way to deliver prosocial and health messages. Some have even speculated that entertainment-education may be more effective than overtly persuasive messages in certain circumstances. Despite empirical advances in this area, more work is needed to understand fully what makes entertainment-education unique from a message-processing standpoint. To this end, the present article has three objectives. First, the article examines the involvement with narrative storylines and characters that is fostered by entertainment programming. This includes a much-needed explication and separation of several related constructs, such as identification, parasocial interaction, similarity, and others. Second, the article reviews and synthesizes existing theories that have addressed entertainment-education message processing. Third, the article builds on these theories, presenting an expanded theoretical framework. A set of propositions is advanced and directions for future research are discussed. In total, the article offers a clarification of existing concepts that are critical to the study of entertainment-education, a synthesis of relevant theory, and a set of propositions to guide future research in entertainment-education message effects."

Hoffman, Regina: Exploring the Link Between Uncertainty and Organizing Processes: Complexity Science Insights for Communication Scholars. – S. 426-446

Communications
Jg 33 (2008) Nr 2

Baden, Christian; Vreese, Claes H. De: Making sense: A reconstruction of people's understandings of the European constitutional referendum in the Netherlands. – S. 117-146

„This article investigates how voters made sense of the Dutch EU constitutional referendum. Based on a series of focus group interviews, it identifies what information people based their understandings on, and traces the relations they draw between concepts in their own accounts of their vote choices. Applying a cognitive connectionist perspective on the construction of meaning, it models people's considerations as paths across semantic networks. It finds that people shared considerable parts of the knowledge underlying their constructions, but used this information quite differently. They strategically selected frames from their information environment, and reframed contrary arguments to fit their constructions. Yes- and No-voters drew in systematically different additional information, while simultaneously engaging idiosyncratic concerns to personalize their accounts. People's understandings are thus informed and constrained, but by no means determined, by public discourse. Highlighting people's activity and creativity, this paper calls for a stronger audience perspective in political communication research."

Quiring, Oliver; Schweiger, Wolfgang: Interactivity: A review of the concept and a framework for analysis. – S. 147-168

„The terms 'interactivity' and 'interactive media' became significant buzzwords during the late 1980s and early 1990s when the multi-media euphoria fascinated politicians, economists, and researchers alike. However, right from the beginning of the scientific debate, the inconsistent usage of the term 'interactivity' massively complicated the comparability of numerous empirical studies. This is where this article joins the discussion. First, the article sheds light on the terminological origins of 'interactivity' and distinguishes the term from cognate expressions. Further, it restructures and extends existing findings on the basis of a new analysis framework which considers three levels of interactive communication (action level, level of subjective situation evaluation, and level of meaning exchange). Finally, it delivers a systematic overview of specific criteria of interactive communication."

Aonovsky, Alexandra; Furnham, Adrian: Gender portrayals in food commercials at different times of the day: a content analytic study. – S. 169-190

Smeenk, Sanne G. A.; Selm, Martine van; Eisinga, Rob: Web surveying academics in six European countries. – S. 191-210

Jg 33 (2008) Nr 3

Hepp, Andreas; Krotz, Friedrich: Media events, globalization and cultural change: an introduction to the special issue. – S. 265-272

Kyriakidou, Maria: Rethinking media events in the context of a global public sphere: exploring the audience of global disasters in Greece. – S. 273-292

McCurdy, Patrick M.: Inside the media event: examining the media practices of Disent! at the Hori-Zone eco-village at the 2005 G8 Gleneagles Summit. – S. 293-312

„International meetings such as the G8 Summit have evolved from the sequestered gatherings of the economic elite to full-scale political media events. Dominant approaches to such events are often text-centered, focusing on the media's framing of protest and overlooking the actions and interactions at such sites. However, media events must also be examined from the perspectives of those involved in the event. Accordingly, a mediation approach is proposed to analyze the media practices of the Disent! Network at the 2005 G8 Summit and specifically, Hori-Zone eco-village. After qualifying the G8 Summit as a media event, Hori-Zone is established as a site inside the media event. Protests launched from the camp are then analyzed, arguing that their position inside the media event transforms them from direct action into spectacular action. The conclusion reiterates the importance and implications of understanding political media events from the perspective of those inside the media event."

Nossek, Hillel: „News media"-media events: Terrorist acts as media events. – S. 313-330

„Based on longitudinal research on the media coverage of terrorist attacks, this article suggests a model of how the coverage of these attacks may be conceptualized as a media event and explores the function this serves within society. The main assumption of the model is that journalists change their ritual of news coverage when dealing with exceptional terrorist attacks; they abandon their usual normative professional frame that encompasses such activities as critical scrutiny of governmental actions, and assume a national-patriotic coverage frame that seeks to reestablish normality and restore order. The model can be useful in clarifying the media's role following terror event. While media run the risk of reinforcing the terror event by giving it the public stage its perpetrators seek, by acting as patriots and not as professionals, journalists subvert the message of the terrorists, so that instead of passing on a message of terror, dread, and alarm, the media give the attacked country and society a message of solidarity, partnership, and stubborn endurance against the terrorist threat. The model may also be useful for understanding media coverage of other crisis situations apart from massive terror attacks."

Hahn, Julia et al: Mediated events in political communication: a case study on the German

European Union Council Presidency 2007. – S. 331-350

Trandafoiu, Ruxandra: Eating cake at the European Round Table: „Panem et Circenses" in the mediation of the European Union's 50th anniversary by the British and the Irish Press. – S. 351-368

Computer Law Review International
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Allgrove, Ben et al: Liability of Web2.0 Service Providers: a Comparative Look. – S. 65-70

Holbrook, Timothy R.: A Comparative Look at Recent US Supreme Court Patent Decisions. – S. 71-76

Jg 9 (2008) Nr 4

Gercke, Marco: Council of Europe Guidelines for the Cooperation Between LEAs and ISPs Against Cybercrime. – S. 97-100

Band, Jonathan; Grillot, Ben: Plumbing the Depths of the Communications Decency Act's Safe Harbor: Recent Decisions in the Seventh and Ninth Circuits. – S. 101-107

Denis-Leroy, Laurence: Liability for Adwords Services in France: How French Case Law Maintains Pressure on Google. – S. 108-111

Ruhle, Ernst-Olav; Reichl, Wolfgang: Functional Separation: A New Panacea in Telecoms Regulation?. – S. 112-117

Computer und Recht
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Schlichtungsordnung der Deutschen Gesellschaft für Recht und Informatik e. V.. – S. 1-7

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Niemann, Fabian: Urheberrechtsabgaben – wie viel ist im Korb?: Anwendung und Berechnung der urheberrechtlichen Abgaben auf Geräte und Speichermedien nach neuem Recht (Teil 2). – S. 273-277

Jenny, Valerian: Eile mit Weile: Vorratsdatenspeicherung auf dem Prüfstand: Zwischenbilanz und Ausblick zur Eilentscheidung des BVerfG. – S. 282-286

„Der nachstehende Beitrag beleuchtet die Auswirkungen des Beschlusses 1 BvR 256/08 im einstweiligen Anordnungsverfahren über die Verfassungsbe-

schwerden gegen §§ 113a, 113b TKG zur Einführung der Vorratsdatenspeicherung auf die bisherige Speicherungs- und Auskunftspraxis insbesondere bei Urheberrechtsverstößen (II). Weiter wird untersucht, wie das Verfassungsbeschwerdeverfahren angesichts des Umstands, dass die angegriffenen Normen die Richtlinie 2006/24/EG umsetzen, sich weiter entwickeln könnte (III)."

Hornung, Gerrit: Ein neues Grundrecht: der verfassungsrechtliche Schutz der „Vertraulichkeit und Integrität informationstechnischer Systeme". – S. 299-305

Jg 24 (2008) Nr 6

Splittgerber, Andeas; Krone, Daniel: „Bis dass der Tod euch scheidet": zur Zulässigkeit lebenslanger Garantien auf IT-Produkte. – S. 341-346

Erfurth, René; Ellbogen, Klaus: Ping- oder Lockanrufe auf Mobiltelefone. – S. 353-358

„Seit einigen Jahren ist eine neue Form delinquenten Verhaltens zu beobachten: Handybesitzer werden unter Benutzung einer speziellen Computer-Software automatisiert angerufen und zu einem Rückruf bei einer kostenträchtigen Service- oder Mehrwertdienstenummer veranlasst. Der Beitrag untersucht die zivilrechtlichen Konsequenzen dieser sog Ping- oder Lockanrufe. Dabei wird insbesondere die Effektivität neuerer gesetzgeberischer Vorstöße auf dem Gebiet des Kundenschutzes – allen voran § 66j TKG – beleuchtet."

Jaeschke, Lars: Zur markenmäßigen Benutzung beim Keyword-Advertising. – S. 375-380

Jg 24 (2008) Nr 7

Hoeren, Thomas: Softwareauditierung: zur Zulässigkeit von Audit-Klauseln in IT-Verträgen. – S. 409-411

„Alle Jahre wieder gehen die großen Softwareunternehmen ihre Kunden an und verlangen Zugriff auf deren EDV im Rahmen eines „Software licensing audit". Sie berufen sich dazu auf vertragliche Audit-Klauseln, die ihnen eine Überprüfung der vor Ort genutzten „Lizenzen" ermöglichen. Die AGB-rechtliche Wirksamkeit solcher Klauseln wird in diesem Beitrag überprüft. Dabei zeigt sich, dass Audit-Klauseln regelmäßig nach § 307 Abs. 2 Nr. 1 BGB unwirksam sind."

Helmes, Patrick; Schoof, Jörn; Geppert, Martin: Herausforderungen der ALL-IP-Netzmigration: zur Balance zwischen Effizienzgewinnen und Migrationsnachteilen. – S. 419-424

Stögmüller, Thomas: Vertraulichkeit und Integrität informationstechnischer Systeme in Unternehmen: Ausstrahlungswirkungen des „neuen" Grundrechts in die Privatwirtschaft. – S. 435-439

„Mit seinem Urteil vom 27.2.2008 hat das Bundesverfassungsgericht (BVerfG) dem allgemeinen Persönlichkeitsrecht des Art. 2 Abs. 1 i. V. m. Art. 1 Abs. 1 GG eine neue Ausprägung gegeben, nämlich das Grundrecht auf Gewährleistung der Vertraulichkeit und Integrität informationstechnischer Systeme. Dieser Beitrag beleuchtet zwei Aspekte der möglichen Ausstrahlungswirkung (II.) des Grundrechts (I.) auf Integrität von IT-Systemen in die Privatwirtschaft, nämlich zum einen die Nutzung von IT-Systemen am Arbeitsplatz (III.) und zum anderen die Verpflichtung von Unternehmen zur Gewährleistung der Vertraulichkeit und Integrität ihrer IT-Systeme unter dem Gesichtspunkt der IT-Compliance (IV.)."

Ernst, Stefan; Spoenle, Jan: Zur Strafbarkeit des Schwarz-Surfens: ist die Benutzung eines offenen, unverschlüsselten WLAN-Netzwerks zwecks Zugangs zum Internet strafbar?. – S. 439-442

„Ob man seinen Internetanschluss abgesichert nur für sich selbst nutzt oder offen auch anderen die Nutzung einräumt, ist eine freie Entscheidung des Anschlussinhabers. Der Beitrag untersucht, welche Auswirkungen diese Entscheidung auf den strafrechtlichen Schutz des Anschlussinhabers hat. Dabei wird besonders Augenmerk auf die in einer Absicherung des Internetanschlusses liegende Willensäußerung gelegt und diese im Rahmen der Auslegung der §§ 202a ff. StGB und der §§ 89 Satz 1, 148 Abs. 1 Satz 1 TKG, angemessen gewürdigt. Bei der Auslegung wird klarer, wann das schlichte Surfen über ein fremdes WLAN-Netzwerk allein für eine Strafbarkeit des Surfers ausreichen kann."

Jg 24 (2008) Nr 8

Moos, Flemming; Gallenkemper, Brigitte; Volpers, Frank: Rechtliche Aspekte der Abgabe von gebrauchter Hardware: die Unternehmenspraxis des Umgangs mit Altgeräten auf dem Prüfstand. – S. 477-480

Schütze, Marc; Salevic, Marc: Die Eingriffsbefugnisse/-pflichten von Kartellbehörden bei sektorspezifisch regulierten Entgelten: zugleich eine Besprechung von EuG, Urt. v. 10.4.2008 – Rs. T-271/03 – Deutsche Telekom/EU-Kommission. – S. 483-487

Leistner, Matthias; Stang, Felix: Die Bildersuche im Internet aus urheberrechtlicher Sicht: einige grundlegende Überlegungen aus Anlass des Urteils des OLG Jena vom 27.2.2008. – S. 499-506

„Der nachfolgende Beitrag beschäftigt sich mit der urheberrechtlichen Zulässigkeit der Bildersuchfunktion von Internetsuchmaschinen. Nach einem kurzen rechtsvergleichenden Seitenblick auf die Rechtslage im Rahmen der fair use-Generalklausel des US-

amerikanischen Rechts, erfolgt eine Einordnung der Bildersuche in das deutsche Urheberrecht, dem eine solch flexibles Konzept zur Bewertung neuer Technologien nicht zur Verfügung steht. Der Beitrag stellt zunächst die betroffenen Verwertungsrechte sowie potentiell einschlägige Schrankenbestimmungen dar, um sich sodann im Schwerpunkt mit der in Literatur und Rechtsprechung vielfach diskutierten Lösung über eine konkludente Einwilligung zu beschäftigen. Hierbei soll gezeigt werden unter welchen näheren Voraussetzungen ein solcher Weg möglich erscheint."

Jg 24 (2008) Nr 9

Osterloh-Konrad, Christine: „Quelle" und die Folgen: kein Nutzungsersatz bei Ersatzlieferung. – S. 545-550

Berger, Ernst Georg: Wer anschaffen will, muss auch zahlen: die Verfassungswidrigkeit des § 110 TKG am Beispiel der Auslandskopfüberwachung und Vorratsdatenspeicherung. – S. 557-560

Heymann, Thomas: Das Gesetz zur Verbesserung der Durchsetzung von Rechten des geistigen Eigentums. – S. 568-575

„Am 1.9.2008 ist das „Gesetz zur Verbesserung der Durchsetzung von Rechten des geistigen Eigentums" in Kraft getreten. Der Beitrag fasst die für die Software-Branche wichtigsten Bestimmungen zusammen (mit Ausnahme der Grenzbeschlagnahme). Diese finden sich vor allem im urheberrechtlichen Teil. Neuerungen bringt das Gesetz insbesondere für den Auskunftsanspruch (II.), die Beweissicherung (III.), Vernichtungs- und Rückrufansprüche (IV.), sowie die Schadenersatzregeln (V.)."

Convergence
Jg 14 (2008) Nr 2

Johnston, Keith M.: „The Coolest Way to Watch Movie Trailers in the World": Trailers in the digital Age. – S. 145-160

Bennett, James: „Your Window-on-the-World": the Emergence of Red-Button interactive Television in the UK. – S. 161-182

„At a time of uncertainty over film and television texts being transferred online and on to portable media players, this article examines one of the few visual texts that exist comfortably on multiple screen technologies: the trailer. Adopted as an early crossmedia text, the trailer now sits across cinema, television, home video, the internet, games consoles, mobile phones and iPods. Exploring the aesthetic and structural changes the trailer has undergone in its journey from the cinema to the iPod screen, the article focuses on the new mobility of these trailers, the shrinking screen size, and how audience participation with these texts has influenced both trailer production and distribution techniques. Exploring these texts, and their technological display, reveals how modern distributi-

on techniques have created a shifting and interactive relationship between film studio and audience."

Carroll, Samantha: The Practical Politics of Step-Stealing and Textual Poaching: YouTube, Audio-Visual Media and Contemporary Swing Dancers Online. – S. 183-204

Ingham, Deena; Weedon, Alexis: Time Well Spent: The Magazine Publishing Industry's Online Niche. – S. 205-220

Aviles, José Alberto Garcia; Carvajal, Miguel: Integrated and Cross-Media Newsroom Convergence: Two Models of Multimedia News Production: The Cases of Novotécnica and La Verdad Multimedia in Spain. – S. 221-237

„This article deals with the work of journalists in newsrooms that produce content for multiple media: print, radio, television, the internet and others. It builds on the relevant literature about the implementation of newsroom convergence in Europe and the USA. Specifically, the study analyses change in journalistic practice and newsroom workflow in the newsrooms of two Spanish multimedia groups: (a) La Verdad Multimedia, a regional media group owned by Vocento, which publishes the newspaper La Verdad, the online site La Verdad.es, the local radio station Punto Radio and the television station Punto TV; and (b) Novotécnica, a regional independent company which publishes the newspaper La Voz de Almería and also owns both Radio Almería (Cadena Ser) and Localia television. Researchers interviewed reporters and news directors and observed newsroom practices. The results suggest the emergence of two different models of newsroom convergence: the integrated model and the cross-media model, each with a different production system, newsroom organization, degree of journalists' multi-skilling and business strategy."

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Lee-Wright, Peter: Virtual News: BBC News at a „Future Media and Technology" Crossroads. – S. 249-260

Diese Ausgabe von „Convergence" ist ein Sonderheft zum Thema: Public Service Broadcasting im digitalen Kontext.

Moe, Hallvard: Discussion Forums, Games and „Second Life": Exploring the Value of Public Broadcasters' Marginal Online Activities. – S. 261-276

Bennett, James: Interfacing the Nation: Remediating Public Service Broadcasting in the Digital Television Age. – S. 277-294

Donders, Karen; Pauwels, Caroline: Does EU Policy Challenge the Digital Future of Public Service Broadcasting?: An Analysis of the Commission's State Aid Approach to Digiti-

zation and the Public Service Remit of Public Broadcasting Organizations. – S. 295-312

Trappel, Josef: Online Media Within the Public Service Realm?: Reasons to Include Online into the Public Service Mission. – S. 313-322

Podkalicka, Aneta: Public Service Broadcasting as an Infrastructure of Translation in the Age of Cultural Diversity: Lessons for Europe from SBS Australia. – S. 323-334

Van den Bulck, Hilde: Can PSB Stake its Claim in a Media World of Digital Convergence?: The Case of the Flemish PSB Management Contract Renewal from an International Perspective. – S. 335-350

Bardoel, Johannes; d'Haenens, Leen: Public Service Broadcasting on Converging Media Modalities: Practices and Reflections from the Netherlands. – S. 351-360

Raboy, Marc: Dreaming in Technicolor: The Future of PSB in a World Beyond Broadcasting. – S. 361-365

European Journal of Communication
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Sanders, Karen et al: Becoming Journalists: A Comparison of the Professional Attitudes and Values of British and Spanish Journalism Students. – S. 133-152

Wolfgram, Mark A.: Democracy and Propaganda: NATO's War in Kosovo. – S. 153-172

„Although democratic theorists recognize an independent media as central to the proper functioning of democratic institutions, democratic governments often exploit their citizens' faith in that independence to generate popular support or at least acquiescence for government policies. This article uses the examples of Operation Horseshoe and the fighting at Racak and Rugovo during the Kosovo conflict of 1998 and 1999 to illustrate how democratic governments in the US and Germany attempted to manipulate public perceptions of the Kosovo conflict to justify the 1999 war. The study reviews over 100 newspaper articles, found in the Lexis-Nexis database, and numerous scholarly articles to trace the development of these specific narratives. The article shows the construction of two illusions: the illusion of multiple sources and the illusion of independent confirmation. In the end, these „truths" and frameworks filter into scholarship, as many scholars begin to base their interpretations on these „facts"."

Pietikäinen, Sari: Broadcasting Indigenous Voices: Sami Minority Media Production. – S. 173-192

Aelst, Peter van et al: Politicians in the News: Media or Party Logic?: Media Attention and Electoral Success in the Belgian Election Campaign of 2003. – S. 193-210

„This study departs from the finding that media attention contributed to the electoral success of candidates in the Belgian election campaign of 2003. While the authors do find an impact of media attention on the number of preferential votes for each candidate, in this study they take a closer look at the elements that determine this media attention. Do the media autonomously decide which candidate gets more attention than others or do they follow the hierarchy determined by the parties? In other words: is the media's interest in a politician a consequence of a media logic or of a party logic? As the study's multivariate analysis clearly indicates, both logics are relevant, with the party logic outweighing the media logic. However, the question remains to what extent the parties have already incorporated a media logic in the selection of their political personnel."

Jg 23 (2008) Nr 3

Höijer, Birgitta: Ontological Assumptions and Generalizations in Qualitative (Audience) Research. – S. 275-294

„In media and communication studies, a number of social science and humanistic perspectives converge. As a multidisciplinary field, however, it tends to borrow methods from diverse disciplines and theoretical schools quite eclectically, without taking into consideration the fact that they may be based on various basic implicit assumptions. Underlying the methods, there are quite different suppositions about the nature of reality, and about the nature of knowledge and how to gain knowledge. We rarely make that explicit when using specific methods or combinations of methods. The aim of this article is to discuss qualitative research and focus on ontological assumptions behind our methodological arguments and choices. Generalization, often seen as the Achilles heel of qualitative research, is also discussed and its relation to ontological positions clarified. Qualitative audience research is used to substantiate the discussion, but the problems discussed are of a more general nature and valid for qualitative research in general."

Faulkner, Simon et al: Art of Art's Sake or Selling Up?. – S. 295-318

Vasterman, Peter; Scholten, Otto; Ruigrok, Nel: A Model for Evaluating Risk Reporting: the Case of UMTS and Fine Particles. – S. 319-342

Lagerkvist, Amanda: Travels in Thirdspace: Experimental Suspense in Mediaspace – the Case of America (Un)known. – S. 343-364

„What happens to people's relationship to places that have been subjected to a high degree of mediation? The aim of this article is to engage in current debates on mediaspace and the mediatization of travelling, by offering an empirical and conceptual qualification to

this discussion, through a study of the experiences of Swedes travelling in the US in the 1950s. This article shows that in understanding the relationship between communication and geography, it is vital to focus on the level of experience and on what Edward Soja, following Henri Lefebvre, calls „thirdspace". The argument is that while the journeys were scripted, travellers' 'knowledge' of the land was seriously challenged as they ended up in thirdspace suspense, displaced in a country that was both fiction and fact, known and unknown. Studying the intersection of travelling and mediation will render new insights into the meanings that mediation carries, which push beyond common polarizations: mediation has to be conceived in terms of more than either powerful images or playfulness/ resistance. As mediation interlaces with the imagined and the lived, ambivalences, dissonances and incommensurable affections towards the places at hand are generated."

Global Media and Communication
Jg 4 (2008) Nr 2

Strömbäck, Jesper; Shehata, Adam; Dimitrova, Daniela V.: Framing the Mohammad cartoons issue: a cross-cultural comparison of Swedish and US press. – S. 117-138

„The purpose of this article is to investigate how Swedish and US elite newspapers framed the publication of cartoons of the Muslim prophet Mohammad in a Danish newspaper in September 2005, and the events that ensued from that publication. These cartoons proved to be very controversial, and, since the original publication has been reprinted several times, continue to stir controversy. In order to investigate how different frames emerged in the news coverage, the study includes all news articles published in the selected newspapers during a six-month period from the first publication of the Mohammad cartoons. Methodologically, the study uses quantitative and qualitative content analysis. Theoretically, the study is based on framing theory and international news determinants. The results show some interesting differences as well as similarities. In the conclusions, four propositions that might be explored in future research are offered."

Chalaby, Jean K.: Advertising in the global age: transnational campaigns and pan-European television channels. – S. 139-156

„The first pan-regional satellite TV stations in Europe ran into financial difficulties because too few companies had the interest and ability to run international advertising campaigns. Their financial shape improved with the upturn of the pan-European advertising market in the 1990s. The pool of international advertisers expanded as multinationals adjusted their marketing strategy to the challenges and opportunities of globalization. The advertising industry restructured, this article argues, creating media buying agencies with specialist knowledge of pan-European television and the network to run transnational advertising campaigns that mix local and global objectives. Pan-European TV stations began, the article notes, to offer flexible local advertising windows and integrated communication solutions involving cross-format and cross-platform opportunities for advertisers."

Cottle, Simon; Rai, Mugdha: Global 24/7 news providers: emissaries of global dominance or global public sphere?. – S. 157-182

Javnost
Jg 15 (2008) Nr 2

Jankowski, Nicholas W.; Selm, Martine van: Internet-based Political Communication Research: Illustrations, Challenges & Innovations. – S. 5-16

„Political communication research is increasingly concerned with the study of political life in online environments. Some recent investigations make use of Internet-based tools for the research process: for project management, for data collection and analysis, and for the preparation and publication of findings. In these respects, political communication research reflects methodological transformations underway across the social sciences, often known as e-Science and e-Research. This article explores aspects of that transformation through examination of a range of studies concerned with political discourse, political participation, and election campaigns in which the online environment is accentuated. We reflect on four study features: project management, research designs, sampling, and data visualisation. In a series of illustrative studies, we consider challenges in undertaking political communication research in network environments utilising Internetbased tools. Finally, we introduce the contributions to this journal theme issue, placing the articles within an overall framework of concern regarding Internet-based political communication research."

Graham, Todd: Needles in a Haystack: A New Approach for Identifying and Assessing Political Talk in Non-political Discussion Forums. – S. 17-36

Vergeer, Maurice; Hermans, Liesbeth: Analysing Online Political Discussions: Methodological Considerations. – S. 37-56

„Online political discussions are thought to lead to more political engagement and empowerment of peripheral groups in society and thereby contributing to deliberative citizenship. Because people have increased opportunities to voice their political opinions and publish these for a potentially large audience to read, the involved level of interactivity can mobilise people who would otherwise not have been in political life. Since Web 2.0 applications (i.e. blogs, social networking sites) have become popular, online discussions have taken a great flight on the web. This article discusses the advantages and difficulties of studying online discussions applying a mixed method approach of content analysis, social network analysis and longitudinal analysis. The additional value of using a combination of research methods simultaneously is that it does justice to the complex object of study because a more in-depth and triangulated measurement of poli-

tical communications can be established. The methodological implications will be illustrated on data from the online political discussion group, nl.politiek, one of the most active discussion groups during the Dutch national elections in 2006."

Park, Han Woo; Jankowski, Nicholas W.: A Hyperlink Network Analysis of Citizen Blogs in South Korean Politics. – S. 57-74

Witschge, Tamara: Examining Online Public Discourse in Context: A Mixed Method Approach. – S. 75-92

„The Internet is often praised for its ability to provide a space to enable every person to present her or his view, thus (potentially) allowing for more inclusion and participation in the public discussion. This potential has led many scholars to examine online discussions and see what these can contribute to democracy and the public sphere. These investigations, however, often focus on a single aspect of online discourse: the actual content. It is important to realise that discourse is not constructed in a vacuum: in addition to the text, there is the environment in which the text is produced and consumed as well as the wider social practice to which it belongs. Every instance of language use, including that of online political communication, is a communicative event that consists of three dimensions: the text; the „discursive practice which involves the production and consumption of texts"; and the social practice (Joergensen & Philips 2002, 68). Though important, the discursive and social practices are often neglected in studies of online political communication. The potential of the Internet for opening up public discourse cannot be fully evaluated if the context in which it is produced is ignored and if issues of power involved in this context are not addressed. In this article I introduce an integrated approach that looks at all three of the aforementioned dimensions of online public discourse from a critical discourse analytical perspective. The proposed mixed method approach allows for an examination and evaluation of the discourse in context, thus broadening the scope of explorations."

Mei, Wu: Measuring Political Debate on the Chinese Internet Forum. – S. 93-110

Jg 15 (2008) Nr 3

Karppinen, Kari; Moe, Hallvard; Svensson, Jakob: Habermas, Mouffe and Political Communication: a Case for Theoretical Eclecticism. – S. 5-22

„Much of the research on communication and democracy continues to lean on Jürgen Habermas's work. However, many aspects of his approach have been intensely criticised in recent debates, both in communication studies and political theory. Habermas's emphasis on rational consensus as the aim of public communication has particularly been problematised. One of the most prominent critics, Chantal Mouffe and her agonistic model of democracy, have increasingly drawn the interest of media scholars. Mouffe explicitly contrasts the dominant Habermasian concept of the public sphere, and it appears that her model is impossible to combine with the Habermasian approach. But how substantial are the differences? What are the disagreements centred on? And what are their consequences for empirical media and communication research? In this article we argue that rather than accepting the standard readings or polar positions accredited to the two, we need to retain a certain „theoretical eclecticism" in combining normative theories with empirical research. Despite their controversies, we argue that both Habermas's and Mouffe's theories have value as critical perspectives that help us reflect on the ideals of democratic public communication."

Hong, Yu: Information Society with Chinese Characteristics: Discursive Evolution of the Neo-industrialisation Strategy in the „People's Daily". – S. 23-38

Qiu, Jack Linchuan: Mobile Civil Society in Asia: A Comparative Study of People Power II and the Nosamo Movement. – S. 39-58

„From a historical and critical perspective, this paper examines the use of mobile phones in civil society movements in Asia, as evidenced in the People Power II movement in the Philippines and the Nosamo movement in South Korea. A comparative framework is proposed concerning (1) the temporal and spatial characteristics of the two incidents, (2) the distinct organisational forms of the movements that were shaped by unique contextual and structural factors as well as the common historical and institutional conditions they shared, and (3) the relationship between mobile communication and other media forms including traditional mass media and the Internet. The evidence being analyzed includes journalistic accounts, statistical sources, and a combination of secondary and primary research. A few tentative conclusions emerge, including: (1) mobile communication can be a key catalyst to civil society formation at times of emergency; (2) mobile phones work with the Internet and other media in creating an enlarged communication ecology, but to succeed, this has to be based on existing political struggles; (3) the rapidity and scalability of mobile civil society movements pose challenges to the political process. The overall argument is that, by analyzing an entire array of issues being glossed over in popular accounts of these two events, we can gain a much deeper and contextualised understanding about the socio-political aspects of political communication through the mobile phone. Pending issues for future research are also addressed."

Hollander, Ed; Hidayat, Dedy Nur; d'Haenens, Leen: Community radio in Indonesia: A Re-Invention of Democratic Communication. – S. 59-74

Sabic, Zlatko: Trojan Horses or Pillars of Global Democracy?: International Parliamentary Institutions in an International Public Sphere. – S. 75-88

"The article focuses on international parliamentary institutions (IPIs), which generally do not receive much attention in the scholarly literature. However,

it can be argued that in spite of some notable difficulties, such as the lack of membership continuity and lack of funding, IPIs can contribute to the reduction of the global/regional democratic deficit. To account for, and discuss the prospects of, increased involvement of parliamentarians in international affairs, the concepts of deliberative democracy and international public spheres have been used."

Jnternational Communication Gazette
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Bhuiyan, A.J.M. Shafiul Alam: Peripheral View: Conceptualizing the Information Society as a Postcolonial Subject. – S. 99-116

„This article looks into the information society from a postcolonial subject position. It uses concepts from a postcolonial perspective and critical political economy of communication to investigate the information society. It perceives the information society as a discourse of social progress, and places it in historical context to show how imperial powers use discourses of progress to establish their control. It argues that when the information society is perceived from the South, it turns out to be a new imperial project designed to create markets for multinational corporations that own and operate information technologies, the engine of the information society. It also proposes an amendment — an anti-market utopia — to the information society to make it meaningful for the people of the South."

Zhou, Xiang: Cultural Dimensions and Framing the Internet in China: a Cross-Cultural Study of Newspapers' Coverage in Hong Kong, Singapore, the US and the UK. – S. 117-136

Spencer, Anthony T.; Croucher, Stephen M.: Basque Nationalism and the Spiral of Silence: An Analysis of Public Perceptions of ETA in Spain and France. – S. 137-154

Kim, Yung Soo; Kelly, James D.: A Matter of Culture: A Comparative Study of Photojournalism in American and Korean Newspapers. – S. 155-176

Besio, Cristina et al: The Implementation of the Quota Requirements of the Directive „Television without Frontiers": the Broadcsters' Perspective. – S. 175-191

Jg 70 (2008) Nr 3-4

Gumpert, Gary; Drucker, Susan J.: Communicative Cities; special issue on communicative cities. – S. 195-208

„The quality of communication within cities makes a significant difference to the overall quality of human life. The question 'what makes a city communicative?' has several interpretations: (1) how does a city communicate and (2) how does it facilitate communication? This article proposes a communication paradigm from which to examine the urban landscape. It explores the efforts of the Urban Communication Foundation to develop criteria for a communicative city. The article provides a framework of elements of a communicative city, elements that disqualify a city from being communicative, and proposes a set of fixed and semi-fixed features that operationalize and facilitate communicative cities."

Burd, Gene: The Mediated Metropolis as Medium and Message. – S. 209-222

Georgiou, Myria: Urban Encounters: Juxtapositions of Difference and the Communicative Interface of Global Cities. – S. 223-236

Carptentier, Nico: The Belly of the City: Alternative Communicative City Networks. – S. 237-256

Jeffres, Leo W.: An Urban Communication audit: Measuring Aspects of a „Communicative City". – S. 257-274

„Treating communities as communication systems, this article applies the concept behind the International Communication Association (ICA) Communication Audit for describing communication within organizations, mapping out the turf and providing a sample of measures. Network and systems theory are merged as it is asked to what extent the communication network links people into a community social system, one of several potential goals that may be modified to fit a community analysis or attend to particular problems. Ten methods are offered as tools, from quantitative surveys, content analyses and inventories to qualitative methods employing in-depth interviews with informants and influentials, observations and examinations of critical events."

Allison, Mary Ann: Measuring Urban Communication: Frameworks and Methods for Developing the Criteria for the Urban Communication Foundation Communicative City Award. – S. 275-290

„This article is a response to the Urban Communication Foundation's call for papers contributing to the development of criteria for a Communicative City Award. Drawing on the domains of Complex Systems Theory, Models of Global Structural Coupling and the Literature on Wicked Problems, the author presents a framework for evaluating proposed criteria. To support practical application of the Communicative City Program goals, the author suggests adapting the balanced scorecard methodology and including ideas from Bhutan's work on Gross National Happiness indicators. The article concludes with a preliminary design for a Communicative City Balanced Scorecard intended to trigger additional suggestions and further collaboration."

Hamelink, Cees J.: Urban Conflict and Communication. – S. 291-301

Journal of children and media
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Leung, Louis: Linking Psychological Attributes to Addiction and Improper Use of the Mobile Phone Among Adolescents in Hong Kong. – S. 93-113

Stack, Michelle: Spectacle and Symbolic Subversion: Canadian Youth-Adult Video Collaborations on War and Commodification. – S. 114-128

„I use the concepts of spectacle and symbolic subversion to analyze three student videos about the war on Iraq and consumerism. I argue that Debord's concept of spectacle provides a powerful theory for examining the erasure of histories and the obsession with the consumption of images. However, unlike Debord, I argue there is room for what Bourdieu calls „symbolic subversion." Symbolic subversion is the act of deconstructing and reconstructing meanings of text. Symbolic subversion facilitates whole new patterns of association between items; in a hegemonic view the items do not connect, but through the act of symbolic subversion they can be explicitly connected. Although they did not name what they were doing symbolic subversion or spectacle, the dialogue between undergraduates studying to work in child- and youth-serving professions and high school students demonstrated a knowledge of what it means to engage with or use spectacle to subvert dominant meanings."

Woods, Ruth: „I Like to See My Worst People Get Voted Off": Big Brother Viewing among British Primary School Children. – S. 129-146

Korhonen, Piia; Lahikainen, Anja Riitta: Recent Trends in Young Children's Television-Induced Fears in Finland. – S. 147-162

„The aim of this study is to analyse the changing role of the media in children's everyday lives with reference to children's fears and well-being. The method was semistructured interviews with children aged 5 to 6 in Finland in 1993 (101 children) and 2003 (109 children). Nearly 80 per cent of children reported TV-induced fears both in 1993 and in 2003. There was a significant increase over the 10 years in fears caused by children's programmes and fantasy characters and a significant decrease in fears caused by adults' programmes. TV-induced fears correlated positively with fears of nightmares at both times; with fears of imaginary creatures and war, guns and violence in 2003; and with major accidents and death in 1993."

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Ramirez, Artemio; Wang, Zuoming: When Online meets Offline: An Expectancy Violations Theory Perspective on Modality Switching. – S. 20-39

Oliver, Mary Beth: Tender Affective States as Predictors of Entertainment Preference. – S. 40-61

„Four studies were conducted to explore how tender affective states (e.g., warmth, sympathy, understanding) predict attraction to entertainment that features poignant, dramatic, or tragic portrayals. Studies 1 and 2 found that tenderness was associated with greater interest in viewing sad films. Studies 3 and 4 found that tender affective states were associated with preferences for entertainment featuring not only sad portrayals but also entertainment featuring drama and human connection. Results are discussed in terms of how these forms of entertainment may provide viewers the opportunity to contemplate the poignancies of human life – an activity that may reflect motivations of media use related to meaningfulness or insight rather than only the experience of pleasure."

Appel, Markus: Fictional Narratives Cultivate Just-World Beliefs. – S. 62-83

„Cultivation research has identified several misrepresentations on television and has shown that the more people watch television, the more their beliefs correspond to the television world. In recent years, experimental research has demonstrated that fictional narratives are powerful means to change audience beliefs. Theories on the narrative structure of fictional narratives and disposition-based theories of media enjoyment suggest that televised fictional narratives tend to portray the world as a just place. We propose that the amount of fiction watched on television predicts the belief in a just world (BJW). Further, we assume this effect to be compatible with the television use/mean-world relationship expressed by cultivation theory. Two cross-sectional studies with N = 128 participants (German sample) and N = 387 (Austrian sample) corroborate our assumptions. The self-reported frequency of watching fiction on television was positively related to the BJW, whereas the general amount of television viewing was positively related to mean- and scary-world beliefs. In the German sample, mean-world beliefs were also affected by viewing tabloid-style (infotainment) television news."

Paek, Hye-Jin: Mechanisms Through Which Adolescents Attend and Respond to Antismoking Media Campaigns. – S. 84-105

Dixon, Travis L.: Crime News and Racialized Beliefs: Understanding the Relationship Between Local News Viewing and Perceptions of African Americans and Crime. – S. 106-125

Rolland, Asle: Norwegian Media Policy Objectives and the Theory of a Paradigm Shift. – S. 126-148

„The article reviews the media policy objectives of the Norwegian state as they appear in earlier research (H. Østbye, 1988/1995; T. Syvertsen, 2004) and in the government's own main media political documents. The review identifies 3 identical media policy value chains serving different societal purposes: politics, culture, and economics. Equipped with this analysis, the article challenges J. van Cuilenburg and

D. McQuail's (2003) theory of a media policy paradigm shift redefining the public interest from politics to economics, and comments on D. C. Hallin and P. Mancini's (2004) models of media and politics, according to which Norway should be in transition from democratic corporatism to liberalism. Contrary to them, the article argues that the state has reinforced its political interpretation of the public interest, not despite the media having changed their own interests from politics to profit but precisely for that reason."

Cohen, Jonathan: What I Watch and Who I Am: National Pride and the Viewing of Local and Foreign Television in Israel. – S. 149-167

„This study examines the relationship between various measures of exposure to and preference for Israeli television (as opposed to imported foreign programs) and the degree of national pride. Survey results (n= 408) show that over and above strict demographic, ideological, and general television viewing control measures, viewers who preferred Israeli channels and news programs did not feel more proud of being Israeli. However, the proportion of Israeli favorite television characters did predict national pride. Furthermore, evidence of a relationship between favorite programs and pride that is mediated through favorite characters was indicated. Results are discussed in the context of measurement of television exposure, social effects of media, and television globalization."

Carlyle, Kellie E.; Slater, Michael D.; Chakroff, Jennifer L.: Newspaper Coverage of Intimate Partner Violence: Skewing Representations of Risk. – S. 168-186

Jg 58 (2008) Nr 2

Coe, Kevin et al: Hostile News: Partisan Use and Perceptions of Cable News Programming. – S. 201-219

Neumann, W. Russell et al: The Seven Deadly Sins of Communication Research. – S. 220-237

„We analyzed anonymized copies of the complete reviewer comments for 120 recent submissions to the Journal of Communication and attempted to identify the scholarly „sins" and „virtues" most frequently mentioned by the reviewers and most closely associated with the decision to publish the submission. We assessed levels of interreviewer agreement and patterns of evaluation in different subfields of communication scholarship. An explicit connection to a clearly identified theoretical corpus and novel findings or perspectives proved to be the most important predictors of publication. We discuss the ramifications of these findings for the current state of communication research."

Gustafson, David H. et al: Internet-based Interactive Support for Cancer Patients: Are Integrated Systems Better?. – S. 238-257

Matthes, Jörg; Kohring, Matthias: The Content Analysis of Media Frames: Toward Improving Reliability and Validity. – S. 258-279

„The main purpose of this study was to shed light on methodological problems in the content analysis of media frames. After a review of 5 common methods, we will present an alternative procedure that aims at improving reliability and validity. Based on the definition of frames advanced by R. M. Entman (1993), we propose that previously defined frame elements systematically group together in a specific way. This pattern of frame elements can be identified across several texts by means of cluster analysis. The proposed method is demonstrated with data on the coverage of the issue of biotechnology in The New York Times. It is concluded that the proposed method yields better results in terms of reliability and validity compared to previous methods."

Sun, Ye; Pan, Zhongdang; Shen, Lijiang: Understanding the Third-Person Perception: Evidence From a Meta-Analysis. – S. 280-300

„The third-person effect hypothesis has generated a vibrant research area. The expansion of this literature poses need for a systematic synthesis of the empirical evidence and assessment of the viability of various theoretical accounts. For this purpose, a meta-analysis is conducted on all published empirical studies of the perceptual component. This analysis covers 60 papers, 106 studies, and 372 effect sizes. Results from a series of multilevel models show that the third-person perception is robust and not influenced by variations in research procedures. Desirability of presumed message influence, vulnerability of referent others, referent others depicted as being similar to self, and others being likely audience of the media content in question are significant moderators. A vote counting analysis is conducted on 124 self-other comparisons in 29 studies from 13 additional papers that do not have the necessary statistical information. Further analyses are conducted to detect and estimate potential publication bias. Based on the empirical synthesis, the paper evaluates several explanatory factors and offers suggestions for future research."

Lee, Eun-Ju: Gender Stereotyping of Computers: Resource Depletion of Reduced Attention?. – S. 301-320

Dixon, Travis L.: Networks News and Racial Beliefs: Exploring the Connection between National Television News Exposure and Stereotypical Perceptions of African Americans. – S. 321-337

Kim, Young Mie; Vishak, John: Just Laugh! You Don't Need to Remember: the Effects of Entertainment Media on Political Information Acquisition and Information Processing in Political Judgment. – S. 338-360

„This study investigates whether the entertainment media produce different patterns of political information acquisition and information processing (i.e., online- vs. memory-based information processing)

in making political judgments (i.e., evaluation of a political actor) compared to the news media. Using an adult sample (aged 18-64 years), the study adopts an experimental design using the collections of real news and entertainment programs (The Daily Show with Jon Stewart) on the topic of the U.S. Supreme Court Justice and Chief Justice nomination processes in addition to a baseline group exposed to science documentaries. The results indicate that compared to news media, entertainment media are less effective in acquiring factual information, particularly in retaining issue and procedure knowledge. The study, for the first time, reveals that entertainment media facilitate online-based political information processing, whereas news media promote memory-based political information processing. The implications for the methodological and theoretical development of the impact of entertainment media and for citizen competence and participation in the recent changes in the political information environment are discussed."

Moriarty, Cortney M.; Harrison, Kristen: Television Exposure and Distorted Eating Among Children: A Longitudinal Panel Study. – S. 361-381

Coyne, Sarah M.; Whitehead, Emily: Indirect Aggression in Animated Disney Films. – S. 382-395

„Children's cartoons have been documented to be some of the most violent TV programs currently on the air, showing nearly 3 times the amount of violence per hour as nonchildren's programming (Wilson et al., 2002). However, violence is not the only form of aggression on TV. Indirect aggression (e.g., gossiping, spreading rumors, social exclusion) has also been found on TV, at rates that exceed the current violence levels (Coyne & Archer, 2004). Although indirect aggression (also called relational aggression) has been examined in TV programs popular among adolescents, it has never been examined in children's TV or films. Therefore, the aim of the current study was to examine the frequency and portrayal of indirect aggression in children's animated Disney films. Overall, Disney films portrayed indirect aggression 9.23 times per hour. When character counts were taken into account, indirect aggression was portrayed by males and females at equal levels. Indirect aggression was more likely to be portrayed as unjustified and by „bad" characters. „High SES" characters were also more likely to engage in indirect aggression than „low SES" or „middle-class" characters. Compared with the amount of violence in children's TV programs, the amount of indirect aggression in Disney films was quite low and was usually portrayed in ways that would not facilitate imitation."

Jg 58 (2008) Nr 3

Nabi, Robin L.; Clark, Shannon: Exploring the Limits of Social Cognitive Theory: why Negatively Reinforced Behaviors on TV May Be Modeled Anyway. – S. 407-427

Cho, Hyunyi; Boster, Franklin J.: Effects of Gain Versus Loss Frame Antidrug Ads on Adolescents. – S. 428-446

„Improving the effectiveness of antidrug ads is an important public health concern. Central to achieving this aim is identifying the message strategies that address the differential characteristics of adolescent audiences. This study examined the effects of gain versus loss frame antidrug ads on adolescents with different social and behavioral characteristics. A posttest-only experiment was conducted to examine if these audience factors moderate the effects of message framing. Loss-frame messages, rather than gain-frame messages, were more persuasive for adolescents who report that their friends use drugs. Neither gain nor loss framing had a persuasive advantage for adolescents who report that their friends do not use drugs, although this outcome may be the result of a ceiling effect. Implications of the results for future theory and research are discussed."

Andersen, Peter A. et al: Testing the Long-Term Effects of the „Go Sun Smart" Worksite Health Communication Campaign: A Group-Randomized Experimental Study. – S. 447-471

Wan, Hua-Hsin: Resonance as a Mediating Factor Accounting for the Message Effect in Tailored Communication: Examining Crisis Communication in a Tourism Context. – S. 472-490

„The effectiveness of tailored communication in persuading people to adopt healthier behaviors has received much attention in the health communication field recently. However, the exact mechanism responsible for the tailoring effect is unknown. This study proposes that resonance could be an underlying mechanism that accounts for the tailoring effect. To investigate that possibility, resonance, operationalized as involving both cognitive and emotional components, is examined in an experiment to see how it might impact attitude formation and behavioral intention. The results of the investigation revealed that resonance is indeed a strong factor in influencing attitude and behavioral disposition. Future studies should further examine the concept of resonance and its role in explaining persuasive message effects in order to advance our knowledge in human communication."

Maoz, Ifat; Ellis, Donald G.: Intergroup Communication as a Predictor of Jewish-Israeli Agreement With Integrative Solutions to the Israeli-Palestinian Conflict: the Mediating Effects of Out-Group Trust and Guilt. – S. 490-507

Bilandzic, Helena; Busselle, Rick W.: Transportation and Transportability in the Cultivation of Genre-Consistent Attitudes and Estimates. – S. 508-529

„The concept of transportation into narrative (Green & Brock, 2002) is used to gain new insights into cultivation processes. A theoretical framework is developed where cultivation is seen as the result of a

self-reinforcing interaction between persuasive and motivational effects of transportation: Repeated highly transportive experiences contribute to the overall cultivation effect by adjusting the viewers' worldviews after each exposure. At the same time, viewers are motivated to return to programming of a given genre because transportation is an enjoyable experience. Our study uses transportability as an indicator of repeated transportive experiences and seeks to test its validity and usefulness for cultivation research. Results indicate that transportability predicts transportation within specific viewing experiences. Although no linear moderation effects of transportability are found, the data suggest a nonlinear moderation. Genre-consistent attitudes held prior to exposure facilitate transportation, but transportation was not consistently related to increases in genre-related judgments after a single exposure. Limitations of the transportability measure to represent repeated transportive exposures are discussed."

Dixon, Travis L. et al: The Influence of Race in Police-Civilian Interactions. – S. 530-549

Elenbaas, Matthijs; Vreese, Claes H. De: The Effects of Strategic News on Political Cynicism and Vote Choice Among Young Voters. – S. 550-567

„This study investigates the relationship between strategic news exposure and political cynicism and vote choice among young voters in the context of a referendum on an issue of European integration. Using a survey (n= 720) and a media content analysis, we link media use measures to indicators of media content so as to provide a compelling link between exposure to media content and cynicism. As hypothesized, we find a positive relationship between exposure to strategically framed campaign coverage and political cynicism. In addition, we find that cynicism is related to voting „No," which suggests that cynicism served as an intervening factor in the relationship between media exposure and a No vote. The results are discussed in the light of extant research on media, political cynicism, and electoral behavior in the case of direct democracy."

Li, Xigen: Third-Person Effect, Optimistic Bias, and Sufficiency Resource in Internet Use. – S. 568-587

Journal of Communication Inquiry
Jg 32 (2008) Nr 4

Dhaenens, Frederik; Bauwel, Sofie van; Biltereyst, Daniel: Slashing the Fiction of Queer Theory: Slash Fiction, Queer Reading, and Transgressing the Boundaries of Screen Studies, Representations, and Audiences. – S. 335-347

Papacharissi, Zizi; Fernback, Jan: The Aesthetic Power of the Fab 5: Discursive Themes of Homonormativity in „Queer Eye for the Straight Guy". – S. 348-367

„In a period of more complex and numerous portrayals of homosexual characters in prime-time television, scholars have expressed concern about ostensibly enlightened portrayals that ultimately reinforce culturally dominant themes of heteronormativity. This study is a critical investigation of the reality show Queer Eye for the Straight Guy as a site of queer discourse that both challenges and reassures dominant perceptions of homosexuality. Despite the assertion of homonormative themes, this study finds that the program, on balance, reinforces heteronormative themes and dominant heterosexual power roles. Using Bourdieu's concept of the habitus, this study concludes that the apolitical power granted to the Fab 5 is of an aesthetic nature, permitting them to induce primarily cosmetic change justified by consumer rhetoric."

Clarkson, Jay: The Limitations of the Discourse of Norms: Gay Visibility and Degrees of Transgression. – S. 368-382

Goh, Debbie: It's the Gays' Fault: News and HIV as Weapons Against Homosexuality in Singapore. – S. 383-399

Mitra, Rahul; Gajjala, Radhika: Queer Blogging in Indian Digital Diasporas: A Dialogic Encounter. – S. 400-423

Journal of Health Communication
Jg 13 (2008) Nr 2

Zikmund-Fisher, Brian J. et al: Alternate Methods of Framing Information About Medication Side Effects: Incremental Risk Versus Total Risk of Occurrence. – S. 107-124

Gagné, Lynda: The 2005 British Columbia Smoking Cessation Mass Media Campaign and Short-Term Changes in Smokers Attitudes. – S. 125-148

Dillard, James Price; Ye, Sun: The Perceived Effectiveness of Persuasive Messages: Questions of Structure, Referent, and Bias. – S. 149-168

„To gain a sense of the persuasive efficacy of a message prior to implementation of a campaign, researchers often gather judgments of perceived effectiveness (PE). At present, they do so without much knowledge of the conceptual meaning or empirical properties of PE. In the spirit of construct explication, we report a study intended to address a series of questions about PE. Using student (N = 155) and community samples (N = 100), we found the following: (a) PE is a two-dimensional judgment involving global evaluations of message impact and specific judgments of message attributes, but it may be reducible to a single second-order factor, (b) most individuals reported using more than one referent (i.e., person or group) when making PE judgments, but the choice of referents varies by message and judge, and (c) judgments of PE are biased upward as a function of the number of referents cho-

sen. Suggestions are offered for enhancing the validity of PE judgments in formative campaign research."

Berry, Tanya R.; McCarvbille, Ron E.; Rhodes, Ryan E.: Getting to Know the Competition: A Content Analysis of Publicly and Corporate Funded Physical Activity Advertisements. – S. 169-180

Niederdeppe, Jeff; Frosch, Dominick L.; Hornik, Robert C.: Cancer News Coverage and Information Seeking. – S. 181-199

„The shift toward viewing patients as active consumers of health information raises questions about whether individuals respond to health news by seeking additional information. This study examines the relationship between cancer news coverage and information seeking using a national survey of adults aged 18 years and older. A Lexis-Nexis database search term was used to identify Associated Press (AP) news articles about cancer released between October 21, 2002, and April 13, 2003. We merged these data to the Health Information National Trends Survey (HINTS), a telephone survey of 6,369 adults, by date of interview. Logistic regression models assessed the relationship between cancer news coverage and information seeking. Overall, we observed a marginally significant positive relationship between cancer news coverage and information seeking (p lt 0.07). Interaction terms revealed that the relationship was apparent only among respondents who paid close attention to health news (p lt 0.01) and among those with a family history of cancer (p lt 0.05). Results suggest that a notable segment of the population actively responds to periods of elevated cancer news coverage by seeking additional information, but they raise concerns about the potential for widened gaps in cancer knowledge and behavior between large segments of the population in the future."

Jg 13 (2008) Nr 3

Naddock, Jay E.; Silbanuz, Alice; Reger-Nash, Bill: Formative Research to Develope a Mass Media Campaign to Increase Physical Activity and Nutrition in a Multiethnic State. – S. 208-215

„Poor nutrition and physical inactivity are the second leading causes of preventable morbidity and mortality in the United States. Mass media campaigns have tremendous promise for reaching large segments of the population to influence these behaviors. There is still insufficient evidence in the literature, however, to recommend mass marketing campaigns for physical activity and nutrition. Successful mass media campaigns should have a formative research base that includes conducting preproduction research with the target audience, using theory as a conceptual foundation of the campaign, segmenting the audience into meaningful subgroups, and using a message approach that is targeted to and likely will be effective with the audience segment. In this study, these formative research steps were addressed to develop a mass media campaign based on the Theory of Planned Behavior to increase physical activity and fruit and vegetable

consumption in 35-55-year-old adults in the state of Hawaii. For the walking campaign, our results identified time, a control belief, as the major barrier. For fruits and vegetable, the data suggested social norm (if others around me ate them) and control (if they were available). These data then were used to develop a mass media campaign based on these principals."

Whittigham, Jill et al: Experimental Pretesting of Public Health Campaigns: A Case Study. – S. 216-229

„The aim of the present study is to demonstrate the merits of evaluating new public health campaign materials in the developmental phase using an experimental design. This is referred to as experimental pretesting. In practice, most new materials are tested only after they have been distributed using nonexperimental or quasiexperimental designs. In cases where materials are pretested prior to distribution, pretesting is usually done using qualitative research methods such as focus groups. Although these methods are useful, they cannot reliably predict the effectiveness of new campaign materials in a developmental phase. Therefore, we suggest when pretesting new materials, not only qualitative research methods but also experimental research methods must be used. The present study discusses an experimental pretest study of new campaign materials intended for distribution in a national sexually transmitted infection (STI) AIDS prevention campaign in the Netherlands. The campaign material tested was the storyline of a planned television commercial on safe sex. A storyboard that consisted of drawings and text was presented to members of the target population, namely, students between the ages of 14 and 16 enrolled in vocational schools. Results showed positive effects on targeted determinants of safe sexual behavior. The advantages, practical implications, and limitations of experimental pretesting are discussed."

Buller, David B. et al: Randomized Trial on the „5 a day, the Rio Grande Way" Website: A Web-based Program to Improve Fruit and Vegetable Consumption in Rural Communities. – S. 230-249

Dunlop, Sally M.; Wakefield, Melanie; Kashima, Yoshihisa: The Contribution of Antismoking Advertising to Quitting: Intra- and Interpersonal Processes. – S. 250-266

Greene, Kathryn; Banerjee, Smita C.: Adolescents' Responses to Peer Smoking Offers: The Role of Sensation Seeking and Self-Esteem. – S. 267-286

„This article deals with an important topic (youth smoking) and makes a contribution to the literature by validating existing research and extending our understanding of smoking resistance strategies. This study classified adolescent reports of their responses to cigarette smoking offers utilizing four drug refusal strategies of refuse, explain, avoid, and leave (REAL) and explored how personality factors explain adolescents' use of cigarette refusal strategies. Participants were predominantly Hispanic junior high students

(6th-8th grades) from schools in the Northeast United States who participated in a survey design (N = 260). The strategy of explain was reported most frequently for initial and follow-up smoking offers. Adolescents with a greater number of friends who smoked were more likely to use the avoid strategy for initial smoking offers. Sensation seeking was positively related to the use of leave and avoid strategies for initial smoking offers and leave strategy for follow-up smoking offers. No association was found between self-esteem and use of smoking refusal strategies. Implications and directions for future research are discussed."

Drainoni, Mary-Lynn et al: Health Literacy of HIV-positive Individuals Enrolled in an Outreach Intervention: Results of a Cross-Site Analysis. – S. 287-302

Jg 13 (2008) Nr 4

Horner, Jennifer R. et al: Using Culture-Centered Qualitative Formative Research to Design Broadcast Messages for HIV Prevention for African American Adolescents. – S. 309-325

DeSouza, Rebecca; Dutta, Mohan Jyoti: Global and Local Networking for HIV/Aids Prevention: The Case of the Saathii E-Forum. – S. 326-344

Miller, Ann Nelville et al: An Outcome Assessment of an ABC-Based HIV Peer Education Intervention Among Kenyan University Students. – S. 345-356

Dong, Dong; Chang, Tsan-Kuo; Chen, Dan: Reporting AIDS and the Invisible Victims in China: Official Knowledge as News in the „People's Daily", 1986-2002. – S. 357-374

„Against the backdrop of the sociology of knowledge as a framework, the purposes of this study are threefold: (1) to examine the discourses surrounding the AIDS news in China; (2) to determine how Chinese people with AIDS and the identification of their social groups are covered at the national level; and (3) to discuss the implications of reporting AIDS as official knowledge for a better understanding of the interplay between the mass media and social structure in China today. Findings indicate that as an epidemic, AIDS in China has not only become invisible in the national news, but also constructed as a non issue devoid of social consequences in public health communication. It is a disease mostly presented in an „us vs. them" news discourse that helps convey the official knowledge as to how AIDS is to be perceived and understood in the country."

Farr, A. Celeste; Ames, Nathalie: Using Diffusion of Innovation Theory to Encourage the Development of a Children's Health Collaborative: A Formative Evaluation. – S. 375-388

„Lack of access to medical treatment and preventive care affects children's immediate well-being and has potential consequences for their physical and mental health as adults. The study reported in this article was designed as the first step in planning and implementing a communitywide collaborative to work on improving medically underserved children's access to health care. The authors used a two-stage, census-based telephone survey to identify organizations that had contact with medically underserved children and to assess the status of the communication network among them. Although there was no evidence of a functioning network among the organizations surveyed, the results indicate that many organizations would participate in a network and suggest possibilities for developing an organizational network aimed at improving children's access to health care."

Shaw, Bret R. et al: Antecedent Characteristics of Online Cancer Information Seeking Among Rural Breast Cancer Patients: An Application of the Cognitive-Social Health Information Processing (C-SHIP) Model. – S. 389-408

Journal of Media Economics
Jg 21 (2008) Nr 1

Fu, W. Wayne; Lee, Tracy K.: Economic and Cultural Influences on the Theatrical Consumption of Foreign Films in Singapore. – S. 1-27

Wurff, Richard van der; Bakker, Piet; Picard, Robert G.: Economic Growth and Advertising Expenditures in Different Media in Different Countries. – S. 28-52

„Newspaper advertising expenditures depend more strongly on economic development than advertising spent in other media. Gross domestic product (GDP), therefore, predicts ad spending better in countries where newspapers are an important advertising medium. GDP also predicts ad spending better in countries where a larger proportion of GDP is spent on advertising. Intermedia competition, on the other hand, has little impact. In conclusion, the authors propose to distinguish three advertising cultures where ad spending follows economic development in different ways."

Bates, Benjamin J.: Commentary: Value and Digital Rights Management: a Social Economics Approach. – S. 53-77

Jg 21 (2008) Nr 2

Häckner, Jonas; Nyberg, Sten: Advertising and Media Market Concentration. – S. 79-96

„In media markets, the value of advertisement exposure depends on circulation, and media consumers' valuation is affected by advertising. This article analyzes media market competition in a duopoly framework. There exist symmetric and asymmetric equilibria in terms of firm size, and sometimes a natural monopoly may emerge. There is less scope for asymmetry when products are more differentiated. Some media exhi-

bit public good features. This increases the scope for asymmetry when consumers value advertising positively. If their valuation is negative, only symmetric equilibria exist. Regulations limiting price competition increase the scope for natural monopoly."

Asai, Sumiko: Factors Affecting Hits in Japanese Popular Music. – S. 97-113

„This article explores the hit chart period of Japanese popular music between January and March in 1990 and in 2004, using the survival model, and examines the factors involved in producing a hit. First, the results showed that fame of the artist, ties with other media, and compilation albums featuring several artists prolonged the hits chart period. Second, the music's survival period on the charts was shorter in 2004 than in 1990. This means that more titles appeared on the charts in 2004."

Fico, Frederick G.; Lacy, Stephen; Riffe, Daniel: A Content Analysis Guide for Media Economics Scholars. – S. 114-130

Journal of Media Psychology
Jg 20 (2008) Nr 2

Baumert, Anna; Hofmann, Wilhelm; Blum, Gabriela: Laughing About Hitler?: Evaluation of the Movie „Mein Fuehrer – The Truly Truest Truth About Adolf Hitler". – S. 43-56

Scheck, Sarah; Allmendinger, Katrin; Hamann, Karin: The Effects of Media Richness on Multilateral Negotiations in a Collaborative Virtual Environment. – S. 57-66

„Negotiations between three or more parties are more complex than dyadic negotiations concerning the integration of various interests. In this study, we investigated negotiation in a collaborative virtual environment. We focused specifically on communication channels and their impact on negotiation in three-person groups. Three conditions of media richness were varied in the collaborative virtual environment: text chat, audio channel, and a combination of both. Furthermore, various nonverbal signals and a function for taking notes were available to the participants in every condition. The results show that participants in the conditions with audio channel and with audio channel and text chat are more satisfied with the communication process and need less time to find a solution. The quality of the negotiated result does not differ between the conditions. Adding text chat to the audio channel does not enhance the potential of solving negotiation problems. Audio-based communication seems to meet the requirements of negotiating better than text chat in terms of a more satisfying and faster communication process."

Sheldon, Pavica: The Relationship Between Unwillingness-to-Communicate and Students' Facebook Use. – S. 67-75

„A survey with 172 students was conducted at a large southern research university to examine how unwillingness-to-communicate in interpersonal communication influences gratifications sought and gratifications obtained from Facebook use. The study investigated the relationship between two dimensions of unwillingness-to-communicate (approach-avoidance and reward) and different motives of Facebook use. In addition, it examined the relationship between unwillingness-to-communicate and the behavioral and attitudinal outcomes of Facebook use (e.g., the number of hours spent on Facebook, duration of use, the number of Facebook friends, satisfaction with Facebook). Results of multiple regression analysis revealed that respondents who felt anxiety and fears in their face-to-face communication used Facebook to pass time and feel less lonely more than other respondents, but they had fewer Facebook friends. Overall, this paper finds evidence that people who are involved in online relationships are those who are willing to communicate in real life, rather than the opposite. Such results seem to justify the rich-get-richer hypothesis, which states that the internet primarily benefits extraverted individuals. Our results are in contrast to findings that socially anxious individuals are more likely to form relationships online."

Jg 20 (2008) Nr 3

Hopf, Werner H.; Huber, Günter L.; Weiß, Rudolf H.: Media Violence and Youth Violence: A 2-Year Longitudinal Study. – S. 79-96

„The frequency of exposure to media violence and eight additional risk factors were path-analyzed in a 2-year longitudinal study. The exposure to media violence (total score) affected students' later violence ($\beta = .28$) and later violent delinquency ($\beta = .30$) more strongly than other risk factors. Direct effects were also caused by risk factors assessed at Time 1, which in turn were reinforced by the remaining risk factors on the second or third stratum of analysis. Of particular importance are the findings that (1) playing violent electronic games is the strongest risk factor of violent criminality and (2) both media-stimulated and real experiences of aggressive emotions associated with the motive of revenge are core risk factors of violence in school and violent criminality. The results of our study show that the more frequently children view horror and violence films during childhood and the more frequently they play violent electronic games at the beginning of adolescence the higher will these students' violence and delinquency be at the age of 14."

Banerjee, Smita C. et al: The Role of Gender and Sensation Seeking in Film Choice: Exploring Mood and Arousal. – S. 97-105

„This study demonstrates the significance of individual difference factors, particularly gender and sensation seeking, in predicting media choice (examined through hypothetical descriptions of films that participants anticipated they would view). This study used a 2 (Positive mood/negative mood) x 2 (High arousal/low arousal) within-subject design with 544 undergraduate students recruited from a large Northeastern university in the United States. Results showed that happy films and high arousal films were preferred over sad films and low-arousal films, respectively. In terms of gender differences, female viewers reported a greater preference than male viewers for happy-mood

films. Also, male viewers reported a greater preference for high-arousal films compared to female viewers, and female viewers reported a greater preference for low-arousal films compared to male viewers. Finally, high sensation seekers reported a preference for high-arousal films. Implications for research design and importance of exploring media characteristics are discussed."

Krämer, Nicole C.; Winter, Stephan: Impression Management 2.0: The Relationship of Self-Esteem, Extraversion, Self-Efficacy, and Self-Presentation Within Social Networking Sites. – S. 106-116

„Social networking sites like MySpace, Facebook, and StudiVZ are popular means of communicating personality. Recent theoretical and empirical considerations of homepages and Web 2.0 platforms show that impression management is a major motive for actively participating in social networking sites. However, the factors that determine the specific form of self-presentation and the extent of self-disclosure on the Internet have not been analyzed. In an exploratory study, we investigated the relationship between self-reported (offline) personality traits and (online) self-presentation in social networking profiles. A survey among 58 users of the German Web 2.0 site, StudiVZ.net, and a content analysis of the respondents' profiles showed that self-efficacy with regard to impression management is strongly related to the number of virtual friends, the level of profile detail, and the style of the personal photo. The results also indicate a slight influence of extraversion, whereas there was no significant effect for self-esteem."

Knobloch-Westerwick, Silvia; Keplinger, Caterina: Murder for Pleasure: Impacts of Plot Complexity and Need for Cognition on Mystery Enjoyment. – S. 117-128

Jg 20 (2008) Nr 4

Töpper, Jörn; Schwan, Stephan: James Bond in Angst?: Inferences about Protagonists' Emotional States in Films. – S. 131-140

Unz, Dagmar; Schwab, Frank; Winterhoff-Spurk, Peter: TV News: The Daily Horror?: Emotional Effects of Violent Television News. – S. 141-155

„In two studies we examined the influence of violent television news on viewers' emotional experiences and facial expressions. In doing so, we considered formal and content aspects of news reports as well as viewers' gratifications as independent variables. Analyses showed that violence in TV news elicits primarily negative emotions depending on the type of portrayed violence. Effects of presentation mode and of expected gratification on the viewers' feelings are traceable. On the whole, fear is neither the only nor the most prominent emotion; rather, viewers seem to react to violence with „other-critical" moral emotions, including anger and contempt, reflecting a concern for the integrity of the social order and the

disapproval of others. Emotions shown in reaction to the suffering of others, like sadness and fear, occur much more rarely. The results largely show a complex web of relations between media variables, viewers' characteristics, and emotional processes."

Sanderson, Jimmy: Spreading the Word: Emphatic Interaction Displays on BlogMaverick.com. – S. 156-167

Potter, Robert F.; Lang, Annie: Identifying Structural Features of Audio: Orienting Responses During Radio Messages and Their Impact on Recognition. – S. 168-176

„This study tested the ability of nine different auditory structural features to elicit orienting responses from radio listeners. It further tested the effect of the orienting response on listeners' memory for information presented immediately following the orienting-eliciting structural feature. Results show that listeners do have significant decelerating cardiac patterns suggestive of orienting for eight of the nine features. Taken as a categorical whole, these features also increase recognition memory for the information presented after their onset compared to information presented immediately before."

Journalism & Mass Communication Quarterly
Jg 85 (2008) Nr 1

Vishwanath, Arun: The 360° News Experience: Audience Connections with the Ubiquitous News Organization. – S. 7-22

Hollander, Barry A.: Tuning out or Tuning Elsewhere?: Partisanship, Polarization, and Media Migration from 1998 to 2006. – S. 23-40

Lee, Jong Hyuk: Effects of News Deviance and Personal Involvement on Audience Story Selection: A Web-tracking Analysis. – S. 41-60

Sylvie, George; Huang, Sonia: Value Systems and Decisionmaking Styles of Newspaper Front-line Editors. – S. 61-82

McCluskey, Michael: Reporter Beat and Content Differences in Environmental Stories. – S. 83-98

Wu, H. Denis; Izard, Ralph: Representing the Total Community: Relationships between Asian American Staff and Asian American Coverage in Nine U.S. Newspapers. – S. 99-112

Tsfati, Yariv; Livio, Oren: Exploring Journalists' Perceptions of Media Impact. – S. 113-130

Behm-Morawitz, Elizabeth; Mastro, Dana E.: Mean Girls?: The Influence of Gender Portrayals in Teen Movies on Emerging Adults'

Gender-Based Attitudes and Beliefs. – S. 131-146

Goodman, Robyn; Morris, Jon D.; Sutherland, John C.: Is Beauty a Joy Forever?: Young Women's Emotional Responses to varying Types of Beautiful Advertising Models. – S. 147-168

Sweetser, Kaye D. et al: Credibility and the Use of Blogs among Professionals in the Communication Industry. – S. 169-186

Jg 85 (2008) Nr 2

Kalyanaraman, Sriram; Sundar, S. Shyam: Portrait of the Portal as a Metaphor: Explicating Web Portals for Communication Research. – S. 239-256

„Web portals are increasing in their presence as well as importance, yet suffer from lack of conceptual clarity. In explicating the concept of „portal" from a number of disciplinary frameworks, this article uncovers five different but inter-related metaphorical conceptions – gateways, billboards, networks, niches, and brands – which, in turn, suggest five dominant features of portal sites – customization, content, control, community, and commerce – for empirical examination as variables in future research on uses and effects of portals."

Tewksbury, David; Hals, Michelle L.; Bibart, Allyson: The Efficacy of News Browsing: The Relationship of News Consumption Style to Social and Political Efficacy. – S. 257-272

Paek, Hye-Jin; Lambe, Jennifer L.; McLeod, Douglas M.: Antecedents to Support for Content Restrictions. – S. 273-290

Scharrer, John C.: Media Exposure and Sensitivity to Violence in News Reports: Evidence of Desensitization?. – S. 291-310

Besley, John C.: Media Use and Human Values. – S. 311-330

Sung, Yongjun; Hennink-Kaminski, Heidi J.: The Master Settlement Agreement and Visual Imagery of Cigarette Advertising in Two Popular Youth Magazines. – S. 331-352

Lewis, Norman P.: Plagiarism Antecedents and Situational Influences. – S. 353-370

Gade, Peter J.: Journalism Guardians in a Time of Great Change: Newspaper Editors' Perceived Influence in Integrated News Organizations. – S. 371-392

Uhm, Kiyul: The Founders and the Revolutionary Underpinning of the Concept of the Right to Know. – S. 393-417

Carter, Edward L.: Reclaiming Copyright from Privacy: Public Interest in Use of Unpublished Materials. – S. 417-434

Kommunikation & Recht
Jg 11 (2008) Nr 5

Ladeur, Karl-Heinz: Das Europäische Telekommunikationsrecht im Jahre 2007. – S. 265-272

Etzkorn, Bernhard; Kremer, Sascha: Das Widerrufsrecht bei anwaltlicher Beratung via E-Mail und Internet. – S. 273-278

„….Dieser Beitrag erörtert, ob das Fernabsatzrecht bei der Online-Rechtsberatung grundsätzlich Anwendung findet (unten I), welche Auswirkungen dies auf die Online-Rechtsberatung hat (unten II.) und unter welchen Bedingungen ein Widerrufsrecht entstehen bzw. erlöschen kann (untern III.), bevor abschließend Einzelfragen im Zusammenhang mit der Ausübung des Widerrufsrecht aus Anwaltssicht (unten IV.) erörtert werden."

Sankol, Barry: Verletzung fremdstaatlicher Souveränität durch ermittlungsbehördliche Zugriffe auf E-Mail-Postfächer. – S. 279-283

Heckmann, Jörn: Die fehlende Annexvervielfältigungskompetenz des § 52 b UrhG. – S. 284-287

Pahlen-Brandt, Ingrid: Zur Personenbezogenheit von IP-Adressen. – S. 288-291

„Mit zunehmender Informationalisierung des Alltags kommt dem korrekten Umgang mit personenbezogenen Daten immer größere Bedeutung zu. Unabdingbare Voraussetzung für die Einhaltung der Vorgaben des Datenschutzrechts ist aber Klarheit über die grundlegenden Begriffe dieses jungen Rechtsgebietes. Die Diskussion über den Personenbezug von IP-Adressen anlässlich einer klugen und umsichtigen Entscheidung des AG Berlin Mitte gibt Gelegenheit zu der erforderlichen Klärung des Begriffes „personenbezogene Daten"."

Jg 11 (2008) Nr 6

Volkmann, Christian: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2007. – S. 329-334

Himmelsbach, Gero: Die neuen Werbe-Bedingungen der Stiftung Warentest. – S. 335-339

„Die Stiftung Warentest hat sich nach 30 Jahren von ihren Werbe-Empfehlungen verabschiedet und durch Werbe-"Bedingungen" ersetzt. Das soll die werbenden Unternehmen zwingen, die Vorgaben der Stiftung

strikter als bisher zu beachten. Der Autor untersucht, welche Rechtsfolgen sich aus der Umwidmung der Empfehlungen in „Bedingungen" ergeben."

Lorenz, Bernd: Die Anbieterkennzeichnung nach dem TMG und RDtV. – S. 340-345

Berger-Kögler, Ulrike: Die Diensteanbieterverpflichtung im Rahmen der Vergabe neuer Mobilfunkfrequenzen. – S. 346-350

Kühling, Jürgen: Legislative Handlungsbedürfnisse in der neuen Telekommunikationswelt der Next Generation Networks. – S. 351-357

„Das Zauberwort der „Next Generation Networks" (NGN) ist in aller Munde. Unklar dabei ist, auf welche Weise und in welchem Zeitraum der Übergang von der alten PSTN-Welt in die neue NGN-Welt erfolgen wird. Daher wundert es nicht, dass recht Unsicherheit darüber besteht, ob und in welchem Umfang die Migration legislativen Anpassungsbedarf auslöst. Diese Diskussion fällt in die Zeit des Review-Prozesses des gemeinschaftsrechtlichen TK-Pakets. Hier werden normative Pflöcke eingeschlagen, die die nationale Telekommunikationsregulierung bis weit in das nächste Jahrzehnt hinein vorstrukturieren werden.[….]."

Jg 11 (2008) Nr 7-8

Klett, Alexander: Die Entwicklung des Urheberrechts im Jahr 2007. – S. 393-398

Sauer, Olaf C.: Der Einsatz von Spamfiltern am Arbeitsplatz: eine kritische Analyse. – S. 399-402

Ballhausen, Miriam; Roggenkamp, Jan Dirk: Personenbezogene Bewertungsplattformen. – S. 403-410

„Welches Handy soll ich kaufen, welches Buch ist lesenswert? Häufig geben Bewertungen im Internet den Ausschlag bei Kaufentscheidungen. In den USA bereits seit langem gang und gäbe, etablieren sich zunehmend Bewertungsplattformen, auf denen nicht nur Produkte und Dienstleistungen, sondern auch Personen bewertet werden können. Sehr zum Unmut der Datenschutzbeauftragten und natürlich der betroffenen Personen selbst. Erste Bußgeldbescheide sind bereits erlassen, eine ganze Reihe Verfahren vor den Gerichten anhängig. Der folgende Beitrag beleuchtet das Phänomen dieser – auch „Social Scoring Plattformen" genannten – personenbezogenen Bewertungsplattformen."

Eichelberger, Jan: Das Verhältnis von alternativen Streitbeilegungsverfahren zum Zivilprozess bei Streitigkeiten über .eu-Domains. – S. 410-413

Kessel, Christian; Jüttner, Andreas: Pflicht zur Erhebung wahrer Kundendaten bei prepaid-Produkten?: zugleich ein Beitrag zu den

gesetzlichen Neuregelungen zum 1.1.2008. – S. 413-417

„Die Autoren gehen der Frage nach, ob Anbieter von Prepaid-Produkten verpflichtet sind, Kundendaten anhand amtlicher Ausweise auf ihre Wahrheit zu überprüfen. Anlass für den Beitrag ist die Mitteilung Nr. 152/2008 der Bundesnetzagentur zur „Erhebung und Speicherung von Kundendaten bei sog Prepaid-Produkten" sowie die zum 1.1.2008 in Kraft getretene Neufassung von § 111 Abs 1 TKG und § 149 Abs 1 Nr 29 TKG."

Nolte, Norbert: Zur Kosten-Preis-Schere im Telekommunikationssektor. – S. 417-421

Feldmann, Thorsten; Höppner, Julian: Verwertungsverbot privater Filmaufnahmen von Amateur-Fußballspielen. – S. 421-425

„Anmerkung zum Urteil des LG Stuttgart vom 8.5.2008 – 41 O 3/08 KfH – „hartplatzhelden.de", K&R 2008, 385 ff."

Büchner, Thomas: Die urheberrechtliche Schutzfähigkeit virtueller Güter. – S. 425-428

„Anmerkung zum Urteil des LG Köln vom 21.4.2008 – 28 O 124/08, K&R 2008, 477ff."

Stögmüller, Thomas: Handel mit Softwarelizenzen – tatsächlich erlaubt?. – S. 428-431

Jg 11 (2008) Nr 9

Ufer, Frederic: Aktuelle Gesetzgebungsverfahren gegen unerwünschte Telefonwerbung. – S. 493-500

„Unerlaubte Anrufe und ungewollte Vertragsabschlüsse bei der Telefonwerbung sind ein Dauerthema bei Verbraucherschützern und auch die Politik hat das Thema für sich entdeckt. Ob die aktuellen Gesetzgebungsaktivitäten der Bundesregierung bei der Lösung der Probleme mit den sogenannten „Cold Calling" zielführend sind, ist Gegenstand dieses Beitrags."

Schmittmann, Jens M.: Aktuelle Entwicklungen im Fernabsatzrecht 2007/2008. – S. 500-505

Buchmann, Felix: Kein Nutzungsersatz beim Widerruf von Fernabsatzgeschäften?. – S. 505-509

„Gerade erst hat die neue Musterwiderrufsbelehrung jedenfalls zunächst einmal für mehr Rechtssicherheit bei den Online-Händlern gesorgt. Gleichwohl kehrt für Fernabsatzgeschäfte keine Ruhe ein. Dem EuGH liegt die Frage zur Entscheidung vor, ob im Rahmen des Widerrufs eines Fernabsatzgeschäfts Nutzungsersatz gefordert werden darf. Im Lichte der jüngsten Rechtsprechung des EuGH zum Nutzungsersatz bei Lieferung mangelhafter Ware bedarf diese Frage einer näheren Betrachtung, die auch für das aktuelle Gesetzgebungsverfahren von erheblicher Bedeutung ist."

Sankol, Barry: Akteneinsichtsgesuche nach § 406 e StPO in Filesharing-Verfahren. – S. 509-513

Taeger, Jürgen: Schutz von Betriebs- und Geschäftsgeheimnissen im Regierungsentwurf zur Änderung des BDSG. – S. 513-518

Reinlein, Laura Johanna; Wagner, Eva Ellen: Die Ermittlungsbefugnisse der KEK nach dem 10. Rundfunkänderungsstaatsvertrag: eine schrittweise Verselbständigung der KEK?. – S. 518-523

„Durch den 10. Rundfunkänderungsstaatsvertrag kommt es nicht nur zu einer strukturellen Änderung der Zusammensetzung der KEK, es ergeben sich auch Neuerungen im Hinblick auf ihre Ermittlungsbefugnisse im Rahmen der rundfunkrechtlichen Konzentrationskontrolle.Der folgende Beitrag untersucht die Rechtsfolgen der Staatsvertragsänderung in diesem Bereich.“

Zimmermann, Johannes: Die Rundfunkgebühr für Internet-PCs nach den ersten verwaltungsgerichtlichen Urteilen. – S. 523-526

Paul, Jörg-Alexander; Preuß, Corinna: Softwarelizenzen und Erschöpfung: Urteil OLG München vom 3.7.2008 – 6 U 2759/07. – S. 526-529

Kommunikation und Recht, Beilage Jg 11 (2008) Nr 7

Hoeren, Thomas; Müller, Ulf: Entwicklung des Internet- und Multimediarechts im Jahr 2007. – S. 1-48

Mass Communication & Society Jg 11 (2008) Nr 1

Hust, Stacey J. T.; Brown, Jane D.; Ladin d'Engle, Kelly: Boys Will Be Boys and Girls Better Be Prepared: An Analysis of the Rare Sexual Health Messages in Young Adolescents' Media. – S. 3-23

Dardis, Frank E.; Shen, Fuyuan; Hatfield Edwards, Heidi: Effects of Negative Political Advertising on Individuals' Cynicism and Self-Efficacy: The Impact of Ad Type and Message Exposures. – S. 24-42

„[…] This experimental study examined the impact of ad type (character based vs. issue based) and amount of advertising exposures on individuals' cynicism and perceived self-efficacy in relation to the government. Results indicated that issue-based attack ads aired during the 2004 presidential election led to greater cynicism and lower self-efficacy than did character-based attack ads. A significant interaction revealed that the difference on the self-efficacy measure was greatest at the highest exposure level, indicating that continual exposure to ads dealing with governmental policies may nurture the perception that the political process is overly complex, which subsequently can decrease individuals' beliefs that they can make a difference.“

Cao, Xiaoxia: Political Comedy Shows and Knowledge About Primary Campaigns: The Moderating Effect of Age and Education. – S. 43-61

Han, Gang (Kevin): New Media Use, Sociodemographics, and Voter Turnout in the 2000 Presidential Election. – S. 62-81

Young, Stephen Dine et al: Character Motivations in the Representation of Mental Health Professionals in Popular Film. – S. 82-99

„A narrative approach to studying media that focuses on character motivations represented in film is presented. A content analysis identified the motivations of 58 mental health professional characters represented in popular films (1990-1999). These characters were most commonly motivated by money, power, or a concern for others. Characters motivated by love/lust or self-healing were less common. Young female characters were more strongly motivated by love than other characters. Those characters motivated by a concern for others also tended to be motivated by a need for self-healing but not by a need for power. The distortions and insights of cinematic depictions of mental health professionals' motivations are considered. The implications of a narrative approach for future audience response media research are also discussed.“

Jg 11 (2008) Nr 2

Dardis, Frank E. et al: Media Framing of Capital Punishment and Its Impact on Individuals' Cognitive Responses. – S. 115-140

„It is well known that mass media have the ability to frame a sociopolitical issue in specific ways, which can have considerable impact on the public's thoughts and perceptions regarding the issue. Through analyzing coverage of capital punishment in the New York Times since 1960 and then conducting an experiment in which we assessed individual-level responses to differently framed news stories, we show (a) the dramatic emergence of a new „innocence frame" within the past 10 years that accentuates imperfections in the justice system, and (b) the much greater impact of this frame on individuals' thoughts—in particular on those who favor the death penalty—when compared to the traditional morality-based frame. We suggest that the latter finding can be explained because individuals tend to resist changing their interpretations of issues based on arguments that contradict their core moral or religious beliefs; however, they seem quite receptive to new information along dimensions that they previously had not considered. This research also implies that U.S. trends toward lower sentencing rates and eventual public opinion changes are likely to continue as long as media and public discussion

remains focused on questions regarding flaws in the justice system."

Shih, Tsung-Jen; Wijaya, Rosalyna; Brossard, Dominique: Media Coverage of Public Health Epidemics: Linking Framing and Issue Attention Cycle Toward an Integrated Theory of Print News Coverage of Epidemics. – S. 141-160

Waal,Ester de: Presentation Style and Beyond: How Print Newspapers and Online News Expand Awareness of Public Affairs Issues. – S. 161-176

Cheng, Hong; Riffe, Daniel: Attention, Perception, and Perceived Effects: Negative Political Advertising in a Battleground State of the 2004 Presidential Election. – S. 177-196

Sweetser, Kaye D.; Golan, Guy J.; Wanta, Wayne: Intermedia Agenda Setting in Television, Advertising, and Blogs During the 2004 Election. – S. 197-216

„This study examined whether the candidate-controlled public relations tools of political ads and candidate blogs were successful in influencing the issue and news agenda of the major television news networks during the 2004 presidential election. Data showed strong correlations between blogs and the media agenda. Advertisements did not correlate with the media agenda. Cross-lag analyses showed that the media set the candidates' agenda. The authors suggest intermedia agenda setting occurred as the media transferred their agenda to campaign blogs."

Jg 11 (2008) Nr 3

Atkinson, Joshua D.: Towards a Model of Interactivity in Alternative Media: A Multilevel Analysis of Audiences and Producers in a New Social Movement Network. – S. 227-247

„This research utilized multilevel analysis to explore interactive alternative media production in a new social movement network. Interviews with audiences, local producers, and global producers provide evidence of interactivity between local audiences and local producers and between local producers and global producers. The local audiences provided encouragement to local producers through face-to-face interactions that aided in the establishment of organizational support for the local producers but acted as a discursive closure that blinded local producers to potential problems with their alternative media. The global producers revealed that they received content-oriented interactions from audiences via e-mail, which corresponded with data collected from the local producers who claimed to interact with global producers via e-mail. The findings establish a preliminary model of interactivity in alternative media production that links research concerning new social movement networks and alternative media and builds on research

concerning the decentralized structure of new social movement networks."

Sivek, Susan Currie: Editing Conservatism: How „National Review" Magazine Framed and Mobilized a Political Movement. – S. 248-274

Lowrey, Wilson; Brozana, Amanda; Mackay, Jenn B.: Toward a Measure of Community Journalism. – S. 275-299

„This article reports the first stage in the development of a multiple-item summated scale to measure the degree to which media outlets aid community. Through a qualitative and quantitative content analysis of scholarship on community and news media, the article develops theoretical constructs of community and community journalism as well as general items for a summated measurement scale. Findings suggest (a) community is a process of negotiating shared symbolic meaning, and (b) degree of structure, or the degree to which facilities, institutions, and spaces are structured for interaction, facilitates the process of negotiation and sharing. In light of this definition of community as process, community news media should (a) facilitate the process of negotiating and making meaning about community and (b) reveal or ensure understanding of community structure. Community media aid this process by both listening and leading and by both encouraging pluralism and offering cohesive, coherent representations of the community."

Lauzen, Martha M.; Dozier, David M.: Civilizing Prime Time: Gender and Conflict Resolution in the 2004-05 Season. – S. 300-318

Fico, Frederick et al: Broadcast and Cable Network News Coverage of the 2004 Presidential Election: An Assessment of Partisan and Structural Imbalance. – S. 319-339

Zeldes, Geri Alumit; Fico, Frederick: Context and Sources in Broadcast Television Coverage of the 2004 Democratic Primary. – S. 340-356

Media culture & society
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Lax, Stephen et al: DAB: the future of radio?: the development of digital radio in four European countries. – S. 151-166

Nash, Kate: Global citizenship as show business: the cultural politics of Make Poverty History. – S. 167-182

Yochim, Emily Chivers; Biddinger, Megan: „It kind of gives you that vintage feel": vinyl records and the trope of death. – S. 183-196

Evans, Elizabeth Jane: Character, audience agency and transmedia drama. – S. 197-214

Glevarec, Hervé; Pinet, Michel: From liberalization to fragmentation: a sociology of French Radio audiences since the 1990s and the consequences for cultural industries theory. – S. 239-256

Jg 30 (2008) Nr 3

Kennedy, Liam: Securing vision: photography and US foreign policy. – S. 279-294

Collins, Richard: Hierarchy to homeostasis?: Hierarchy, markets and networks in UK media and communications governance. – S. 295-318

„The author considers propositions that markets and networks governance are supplanting hierarchical governance in contemporary UK media and communications. Liberalization of media and communication markets, adoption of new public management in publicly owned bodies, „outsourcing" of regulation from statutory to self-regulatory bodies and „fourth way" coordination of internet institutions suggest that the importance of markets and networks as potentially „homeostatic" modes of governance is growing. However, hierarchical governance remains important, the Communications Act 2003 prescribes more than 260 duties for the statutory regulator, Ofcom, and the BBC makes a major intervention in broadcasting markets. All three forms of governance fail in distinctive ways and the author argues both that the potential for network governance failure is less well recognized than are market and hierarchy failures and that the complexity of established governance arrangements itself constitutes a distinctive form of failure of governance."

Moe, Hallvard: Dissemination and dialogue in the public sphere: a case for public service media online. – S. 319-336

Bardoel, Johannes; d'Haenens, Leen: Reinventing public service broadcasting in Europe: prospects, promises and problems. – S. 337-356

„New information technologies, liberalizing policies and rapidly changing societies – from mono- to multicultural – entail serious consequences for the European public service broadcasting (PSB) in a network society. The European concept of PSB as a comprehensive and universal service is challenged by both European Union and national authorities at three levels: (1) mission and programme task (comprehensive or complementary programming?); (2) organization (central organization or „distributed public service"?); and (3) financing (licence fee, advertising or „state aid"?): There are pressures towards a more „pure" model of public service broadcasting and/or towards de-institutionalization of PSB and „distributed public service". Recent pleadings for (e.g. in the Netherlands) and practices of (e.g. in New Zealand) new PSB policy directions will be evaluated."

Jin, Dal Yong: Neoliberal restructuring of the global communication system: mergers and acquisitions. – S. 357-374

Denham, Bryan; Desormeaux, Melissa: Headlining the head-butt: Zinedine Zidane/Marco Materazzi portrayals in prominent English, Irish and Scottish newspapers. – S. 375-392

Levine, Elana: Distinguishing television: the changing meanings of television liveness. – S. 393-410

„This article analyses the role of liveness as a source of distinction in the contemporary media environment. To do so, I study a number of attempts at live, scripted comedy and drama that have aired on US broadcast network television since the early 1990s and analyse the discourses of medium specificity and cultural value associated with them. These live events explicitly invite comparison to the earlier, 'Golden Age' era of live broadcasting, but they also veer away from the earlier positioning of liveness as television's essence. In fact, these live programs achieve their highest marks of distinction by associating themselves not with TV, but instead with other media. These discourses of liveness illustrate struggles over distinction and cultural worth between television texts and between television and other media, replicating longstanding hierarchies in a new social, technological, economic, and aesthetic context."

Jg 30 (2008) Nr 4

Wessler, Hartmut; Adolphsen, Manuel: Contra-Flow from Arab world?: How Arab television coverage of the 2003 Iraq war was used and framed on Western international news channels. – S. 439-462

Klein, Bethany: „The new radio": music licensing as a response to industry woe. – S. 463-478

„The growing presence of popular music in advertising takes place against a backdrop of significant organizational, legal and technological changes in both the radio and music industries. As radio has narrowed and illegal music distribution has increased, the placement of popular music in television commercials has become an appealing option for artists and record companies, with the experiences of artists who have found chart success via placement in commercial validating advertising as a launching pad for lesser-known musicians. Through interviews with musicians, music supervisor, advertising creatives and licensing managers, along with an analysis of press coverage, this article explores the use of music in advertising as a way of circumventing more traditional methods of circulation. The possible benefits of licensing to commercials are weighed against the drawbacks posed by the increasingly cosy relationship between music and advertising."

Wittmann, Frank: Politics, religion and the media: the transformation of the public sphere in Senegal. – S. 479-494

Tenenboim-Weinblatt, Keren: „We will get through this together": journalism, trauma, and the Israeli disengagement from the Gaza Strip. – S. 495-514

Cao, Yong; Downing, John D. H.: The realities of virtual play: video games and their industry in China. – S. 515-530

„Recent years have witnessed the rapid growth of video games in China. This study traces their development and then investigates them using some perspectives drawn from cultural studies and political economy. It is argued that globalization and cultural proximity play different roles in two distinct markets: singe PC games and online games. This study suggests China has a fast-moving home-gown game industry dominated by non-state players, and that the state assumes various roles to cope with this new social phenomenon, which is also a billion dollar business. The state monitors and regulates the market, facilitating a domestic game industry, and incorporating video games into its own nation-building agenda. The study concludes by noting two trends: (1) China potentially shifts from simply being a market for foreign games to become a center of online game exports in the regional geo-cultural market; (2) Chinese online game giants attempt to expand into domestic traditional media sectors, but may collide with the authoritarian state."

Sandvig, Christian; Bar, Francois: US communication policy after convergence. – S. 531-550

„Communication systems are now converging, but communication policy has evolved to treat different media differently. Most solutions for a post-convergence communication policy are adjustments to inherited regulatory categories. Instead, this article revisits the underlying goals of policy-making across all media. First, the article presents a conceptual model for the communication policy process as one of inertia punctuated by crisis. Second, it applies this model to a very brief history of policy in the US, considering print, post, telephony, broadcasting and the internet. Third, from this analysis it suggests useful approaches in a converged environment, distinguishing three underlying goals for policy: the right to public dissemination, the right to private exchange and the right to design communication platforms."

Brockington, Dan: Powerful environmentalisms: conservation, celebrity and capitalism. – S. 551-568

Media Perspektiven
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Schulz, Wolfgang: Der Programmauftrag als Prozess seiner Begründung: zum Vorschlag eines dreistufigen Public-Value-Tests für neue öffentlich-rechtliche Angebote. – S. 158-165

„Aus Anlass des so genannten Beihilfekompromisses zwischen der Bundesrepublik Deutschland und der Europäischen Kommission steht die Konkretisierung des Auftrags der öffentlich-rechtlichen Rundfunkanstalten auf der Tagesordnung, vor allem – aber nicht nur – im Hinblick auf neue Dienste. Dabei gilt es, die staatsfreie Organisation des Rundfunks und seine Bindung an die Bedürfnisse der Gesellschaft in Einklang zu bringen. Dies könnte mittels eines dreistufigen Public-Value-Tests erreicht werden, den die öffentlich-rechtlichen Rundfunkanstalten vorgeschlagen haben. Wolfgang Schulz, Direktor des Hans-Bredow-Instituts für Medienforschung, hat dieses Verfahren im Auftrag der Friedrich-Ebert-Stiftung begutachtet und für geeignet befunden. Die Rundfunkanstalten sollen danach transparente Kriterien für neue Angebote festlegen. Sie behalten Entscheidungsspielraum, müssen ihre Entscheidungen aber plausibel und öffentlich nachvollziehbar begründen."

Krüger, Udo Michael; Zapf-Schramm, Thomas: Sparten, Sendungsformen und Inhalte im deutschen Fernsehangebot 2007. – S. 166-189

„Programmanalyse von ARD/Das Erste, ZDF, RTL, Sat.1 und ProSieben."

Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger 2007. – S. 190-204

Hohlfeld, Ralf; Wolf, Cornelia: Media to go – erste Konturen eines mobilen Journalismus?: Ergebnisse einer Redaktionsbefragung von Anbietern mobiler Multimediadienste. – S. 205-214

„Mobile Multimediadienste (MMD) ermöglichen es, überall und jederzeit journalistisch-redaktionelle Inhalte anzubieten. Wird es künftig einen speziellen Journalismus für mobile Medien geben? Ralf Hohlfeld und Cornelia Wolf berichten über eine Befragung von Chefredakteuren und Multimedia-Koordinatoren verschiedener Medien. Demnach werden Themen zukünftig voraussichtlich für mehrere Kanäle (von Mobil/Online bis zur Tageszeitung) produziert. Spezielle, auf mobile Dienste zugeschnittene Formate befinden sich noch im Experimentierstadium."

(2008) Nr 5

Libertus, Michael: Die Revision des EU-Regulierungsrahmen für elektronische Kommunikation: Problematik aus Sicht des öffentlich-rechtlichen Rundfunks. – S. 226-235

„Die Europäische Union bereitet gegenwärtig eine Revision des seit 2002 geltenden Rechtsrahmens für elektronische Kommunikationsnetze und -dienste vor. Die Vorschläge der Europäischen Kommission hierzu sehen eine weitgehende Harmonisierung der nationalen Regeln zur Frequenzvergabe vor, ebenso eine Verlagerung von Kompetenzen von den Mitgliedstaaten zur Europäischen Kommission sowie eine weitgehende Abschaffung der Sonderstellung des Rundfunks, die sich bisher vor allem aus seiner Funktion für Medienpluralismus und (kulturelle) Vielfalt

legitimierte. Michael Libertus zeichnet in seinem Beitrag die problematischsten Aspekte der EU-Regelungsentwürfe aus Sicht des öffentlich-rechtlichen Rundfunks nach. Er argumentiert gegen das Marktmodell, wie es die Europäische Kommission vertritt, und plädiert für eine Fortschreibung bewährter Grundlinien des geltenden Rechtsrahmens aus dem Jahr 2002."

Vogel, Andreas: Online-Geschäftsfelder der Pressewirtschaft: Web2.0 führt zu neuem Beteiligungsboom der Verlage. – S. 236-246

Neuwöhner, Ulrich: Perspektiven des Radios im digitalem Zeitalter: eine Analyse anhand von Daten aus der angewandten Hörerforschung. – S. 247-254

„Wie wird das Radio in der digitalen Medienwelt, die eine Vielzahl neuer Angebote bereit hält, bestehen können? Anhand von Daten aus der Media Analyse, der Langzeitstudie Massenkommunikation und weiterer Studien beleuchtet Ulrich Neuwöhner die aktuelle Position des Mediums. Das Radio steht vor allem vor der Herausforderung, die jüngeren Zielgruppen wieder stärker an sich zu binden. Mobile Endgeräte und die Digitalisierung bieten hier künftig auch neue Chancen."

Amann, Ralf; Martens, Dirk: Synthetische Welten: ein neues Phänomen im Web2.0: Ergebnisse einer explorativen Grundlagenstudie am Beispiel von „Second Life". – S. 255-270

„Second Life ist eine der Online-3D-Welten, die erhebliche Aufmerksamkeit in den Medien erzielen konnten, unter anderem mit exponentiell steigenden Teilnehmerzahlen. Rolf Amann und Dirk Martens stellen Ergebnisse einer explorativen Studie vor, die ein klareres Bild sowohl vom Angebot als auch von der Nutzerschaft dieser virtuellen Welt erlaubt. Es zeigt sich, dass die Zahl der wirklich aktiven Nutzer immer noch relativ klein ist, diese aber mit hohem zeitlichen Engagement dabei sind. Der spezielle Reiz von Second Life ergibt sich unter anderem aus der Verknüpfung von realer und virtueller Welt, den vielen kreativen Möglichkeiten sowie den sozialen Kontakten, die sich aufbauen und pflegen lassen."

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Möbus, Pamela; Heffler, Michael: Der Werbemarkt 2007: stabiles Wachstum bei leicht abflauender Werbekonjunktur. – S. 282-290

Müller, Dieter K.: Kaufkraft kennt keine Altersgrenze: ein kritischer Beitrag zur Werberelevanz von Alterszielgruppen. – S. 291-298

Stipp, Horst: Werbung und Festplattenrecorder: kann Werbung auch im Schnelldurchlauf wirken?. – S. 299-306

„Seit nunmehr zehn Jahren sind Festplattenrecorder – DVR oder PVR – in der US-amerikanischen Medienbranche ein wichtiges Thema. Würde die massenhafte Verbreitung der Geräte, die zeitversetztes Fernsehen und das schnelle Vorspulen über Werbeeinblendungen hinweg ermöglichen, das Geschäftsprinzip des kommerziellen Fernsehens gefährden? Horst Stipp berichtet über Forschungsergebnisse zur DVR-Nutzung und ihre Auswirkungen auf die Werberezeption. In mehreren Studien zeigte sich, dass DVR-Nutzer sich auch dann erstaunlich gut an Werbespots erinnerten, wenn sie die Werbung im Schnelldurchlauf gesehen hatten. Die Werbewirkung geht demnach durch Festplattenrecorder nicht völlig verloren, und es eröffnen sich Möglichkeiten, die Gestaltung von Spots im Hinblick auf den Schnelldurchlauf zu optimieren."

Stark, Birgit; Kraus, Daniela: Crossmediale Strategien überregionaler Tageszeitungen: empirische Studie am Beispiel des Pressemarkts in Österreich. – S. 307-317

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Eimeren, Birgit van; Frees, Beate: Internetverbreitung: größter Zuwachs bei Silver-Surfern: Ergebnisse der ARD/ZDF-Onlinestudie 2008. – S. 330-344

„Das Wachstum des Internets hat sich verlangsamt, zunehmend werden aber auch diejenigen Bevölkerungsgruppen erreicht, die dem Internet bisher eher ferngestanden haben. Aus der aktuellen ARD/ZDF-Onlinestudie 2008 geht hervor, dass nunmehr zwei Drittel (65,8 %) aller Deutschen ab 14 Jahren online sind, dies entspricht 42,7 Millionen Personen. Wie Birgit van Eimeren und Beate Frees berichten, geht der größte Wachstumsschub von den Älteren aus, bei den 60- bis 79-Jährigen stieg der Anteil der Onliner im vergangenen Jahr auf 29,2 Prozent. Gesunkene Hardware- und Anschlusskosten, einfachere Bedienung und zunehmend Erfahrung aus dem Berufsleben erleichtert auch für Ältere den Einstieg. Erheblich bleiben jedoch die Unterschiede zwischen jüngeren und älteren Nutzergruppen, sowohl im Umfang der Nutzung als auch in der Breite der genutzten Internetanwendungen."

Fisch, Martin; Gscheidle, Christoph: Technische Ausstattung der Onliner in Deutschland: Ergebnisse der ARD/ZDF-Onlinestudie 2008. – S. 345-349

Eimeren, Birgit van; Frees, Beate: Bewegtbildnutzung im Internet: Ergebnisse der ARD/ZDF-Onlinestudie 2008. – S. 350-355

„23 Millionen Menschen schauen sich im Jahr 2008 zumindest gelegentlich Videos oder Fernsehsendungen über das Internet, linear oder zeitversetzt, an. Die Nutzerzahl von Live-Streams stieg von 8 auf 12 Prozent. Der konventionelle, analoge Videorecorder ist aber immer noch die am meisten verbreitete Form der zeitversetzten Nutzung."

Fisch, Martin; Gscheidle, Christoph: Mitmachnetz Web 2.0: rege Beteiligung nur in Commu-

nitys; Ergebnisse der ARD/ZDF-Onlinestudie 2008. – S. 356-364

„Das Web 2.0, auch als „Mitmachnetz", bezeichnet, gilt als die wichtigste Neuerung im Internet der letzten Jahre. Anwendungen wie Wikipedia oder Weblogs werden von einem großen Teil der Internetuser häufig genutzt. Aktiv beteiligt sich jedoch weiterhin nur eine kleine Minderheit mit eigenen Beiträgen. Eine Ausnahme bilden Communitys, die vor allem für junge Onliner eine zentrale Rolle spielen und die wesentlich von der aktiven Teilnahme ihrer Mitglieder leben."

Gerhards, Maria; Mende, Annette: Ein Drittel der Deutschen bleibt weiter offline: Ergebnisse der ARD/ZDF-Onlinestudie 2008. – S. 365-376

Heuser, Jürgen: Demografischer Wandel: ARD treibt gesellschaftliche Debatte an. – S. 382-385

„Bilanz der dritten ARD-Themenwoche ‚Mehr Zeit zu leben: Chancen einer alternden Gesellschaft'."

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Geese, Stefan; Zeughardt, Claudia: Die ARD-Themenwoche „Mehr Zeit zu leben: Chancen einer alternden Gesellschaft" im Urteil der Zuschauer; Ergebnisse der Repräsentivbefragung. – S. 386-393

„Wie Stefan Geese und Claudia Zeughardt berichten, bewertete die Bevölkerung auch diese dritte Themenwoche positiv. 62 Prozent der Befragten und 71 Prozent der Nutzer fanden das Thema sehr gut oder gut. Gut drei Viertel sehen in der intensiven Behandlung relevanter Themen einen besonderen Nutzen für die Gesellschaft und 62 Prozent trauen solche Schwerpunktsetzungen nur öffentlich-rechtlichen Sendern zu."

Oehmichen, Ekkehardt; Schröter, Christian: Medienübergreifende Nutzungsmuster: Struktur- und Funktionsverschiebungen: eine Analyse auf Basis der ARD/ZDF-Onlinestudien 2008 und 2003. – S. 394-409

Engel, Bernhard; Müller, Dieter K.: Zeitversetzte Nutzung im AGF/GfK-Fernsehpaneel: Maßnahmen zur vollständigeren Abbildung der Fernsehnutzung. – S. 410-419

„Obwohl zeitweise in bis zu 80 Prozent der Fernsehhaushalte Videorecorder installiert waren, hat bisher die zeitversetzte Nutzung in der Fernsehforschung kaum eine Rolle gespielt. Dies ändert sich durch die Verbreitung von DVD- und Festplattenrecordern. Im Rahmen der AGF/GfK-Fernsehforschung werden Vorbereitungen getroffen, ab Mitte 2009 auch die zeitversetzte Fernsehnutzung komplett zu erfassen und in den Leistungswerten auszuweisen. Bernhard Engel und Dieter K. Müller berichten über die Probleme und Lösungsansätze, die sich bei dieser Anpassung ergeben."

Röper, Horst: Konzentrationssprung im Markt der Tageszeitungen: Daten zur Konzentration der Tagespresse in der Bundesrepublik Deutschland im I. Quartal 2008. – S. 420-437

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Geese, Stefan; Gerhard, Heinz: Die Fußball-Europameisterschaft 2008 im Fernsehen: Daten zur Rezeption und Bewertung. – S. 442-449

Mai, Lothar: Die Fußball-Weltmeisterschaft 2008 im Radio: Daten zur Rezeption und Bewertung. – S. 450-453

Popp, Wolfgang; Parke, Lennart; Kaumanns, Ralf: Rechtemanagement in der digitalen Medienwelt: Herausforderung und Erfolgsfaktor für Rundfunkunternehmen. – S. 453-466

„Der sich wandelnde Medienmarkt hat in den letzten Jahren auch zu einer rasanten Veränderung des Marktes für Lizenzen, Nutzungs- und Verwertungsrechte geführt. Neue Nutzungsformen und Gewinnoptionen treten hervor, der Wettbewerb um attraktive Inhalte wird immer intensiver. Wolfgang Popp, Lennart Parke und Ralf Kaumanns beschreiben die Implikationen eines modernen Rechtemanagements, dem eine zentrale Bedeutung für jedes Rundfunkunternehmen zukommt."

Vogel, Andreas: Stabile Positionen in schrumpfenden Märkten: Daten zum Markt und zur Konzentration der Publikumspresse in Deutschland im I. Quartal 2008. – S. 467-484

**Media Perspektiven, Dokumentation
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Rundfunkrechtliche Staatsverträge in der Fassung des Zehnten Rundfunkänderungsstaatsvertrages, in Kraft seit 1. September 2008. – S. 1-75

**medien + erziehung
Jg 52 (2008) Nr 3**

Bruin, Andreas de: Netz-Welten junger Menschen verstehen. – S. 10-15

„Seit einiger Zeit ist eine gesellschaftliche Entwicklung zu konstatieren, die Chancen wie auch Risiken in sich birgt und die es aufmerksam zu beobachten gilt: die zunehmenden Aktivitäten junger Menschen im Internet. Ein Thema ist von besonderer Relevanz, und zwar die Notwendigkeit, die vielseitigen Online-Aktivitäten von Jugendlichen aus der Innenperspektive verstehen zu lernen, sprich: aus der Sicht der jungen Netz-Nutzerinnen und -Nutzer. Dieses Verständnis kann als Ausgangspunkt für den bislang noch zu wenig geförderten Dialog mit jungen Menschen fungieren."

Hoffmann, Dagmar: Kult und Kultur, Spaß oder auch Ernst?: Inszenierung und Kommunikation in sozialen Online-Netzwerken. – S. 16-23

Sander, Ekkehard; Lange, Andreas: „Die Jungs habe ich über die Lokallisten kennen gelernt": Vernetzung unter Gleichaltrigen. – S. 24-31

Kirchhoff, Andreas: Wohlgeordnete Freiheit: Online-Spiele als Sozialisationsräume. – S. 32-35

„Digitale Spielwelten üben eine große Faszination auf Jugendliche aus und führen immer wieder zu Bedenken von Eltern, pädagogischen Fachkräften und der Öffentlichkeit. Der Beitrag gibt Einblick in Bedeutung und Entwicklung von Online-Spielen aus Perspektive der Produzierenden und Konsumierenden."

Schachtner, Christina: Jugendliche und digitale Medien: Mediennutzung im Kontext der Lebensorientierung der nachwachsenden Generation. – S. 36-42

„Die Nutzung digitaler Medien durch Jugendliche steht in engem Zusammenhang mit Befindlichkeit, Lebenslage und -stil der heutigen Jugendgeneration. Ein Vergleich aktueller Jugendstudien erläutert sozialökonomische sowie geschlechtsspezifische Aspekte und bietet Perspektiven für die künftige Medienforschung."

Kortmann, Matthias: Web 2.0: ein Thema für die Soziale Medienarbeit. – S. 43-49

Morawietz, Holger: Mädchen und Jungen lernen unterschiedlich mit Computern. – S. 50-57

Röll, Franz Josef: Weblogs in der Bildungsarbeit: öffentliche und interpersonale Kommunikation. – S. 58-61

Petri, Janina: Fern sehen oder doch nur Fernsehen: deutsche und italienische Jugendliche im Umgang mit Fernsehinformationen. – S. 62-66

Jg 52 (2008) Nr 4

Kleinsteuber, Hans J.: Mediendemokratie – kritisch betrachtet. – S. 13-22

„Politische Macht und deren Durchsetzung ist heute nicht mehr ohne Einbezug der Öffentlichkeit möglich. Im Zuge einer parallelen Entwicklung ist zwischen der modernen Demokratie und den modernen Medien eine nahezu symbiotische Verbindung entstanden. Auf der Grundlage der aktuellen wissenschaftlichen Diskussion werden Möglichkeiten für mediendemokratische Trends dargelegt und kontrovers diskutiert."

Croll, Jutta; Lippa, Barbara: Digitale Integration durch Medienkompetenz: auf dem Weg zur

Chancengleichheit in der Informationsgesellschaft. – S. 23-30

„Die Chancen auf gesellschaftliche Teilhabe sind ungleich verteilt. Mit dem Internet wurden und werden Erwartungen verknüpft, diese Ungleichheit zu beseitigen. Dabei gilt Medienkompetenz als Schlüssel des Zugangs zur Informationsgesellschaft. Es werden die verschiedenen Dimensionen der als Digitale Spaltung bezeichneten Ungleichheiten erläutert, die veränderten Bedingungen insbesondere der politischen Partizipation beschrieben und erörtert, wie die Vermittlung von Medienkompetenz angepasst an die Entwicklung des Internets chancengerecht erfolgen kann."

Mayer-Schönberger, Viktor: Mündige Bürgerinnen und Bürger sind die einzige Alternative; Interview mit Viktor Mayer-Schönberger. – S. 31-36

Stauff, Markus: ….der Kinder wegen: Regieren mit Medien. – S. 37-44

Gehring, Robert A.; Lutterbeck, Bernd: Bürger, Staat und Firewall. – S. 45-46

„Am 27. Februar 2008 entschied das Bundesverfassungsgericht über die Verfassungsbeschwerde mehrerer Bürger, unter ihnen der frühere Bundesinnenminister Gerhart Baum (FDP) und die Journalistin Bettina Winsemann, gegen Teile des nordrhein-westfälischen Verfassungsschutzgesetzes, das erstmalig die sogenannte „verdeckte Online-Durchsuchung" erlaubte. Das Gericht gab den Klägern Recht und urteilte, dass die entsprechende Klausel im Gesetz grundgesetzwidrig sei. Das Bundesverfassungsgericht schuf in seinem Urteil ein neues Grundrecht auf „Gewährleistung der Vertraulichkeit und Integrität informationstechnischer Systeme"."

Fellenberg, Franziska: Handynutzung im Alltag: eine Tagebuchstudie. – S. 47-53

Würfel, Maren; Kießling, Matthias; Keilhauer, Jan: You(th)Tube: die Rezeption von Onlinevideos durch Jugendliche. – S. 54-61

Römer, Bettina von; Steffensen, Bernd: Kinder mögen Werbung (und deren Spielangebote): Werbung mag das Geld der Kinder. – S. 62-67

Medien & Zeit
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Beutelschmidt, Thomas: Grenzüberschreitender Verkehr: Anregungen zu einer komparativen Betrachtung der Fernsehkulturen in der DDR und Österreich. – S. 4-12

Hickethier, Knut: Das Programm – Schlüsselbegriff der Medienwissenschaft: zur Programmgeschichtsforschung der Rundfunkmedien. – S. 13-21

Bernold, Monika: Nach dem Fernsehen: Fernsehgeschichte(n) im 21. Jahrhundert: vergleichend, transmedial, kritisch/situiert, global. – S. 22-27

Schade, Edzard: Wege zur Analyse von Radio- und Fernsehwandel: publizistische Programmierung von Rundfunkorganisationen. – S. 28-43

Medien Concret
(2008) Themenheft

Sieben, Gerda: Kill Your Gender: Freiräume für die Gestaltung von Geschlechterrollen im Medienzeitalter. – S. 6-10

„Jenseits der klassischen Medien Kino, TV und Radio hat sich eine Menge getan: Jugendliche führen ihr „Second Life" im Web oder spielen dort tagtäglich „World of Warcraft", treffen sich in speziellen Chatrooms, tauschen Handy-Video(-Gewalt)clips aus, podcasten und produzieren ihr eigenes Web-TV – neue Medienwelten für Eltern und Pädagogen, über deren Angebote diese nur wenig Bescheid wissen. Die Kluft zwischen den Generationen wächst. Medien spielen in der Jugend – als Phase der Orientierung – eine große Rolle, sei es bei der Auseinandersetzung mit der eigenen Geschlechtsrolle, bei der zunehmenden Bedeutung der Peer-Group oder der Suche nach eigenen Wegen und Lebenszielen. Auch definieren sich zahlreiche Jugendkulturen heute über einen speziellen Umgang mit Medien. Dabei sind die Vorlieben für bestimmt Medienangebote stark abhängig von der jeweiligen Entwicklungsphase, vor allem aber auch vom Geschlecht. Und wirft man bei den favorisierten Angeboten einen Blick auf den „content", wimmelt es noch immer von (alten wie auch neuen) fragwürdigen Klischees. Heute bildet Genderkompetenz ebenso wie die Kenntnis der unterschiedlichen Medienvorlieben von Jungen und Mädchen eine Grundvoraussetzung für medienpädagogische Arbeit. MedienConcret vermittelt deshalb Einblick in neue Jugendmedienkulturen. Beliebte aktuelle Medienangebote werden unter die Lupe genommen, im Hinblick auf ihre Faszination für Jugendliche wie auch auf die von ihnen vermittelten Weltbilder, wobei insbesondere auf geschlechtsspezifische Unterschiede geachtet wird. Ausgehend von grundlegenden Artikeln zu Jugendmedienszenen werden beispielhafte Praxisprojekte vorgestellt, die Modelle praktischer Medienarbeit mit Jungen und Mädchen aufzeigen. Zahlreiche Materialien für die praktische Arbeit ergänzen das Themenheft."

Thomas, Tanja: Von der Schönheit zum Erfolg: Körper, Geschlecht und Anerkennung im zeitgenössischen Lifestyle-TV. – S. 11-13

Röll, Franz Josef: Die coole Jugend: der Umgang mit Wahrnehmungsgewohnheiten im digitalen Zeitalter. – S. 14-18

Bürgermeister, Eva: Verloren in künstlichen Paradiesen: ein Interview mit Dr. Daniel Salber zur Entwicklung der Jugendkultur. – S. 19-23

Rohmann, Gabriele: Krass und brav: Mädchen in Jugendkulturen. – S. 24-27

Kern, Andreas: „Gudde Laune" oder Techno-Kulturrevolution?: jugendliche Mediennutzung am Beispiel de elektronischen Musikszene. – S. 28-29

Felling, Matthias: Die Medienwelt in der Hosentasche: Handykids und ihre Alleskönner mit Tücken. – S. 30-34

Riffi, Aycha; Wiechers, Jana: Es ist viel passiert! Aber hat sich was verändert?: weibliche und männliche Rollenbilder in TV-Soaps und Serien. – S. 35-39

Fritz, Jürgen: Game-Gendering: was Mädels mögen und Jungen schätzen. – S. 43-46

Buchmüller, Sandra: Gendered Interfaces: zum Einfluss digitaler Benutzeroberflächen auf Geschlechterbilder in Online-Rollenspielen. – S. 47-51

Eismann, Sonja: Die Projektionsfläche zerkratzen: Geschlechterbilder in Musikvideoclips. – S. 52-55

Sonnenschein, Sabine: Freunde für Frieden und Freiheit: Rollenbilder in der Jugendsektion der Berlinale 2008. – S. 56-57

Exner, Christian: Wie wild wollen sie es noch treiben?: Mädchen erobern die Leinwand. – S. 58-61

Wiedmann, Natalia: Genderinszenierungen als Erfolgsfaktor?: Spekulation zur Attraktion der Wilden Kerle. – S. 62-65

Medien Journal
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Bonfadelli, Heinz: Medien und Lernen: der Beitrag der Wissenskluft-Perspektive. – S. 11-18

Bachmair, Ben: Kulturell situiertes Handeln und Lernen: der Gedanke der Kulturökologie. – S. 19-30

Jewitt, Carey: Multimodality, media, learning and identity. – S. 31-39

Selander, Staffan: Socio-cultural theories as ideology?: the need for a design-theoretic, multimodal approach to learning. – S. 40-47

Insulander, Eva: The museum as a semi-formal site for learning. – S. 48-57

Langenbucher, Wolfgang R.: Wie lernen Gesellschaften? Dokumentation einer Vergeblichkeit, neidische Blicke zu den Historikern und ein (neuer) Versuch, für ein großes Thema zu werben. – S. 58-64

Medien Wirtschaft
Jg 5 (2008) Nr 2

Wu, Steven; Papies, Dominik; Clement, Michel: Medienprodukte – Adoption versus Akzeptanz. – S. 6-17

Kaumanns, Ralf; Siegenheim, Veit A.: Die Telekommunikationsstrategie von Google. – S. 18-29

„Kommunikationsnetzbetreiber suchen aufgrund der kontinuierlichen Preiserosion nach neuen Umsatzquellen. Neben den Perspektiven mobiler Datendienste setzen sie auf die Möglichkeiten neuer Kommunikationsnetze unter dem Schlagwort Next Generation Networks (NGN), um unter anderem die Servicequalität (Dienstgütequalität) definieren zu können. Hierzu müsste allerdings die bestehende Netzneutralität, die eine diskriminierungsfreie Übermittlung von Daten sicherstellt, abgeschafft werden. Diese Ambitionen stellen für Google eine signifikante Bedrohung seines Geschäftsmodells und seines unternehmerischen Erfolgs dar. Google hat in den letzten Jahren mit verschiedenen Investitionen, Beteiligungen und Akquisitionen auf der Ebene der Infrastruktur, der Endgeräte und der Anwendungen auf diese Bedrohung reagiert. Dabei handelt es sich nicht nur um eine reine Konterstrategie, sondern Google versucht damit, sein erfolgreiches Geschäftsmodell auf die Telekommunikation und hier insbesondere auf die Mobilfunknetze auszudehnen. Im Erfolgsfall könnte dies signifikante Veränderungen im Geschäftsmodell der Telekommunikationsunternehmen zur Folge haben."

Becker, Anke: Die Diskussion um die Netzneutralität. – S. 30-34

„In den USA wird eine sehr intensive Debatte um die regulatorische beziehungsweise gesetzliche Festschreibung des Prinzips der Netzneutralität im Internet geführt, welche sich mittlerweile auf europäischer Ebene fortsetzt. Hervorgerufen wurde die Diskussion durch die Absicht einiger Breitbandnetzbetreiber, die Durchleitung der Inhalte von Content Providern zusätzlich zu berechnen. Befürworter einer Aufnahme des Prinzips der Netzneutralität ins Gesetz warnen dagegen vor möglichem wettbewerbsbeschränkenden Verhalten seitens der Breitbandnetzbetreiber."

Jg 5 (2008) Nr 3

Wilde, Thomas; Hess, Thomas; Hilbers, Konrad: Methodische Probleme der Akzeptanzforschung bei nicht marktreifen Technologien: eine empirische Analyse am Beispiel interaktiven Fernsehens. – S. 6-13

„Die Einführung neuer IK-Technologien scheitert oft an der Akzeptanz der Nutzer. Die Akzeptanzforschung versucht daher in Form von Modellen die zahlreichen Einflussfaktoren zu systematisieren und deren Wirkungsweise zu beschreiben. Im Bereich nicht marktreifer Technologien waren in der Vergangenheit verschiedene methodische Probleme zu beobachten, deren verzerrende Wirkung bisher vorwiegend theoretisch diskutiert wurde. Der Beitrag greift mit interner Validität, der Theoriebasis und der Stichprobenzusammensetzung drei charakteristische Problemfelder heraus und untersucht deren Einflüsse empirisch am Beispiel interaktiven Fernsehens in Deutschland. Während sich so genannte „early adopter"-Stichproben als höchstproblematisch erwiesen, konnte gezeigt werden, dass mit den üblichen Forschungsdesigns nicht zwingend Validitäts- oder Theoriebasisprobleme einhergehen."

Kallfaß, Hermann H.: Der Markt für Programmzeitschriften: eine Analyse der Initiatoren, Formen und Wirkungen entstandener Produktdifferenzierungen. – S. 14-33

Knoll, Eva Marie: Public Value. – S. 34-39

„Public Value ist ein viel und ebenso kontrovers diskutierter Begriff in der Debatte um das Auftrags- und Leistungsverständnis öffentlicher Rundfunkanbieter. Aufgrund unterschiedlicher Auslegungen des Konzepts und bestehender Unklarheiten in Bezug auf seine Abgrenzung zu alternativen Terminologien, wird die praktische Verwendung des Begriffs häufig erschwert. Ziel des Beitrags ist es daher, den Public Value-Ansatz vor dem Hintergrund seiner theoretischen Entwicklungsgeschichte zu beleuchten, um ihn so von anderen Begriffen sowie Konzepten abzugrenzen. Aus dieser Perspektive soll auf Stärken sowie Schwächen des Konzepts aufmerksam gemacht werden, wodurch ein Beitrag zu seiner praktischen Anwendung geleistet werden kann."

Jg 5 (2008) Sonderheft

Nienstedt, Heinz-Werner; Scherer, Joerg: Der Einfluss der Marktstellung auf die Anzeigen- und Vertriebspreise regionaler Tageszeitungen. – S. 6-19

Blömeke, Eva; Clement, Michel; Bewersdorf, Carlo: Zahlungsbereitschaften für gebündelte Online-Entertainment-Produkte: eine empirische Analyse mithilfe von Mixture Regression Models. – S. 20-33

„Im Markt besteht derzeit eine große Nachfrage nach Online-Entertainment-Inhalten wie Musik, Videos oder Spielen. Jedoch ist es für Unternehmen schwer, mit dem alleinigen Verkauf der Inhalte gewinnbringend zu agieren. Die Bündelung von Content mit dem benötigten Internetzugang oder den entsprechenden Endgeräten stellt eine Möglichkeit dar, dieses Problem zu adressieren und eine langfristige Kundenbeziehung aufzubauen. Dabei muss jedoch beachtet werden, dass die Präferenzen und damit auch die Zahlungsbereitschaften der potenziellen Kunden sehr heterogen sind. Eine Analyse auf aggregierter

Ebene ist daher zu grob und reicht nicht aus, um gezielt Produktbündel zu konzipieren. Vielmehr ist eine Betrachtung auf Segmentebene erforderlich, um zielgerichtete Marketingmaßnahmen ableiten zu können. Mit der Mixture Regression soll daher ein Instrumentarium vorgestellt werden, das die Einflussfaktoren auf die Zahlungsbereitschaft der Kunden pro Segment identifiziert."

Feddersen, Arne; Rott, Armin: Erfolgsfaktoren von Fußball-Live-Übertragungen: das Beispiel der deutschen Nationalmannschaft. – S. 34-47

Habann, Frank; Nienstedt, Heinz-Werner; Reinelt, Julia: Erfolgsfaktoren von Markenerweiterungen in der Zeitungsbranche: eine empirische Analyse. – S. 48-58

Jöckel, Sven: Videospiele als Erfahrungsgut: der Einfluss von Online-Bewertungen auf den Erfolg von Videospielen. – S. 59-66

„Erfolgreiche Videospiele verkaufen sich mittlerweile millionenfach. Allein in den USA kann ein Videospiel somit Bruttoumsätze von mehr als 100 Million US$ erzielen. Gleichzeitig setzt sich eine Vielzahl an Videospielen nicht am Markt durch. Aus wissenschaftlicher Perspektive haben sich nur wenige Forschungsansätze damit auseinandergesetzt, welche Umstände dazu führen, dass sich ein Videospiel erfolgreich verkauft. Dieser Artikel konzentriert sich auf die Rolle von externen Informationsquellen für den wirtschaftlichen Erfolg von Videospielen. In theoretischer Hinsicht wird auf die Bedeutung der Erfahrungsgutproblematik bei Videospielen zurückgegriffen. Basierend auf einer Vollerhebung aller Videospiele, denen es zwischen 1995 und 2007 gelungen ist, in den USA mehr als eine Million Einheiten zu verkaufen, wird ein Kausalmodell zur Bestimmung des Einflusses von externen Bewertungen auf den Erfolg von Videospielen überprüft."

Christensen, Björn et al: Wer wird nominiert und wer nicht?: eine empirische Analyse der Treiber einer Oscar-Nominierung. – S. 67-77

Multimedia und Recht
Jg 11 (2008) Nr 5

Spies, Axel; Schröder, Christian: Auswirkungen der elektronischen Beweiserhebung (eDiscovery) in den USA auf deutsche Unternehmen. – S. 275-280

Schnabel, Christoph: Böse Zensur, guter Filter?: urheberrechtliche Filterpflichten für Access-Provider. – S. 281-285

„In der Geschichte des Internetrechts in Deutschland wurde immer wieder versucht, Access-Provider für die Inhalte haftbar zu machen, zu denen sie den Zugang vermittelten. Aktuell werden neue Bestrebungen der Unterhaltungsindustrie in dieser Richtung auf europäischer Ebene diskutiert. Der vorliegende Beitrag zeigt die historische Entwicklung auf und untersucht,

welche rechtlichen, technischen und wirtschaftspolitischen Folgen diese Vorschläge hätten."

Arnold, Bernhard; Timmann, Tobias: Ist die Verletzung des § 95a Abs 3 UrhG durch den Vertrieb von Umgehungsmitteln keine Urheberrechtsverletzung?. – S. 286-290

Gercke, Marco: Die Bekämpfung der Internetkriminalität als Herausforderung für die Strafverfolgungsbehörden. – S. 291-298

„Der Beitrag gibt einen Überblick über einige der bedeutendsten Herausforderungen im Spannungsfeld zwischen Technik und Recht, mit denen sich die Strafverfolgungsbehörden gegenwärtig konfrontiert sehen, und setzt diese in Bezug zu Lösungsansätzen, die derzeit national und international diskutiert werden."

Jg 11 (2008) Nr 6

Koenig, Christian; Loetz, Sascha: Vereinigung nationaler Regulierungsbehörden vs EECMA: Vorschlag zur Ausgestaltung einer gemeinschaftsrechtlich verankerten Zusammenarbeit der nationalen Regulierungsbehörden im TK-Sektor. – S. 367-371

Dietlein, Johannes; Brandenberg, Alexandra: Rechtsfragen der Auslegung des § 47 TKG im Hinblick auf die Behandlung von sog. „Verlegerdaten". – S. 372-377

Wekwerth, Markus: Anforderungen an preisbezogene Pflichtangaben im Fernabsatz. – S. 378-380

Hausmann, Hans-Christian: Das Microsoft-Urteil: zwischen Kartellrecht und gewerblichen Schutzrechten. – S. 381-384

Jg 11 (2008) Nr 7

Bauer, Stephan: Personalisierte Werbung auf Social Community-Websites: datenschutzrechtliche Zulässigkeit der Verwendung von Bestandsdaten und Nutzungsprofilen. – S. 435-438

„Spätestens seit der kontroversen Diskussion um die Änderung der allgemeinen Geschäftsbedingungen auf der Social Community-Website des StudiVZ ist die Zulässigkeit der Verwendung von persönlichen Nutzerdaten und Nutzungsprofilen für personalisierte Werbung ein intensiv diskutiertes Thema. Der folgende Beitrag soll einen Überblick über die Zulässigkeit der Erhebung von persönlichen Daten, die Zusammenstellung von Nutzungsprofilen und die Verwendung der Daten und Nutzungsprofile für personalisierte Werbung, insbesondere auf sog. Social Community-Websites geben. In einer Einleitung wird zunächst die Interessenlage der Nutzer und der

Datenerheber geschildert. Sodann folgt eine Zusammenfassung der rechtlichen Grundlagen. Schließlich wird die datenschutzrechtliche Zulässigkeit einzelner Nutzungsformen untersucht."

Holznagel, Bernd: Poker: Glücks- oder Geschicklichkeitsspiel?. – S. 439-443

„Wer ohne behördliche Erlaubnis öffentlich ein Glücksspiel veranstaltet, macht sich strafbar. Pokern wird in Deutschland seit der Entscheidung des Reichsgerichts vom 11. Juni 1906 zum damaligen § 286 St GB zu den Glücksspielen gezählt. Auf dieses Urteil haben bis in die jüngste Zeit hinein Rechtssprechung und Schrifttum unkritisch Bezug genommen. Eine inhaltliche Auseinandersetzung mit dieser Frage ist aber dringlich angezeigt. Denn im Hinblick auf die derzeit besonders populäre Pokervariante des Texas Hold'em sprechen gute Gründe dafür, dass jedenfalls in einer Turniersituation die Geschicklichkeitselemente des Spiels im Vordergrund stehen und es damit nicht mehr als Glücksspiel angesehen werden kann."

Attendorn, Thorsten: TK-Zugangsregulierung und Drittschutz: können Wettbewerber weitergehende belastende Anordnungen gegen das regulierte Unternehmen einklagen?. – S. 444-449

„Obwohl TK-regulierungsrechtliche Prozesse zunehmend vor die Zivilgerichtsbarkeit getragen werden, kann doch der Erlass einer Regulierungsverfügung nur auf dem Verwaltungsrechtsweg erstritten werden. Sei es, dass die Regulierungsbehörde im Einzelfall gar keine Anordnung nach § 21 TKG getroffen hat, sei es, dass ihre Verfügung für unzureichend gehalten wird – die Verpflichtungsklage auf Erlass oder Änderung einer Regulierungsverfügung gehört vor das Verwaltungsgericht. Entscheidende Zugangshürde auf Zulässigkeitsebene ist dort die Klagebefugnis: Ist das Verhalten der Regulierungsbehörde nicht nur rechtswidrig, sondern ist der Kläger auch in seinen Rechten verletzt? Insbesondere: Dienen die Rechtsnormen, auf deren Verletzung er sich beruft, seinem Schutz – sind die Vorschriften der Zugangsregulierung drittschützend? Das BVerwG hat hierzu eine Grundsatzentscheidung getroffen, die nachfolgend kommentiert und um weiterführende Überlegungen ergänzt wird."

Jg 11 (2008) Nr 8

Möschel, Wernhard: Der zukünftige Ordnungsrahmen für die Telekommunikation: allgemeines Wettbewerbsgesetz statt sektorspezifischer Regulierung!. – S. 503-508

Eberle, Carl-Eugen: Medien und Datenschutz: Antinomien und Antipathien. – S. 508-513

„Medienfreiheiten und Datenschutz stehen für widerstreitende Interessenlagen: journalistische Arbeit zielt auf Aufklärung, Datenschutz auf informelle Abschottung. Treffen in konkreten Konfliktlagen beide rechtlich geschützten Interessen aufeinander, z. B. bei der investigativen Berichterstattung über eine Person, dann stellt sich die Frage nach dem anwendbaren Rechtsregime: Wie vertragen sich medienrechtliches Äußerungsrecht und seine Ansprüche [….] mit dem datenschutzrechtlichen Instrumentarium, das dem Betroffenen [….] Berichtigungsansprüche gewährt? Mit den damit zusammenhängenden Fragen befasst sich der nachfolgende Beitrag."

Pröpper, Martin; Römermann, Martin: Nutzung von Internet und E-Mail am Arbeitsplatz (Mustervereinbarung). – S. 514-518

Knopp, Michael: Elektonische Transaktionen: Anforderungen des Datenschutzes bei der Umsetzung der Dienstleistungsrichtlinie. – S. 518-522

Jg 11 (2008) Nr 9

Hoeren, Thomas; Semrau, Jana: Haftung des Merchant für wettbewerbswidrige Affiliate-Werbung. – S. 571-576

Jänich, Volker Michel; Eichelberger, Jan: Die Verwertung von Musikaufnahmen in dezentralen Computernetzwerken als eigenständige Nutzungsart des Urheberrechts?. – S. 576-579

„Urheberrechtliche Nutzungsrechte können räumlich, zeitlich und inhaltlich beschränkt eingeräumt (§31 Abs. 1 Satz 2 UrhG) und damit weitgehend den beiderseitigen Interessen angepasst werden. Im Interesse der Rechts- und Verkehrssicherheit sind dieser Aufspaltbarkeit allerdings dadurch Grenzen gesetzt, dass das einzuräumende Nutzungsrecht eine nach der Verkehrsauffassung hinreichend klar abgrenzbare, wirtschaftlich-technisch als einheitlich und selbständig erscheinende Art und Weise der Nutzung darstellen muss. Der Beitrag geht der Frage nach, ob dies für ein „Recht zur Verwertung von Musikaufnahmen in dezentralen Computernetzen" zu bejahen ist."

Schütz, Raimund: Effektive Regulierung durch effektive Missbrauchsaufsicht der BNetzA: Plädoyer für ein 3-Säulen-Modell: Konvergenz und Innovation. – S. 579-582

„Mit den neuen Regulierungsvorschlägen der EU-Kommission beschleunigt sich das sog. „Phase-out" der sektorspezifischen Regulierung der TK-Märkte durch die BNetzA. Der damit verbundene Wechsel zu der allgemeinen wettbewerbsrechtlichen Missbrauchsaufsicht durch das BKartA ist indes zu scharf, ein gleitender Übergang über eine autonome Missbrauchsaufsicht der BNetzA – als dritter Regulierungssäule – würde eine effektivere Regulierung ermöglichen."

Platho, Rolf: Die Systematik von Schleichwerbung und Produktplazierung und ihre Verfehlung in der AVMD-Richtlinie. – S. 582-588

Navigationen
Jg 8 (2008) Nr 1

Magenheim, Johannes: Interaktion und Interaktivität im Kontext von Wissenskonstruktion und Nutzung digitaler Medien: zur Vielfalt des Interaktionsbegriffs. – S. 11-42

„Die folgenden Beiträge widmen sich zumeist neuen Formen der Interaktion, insbesondere im Bereich der Informations- und Kommunikationstechnologien. Was als Teilgebiet in der Informatik summarisch als Human-Computer Interaction bezeichnet wird, bedarf bei näherer Betrachtung und des besseren Verständnisses wegen einer Differenzierung. Nicht nur die Interaktionen Mensch-Mensch oder Mensch-Computer, sondern immer mehr und stärker die durch Computer mediierte Interaktionen zwischen Menschen rücken in den Mittelpunkt des Forschungsinteresses. Diesem Verhältnis „Mensch-Computer-Mensch" gehen die Einzelbeiträge dieses Bandes anhand unterschiedlicher Beispiele nach."

Grottel, Sebastian et al: Lernen mit Web-basierten interaktiven Systemen. – S. 43-58

Schroeder, Ulrik; Spannagel, Christian: Lernen mit Web-2.0-Anwendungen. – S. 59-80

Kolb, Andreas; Leschke, Rainer; Schmer-Reinhard, Timo: Interaktivität: ein Begriff im Netz der Wissenschaften. – S. 81-102

Schubert, Kai et al: Spielerisches Konstruieren im virtuellen Medium: digitale Baukästen in interkulturellen Computer-Clubs. – S. 103-122

Heß, Jan; Hauptmeier, Helmut: SocialTV: community-basierte Interaktionskonzepte im Kontext des digitalen Fernsehen. – S. 123-140

Schwidrowski, Kirstin; Eibl, Christian; Schubert, Sigrid: Internetworking und E-Learning: Bildungsanforderungen und Interaktionsstufen. – S. 141-158

Stevens, Gunnar; Wiedenhöfer, Torben: Wiki inside: neue Nutzungsformen von Wikis am Beispiel einer communitybasierten Kontexthilfe. – S. 159-186

new media & society
Jg 10 (2008) Nr 3

Lundby, Knut: Mediatized Stories: mediation perspectives on digital storytelling; editorial. – S. 363-372

Couldry, Nick: Mediatization or mediation?: alternative understandings of the emergent space of digital storytelling. – S. 373-392

„This article reviews the social potential of digital storytelling, and in particular its potential to contribute to the strengthening of democracy. Through answering this question, it seeks to test out the relative strengths and weaknesses of two competing concepts for grasping the wider consequences of media for the social world: the concept of mediatization and the concept of mediation. It is argued that mediatization (developed, for example, by Stig Hjarvard and Winfried Schulz) is stronger at addressing aspects of media textuality, suggesting that a unitary media-based logic is at work. In spite of its apparent vagueness, mediation (developed in particular by Roger Silverstone) provides more flexibility for thinking about the open-ended and dialectical social transformations which, as with the printed book, may come in time to be articulated with the new form of digital storytelling."

Livingstone, Sonia: Taking risky opportunities in youthful content creation: teenagers' use of social networking sites for intimacy, privacy and self-expression. – S. 393-412

Postill, John: Localizing the internet beyond communities and networks. – S. 413-432

Quiring, Oliver; Walter, Benedikt von; Atterer, Richard: Can filesharers be triggered by economic incentives?: results of an experiment. – S. 433-454

Beaudoin, Christopher E.: The internet's impact on international knowledge. – S. 455-474

„With data from a national telephone survey, the current study examines the comparative and synergistic influence of the internet on international knowledge. Independent and interactive media effects are considered in terms of four medium-specific measures of international news attention. Internet news attention had the most positive effect on international knowledge of any of the news measures. In terms of the other three news attention measures, the effects of newspapers and cable TV were positive, while that of network TV was non-significant. In addition, the interaction of internet news attention and network TV news attention positively predicted international knowledge. In contrast, the interaction of newspaper news attention and network TV news attention negatively predicted international knowledge. These findings indicate the positive comparative and synergistic influence that the internet can have on international knowledge development in the United States."

Zhou, Yuqiong: Voluntary adopters versus forced adopters: integrating the diffusion on innovation theory and the technology acceptance model to study intra-organizational adoption. – S. 475-496

Rogers, Richard; Ben-David, Anat: The Palestinian-Israeli peace process and transnational issue networks: the complicated place of the Israeli NGO. – S. 497-528

Jg 10 (2008) Nr 4

Ledbetter, Andrew M.: Media use and relational closeness in long-term friendships: interpreting patterns of multimodality. – S. 547-564

„Although most friendships use a variety of media to stay in touch, many studies have ignored the multimodality of social life. This study uses media niche theory to consider: changes in patterns of media use across time, which modalities tend to be used in association with other modalities; and the association between specific modalities and relational closeness. Data assessing modality usage and degree of friendship closeness were collected on best friendship pairs in 1987 and 2002. The results suggest that postal mail use has declined between 1987 and 2002, telephone contact has become a particularly potent predictor of relational closeness, and face-to-face contact is a less stable indicator of closeness. Intimacy and efficiency or convenience emerge as two potentially important constructs for understanding how modalities are used for maintaining relational closeness."

Lagos, Taso G.: Mediating commons: rural Greece. – S. 565-584

Ndangam, Lilian N.: Free Lunch?: Cameroon's diaspora and online news publishing. – S. 585-604

Yar, Majid: The rhetorics and myths of anti-piracy campaigns: criminalization, moral pedagogy and capitalist property relations in the classroom. – S. 605-624

„This article deals with current attempts by copyright industries (music, motion pictures and computer software) to challenge and criminalize practices of piracy and copyright theft, especially in relation to internet usage. A number of anti-piracy campaigns, all aimed at schoolchildren, are critically examined. It is argued that their advocacy of copyright and their corresponding objections to piracy rest on a number of rhetorical strategies which encode capitalist and individualist conceptions of property, creativity and rights. These strategies are elucidated and examined so as to draw attention to their contingent, partial and mythical character. Alternative understandings of intellectual expression are mobilized so as to delineate a case for legitimizing, rather than demonizing, cultural copying practices."

Pickard, Victor W.: Cooptation and cooperation: institutional exemplars of democratic internet technology. – S. 625-646

Vaccari, Christian: From the air to the ground: the internet in the 2004 US presidential campaign. – S. 647-665

Nordicom Review
Jg 29 (2008) Nr 1

Domingo, David; Heinonen, Ari: Weblogs and Journalism: A Typology to Explore the Blurring Boundaries. – S. 3-16

Sparre, Kirsten: The Value of Internet Research to Danish Council Reporters. – S. 17-28

Riegert, Kristina: Good Europeans?: Euro-Themes in Swedish, Danish and British TV News during a November Week. – S. 29-44

Widestedt, Kristina: Issues of Gender Equality and Diversity in Broadcast News Policy. – S. 45-62

Houge, Anette Bringedal: Subversive Victims?: The (non)Reporting of Sexual Violence against Male Victims During the War in Bosnia-Herzegovina. – S. 63-78

Simonsen, Anne Hege: Proximity and Distance: Time and Space in Norwegian Newspaper Articles about the World 1880-1930. – S. 79-94

Solberg, Harry Arne; Hammervold, Randi: TV Sports Viewers: Who Are They? A Norwegian Case Study. – S. 95-110

Fogt, Anne; Sandvik, Margareth: „We Represent a Potential, not a Problem": Young People's Media Use in Diaspora. – S. 111-132

Groenstad, Asbjoern: Downcast Eyes: Michael Haneke and the Cinema of Intrusion. – S. 133-144

Political Communication
Jg 25 (2008) Nr 2

Peake, Jeffrey S.; Eshbaugh-Soha, Matthew: The Agenda-Setting Impact of Major Presidential TV Addresses. – S. 113-137

„The ability to set the national agenda is an important power of the modern presidency. Policy-specific, nationally televised speeches provide presidents with the best rhetorical opportunity to set the national agenda; however, research on presidential agenda setting has not systematically explored their effects. Although the conventional understanding of presidential agenda setting suggests that presidents should be able to focus media attention through televised addresses, research paints a mixed picture of the president's ability to do so. We answer the following questions: Are televised presidential speeches effective in increasing news coverage of presidential priorities? And what explains the likelihood that a national address will significantly increase media attention? We find that 35% of the president's national addresses across four policy areas increase media attention in the short-

term, with only 10% of the speeches in our sample increasing media attention beyond the month of the speech. We also find that the likelihood that a national address will increase media attention hinges on previous media attention, public concern, and, to a lesser extent, the president's approval ratings."

Rottinghaus, Brandon: Presidential Leadership on Foreign Policy, Opinion Polling, and the Possible Limits of „Crafted Talk". – S. 138-157

Ridout, Travis N.; Franz, Michael: Evaluating Measures of Campaign Tone. – S. 158-179

Martin, Paul S.: The Mass Media as Sentinel: Why Bad News About Issues is Good News for Participation. – S. 180-193

„This article argues that negative news coverage of politically relevant social issues stimulates political participation by shaping citizen awareness of collective problems and interest in politics. By drawing citizen attention to social problems that government may attend to, the press acts as a sentinel for the mass public, cuing them to periods when participation is more important. Drawing on an analysis of the 1974 National Election Study in combination with the Center for Political Studies' content analysis of newspapers, I find evidence that bad news about issues is good news for participation."

Belt, Todd L.; Just, Marion R.: The Local News Story: Is Quality a Choice?. – S. 194-215

Jg 25 (2008) Nr 3

Nadeau, Richard et al: Election Campaigns as Information Campaigns: Who Learns What and Does it Matter?. – S. 229-248

„During election campaigns political parties compete to inform voters about their leaders, the issues, and where they stand on these issues. In that sense, election campaigns can be viewed as a particular kind of information campaign. Democratic theory supposes that participatory democracies are better served by an informed electorate than an uninformed one. But do all voters make equal information gains during campaigns? Why do some people make more information gains than others? And does the acquisition of campaign information have any impact on vote intentions? Combining insights from political science research, communications theory, and social psychology, we develop specific hypotheses about these campaign information dynamics. These hypotheses are tested with data from the 1997 Canadian Election Study, which includes a rolling cross-national campaign component, a post-election component, and a media content analysis. The results show that some people do make more information gains than others; campaigns produce a knowledge gap. Moreover, the intensity of media signals on different issues has an important impact on who receives what information, and information gains have a significant impact on vote intentions."

Marmor-Lavie, Galit; Weiman, Gabriel: Intimacy Appeals in Israeli Televised Political Advertising. – S. 249-268

Bennett, W. Lance; Breunig, Christian; Givens, Terry: Communication and Political Mobilization: Digital Media and the Organization of Anti-Iraq War Demonstrations in the U.S.. – S. 269-289

„The speed and scale of mobilization in many contemporary protest events may reflect a transformation of movement organizations toward looser ties with members, enabling broader mobilization through the mechanism of dense individual-level political networks. This analysis explores the dynamics of this communication process in the case of U.S. protests against the Iraq war in 2003. We hypothesize that individual activists closest to the various sponsoring protest organizations were (a) disproportionately likely to affiliate with diverse political networks and (b) disproportionately likely to rely on digital communication media (lists, Web sites) for various types of information and action purposes. We test this model using a sample of demonstrators drawn from the United States protest sites of New York, San Francisco, and Seattle and find support for our hypotheses."

Bachen, Christine et al: Civic Engagement, Pedagogy, and Information Technology on Web Sites for Youth. – S. 290-310

„Scholars of political socialization are paying increasing attention to how the Internet might help cure the civic disengagement of youth. This content analysis of a sample of 73 U.S.-based civic Web sites for youth introduces a framework for evaluating Web sites' strategies for fostering active communication for citizenship. We offer the first systematic assessment of the extent to which a broad range of Web sites aim to develop young people's abilities to use information and communication technology (ICT) as a vehicle for civic participation and to engage with ICT as a policy domain that encompasses issues (such as freedom of speech and intellectual property rights) that shape the conditions for popular sovereignty online. The study finds low levels of interactive features (such as message boards) that allow young people to share editorial control by offering their own content. In addition, few sites employ active pedagogical techniques (such as simulations) that research suggests are most effective at developing civic knowledge, skills, and participation. We also find little attention to ICT policy issues, which could engage budding citizens in debates over the formative conditions for political communication in the information age. We conclude with suggestions for civic Web site designers and hypotheses for user studies to test."

Liebes, Tamara; Kampf, Zohar; Blum-Kulka, Shoshana: Saddam on CBS and Arafat on IBA: Interviewing the Enemy on Television. – S. 311-329

Public Opinion Quarterly
Jg 72 (2008) Nr 1

Link, Michael W. et al: A Comparison of Address-Based Sampling (ABS) Versus Random-Digit Dialing (RDD) for General Population Surveys. – S. 6-27

Kennedy, Courtney; Keeter, Scott; Dimock, Michel: A „Brute Force" Estimation of the Residency Rate for Undertermined Telephone Numbers in a RDD Survey. – S. 28-39

Andresen, Elena M. et al: Effects and Costs of Tracing Strategies on Nonresponse Bias in a Survey of Workers with Low-Back Injury. – S. 40-54

Burden, Barry C.: The Social Roots of the Partisan Gender Gap. – S. 55-75

Streb, Matthew J. et al: Social Desirability Effects and Support for a Female American President. – S. 76-89

„Public opinion polls show consistently that a substantial portion of the American public would vote for a qualified female presidential candidate. Because of the controversial nature of such questions, however, the responses may suffer from social desirability effects. In other words, respondents may be purposely giving false answers as not to violate societal norms. Using an unobtrusive measure called the „list experiment," we find that public opinion polls are indeed exaggerating support for a female president. Roughly 26 percent of the public is „angry or upset" about the prospect of a female president. Moreover, this level of dissatisfaction is constant across several demographic groups."

Sturgis, Patrick; Allum, Nick; Smith, Patten: An Experiment on the Measurement of Political Knowledge in Surveys. – S. 90-102

„In a series of articles, Mondak and colleagues argue that the conventional way of measuring political knowledge in surveys is flawed. Personality related „propensity to guess" underestimates the level of political knowledge in the population and distorts estimates of between group differences, when a DK alternative is offered. This has led Mondak to recommend the use of closed-ended items on which DKs are not explicitly offered, following best practice in the field of educational testing. In this article, we present the results of an experimental study which calls into question the wisdom of this approach. Our results show little evidence of partial knowledge concealed within DK responses; when people who initially select a DK alternative are subsequently asked to provide a „best guess," they fare statistically no better than chance. We conclude that opinion researchers should be cautious about adopting Mondak's recommendations for the design of political knowledge items in surveys."

Jg 72 (2008) Nr 2

Groves, Robert M.; Peytcheva, Emilia: The Impact of Nonresponse Rates on Nonresponse Bias: A Meta-Analysis. – S. 167-189

Erikson, Robert S.; Wlezien, Christopher: Are Political Markets Really Superior to Polls as Election Predictors?. – S. 190-215

Ho, Daniel E.; Imai, Kosuke: Estimating Causal Effects of Ballot Order from a Randomized Natural Experiment: The California Alphabet Lottery, 1978-2002. – S. 216-240

Davern, Michael et al: Validating Health Insurance Coverage Survey Estimates: A Comparison of Self-Reported Coverage and Administrative Data Records. – S. 241-259

Griesler, Pamela C. et al: Adolescents' Inconsistency in Self-Reported Smoking: A Comparison of Reports in School and in Household Settings. – S. 260-290

Haider-Markel, Donald P.; Joslyn, Mark R.: Beliefs about the Origins of Homosexuality and Support for Gay Rights: An Empirical Test of Attribution Theory. – S. 291-310

Andersen, Robert; Fetner, Tina: Cohort Differences in Tolerance of Homosexuality: Attitudinal Change in Canada and the United States, 1981-2000. – S. 311-330

Jg 72 (2008) Nr 3

Campbell, David E.; Monson, J. Quin: The Religion Card: Gay Marriage and the 2004 Presidential Election. – S. 399-419

Davidov, Eldad; Schmidt, Peter; Schwartz, Shalom H.: Bringing Values Back In: The Adequacy of the European Social Survey to Measure Values in 20 Countries. – S. 420-445

„The Schwartz (1992) theory of basic human values has promoted a revival of empirical research on values. The semi-annual European Social Survey (ESS) includes a new 21-item instrument to measure the importance of the 10 basic values of the theory. Representative national samples in 20 countries responded to the instrument in 2002-3. We briefly describe the theory and the ESS instrument and assess its adequacy for measuring values across countries. Using multiple-group confirmatory factor analyses, augmented with mean-structure information, we assess the configural and measurement (metric) invariance of the values—necessary conditions for equivalence of the meaning of constructs and scalar invariance—a precondition for comparing value means across countries. Only if such equivalence is established can researchers make meaningful and clearly interpretable cross-national

comparisons of value priorities and their correlates. The ESS values scale demonstrates configural and metric invariance, allowing researchers to use it to study relationships among values, attitudes, behavior and socio-demographic characteristics across countries. Comparing the mean importance of values across countries is possible only for subsets of countries where scalar invariance holds."

Singer, Eleanor et al: Trends in U.S. Attitudes Toward Genetic Testing, 1990-2004. – S. 446-458

„This research note examines changes in beliefs and attitudes over a 14-year period, from 1990, when the revolution in genomic science was just beginning, to 2004, the most recent time point for which data are available. The analysis makes clear that there is no simple causal path from changes in technology to changes in values and beliefs, at least over the period of time during which we have been able to track this process. At the same time, claimed awareness about the new technology is slowly and gradually diffusing throughout the society."

Publizistik
Jg 53 (2008) Nr 2

Adam, Silke: Medieninhalte aus der Netzwerkperspektive: neue Erkenntnisse durch die Kombination von Inhalts- und Netzwerkanalyse. – S. 180-199

„Möchte man (mediale) Debatten nicht als Fundgrube isolierter Themen, Akteure und Positionen analysieren, sondern Zusammenhänge untersuchen, dann bedarf es der systematischen Kombination von relationaler Inhalts- und empirischer Netzwerkanalyse. Ziel dieses Beitrages ist es zu zeigen, wie sich Daten mit Hilfe einer solch relationalen Inhaltsanalyse, der Claimsanalyse, erheben lassen und wie diese Daten mit Hilfe netzwerkanalytischer Instrumente ausgewertet werden können. Anhand der Debatte über die EU-Erweiterung in zwei deutschen Qualitätszeitungen wird dargestellt, wie man so nicht nur Strukturen von Debatten – wie Kommunikationsadern, Konfliktlinien und Diskurskoalitionen -, sondern auch die Rolle einzelner Akteure bezüglich ihrer Thematisierungen, ihres Framings und ihres Prestiges aufzeigen kann."

Glaab, Sonja: Wilhelm II. und die Presse: ein Medienkaiser in seinem Element?. – S. 200-214

Jackob, Nikolaus; Petersen, Thomas; Roessing, Thomas: Strukturen der Wirkung von Rhetorik: ein Experiment zum Wirkungsverhältnis von Text, Betonung und Körpersprache. – S. 215-230

„Seit der Antike wird die Frage diskutiert, welcher Teil einer Rede welchen Anteil an der rhetorischen Gesamtwirkung hat. Neben theoretischer und empirischer Forschung existieren zu dieser Frage auch Alltagsmythen, die vor allem in der Kommunikationspraxis immer wieder zitiert wurden. Ein solcher

Mythos ist beispielsweise die sogenannte „Kommunikationspyramide": Danach werden 55 Prozent der Wirkung einer Rede durch die Körpersprache, 38 Prozent durch die Stimme und nur 7 Prozent durch den Redeinhalt verursacht. Mit einem sozialwissenschaftlichen Experiment und RTR-Messungen geht der Beitrag der Frage des Verhältnisses von Inhalt, verbaler und nonverbaler Betonung bei einer politischen Rede nach. Es zeigt sich, dass erstens die Wahrnehmung der Rede nicht immer von nonverbaler Betonung profitiert und dass zweitens der Inhalt die wahrgenommene Überzeugungskraft und Wirkungsstruktur der Rede, abgebildet in den RTR-Kurven, determiniert."

Bernhard, Uli; Scharf, Wilfried: „Infotainment" in der Presse: eine Längsschnittuntersuchung 1980-2007 dreier Tageszeitungen. – S. 231-250

„Mit einer längsschnittartig angelegten Inhaltsanalyse dreier regionaler Tageszeitungen wird die Frage beantwortet, ob die Politikberichterstattung in regionalen Abonnementzeitungen heute im Vergleich zu 1980 unterhaltsamer gestaltet ist. Auf Artikelebene kann das durch den Einsatz spezifischer Gestaltungsmittel geschehen. Auf thematischer Ebene können Themen, die „von sich aus" unterhaltsam sind (bspw. Human-Touch-Themen) neben oder an die Stelle politischer Informationen treten. In allen untersuchten Blättern weisen politische Artikel im Vergleich zu 1980 ein erhöhtes Unterhaltungspotential auf. Daneben ging der Anteil an politischer Information in den Zeitungen zugunsten einer deutlich ausgeweiteten Berichterstattung über Human-Touch-Themen zurück. Es wird abschließend erörtert, wie dieser Befund aus demokratietheoretischer Sicht zu bewerten ist: „Infotainment" kann unter Umständen funktional wirken. Eine pauschale Abwertung von Unterhaltung ist deshalb nicht zulässig, die normative Beurteilung muss differenziert ausfallen."

Rundfunk und Geschichte
Jg 34 (2008) Nr 1-2

Hannig, Nicolai: Die Affäre Waltermann: Formen der Skandalisierung im Kirchenfunk. – S. 5-17

Lersch, Edgar: Der Beitrag der Historischen Kommission der ARD zur Entstehung und Entwicklung der „Historischen Archive" der öffentlich-rechtlichen Rundfunkanstalten-. – S. 18-25

Wied, Kristina: Kontrastierung,, Homogenisierung, Spezialisierung: zur Entwicklung der Wahlabendsondersendungen zu Bundestagswahlen im bundesdeutschen Fernsehen seit den 1960er Jahren: Entwurf einer programmgeschichtlichen Periodisierung. – S. 26-42

TelevIZIon
Jg 21 (2008) Nr 1

Roth, Hans-Joachim; Terhart, Henrike: Kinder und Jugendliche mit Migrationshintergrund. – S. 4-10

Geißler, Rainer: Was ist „mediale Integration"?. – S. 11-17

Terhart, Henrike; Roth, Hans-Joachim: „Wenn ich das auf Arabisch gucke, kann ich das mit keinem besprechen". – S. 18-23

Elias, Nelly; Lemish, Dafna: Medien, Migrationserfahrung und Adoleszenz. – S. 24-29

Götz, Maya: Schwarz, weiß oder türkisch?. – S. 30-33

Hannawald, Sebastian; Schlote, Elke: „….ist halt beides irgendwie meine Heimat". – S. 34-38

Krauß, Florian: „Frauenbilder, gegen die wir kämpfen". – S. 45-49

Streit, Antje: Fremd in der Serienfamilie. – S. 50-54

Schlote, Elke; Spieswinkel, Anne: Typisch deutsch, typisch türkisch – ist das komisch?. – S. 39-44

Zeitschrift für Urheber- und Medienrecht
Jg 52 (2008) Nr 5

Becker, Jürgen: Das Urheberrecht vor einem 3. Korb: ausgewählte Handlungsfelder. – S. 361-363

„Einführung zur Arbeitssitzung des Instituts für Urheber- und Medienrecht am 7. März 2008." Im Folgenden werden die Vorträge und der Diskussionsbericht der Arbeitssitzung vorgestellt.

Pfennig, Gerhard: Reformbedarf beim Kabelweitersenderecht?. – S. 363-372

Gerlach, Tilo: Ausübende Künstler als Kreative 2. Klasse?: Teilhabe der ausübenden Künstler an den Schutznormen des UrhG und des UrhWahrnG. – S. 372-376

Müller, Stefan: Verbesserung des gesetzlichen Instrumentariums zur Durchsetzung von Vergütungsansprüchen für private Vervielfältigung. – S. 377-384

Schimmel, Wolfgang: Der „doppelte Schadenersatz" bei Urheberrechtsverletzungen: eine alte und zunehmend aktuelle Forderung der Urheber und ausübenden Künstler. – S. 384-390

Bäcker, Stephanie: Starkes Recht und schwache Durchsetzung: das Dilemma des Auskunftsanspruchs und der Rechtsdurchsetzung im Internetzeitalter. – S. 391-396

Niederalt, Stephanie: Das Urheberrecht vor einem 3. Korb: ausgewählte Handlungsfelder; Diskussionsbericht zu der gleich lautenden Arbeitssitzung des Instituts für Urheber- und Medienrecht. – S. 397-403

Jg 52 (2008) Nr 6

Rossen-Stadtfeld, Helge: Beurteilungsspielräume der Medienaufsicht. – S. 457-475

Goerlich, Helmut; Laier, René: „Parlamentsfernsehen" und Öffentlichkeitsarbeit des Deutschen Bundestages: zu Grenzen und Möglichkeiten einer parlamentarischen Selbstdarstellung. – S. 475-484

Gall, Andreas: Die neuen Verjährungsregelungen im Rundfunkgebührenstaatsvertrag. – S. 484-493

Jungheim, Stephanie: Das Urteil des Bundesverfassungsgerichts vom 11. September 2007 zu den Rundfunkgebühren: eine verpasste Chance. – S. 493-499

Poll, Günter: CELAS, PEDL & Co: Metamorphose oder Anfang vom Ende der kollektiven Wahrnehmung von Musik-Online-Rechten in Europa?. – S. 500-507

Ladeur, Karl-Heinz: Anmerkung zu LG München I, Urteil vom 13. Februar 2008 – 9 O 7835/06. – S. 540-541

Jg 52 (2008) Nr 7

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