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Wendelin, Manuel: Systemtheorie als Innovation in der Kommunikationswissenschaft: inhaltliche Hemmnisse und institutionelle Erfolgsfaktoren im Diffusionsprozess. – S. 341-359

Saxer, Ulrich: Gestaltung von Realität durch Public Relations. – S. 360-371

Büsch, Andreas: Pfarrbriefe als zentrales Medium kirchlicher Basiskommunikation: Bedeutung, Probleme und Empfehlungen. – S. 372-395

Arnold, Klaus: Drei Bischöfe im Fokus der Medien: publizistische Konflikte und Skandale 2007. – S. 396-411

Communication Research
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Peter, Jochen; Valkenburg, Patti M.: Adolescents' Exposure to Sexually Explicit Internet Material, Sexual Uncertainty, and Attitudes Toward Uncommitted Sexual Exploration: Is There a Link?. – S. 579-601

Hargittai, Eszter; Hinnant, Amanda: Digital Inequality: Differences in Young Adults' Use of the Internet. – S. 602-621

„This article expands understanding of the digital divide to more nuanced measures of use by examining differences in young adults' online activities. Young adults are the most highly connected age group, but that does not mean that their Internet uses are homogenous. Analyzing data about the Web uses of 270 adults from across the United States, the article explores the differences in 18- to 26-year-olds' online activities and what social factors explain the variation. Findings suggest that those with higher levels of education and of a more resource-rich background use the Web for more „capitalenhancing" activities. Detailed analyses of user attributes also reveal that online skill is an important mediating factor in the types of activities people pursue online. The authors discuss the implications of these findings for a „second-level digital divide," that is, differences among the population of young adult Internet users."

Walther, Joseph B.; Bazarova, Natalya N.: Validation and Application of Electronic Propinquity Theory to Computer-Mediated Communication in Groups. – S. 622-645

Lee, Eun-Ju: When Are Strong Arguments Stronger Than Weak Arguments?: Deindividuation Effects on Message Elaboration in Computer-Mediated Communication. – S. 646-665

Braverman, Julia: Testimonials Versus Informational Persuasive Messages: The Moderating Effect of Delivery Mode and Personal Involvement. – S. 666-694

Lee, Nam-Jin; McLeod, Douglas M.; Shah, Dhavan V.: Framing Policy Debates: Issue Dualism, Journalistic Frames, and Opinions on Policy Issues. – S. 695-718

„This study examines how the news frames that journalists use to present contentious policy debates shape reasoning processes and opinion outcomes. Drawing on the notion that framing is a cognitive process in which the message affects how individuals weigh existing considerations (i.e., political orientations and relevant attitudes/beliefs) to make a judgment, the authors conducted two experiments in which they presented participants with news stories in which policy conflicts were described as either a clash of underlying values and principles (i.e., a value frame) or as a clash of political interests and strategies (i.e., a strategy frame). The results suggest that the framed news stories failed to change issue opinions directly but did alter the importance of the considerations used to make judgments on relevant issues. Specifically, individuals tend to react to strategy frames by discounting partisan affiliation as a primary consideration, turning to other salient alternatives when making judgments.“

Jg 35 (2008) Nr 6

Knobloch-Westerwick, Silvia; Taylor, Laramie D.: The Blame Game: Elements of Causal Attribution and Its Impact on Siding With Agents in the News. – S. 723-744

„„Blame game“ coverage relates to news about actors in the public arena as they try to deflect, deflate, or diffuse blame for negative events so that the public does not view them as the cause of harm. The current research looks at formal differences in news presentations and how they affect causal attributions of news readers and subsequent support for agents in the news and policy preferences. In Study 1, verb voice was manipulated in four news stories with one key agent; when active voice was used to describe actions relative to an event, that agent was more seen as the cause of that event than when passive voice was used. Study 2 demonstrated, based on three news reports about conflicts, that facets of causal attributions—perceived control and intention— affect perceptions of agents' traits, as well as assent and support for the changes targeted by the news agents.“

Oliver, Mary Beth et al: Exploring Implications of Perceived Media Reinforcement on Third-Person Perceptions. – S. 745-769

Kline, Susan L.; Simunich, Bethany; Weber, Heath: Understanding the Effects of Non-straightforward Communication in Organizational Discourse: The Case of Equivocal Messages and Corporate Identity. – S. 770-791

Hargie, Owen et al: Communicating Social Identity: A Study of Catholics and Protestants in Northern Ireland. – S. 792-821

„This article examined communicative aspects of social identity theory in the context of the deeply divided community of Northern Ireland. Self-disclosure was selected for analysis, given its central role in the development of cross-group friendships and related reduction of negative bias towards the outgroup. In view of previous research on factors that mediate the decision to self-disclose to the outgroup, and using the Disclosure Decision Model as a guiding framework, the authors hypothesized that outgroup contact would be a key determinant of disclosure but that contact would be mediated by degree of trust and attraction for the outgroup, as well as by strength of ingroup identification. The findings supported these predictions. The results are discussed both in relation to the importance of communication facets of social identity theory and in light of wider policy implications for cross-group communication in Northern Ireland.“

Knobloch, Leanne K.: Extending the Emotion-in-Relationships Model to Conversation. – S. 822-848

„This article extends the Emotion-in-Relationships Model (ERM; Berscheid, 1983, 1991) to conversation. It begins by theorizing about how interference and facilitation from partners may predict features of message production and message processing. Then, it reports the method and findings of a study in which 125 married couples engaged in two videotaped conversations. Multilevel modeling results revealed that interference from partners corresponded with uncoordinated conversation, disaffiliative messages, unfavorable cognitive appraisals, and negative emotional reactions. With a few exceptions, facilitation from partners shared the opposite associations with the dependent variables. The article concludes by assessing the value of ERM as a theory of interpersonal communication.“

Feng, Bo; Burleson, Brant R.: The Effects of Argument Explicitness on Responses to Advice in Supportive Interactions. – S. 849-874

Communication Theory
Jg 18 (2008) Nr 4

Monge, Peter; Heiss, Bettina M.; Margolin, Drew B.: Communication Network Evolution in Organizational Communities. – S. 449-477

„Organizational communities are typically defined as populations of organizations that are tied together by networks of communication and other relations in overlapping resource niches. Traditionally, evolutionary theorists and researchers have examined organizational populations that comprise organizational communities by focusing on their properties rather than on the networks that link them. However, a full understanding of the evolution of organizational communities requires insight into both organizations and their networks. Consequently, this article presents a variety of conceptual tools for applying evolutionary theory to organizations, organizational communities, and their networks, including the notions of relational carrying capacity and linkage fitness. It illustrates evolutionary principles, such as variation, selection, and retention, that lead to the formation, growth, maintenance, and eventual demise of communication and other network linkages. This perspective allows us to understand the ways in which community survival and success are as dependent on their communication link-

ages as they are on the organizations they connect. The article concludes with suggestions for potential applications of evolutionary theory to other areas of human communication."

Russill, Chris: Through a Public Darkly: Reconstructing Pragmatist Perspectives in Communication Theory. – S. 478-504

„This article aims to retrieve the problem-responsive dimension of pragmatist theories in their relevance for the reconceptualization of public participation in communication theory. This dimension is central to pragmatist perspectives on the formation and functioning of publics and I propose that we reconstruct pragmatism as a tradition of communication theory in light of this fact. First, I reexamine the historical emergence of pragmatism in communication theory and I suggest James Carey was unable to challenge positivism or objectivism from within a pragmatist tradition. Second, I retrieve John Dewey's account of inquiry in a manner anticipating its implications for his theory of publics. Third, I resituate the Dewey–Lippmann debate within the context of a pragmatist tradition to demonstrate how deeply their differences turn on problem formulation. In conclusion, I connect the pragmatist tradition to contemporary work on problematization to address the limitations of each perspective."

Barge, J. Kevin; Little, Martin: A Discursive Approach to Skillful Activity. – S. 505-534

Acheson, Kris: Silence as Gesture: Rethinking the Nature of Communication Silences. – S. 535-555

Communications
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Konig, Ruben P.; Kraaykamp, Gerbert; Westerik, Henk: Partners' influence on each other's television exposure: Dominance or symmetry?. – S. 371-384

„In this study we analyzed to what extent partners who share the same household affect each other's exposure to television. With the use of linear structural equation modeling we analyzed data from a large scale representative survey in The Netherlands (n = 697 couples). Results indicate that both men and women influence their partner's exposure to television. When people spend much time watching television, their partners are also likely to spend a lot of time in front of the television. These influences on each other's exposure were of equal magnitude for both men and women. Finally, we found a strong socialization effect of parental viewing in the family of origin."

Schramm, Holger; Hartmann, Tilo: The PSI-Process Scales: a new measure to assess the intensity and breadth of parasocial processes. – S. 385-402

„Research on parasocial interactions (PSI) and parasocial relationships (PSR) refers back to a tradition of 50 years. However, research on both phenomena still suffers from overlapping definitions and resulting measurements that do not distinguish between PSI and PSR. The present study presents a post-exposure measurement tool (the PSI-Process Scales) that aims to measure PSI instead of PSR. It is derived from a theoretical model that specifically focuses on PSI. Psychometric analyses indicate the tool's high usability. It is capable of displaying both the intensity and the dimensionality of PSI. It can be applied to measure both positive and negative PSI across all TV formats, without changing the item wording. In sum, the PSI-Process-Scales may offer a valuable alternative for researchers in the field, specifically if they want to assess parasocial processes that take place throughout TV exposure."

Wurff, Richard van der et al: Online and print newspapers in Europe in 2003: evolving towards complementarity. – S. 403-430

Vujnovic, Marina: The political economy of Croatian television: exploring the impact of Latin American telenovelas. – S. 431-454

Steininger, Christian; Wielke, Jens: Separating TV ads from TV programming: what we can learn about program-integrated advertising from economic theory and research on media use. – S. 455-472

„Revenues from television spot-advertising can be viewed as a kind of indirect financing of editorial content. This applies still further to endeavours to incorporate advertising messages into programming. In order to identify problems associated with doing away with the separation principle, it is meaningful to adopt a perspective that brings together theories and findings which are genuinely embedded in economics and communication science. Such a perspective shows that appealing to the self-regulating forces of the market is nonsensical in a sector where market failure is the rule as opposed to the exception. And when it comes to media competence of television viewers, audience research and research on media effects indicates that expectations with respect to the advertising effectiveness of product placement are unlikely to be met."

Computer Law Review International
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Thalhofer, Thomas: Commercial Usability of Open Source Software Licenses: to what extent can software governed by GNU or alternative licenses be commercially exploited?. – S. 129-136

Beardwood, John: Counter-Revolution in Canadian Copyright Law?. – S. 136-142

Schultze-Melling, Jyn: IT-Compliance: Challenges in a Globalized World. – S. 142-148

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Owens, Richard C.: Human Rights and the Internet. – S. 161-167

Selby, John; Manning, Christopher J.: eBay's Paypal: Balancing Marketplace and Regulatory Regimes. – S. 168-175

Computer und Recht
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Bartsch, Michael: Die „Vertraulichkeit und Integrität informationstechnischer Systeme" als sonstiges Recht nach §823 Abs 1 BGB. – S. 613-617

Schütze, Marc; Salevic, Marc: Grundlegende Vorgaben der TAL-VO zur Entgeltregulierung: zugleich eine Besprechung von EuGH, Urt. v. 24.4..2008 – Rs. C-55/06 – Arcor AG & Co KG/Bundesrepublik Deutschland. – S. 630-635

Ellbogen, Klaus; Erfurth, René: Strafrechtliche Folgen von Ping- oder Lockanrufen auf Mobiltelefone. – S. 635-638

Klett, Detlef; Lee, Sang-Woon: Vertraulichkeit des E-Mailverkehrs: vertragliche und gesetzliche Pflichten zur Verschlüsselung von E-Mails mit sensiblen Daten. – S. 644-649

Lapp, Corinna; Lapp, Thomas: Online-Handel und Originalverpackung. – S. 649-654

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Ulmer, Detlef; Hoppen, Peter: Was ist das Werkstück des Software-Objektcodes?: ein technisch fundierter Ansatz zur Erschöpfungs-Debatte bei Online-Übertragungen. – S. 681-685

Polenz, Sven: Neues zum Subunternehmervertrag im IT-Recht. – S. 685-691

Ehrler, Matthias; Ruhle, Ernst-Olav; Berger, Ernst Georg: Regionalisierung der TK Regulierung: mehr oder weniger Wettbewerb?. – S. 703-708

„In der Regulierung von Telekommunikationsmärkten deutet sich eine neue Facette an: mit der Thematik der geographischen Aspekte der Regulierung wird die Diskussion um sog. Sub-nationale Märkte eröffnet, die zukünftig auch in Deutschland zu einer regional differenzierten Auferlegung bzw. Befreiung von Vorabverpflichtungen führen können. Der vorliegende Beitrag beleuchtet diesen grundlegenden neuen Ansatz und erste internationale Beispiele dazu (I.), die ökonomische Begründung für ein solches Vorgehen (II.), zu berücksichtigende Rahmenbedingungen bei einer Implementierung in Deutschland (III.) sowie Konsequenzen, die sich aus einer solchen Regionalisierung für den Markt insgesamt ergeben könnten (IV.). Daran schließt sich ein Fazit an (V.)."

Hanloser, Stefan: „opt-in" im Datenschutzrecht und Wettbewerbsrecht: Konvergenzüberlegungen zum Einwilligungsbegriff bei der E-Mail-Werbung. – S. 713-718

„E-Mail-Werbung ohne die Einwilligung des Adressaten ist nach §§ 3, 7 Abs 1,2 Nr 3 UWG wettbewerbswidrig. So unstreitig der Einwilligungsvorbehalt im Kern ist, so problematisch ist die praktische Umsetzung im Detail. Verwerfungen ergeben sich vor allem, weil die Verwendung personenbezogener Daten für Zwecke der E-Mail-Werbung auch eine Einwilligung des Betroffenen nach § 12 Abs. 1 TMG voraussetzt. Der VIII. Zivilsenat des BGH hat kürzlich – in Abstimmung mit dem für UWG-Sachen zuständigen I. Zivilsenat – in einem unter dem Schlagwort „opt-in"-Erfordernis geführten Rechtsstreit das Konkurrenzverhältnis zwischen datenschutzrechtlicher und wettbewerbsrechtlicher Einwilligung weiter verschärft (BGH, Urt. V. 16.7.2008 – VIII ZR 348/06 – Payback, CR 2008, 720, in diesem Heft.) Der folgende Beitrag untersucht, ob es gerechtfertigt ist, die Einwilligung des Werbeadressaten im Datenschutzrecht und im Wettbewerbsrecht mit zweierlei Maß zu messen."

Jg 24 (2008) Nr 12

Hilber, Marc: Die Übertragbarkeit von Softwarerechten im Kontext einer Outsourcingtransaktion: im Lichte der aktuellen Rechtsprechung zum Handel mit gebrauchter Software. – S. 749-754

Müller-Hengstenberg, Claus; Kirn, Stefan: Die technologischen und rechtlichen Zusammenhänge der Test- und Abnahmeverfahren bei IT Projekten. – S. 755-763

Baier, Jan: Zulassungspflicht für Web-TV? Maßgebliche Kriterien im Lichte des Rundfunkbegriffs. – S. 769-775

„Eine umstrittene Frage ist, ob und inwieweit neue Dienste wie Web-TV in das klassische Regulierungsregime des Rundfunkrechts passen und ob die aktuell verwendeten Kategorien der Einordnung ausreichen, um den Besonderheiten von Internet-Fernsehangeboten gerecht zu werden. Gerade auch vor dem Hintergrund des sich wandelnden Rundfunkbegriffs unter europäischem Einfluss geht der Beitrag der Frage nach, ob audiovisuelle Dienste wie Web-TV der Zulassungspflicht nach dem RStV unterliegen und eine Zulassungspflicht nach deutschem Rundfunkrecht wirklich geboten ist."

Bierekoven, Christiane: Die Neuregelung des Widerrufs- und Rückgaberechtes im Fernabsatz und E-Commerce: eine erste Bestandsaufnahme zum Gesetzentwurf der Bundesregierung vom 5.11.2008. – S. 785-791

Fringuelli, Pietro Graf; Nink, Judith: Auswirkungen der Rechtsprechung zum internetbasierten Videorekorder auf das Webhosting. – S. 791-797

Convergence
Jg 14 (2008) Nr 4

Crogan, Patrick: Targeting, Television and Networking: An Interview with Samuel Weber. – S. 375-386

Miller, Vincent: New Media, Networking and Phatic Culture. – S. 387-400

Banks, John; Humphreys, Sal: The Labour of User Co-Creators: Emergent Social Network Markets?. – S. 401-418

„Co-creative relations among professional media producers and consumers indicate a profound shift in which our frameworks and categories of analysis (such as the traditional labour theory of value) that worked well in the context of an industrial media economy are perhaps less helpful than before. Can this phenomenon just be explained as the exploitative extraction of surplus value from the work of users, or is something else, potentially more profound and challenging, playing out here? Does consumer co-creation contribute to the precarious conditions of professional creative workers? This article draws from ethnographic research undertaken from 2000 to 2005 with Auran games (a game development company based in Brisbane, Australia) to engage with debates about the status of user co-creation as labour. The article argues that as a hybrid and emergent social network market these relationships introduce a form of creative destruction to labour relations in the context of the creative industries."

Goodwin, Ian: Community Informatics, Local Community and Conflict: Investigating Under-Researched Elements of a Developing Field of Study. – S. 419-438

„Conflict within local communities is an under-researched theme in Community Informatics (CI). This article therefore aims to contribute to the development of CI as a field of study by analysing forms of internal conflict within Moseley Egroup — a CI initiative developed in Moseley, Birmingham (UK). Ultimately it is argued that conflict is an inherent part of local community and is important to CI for a number of reasons. Conflict impacts on the appropriation and social shaping of internet technology by local communities, and has broader implications on the extent to which CI regenerates localities and empowers citizens. In this sense conflict is identified as a productive force, shaping and reshaping both local community and internet projects mobilized in its name. Conflict also draws attention to the contested and mutable relationship that exists in CI between the online spaces that are created and the localities they are set up to serve. It is concluded that conflict and forms of social struggle within communities should form a central part of the developing CI research agenda."

Thurman, Neil; Lupton, Ben: Convergence Calls: Multimedia Storytelling at British News Websites. – S. 439-456

Mitra, Ananda: Using Blogs to Create Cybernetic Space: Examples from People of Indian Origin. – S. 457-472

„This article examines the phenomenon of blogging as a way to create a cybernetic space that is defined by the digital/virtual space of the blog discourse and the real space where the blogger is located. By examining several blogs it is argued that for people who have to move from place to place and undergo the diasporic experience, the anxieties of movement and placelessness produced by diaspora can be partly managed by entry into the cybernetic space produced by bloggers. Specifically, this article examines blogs maintained by people of Indian origin who produce a sense of spatial identity through their blogs."

Bertozzi, Elena: „You Play Like a Girl!": Cross-Gender Competition and the Uneven Playing Field. – S. 473-488

„Many reasons have been suggested for the lack of female participation in technologically complex digital game play. A previously unconsidered factor is that of cross-gender competition. Rigid gender divisions are the norm in most analog/traditional games and sports. Societal penalties for breaking these norms are severe for both males and females. This article suggests that the virtual certainty of cross-gender competition might be a factor in deterring females from digital game play. The ease of transgressing traditional play taboos in virtual words, however, allows both males and females to explore and possibly transform rigid gender configurations. Policy implications for using play as a way to break down stereotypes and encourage the participation of females are discussed."

European Journal of Communication
Jg 23 (2008) Nr 4

Puppis, Manuel: National Media Regulation in the Era of Free Trade: the Role of Global Media Governance. – S. 405-424

„There is a growing emphasis on free trade in global media governance, which could rock the foundations of media regulation in western democracies. While the US government pushes for the further liberalization of audiovisual services under the umbrella of the General Agreement on Trade in Services (GATS), other countries are less enthusiastic. They see the World Trade Organization (WTO) as a threat to their media culture. This article discusses the implications of the GATS for societal regulation of the media and the role of UNESCO's new Convention on Cultural Diversity (CCD). The conclusion is that the liberalization of audiovisual services will prevent several media regulation measures: quota regulations, support programmes for the audiovisual industry and the funding of public service broadcasting are all potentially at risk. Additionally, UNESCO's efforts to promote and protect cultural diversity appear unlikely to stop this development."

Elvestad, Eiri; Blekesaune, Arild: Newspaper Readers in Europe: a Multilevel Study of Individual and National Differences. – S. 425-448

Schweitzer, Eva Johanna: Innovation or Normalization in E-Campaigning?: A Longitudinal Content and Structural Analysis of German Party Websites in the 2002 and 2005 National Elections. – S. 449-470

„Scholars have seldom tested the innovation and normalization paradigm of e-campaigning over time. Particularly outside the US, there is a lack of comparative analyses of candidate or party websites that deal with the concept's temporal validity and scope. The article addresses this research gap through a longitudinal content and structural analysis of German party websites in the 2002 and 2005 national elections. The results provide empirical evidence of a twofold development of federal e-campaigns: while the major party websites evolved over time in information density, interactivity and sophistication (innovation), the minor parties were throughout characterized by an underutilization of structural website functions (normalization). On the content level, however, the major parties also adhered primarily to traditional offline strategies such as metacommunication or negative campaigning (normalization). Hence, a theoretical refinement of these basic concepts emerged according to a party's political status and the unit of analysis used."

Brants, Kees; Bardoel, Jo: Death Duries: Kelly, Fortuyn and their Challenge to Media Governance. – S. 471-489

Global Media and Communication
Jg 4 (2008) Nr 3

Volkmer, Ingrid: Satellite cultures in Europe: between national spheres and a globalized space. – S. 231-244

„Satellites operate in a transnational communication sphere, independent of conceptual frames of national public territories. As satellites become major global industries and advance technologically, providing a variety of services, including broadcasting, telecommunication, internet applications, meteorological data and military intelligence, they contribute, this article suggests, to structurally multilayered forms of satellite cultures within an emerging European public sphere. The advances in the technology of satellite communication has, the article argues, created a platform for new, interesting flows of trans-European communication. The article considers the evidence for a new trans-European television sphere, while examples from the realities of European broadcast culture demonstrate the limitations of conventional terminologies of national, regional and local ‚broadcasting'."

Price, Monroe E.: Governance, globalism, and satellite. – S. 245-260

Bovet, Christian; Kellezi, Pranvera: Satellite industry and the digital age. – S. 261-276

„This article provides an overview of regulatory and governance challenges faced by policy makers in view of increasingly sophisticated information and communication technologies and the growing commercialization of satellite communication. The authors, with expertise in pan-European legal and regulatory regimes, suggest ways in which public interest can be safeguarded."

Sakr, Naomi: Diversity and diaspora: Arab communities and satellite Communication in Europe. – S. 277-300

Orgad, Shani: „Have You Seen Bloomberg?": satellite news channels as agents of the new visibility. – S. 301-328

Chouliaraki, Lilie: The symbolic power of transnational media: managing the visibility of suffering. – S. 329-352

„This article explores systematic patterns in the visibility of suffering in satellite news, from the footage of 11 September 2001 to citizen-generated content from the 2007 anti-government demonstrations in Myanmar (Burma), so as to illustrate the role of transnational media as agents of symbolic power. It argues that the symbolic power of transnational broadcasting consists primarily in its capacity to manage the visibility of suffering so as to reproduce the moral deficiencies of global inequality. However, under certain conditions, technological as well as symbolic, satellite news stories might be able to produce a sense of moral agency that transcends geographical and cultural boundaries, thereby constituting cosmopolitan communities of emotion and action."

Javnost
Jg 15 (2008) Nr 4

Montero, Mercedes; Rodriguez-Virgili, Jordi; Garcia-Ortega, Carmela: The Political Role of the Press in Spanish Transition to Democracy, 1975-1978. – S. 5-20

„This article analyses the behavior and attitude of the Spanish press at the beginning of the transition towards democracy (November 1975 – December 1978), during the most significant political and institutional change. The role of the main newspapers is assessed from different perspectives, together with the reasons for the newspapers' consensus on the basic issues that were in the public eye. Through examples from several papers, taken one by one and as a whole, we will explain the exceptional characteristics of this interesting relationship between politics and journalism, and include some exceptions such as the ultraright-wing press and the Basque nationalist sector."

Pfetsch, Barbara: Agents of Transnational Debate across Europe: The Press in Emerging European Public Sphere. – S. 21-40

„This article aims at assessing the theoretical and empirical role of the national press in the emerging European public sphere. The study draws on Europeani-

sation as the emerging framework for transnational communication across European nation states. It assumes that the press itself may perform as a political actor and make a substantial contribution to Europeanisation by advocating European integration and by broadening its scope to include the perspectives of all EU member states and the EU itself. In order to discern the influence or role of the media – its „voice" – this study analysed the content of editorials of 28 newspapers in seven European countries along two dimensions. First, the receptiveness of the press towards European perspectives is investigated by measuring the degree to which its editorials feature European scopes. Second, the study examines newspapers' attitudes about European integration as a political project. The overall findings point to a remarkable representation of European perspectives, and substantial support for EU integration, by the national press in Germany, France, Italy and Spain. The newspapers in the Netherlands and Switzerland were somewhat more parochial, but still supportive. We also see that the United Kingdom (UK) media deviate substantially from these patterns. This study concludes that, in contrast with the findings of earlier studies, the press must be regarded as a significant agent of Europeanisation fostering transnational linkages of public debate."

Horsti, Karina: Europeanisation of Public Debate: Swedish and Finnish News on African Migration to Spain. – S. 41-54

Horsti, Karina: Cultural Diversity in the News Media: A Democratic or a Commercial Need?. – S. 55-72

Meyer, Gitte; Lund, Anker Brink: International Language Monism and Homogenisation of Journalism. – S. 73-86

Wessel, Maargit van: How to Grasp the Public Governmental Communication in the Netherlands?. – S. 87-106

„The Dutch government, like many other governments of advanced democracies, finds itself confronted with political disaffection. Recent cabinets have searched for ways to reconnect with citizens. The main argument made in the article is that these efforts are saddled with constructions of the public, which preempt the transformation of citizen-government relations that the government seeks. The article shows that there are many instances in which we find that government's theories and practices of communication for reconnection are rooted in constructions of the public as a present and clearly defined entity, as ready and eager for constructive interaction, and for interaction about specific policies. It is argued that both assumptions about citizens fitting these constructions and attempts at connection through these constructions are problematic. Finally, the article discusses possibilities for alternative constructions of the public, which suggests that the connection is possible if the public is constructed differently."

International Communication Gazette
Jg 70 (2008) Nr 5

Richter, Andrej: Post-Soviet Perspective on Censorship and Freedom of the Media: an Overview. – S. 307-324

„This article provides an overview of how journalists and the media in the post-Soviet countries are regulated by law, and of how in the sociopolitical structure of a law-based state their work can be optimized to become a foundation for public accord and stability. The author sees the legal conditions for a free press in the development of mechanisms of journalists' access to information, in the creation of public broadcasting, in the access of political opposition to the public (or state) media, in the denationalization of mass media outlets, etc. Limitations under the pretext of informational sovereignty or the fight against terrorism and political extremism should not undermine ideological and political plurality in the media and society. The article concludes with a comparison of the level of press freedom between all 15 post-Soviet states."

Nelson, Sonia Ambrosio de: Understanding the Press Imaging of „Terrorist": A Pragmatic Visit to the Frankfurt School. – S. 325-337

Johnson, Thomas J.; Fahmy, Shahira: The CNN of the Arab World or a Shill for Terrorists?: How Support for Press Freedom and Political Ideology Predict Credibility of Al-Jazeera among its Audience. – S. 338-360

Peng, Zengjun: Framing the Anti-War Protests in the Global Village: A Comparative Study of Newspaper Coverage in Three Countries. – S. 361-377

Demont-Heinrich, Christof: The Death of Cultural Imperialism – and Power too?: A Critical Analysis of American Prestige Press Representations of the Hegemony of English. – S. 378-394

„A condensed chapter from a recently completed dissertation, this article critically examines selected texts taken from a pool of 275 accounts of the global rise of English published from 1991 to 2003 in five American-owned prestige press publications – the Los Angeles Times, the International Herald Tribune, The New York Times, The Wall Street Journal and The Washington Post. In particular, it interrogates representations that declare the death of cultural imperialism. The article deconstructs and problematizes these representations along a number of theoretical and analytical lines. The author notes, and challenges, a powerful propensity toward conceiving globalization through the lens of cultural consumption, contending that to focus on cultural consumption and creative appropriation, and to loosely use the catchphrase „cultural flow", is to lose sight of the specific, and considerable, cultural production and distribution inequities that characterize the contemporary global social order. The author also challenges a valorization of individual agency in the texts, as well as a bottom-up view of

globalization that implies the disintegration of global power differentials."

Volcic, Zala: Former Yugoslavia on the World Wide Web: Commercialization and Branding of Nation-States. – S. 395-413

Jg 70 (2008) Nr 6

Winseck, Dwayne: Information Operations „Blowback": Communication, Propaganda and Surveillance in the Global War of Terrorism. – S. 419-442

„The US's adoption of the broad doctrine of 'information operations' (IO) in 2003 put information and media strategies on a par with conventional means of military power and made them pivotal to achieving 'full-spectrum dominance'. This article focuses on the role of IO in shaping the global media ecology and in the battle for hearts and minds, especially in Muslim-majority countries. However, the author also argues that the impact of such operations at home may be their most important legacy. IO 'blowback' occurs as surveillance and propaganda campaigns targeting foreign audiences spill back into the US because of the nature of the global media and information flows. The all-encompassing doctrine also blurs the boundaries between 'normal' media spin and public affairs, on the one hand, and propaganda and covert media operations, on the other. The convergence of commercial media and the military and government in such operations is also yielding what some call the military-information-media-entertainment (MIME) complex. Lastly, the US military's heavy reliance on the Internet and other public communication networks means that cyberspace is being retooled to meet national security, surveillance, propaganda and cyberwarfare needs."

Fahmy, Shahira; Kim, Daekyung: Picturing the Iraq War: Constructing the Image of War in the British and US Press. – S. 443-462

Archetti, Cristina: News Coverage of 9/11 and the Demise of the Media Flows, Globalization and Localization Hypotheses. – S. 463-486

Bratic, Vladimir: Examining Peace-Oriented Media in Areas of Violent Conflict. – S. 487-504

„While the relationship between war and media is examined in literature, the cases of the positive use of mass communication channels in the reconciliation of post-conflict societies are virtually unknown. The goal of this study is to respond to the gap in literature by examining theoretical evidence and practical case studies describing media promotion of peace across the world. As a result, a total of 40 media projects in 18 countries are documented and two case studies are examined in detail. Initial lessons from the practical projects in conjunction with historical developments of media in wars suggest that the current practice would benefit from: integration of all available media channels and practices, incorporation of media into other social institutions and processes and regulation

of hate media as well as production of peace-oriented media."

Breit, Rhonda A.: Journalistic Self-Regulation in Australia: Is it Ready for the Information Society?. – S. 505-528

„This article examines the system of journalistic accountability in Australia, evaluating its capacity to promote 'the highest ethical and professional standards' seen as fundamental to achieving the World Summit on the Information Society (WSIS) vision for an inclusive information society. First, it outlines the approach to media and journalistic accountability adopted in Australia. It then analyses a representative sample of journalism codes of ethics and codes of practice, classifying them according to their approaches to self-regulation, the key characteristics of the codes and the approaches to dispute resolution adopted. The findings of this analysis are then compared with best practice in self-regulation criteria distilled from the Taskforce on Industry Self-Regulation to identify potential problems with the current scheme of journalistic self-regulation. These criteria are then critiqued, identifying a range of problems in relation to the scheme's capacity to promote information society objectives as articulated by the WSIS in relation to the role of traditional and new media."

Abah, Adedayo Ladigbolu: Trends in International Internet Defamation Suits: Targeting a Solution?. – S. 529546

Stroembaeck, Jesper; Luengo, Oscar G.: Polarized Pluralist and Democratic Corporist Models: A Comparison of Election News Coverage in Spain and Sweden. – S. 547-562

„Even though the news coverage of election campaigns is important and has been at the centre of political communication research for a long time, there is still a lack of comparative studies in this area. Thus, the purpose of this study is to investigate the election news coverage in Spain and Sweden. Theoretically, the study draws primarily on the concept and theory of framing and structural bias. The empirical method used is quantitative content analysis of the election news coverage in three newspapers in each country. The time period includes the three weeks prior to the Swedish national election in 2002 and the Spanish national election in 2004."

Journal of children and media
Jg 2 (2008) Nr 3

Aldridge, Jo; Cross, Simon: Young People Today: News media, policy, and youth justice. – S. 203-218

Brooten, Lisa: The „Pint-Sized-Terrorists" of God's Army: Child soldiers, media , and global politics. – S. 219-234

„This study explores US media coverage of the child soldiers of Burma (or Myanmar) in order to better understand how such coverage functions ideologically.

The study examines coverage during the past 20 years in five top U.S. print news sources: The New York Times, Washington Post, Time, Newsweek, and US News & World Report. The coverage is dominated by representations of two prepubescent twin boy soldiers, Luther and Johnny Hoto, who became famous as the child leaders of God's Army, a splinter group of ethnic Karen minority rebels. A close textual analysis reveals a heavy Orientalist framing combined with a lack of context, such as the situation facing the Karen and US investment in Burma, functioning to divert attention from the predicament of the Karen and maintain an image of US superiority. The analysis also reveals how a 2002 report by Human Rights Watch successfully intervened to challenge earlier representations."

Wells, Karen: Child Saving or Child Rights: Depictions of children in international NGO campaigns on conflict. – S. 235-250

Allatson, Paul; Molina Guzman, Isabel: The Elián Gonzalez Discursive Template: Mediating children in multiple spheres of conflict. – S. 251-266

Kabir, Nahid Afrose: „The Media is One-Sided in Australia": Views of Australian Muslim youth. – S. 267-281

„This paper explores the media construction of Australian Muslims. It reviews literature on this topic, noting that the Australian media associated Muslims with criminality. However, the earlier literature has not attended to how some Muslims have been controversial in the media. Here the empirical focus is on the former mufti (Australian Muslims' highest spiritual leader) Sheikh Taj el Din al-Hilali who depicted scantily dressed women as uncovered meat and blamed them for drawing men to rape. In this paper I consider three aspects of media representations of Muslims in Australia: first, I examine the views of thirty-seven ethnically diverse Muslim youth on the media and their spiritual leader al-Hilali; second, I reflect on how this Muslim leader's speeches have affected the standing of Australian Muslims in the wider community; and third, I address the extent to which the media is conventional. This paper relies mainly on oral testimonies and primary sources."

Lemish, Peter: Peacebuilding Contributions of Northern Ireland Producers of Children and Youth-Oriented Media. – S. 282-299

„The Northern Ireland (NI) case study examined here offers us insights into how the media can involve children in peacebuilding and conflict resolution, as well as, how the quantity and quality of these efforts are influenced by contextual and institutional factors. The findings emerged from analyses of initiatives by producers, commissioning agents, and other supporters of the use of media to advance conflict resolution. The liberal, human relations ideology required of producers is analyzed along with the critique and approaches of two opposing schools of thought. The overall conclusion is that, collectively, there is a rich corpus available to assist young media consumers, their parents,

and educators to understand a range of issues involved in the transition from confrontation to democratic, nonviolent management of social life should they decide to engage in such efforts."

Journal of Communication
Jg 58 (2008) Nr 4

Pfau, Michael: Epistemological and Disciplinary Intersections. – S. 597-602

Das Themenheft veröffentlicht diverse Artikel zum Thema: Schnittstellen zwischen Kommunikationsforschung und angrenzenden wissenschaftlichen Forschungsdisziplinen, wie z.B. Gesundheitskommunikation, Politische Kommunikation, Ökonomie, Organisationskommunikation.

Herbst, Susan: Disciplines, Intersections, and the Future of Communication Research. – S. 603-614

Benoit, William L.; Holbert, R. Lance: Empirical Intersections in Communication Research: Replication, Multiple Quantitative Methods, and Bridging the Quantitative-Qualitative Divide. – S. 615-628

Zarefsky, David: Knowledge Claims in Rhetorical Criticism. – S. 629-640

Meyrowitz, Joshua: Power, Pleasure, Patterns: Intersecting Narratives of Media Influence. – S. 641-663

Jackson, John L.: Toward an Ethnographic Lingua Franca: Communication and Anthropology. – S. 664-678

Monge, Peter; Poole, Marshall Scott: The Evolution of Organizational Communication. – S. 679-692

Wildman, Steven S.: Communication and Economics: Two Imperial Disciplines and Too Little Collaboration. – S. 693-706

Bennett, W. Lance; Iyengar, Shanto: A New Era of Minimal Effects?: The Changing Foundations of Political Communication. – S. 707-731

Kreps, Gary L.; Maibach, Edward W.: Transdisciplinary Science: The Nexus Between Communicatiion and Public Health. – S. 732-748

Hornsey, Matthew J.; Gallois, Cindy; Duck, Julie M.: The Intersection of Communication and Social Psychology: Points of Contact and Points of Difference. – S. 749-765

Pooley, Jefferson; Katz, Elihu: Further Notes on Why American Sociology Abandoned Mass Communication Research. – S. 767-786

Journal of Health Communication
Jg 13 (2008) Nr 5

Duggan, Ashley P.; Dailey, René M.; Poire, Beth A. Le: Reinforcement and Punishment of Substance Abuse During Ongoing Interactions: A Conversational Test of Inconsistent Nurturing as Control Theory. – S. 417-433

Klin, Anat; Lemish, Dafna: Mental Disorders Stigma in the Media: Review of Studies on Production, Content, and Influences. – S. 434-449

„This article analyzes two decades of research regarding the mass media's role in shaping, perpetuating, and reducing the stigma of mental illness. It concentrates on three broad areas common in media inquiry: production, representation, and audiences. --- The analysis reveals that descriptions of mental illness and the mentally ill are distorted due to inaccuracies, exaggerations, or misinformation. The ill are presented not only as peculiar and different, but also as dangerous. Thus, the media perpetuate misconceptions and stigma. Especially prominent is the absence of agreed-upon definitions of „mental illness", as well as the lack of research on the inter-relationships in audience studies between portrayals in the media and social perceptions. The analysis concludes with suggestions for further research on mass media's inter-relationships with mental illness."

Lee, Chul-Joo: Does the Internet Displace Health Professionals?. – S. 450-464

MacDonald, Deborah J. et al: Comparison of Latina and Non-Latina White Women's Beliefs About Communicating Genetic Cancer Risk to Relatives. – S. 465-479

Sutfin, Erin L.; Szykman, Lisa R.; Moore, Marian Chapman: Adolescents' Responses to Anti-Tobacco Advertising: Exploring the Role of Adolescents' Smoking Status and Advertisement Theme. – S. 480-500

Schapira, Marilyn M. et al: A Framework for Health Numeracy: How Patients Use Quantitative Skills in Health Care. – S. 501-517

„Our objective of this study is to develop a conceptual framework for the construct of health numeracy based on patient perceptions, using a cross-sectional, qualitative design. Interested participants (n = 59) meeting eligibility criteria (age 40-74, English speaking) were assigned to one of six focus groups stratified by gender and educational level (low, medium, high). Fifty-three percent were male, and 47 % were female. Sixty-one percent were white non-Hispanic, and 39 % were of minority race or ethnicity. Participants were randomly selected from three primary care sites associated with an academic medical center. Focus group discussions were held in May 2004 and focused on how numbers are used in the health care setting. Data were presented from clinical trials to further explore how quantitative information is used in health communication and decision making. Focus groups were audio and video-taped; verbatim transcripts were prepared and analyzed. A framework of health numeracy was developed to reflect the themes that emerged. Three broad conceptual domains for health numeracy were identified: primary numeric skills, applied health numeracy, and interpretive health numeracy. Across domains, results suggested that numeracy contains an emotional component, with both positive and negative affect reflected in patient numeracy statements. We conclude that health numeracy is a multifaceted construct that includes applied and interpretive components and is influenced by patient affect."

Jg 13 (2008) Nr 6

Slater, Michael D. et al: News Coverage of Cancer in the United States: A National Sample of Newspapers, Television, and Magazines. – S. 523-537

Severtson, Dolores J.; Baumann, Linda C.; Brown, Roger L.: Applying the Common Sense Model to Measure Representations of Arsenic Contaminated Well Water. – S. 538-554

„Theory-based research is needed to understand how people respond to environmental health risk information. Both the common sense model (CSM) of self-regulation and the mental models approach propose that information shapes individuals' personal understandings that, in turn, influence their decisions and actions. We compare these frameworks and explain how the CSM was applied to describe and measure mental representations of arsenic contaminated well water. Educational information, key informant interviews, and environmental risk literature were used to develop survey items to measure dimensions of cognitive representations (identity, cause, timeline, consequences, control) and emotional representations. Surveys mailed to 1,067 private well users with moderate and elevated arsenic levels yielded an 84 % response rate (n = 897). Exploratory and confirmatory factor analyses of data from the elevated arsenic group identified a factor structure that retained the CSM representational structure and was consistent across moderate and elevated arsenic groups. The CSM has utility for describing and measuring representations of environmental health risks, thus supporting its application to environmental health risk communication research."

Chiauzzi, Emil et al: MyStudentBody-Stress: An Online Stress Management Intervention for College Students. – S. 555-572

Gust, Deborah et al: Physicians Who Do and Do Not Recommend Children Get All Vaccinations. – S. 573-582

„The objectives of this study were to determine (1) the proportion of physicians who do and do not recommend that children receive all available vaccines and (2) physician characteristics, attitudes, and behaviors associated with not recommending children receive all vaccines. A self-administered, cross-sectional electronic survey of physicians was conducted in 2005.

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Analyses were restricted to pediatricians (n = 250) and family practitioners (n = 484) who indicated they see at least five pediatric patients per week. A total of 1,935 surveys were distributed, and 1,251 (65 %) physicians responded. Eleven percent of the physicians included in the analysis did not recommend to parents that children receive all available vaccines. Compared with physicians who recommended all vaccines for children, physicians who did not were more likely to be family practitioners versus pediatricians (OR = 2.9, CI = 1.4-5.8), agree or be neutral versus disagree that they have some concerns about childhood immunization safety (OR = 3.1, CI = 1.8-5.2), and have ≤ 3 versus ≥ 8 physicians in their practice (OR = 2.0, CI = 1.1-3.7). We conclude that physician characteristics and concerns about childhood immunizations are associated with not recommending all childhood vaccines. Further investigation of physicians' concerns about vaccine safety is needed to improve health communications directed toward health care providers."

Rothman, Russell L. et al: Perspective: The Role of Numeracy in Health Care. – S. 583-595

Peddecord, K. Michael et al: Can Movie Theater Advertisements Promote Health Behaviors?: Evaluation of a Flu Vaccination Pilot Campaign. – S. 596-616

„As part of a multimedia campaign to promote annual influenza vaccination, three slides were shown as part of the slide show of advertisements prior to the beginning of previews in movie theaters in San Diego County. Intercept surveys were conducted following the movie. The primary target groups for the campaign were adults with children 6 months to 2 years of age and adults over 50 years of age. Overall, 88 % of exposed patrons reported seeing some type of movie ad. Among those who recalled any ad, 24 % recalled the flu advertisement. In contrast, recall of flu-related news coverage was high, with over 95 % of exposed and comparison interviewees recalling news stories during the campaign period. While 56 % of those interviewed remembered one or more specific flu-related news items, individuals within this group who also had also been exposed to the movie ads were not more likely to recall flu campaign advertisements. We describe a method for estimating valid recalls and cost per valid exposure. Further research that compares movie ads with public service announcements (PSAs) in other venues is necessary to solidify our conclusions that movie advertising is a highly cost-effective medium for health communication."

Jg 13 (2008) Nr 7

Reynolds, Kim D. et al: Effects of Program Exposure and Engagement With Tailored Prevention Communication on Sun Protection by Young Adolescents. – S. 619-636

„Few family-based interventions to increase sun safe behavior among adolescents have been evaluated. The present study tested an intervention that included tailored and nontailored print communications delivered by mail to adolescents (age 11 to 15) and their parents who were also participating in an evaluation of an in-school intervention. The use of sunscreen, protective clothing, and avoidance of the sun were promoted, and family communication and environmental change strategies were fostered. Adolescents and their parents were pretested in May of 2002 and posttested from August to October. Adolescents (N = 599) were stratified on experimental condition in the in-school study (in-school intervention vs control) and randomly were assigned from within strata to receive (N = 288) or not receive (N = 311) the summer intervention materials. No statistically significant effects were found for adolescents between the randomized experimental conditions. Parents' had increased knowledge (F = 5.52, p < .05) and propensity to have their child wear sunglasses (F = 4.07, p < .05). Greater program exposure/engagement led to enhanced sun protection behavior (e.g., fewer sunburns) and psychosocial factors among adolescents and parents. Greater exposure/engagement led to improvements in family interaction and home environment (e.g., shade audit completed). Future research is needed on exposure/engagement with family-based health messaging and on family-based sun safety programs for adolescents."

Ok, Haean; Marks, Ray: Perceptions of Health Care Provider Communication Activity Among American Cancer Survivors and Adults Without Cancer Histories: An Analysis of the 2003 Health Information Trends Survey (HINTS) Data. – S. 637-653

Stillman, Frances: Myths and Attitudes that Sustain Smoking in China. – S. 654-666

Durkin, Sarah; Wakefield, Melanie: Interrupting a Narrative Transportation Experience: Program Placement Effects on Responses to Antismoking Advertising. – S. 667-680

Buckley, Cynthia; Barrett, Jennifer; Adkins, Kristen: Reproductive Health Information for Young Women in Kazakhstan: Disparities in Access by Channel. – S. 681-697

„This study explores young women's reliance on reproductive and sexual health information channels, examining the relationship between information sources and reproductive health knowledge. Utilizing 1995 and 1999 Kazakhstan Demographic and Health Surveys, we investigate access to reproductive health knowledge among young women (ages 15-24) during a key period in the development of wide-scale reproductive health programs in Kazakhstan. Despite reproductive health campaigns throughout the 1990s, we find consistently high proportions of young women without family planning information access. Among young women with access to information, few received information from channels most strongly linked to knowledge and behavioral changes (family and medical professionals). Mass media sources and peer information networks remained the most often utilized channels. Urban residence, non-Kazakh ethnicity, older age (20-24), and higher education significantly increased the odds of accessing family planning information among young Kazakhstani women, and

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these same factors were especially important in terms of the relative odds of accessing medical and parental channels. While overall contraceptive knowledge and prevalence rose in Kazakhstan during the 1990s, we find knowledge varied by the information channel accessed. Findings also indicate that young women, regardless of marital status, possessed consistently low levels of reproductive health knowledge at the decade's end."

Tanis, Martin: Health-Related On-Line Forums: What's the Big Attraction?. – S. 698-716

Jg 13 (2008) Nr 8

Evans, W. Douglas et al: Systematic Review of Public Health Branding. – S. 721-741

„...Branded health campaigns spanned most of the major domains of public health and numerous communication strategies and evaluation methodologies. Most studies provided clear information on planning, development, and evaluation of the branding effort, while some provided minimal information. Branded health messages typically are theory based, and there is a body of evidence on their behavior change effectiveness, especially in nutrition, tobacco control, and HIV/AIDS. More rigorous research is needed, however, on how branded health messages impact specific populations and behaviors."

Romer, Daniel; Bock, Mary: Reducing The Stigma of Mental Illness Among Adolescents and Young Adults: The Effects of Treatment Information. – S. 742-758

„The stigma of mental illness is pervasive in adolescents and interferes with treatment and overall life quality for those with disorders. A strategy for reducing stigma is to create awareness of counterstereotypes that can undermine the perceived homogeneity of the stigmatized group and promote help seeking for those with the illness. This study tested the strategy by presenting counterstereotypical information about the effectiveness of treatment for major depression in a national survey of youth ages 14 to 22 (N = 1,258), some of whom had experienced symptoms of depression (N = 284). The information was presented either before or after evaluating an untreated person with major depression. Despite the stigma of the mental illness stereotype, respondents reported lower levels of unfavorable stereotype expectations and reduced stigma for an individual with major depression who had been successfully treated compared with one who was not treated. The effect was robust across differences in beliefs about treatment efficacy and experiences with symptoms of depression; it was even stronger when the counterstereotypical information was presented after respondents evaluated an untreated person. The results indicate that messages focusing on persons who have been successfully treated are part of a promising strategy for reducing the stigma of mental illness in young people."

Viswanath, K. et al: Occupational Practices and the Making of Health News: A National Survey of U.S. Health and Medical Science Journalists. – S. 759-777

McMillan, Sally J.; Macias, Wendy: Strengthening the Safety Net for Online Seniors: Factors Influencing Differences in Health Information Seeking Among Older Internet Users. – S. 778-792

„Earlier studies clearly have shown that older adults are going online and accessing health information, but they are not a monolithic group. The goal of this study is to identify different types of older online Americans and to examine their online health information attitudes and behaviors. A total of 424 individuals age 55+ responded to an online survey. Three types of users were found based on demographic and computer-use factors: power users, well-to-do, and older men. Two types were found based on health attitudes and behaviors: health traditionalists and health technologists. The study found interesting relationships among these groups and also explored their use and evaluation of specific types of health-related websites and their motivations for going online. Suggestions are made for extending this research to other populations and further exploring the theoretical model of senior's online health interactions (SOHI) that drives the study."

Kennedy, Allison et al: Development of Vaccine Risk Communication Messages Using Risk Comparisons and Mathematical Modeling. – S. 793-807

Hether, Heather J. et al: Entertainment-Education in a Media-Saturated Environment: Examining the Impact of Single and Multiple Exposures to Breast Cancer Storylines on Two Popular Medical Dramas. – S. 808-823

„In the United States, entertainment-education (E-E) initiatives in primetime television that provide public health information are at risk for diminished impact due to the media-saturated environment in which they must compete. One strategy to overcome this limitation is to use multiple primetime TV shows to reinforce similar health messages in multiple storylines. The current study explores such an approach by evaluating the impact of two separate breast cancer genetics storylines featured on two different TV programs as the result of outreach to writers and producers. These storylines aired within approximately 3 weeks of each other on the popular medical dramas, ER (NBC) and Grey's Anatomy (ABC), and included information about the BRCA1 breast cancer gene mutation and the risks it poses to women who test positive for it. The evaluation used data collected from a panel sample of 599 female survey respondents at three points in time. Results show that while the individual storylines had a modest impact on viewers' knowledge, attitudes, and behaviors related to breast cancer, combined exposure seemed to be most effective at changing outcomes. Implications of our findings for future E-E interventions and evaluations are discussed."

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Journal of Media Economics
Jg 21 (2008) Nr 3

Papies, Dominik; Clement, Michel: Adoption of New Movie Distribution Services on the Internet. – S. 131-157

„Although the Internet features excess demand for media, especially movie downloads, the motion picture industry lacks sustainable business models for this market. An enriched form of the theory of planned behavior can identify drivers of consumer intentions to adopt a legal movie download service. Using a large data set, this study estimates structural equation model parameters. The magnitude of specific influences is subject to unobserved heterogeneity, according to a finite mixture approach with partial least squares estimation. Not only attitude, but also social influence, perceived technical feasibility, innovativeness, compatibility, and past behavior drive adoption decisions. "

Resende, Joana: The Economic Advantage of Being the „Voice of Majority". – S. 158-190

Chan-Olmsted, Sylvia; Cha, Jiyoung; Oba, Goro: An Examination of the Host Country Factors Affecting the Export of U.S. Video Media Goods. – S. 191-216

„The United States is by far the leading exporter of video media goods in the world. It is also the biggest investor in theatrical films, spending over $63 million per theatrical production and leading the world in box-office receipts. This article investigates the host country factors that have influenced the export of U.S.-based video media products, including film and television programs. It was found that economic environment, geographical proximity, technological infrastructure, and market size influenced the purchase of motion pictures and video programming from the United States. In addition, countries with better economic environments, implementation of intellectual property rights, political rights, larger market size and cultural differences, and language similarity seemed to import more heavily broadcasting content products from the United States."

Jg 21 (2008) Nr 4

Lee, Hyeonhjik et al: Earnings Management of Acquiring Firms in Stock-for-Stock Takeovers in the Telecommunications Industry. – S. 217-233

Roson, Roberto: Price Discrimination and Audience Composition in Advertising-Based Broadcasting. – S. 234-257

„In this article, a model is introduced that has 2 distinguishing features. First, the multidimensional nature of competition in media markets characterized by free access and advertising is acknowledged, through explicit modeling of vertical and horizontal differentiation. Second, the price of advertising depends on the expected audience composition, not simply on its magnitude, and the amount of price discrimination. It is found that market equilibria depend on a number of critical factors: the amount and type of price discrimination in advertising, the correlation between formats and audience composition, the relative profitability of the different market segments, and diseconomies of scale in program quality. For a variety of market structures, the ability to discriminate on the price of advertising encourages a higher level of quality in broadcast media."

Kommunikation & Recht
Jg 11 (2008) Nr 10

Spindler, Gerald: Die Entwicklung des EDV-Rechts 2007/2008. – S. 565-572

Reinholz, Fabian; Schätzle, Daniel: Domainrecht – eine Bilanz der Rechtsprechung aus den Jahren 2007/2008. – S. 573-577

Ott, Stephan: Suchmaschinen und Jugendschutz. – S. 578-584

„Spezielle Kindersuchmaschinen wie „Blinde Kuh" ermöglichen es, interessante und vor allem kindgerechte Webseiten zu finden. Doch oft werden Kinder und Jugendliche schnell „wie die Großen" die bekannten Anbieter Google oder Yahoo benutzen. Damit steigt das Risiko, über sie gefährdende Porno- oder Gewaltseiten zu stolpern. Ausgerechnet ein weltweit führender Produzent von pornographischen Videos hat Anfang 2008 diesen Missstand angeprangert und die großen Internetsuchmaschinen dazu aufgefordert, sich stärker um Kinder- und Jugendschutz zu bemühen. Derartige Aufrufe mögen oft eher den durch frei zugängliche Pornographie sinkenden Umsatzzahlen geschuldet sein. Es bleibt aber die Frage, ob Suchmaschinen durch den JMStV zu einem aktiveren Vorgehen gegen jugendschutzrelevante Inhalte verpflichtet sind bzw. ob seitens der KJM Instrumente zur Verfügung stehen, Suchmaschinen zur Sperre derartiger Angebote zu verpflichten."

Meschede, Thomas: Verbliebener Anwendungsbereich der Privatkopieschranke auf Urheberrechtswerke als Grundlage für pauschale Urheberabgaben. – S. 585-589

Zimmer, Anja: Lizenzpflicht für EPG-Dateien. – S. 590-595

Rath, Michael; Klug, Saskia: e-Discovery in Germany?. – S. 596-599

Jg 11 (2008) Nr 11

Hoene, Verena: Aktuelle Entwicklungen des Titelschutzrechts. – S. 637-641

Wegner, Konstantin; Odefey, Pia: Grundsätze der zivilrechtlichen Unterlassungshaftung bei Veröffentlichung und Online-Angeboten von fremden Inhalten. – S. 641-647

„Die Veröffentlichung fremder Inhalte, insbesondere im Rahmen von Interviews, ist seit jeher Bestandteil der Arbeit von Presseunternehmen. Im Internet werden über Meinungsforen und Online-Archive zunehmend fremde Inhalte angeboten. Regelmäßig besteht bei diesen Inhalten die Gefahr, dass sie Persönlichkeitsrechtsverletzungen beinhalten oder – im Falle von Online-Archiven – Inhalte durch bloßen Zeitanlauf zu Persönlichkeitsrechtsverletzungen führen. Die Frage nach den Grundsätzen der diesbezüglichen Haftung und bestehenden Prüfungspflichten ist für Verlage deshalb von besonderer Bedeutung.“

Terhaag, Michael; Engels, Thomas: MonopolVZ – Zur Reichweite von Serienmarken bei Internetportalen. – S. 647-650

Ladeur, Karl-Heinz: Die gemeinsame „Clearing-Stelle“ von Rechteinhabern und Providern. – S. 650-655

Lühn-Irriger, Susanne: Anzeige und Recht. – S. 655-660

Hain, Karl-E.: Das werberechtliche Trennungsgebot und dieses flankierende Regelungen. – S. 661-666

„Das Trennungsgebot und die dieses Verbot flankierenden Regelungen sind verfassungsrechtlich im Autonomieprinzip fundiert. Demgegenüber nehmen Irreführungen von Rezipienten auch über den werblichen Charakter einer Kommunikation einer gelingenden Selbstbestimmung des Subjekts die Basis, sie führen ggf. zur fremdinduzierten Fehlorientierung. Anhand einer Entscheidung des VG Neustadt a. d. Weinstraße zu der Sendung „Jetzt geht's um die Eier – Die große Promi-Oster-Show“ werden aktuelle Probleme der Begründung der Werbeabsicht eines mit dem Event-Veranstalter nicht identischen Fernsehveranstalters sowie zur Irreführungsmöglichkeit als Merkmal der Schleichwerbung thematisiert. Schließlich wird die Einblendung des Begriffs „Promotion“ im Einklang mit neuen Beschlüssen der Verwaltungsgerichtsbarkeit als nicht ausreichend zur Kennzeichnung von Dauerwerbesendungen bewertet.“

Klett, Alexander R.: Urheberrechtliche Geräteabgaben und kein Ende. – S. 667-670

Jg 11 (2008) Nr 12

Herresthal, Carsten: Haftung bei Account-Überlassung und Account-Missbrauch im Bürgerlichen Recht. – S. 705-711

„Eine umstrittene Frage ist, ob und inwieweit neue Dienste wie Web-TV in das klassische Regulierungsregime des Rundfunkrechts passen und ob die aktuell verwendeten Kategorien der Einordnung ausreichen, um den Besonderheiten von Internet-Fernsehangeboten gerecht zu werden. Gerade auch vor dem Hintergrund des sich wandelnden Rundfunkbegriffs unter europäischem Einfluss geht der Beitrag der Frage nach, ob audiovisuelle Dienste wie Web-TV der Zulassungspflicht nach dem RStV unterliegen und eine

Zulassungspflicht nach deutschem Rundfunkrecht wirklich geboten ist.“

Pohle, Jan: Rechtliche Aspekte des Mobile Marketing. – S. 711-717

Kassai, Klaus; Kogler, Michael: Produktplazierung: Der Trojaner des Kommerzes?. – S. 717-723

Jandt, Silke; Schnabel, Christoph: Location Based Services im Fokus des Datenschutzes. – S. 723-729

Wäßle, Florian: Rechtliche Zulässigkeit von Bilder-Suchmaschinen im Internet. – S. 729-731

Mass Communication & Society
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Chung, Deborah S.; Yoo, Chan Yun: Audience Motivations for Using Interactive Features: Distinguishing Use of Different Types of Interactivity on an Online Newspaper. – S. 375-397

„This study examines audience uses of three types of interactivity, user motivations for visiting an online newspaper, and the relationship between user motivations and use of the different types of interactive features. There are three types of interactivity on a continuum: medium, human/medium, and human interactivity. In an online survey of 542 respondents, results indicate that medium interactive features were used most frequently and human interactive features used the least. Three motivations for using online newspapers emerged—information seeking/surveillance, socialization, and entertainment. In addition, further analysis found that although all three motivations were predictors of use of medium interactive features, the information seeking/surveillance motivation was not a significant predictor of use of human/medium and human interactive features.“

Fleming, Kenneth; Thorson, Esther: Assessing the Role of Information-Processing Strategies in Learning From Local News Media About Sources of Social Capital. – S. 398-419

Austin, Erica Weintraub et al: Celebrity Endorsements and Their Potential to Motivate Young Voters. – S. 420-436

„Although scholars have long indicated concern regarding disaffected young voters, the 2004 presidential election tallied record turnout among this age group. This study explored how and why celebrity-endorsed, get-out-the-vote campaigns may have helped to persuade young voters aged 18 to 24 to participate in an election campaign by examining campaign influence on individual decision-making factors. During the fall semester of 2004, a convenience sample of 305 college students from introductory general education classes completed surveys assessing their political efficacy, involvement, complacency, and apathy. Findings indi-

cated that receptivity to celebrity spokespeople predicted lower levels of complacency and higher levels of self-efficacy. Complacency had independent effects on involvement and self-efficacy. The results therefore suggest that these campaigns can potentially influence positive change in political engagement of the younger citizenry."

Zhao, Xiaoquan; Cai, Xiaomei: From Self-Enhancement to Supporting Censorship: The Third-Person-Effect Process in the Case of Internet Pornography. – S. 437-462

Banning, Stephen A.: Third-Person Effect Symposium. – S. 467-555

Als ein Themenschwerpunkt werden die Beiträge eines Symposiums mit dem Titel „Third-Person-Effect" veröffentlicht.

Media culture & society
Jg 30 (2008) Nr 5

Machill, Marcel; Beiler, Markus; Zenker, Martin: Search-engine research: a European-American overview and systematization of an interdisciplinary and international research field. – S. 591-608

„Search engines have become an inevitable tool for using the internet. There is still an increasing influence of search engines on internet users' behaviour and surfing experience, which has not been adequately met by scientific research. The oligopoly of three US search-engine operators and the problems that derive from distinct differences in culture and legislation in the countries in which these search engines operate, are serious topics that need adequate scientific coverage. This contribution aims to elaborate the central dimensions of search-engine research, gather together existing insights and make suggestions for future research. It examines search-engine policy and regulation in different countries, the economic implications of the oligopoly, the inter-effects between search engines and journalists in classical media, technical developments, as well as users and users' behaviour."

Parker, Rachel; Parenta, Oleg: Explaining contradictions in film and television industry policy: ideas and incremental policy change through layering and drift. – S. 609-622

Young, Sally: The broadcast political interview and strategies used by politicians: how the Australian prime minister promoted the Iraq War. – S. 623-640

Nam, Siho: The politics of „compressed development" in new media: a history of Korean cable television, 1992-2005. – S. 641-662

Pullen, Christopher: AIDS orphans, parents and children in documentary: disclosure, performance and sacrifice. – S. 663-676

Rowe, David; Brass, Kylie: The uses of academic knowledge: the university in the media. – S. 677-698

„Universities are often criticized in the media and public sphere for being out of touch, disconnected from the 'real world' outside the ivory tower, and indulgently oblivious to 'ordinary people's' needs and priorities. Such examples of media criticisms of academic isolationism arc somewhat at odds with the trend towards systematic encouragement by universities, in the point of orchestration, of academics to engage regularly with the media. The profile imperatives of contemporary universities seeking legitimacy, 'brand identity' and enhanced market position under conditions of a more marketized and privatized higher educational system, have led to frequent, stringent attempts to situate academic knowledge within everyday media discourse. This article explores the ways in which the product of university-based academic labour is placed in the service of wider public discourse, particularly for newspaper publics. It seeks to develop an analysis of the range of academic subject positions and professional mobilizations, appraising and analysing some of the main contexts and forms in which academic knowledge, personnel and institutions appear in the print media. The article also examines ways in which universities have tried to manage the risk of public interventions by academics through policies that prescribe their spheres of intellectual competence."

Athique, Adrian: The global dynamics of Indian media piracy: export markets, playback media and the informal economy. – S. 699-718

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Soffer, Oren: The eraser and the anti-eraser: the battle over colour television in Israel. – S. 759-776

Pusnik, Marusa; Starc, Gregor: An entertaining (r)evolution: the rise of television in socialist Slovenia. – S. 777-794

„The introduction of television as an institution and a technology into Slovenian socialist everyday life had tremendous consequences for the lives of individuals. This article attempts to disclose the main cultural, social and political aspects of the penetration of television into Slovenian homes and, consequently, sees television from the social and cultural-historical perspective as a (communication) technology, as a social and political space, and as a cultural practice and text. The social changes that were triggered were twofold: on the one hand, the introduction of television to people's homes changed the organization of family life because it transformed domestic spaces into informational tool-sheds, while on the other hand television also contributed to the dissemination of specific discourses, lifestyles and perceptions of reality. The rise of television in socialist Slovenia in the 1960s can, within this view, be considered as a strong boost to the 'Westernization' of Slovenian socialist everyday."

Dunleavy, Trisha: New Zealand television and the struggle for „public service". – S. 795-812

„Public service broadcasting (PSB) objectives have played an important role in New Zealand television since the medium's inception in 1960. In particular, they have helped to ensure that, in a context in which primetime broadcasts can be so easily dominated by cheaply acquired foreign programmes, television can offer a diversity of locally produced material, including some with the potential to foster a sense of 'New Zealand' identity. Nonetheless, the pursuit of public service in New Zealand television has been a struggle in three main respects: (1) New Zealand's limited market size has made it difficult to consistently fund its objectives in programming; (2) there have been fluctuations in its policy and legislative expectations; and (3) most overtly in the 1990s, public service TV has been subject to political neglect of its funding needs. This article examines the provisions for and pursuit of 'public service' in relation to three main phases of New Zealand television: the public monopoly before 1989; the deregulated 1990s; and the early post-millennium era."

Monahan, Torin: Marketing the beast: „Left behind" and the apocalypse industry. – S. 813-830

Chouliaraki, Lilie: The media as moral education: mediation and action. – S. 831-852

„Despite ongoing debates on the role of the media in creating our global village, the network society or a new cosmopolitanism, the crucial connection between media representation and public action remains undertheorized. This article seeks to make a contribution to theorizing this connection, by formulating a criticism of the technological pessimism in Baudrillard and Habermas, and by offering an alternative inspired by an Aristotelian, analytical approach to media representations as moral education."

Cottle, Simon: Reporting demonstrations: the changing media politics of dissent. – S. 853-872

„In liberal democratic theory demonstrations and protests have long been seen as a bridge helping to overcome possible disconnects between publics, opinion formation and decision-makers and, in more recent social theory, they arc thought to perform a role in vitalizing moribund parliamentary democracies, crystallizing collective identities and circulating new cultural codes. In Britain today, as in many other Western democracies, demonstrations and protests have moved from the margins to the mainstream, becoming increasingly profuse and an accepted political tactic for an expanded range of organizations, single-issue campaigns, new social movements and transnational advocacy networks. They depend on the media, and the news media particularly, to get their message across and mobilize wider support. Much has changed however, since earlier studies documented how the news media reported protests and demonstrations through a dominant law and (dis)order frame, labelling protesters as deviant and de-legitimizing their aims and politics by emphasizing drama, spectacle and violence. This discussion considers some of these major changes and, on this basis, proposes a new research

agenda for the exploration of the complexities and contingencies that now inform the news media's reporting of dissent."

Ryoo, Woongjae: The political economy of global mediascape: The case of the South Korean film industry. – S. 873-890

Media Perspektiven
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Zubayr, Camille; Gerhard, Heinz: Olympia 2008 im Fernsehen: Nutzung und Bewertung der Übertragung von den 29. Olympischen Sommerspielen in Peking. – S. 494-501

Klingler, Walter; Müller, Dieter K.: ma 2008 Radio II: stabile Nutzungsmuster auch bei erweiterter Grundgesamtheit: Radionutzung erstmals inklusive EU-Ausländer und Kinder ab zehn Jahren. – S. 502-515

Machill, Marcel; Beiler, Markus: Die Bedeutung des Internets für die journalistische Recherche: Multimethodenstudie zur Recherche von Journalisten bei Tageszeitung, Hörfunk, Fernsehen und Online. – S. 516-531

„Vor allem mit Hilfe der Beobachtung der Recherchetätigkeit von Journalisten gingen Marcel Machill und Markus Beiler in ihrer Untersuchung der Frage nach, wie die zunehmende Nutzung des Internets die Arbeit in den Redaktionen beeinflusst. Bedenklich stimmt dabei vor allem die Konzentration auf Suchmaschinen, vor allem auf Google. Überprüfungsrecherche findet selten statt, die Validierung von Quellen im Grunde gar nicht; Ausnahme: öffentlich-rechtliche Fernsehsender."

Gerth, Matthias; Trappel, Josef: Glücksritter, apokalyptische Plage oder kühle Rechner?: was von Finanzinvestoren im Mediengeschäft zu erwarten ist. – S. 532-543

„Matthias Gerth und Josef Trappel stellen die zentralen Ergebnisse einer Studie zu den Auswirkungen und Risiken der Beteiligung von Finanzinvestoren im Medienbereich vor. Ihr Fazit lautet, dass Finanzinvestoren emotionslos und für alle gut sichtbar zuspitzen, was der Branche ohnehin zunehmend den Stempel aufdrückt: Massenmedien werden immer mehr wie kommerzielle Dienstleistungen behandelt und immer weniger wie demokratierelevante Kulturgüter."

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Gerhards, Maria; Klingler, Walter: Fernseh- bzw. Bewegtbildnutzung 2007: Programmangebote, Spartennutzung und Formattrends. – S. 550-567

Geese, Stefan: Teletext 2008: Befunde zu einem wenig beachteten Medium: Ergebnisse der

AGF/GfK-Fernsehforschung und einer repräsentativen Befragung. – S. 568-576

Egger, Andreas; Eimeren, Birgit van: Die Generation 60plus und die Medien: zwischen traditionellen Nutzungsmustern und Teilhabe an der digitalen (R)evolution. – S. 577-588

Mayer, Florian L. et al: Watchblogs aus der Sicht der Nutzer: Befunde einer Onlinebefragung zur Nutzung und Bewertung von Bildblog. – S. 589-594

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Breunig, Christian: Handy-TV vor ungewisser Zukunft: DMB und DVB-H erhalten Konkurrenz durch DVB-T und mobiles Internet. – S. 598-611

„Obwohl das Fernsehen auf dem Mobiltelefon – kurz Handy-TV genannt – seit Jahren als vielversprechender Zukunftsmarkt gilt, steht sein Durchbruch bislang noch aus. Wie Christian Breunig in seiner Zwischenbilanz feststellt, ist dafür nicht nur der geringe Erfolg der Rundfunkstandards DMB und DVB-H verantwortlich, sondern auch ein Mangel an attraktiven, speziell für das Handy-TV produzierten Inhalten und – damit zusammenhängend – eine deutliche Zurückhaltung auf Seiten der Verbraucher."

Feierabend, Sabine; Kutteroff, Albrecht: Medien im Alltag Jugendlicher – multimedial und multifunktional: Ergebnisse der JIM-Studie 2008. – S. 612-624

„Die Untersuchungsreihe „Jugendliche, Information und (Multi-)Media", abgekürzt JIM, wird seit 1998 jährlich durchgeführt. Im Jahr 2008, berichten Sabine Feierabend und Albrecht Kutteroff, wurden erstmals mehr Computer im Besitz von Jugendlichen ermittelt als Fernsehgeräte. Kennzeichnend für das Medienverhalten von Jugendlichen ist der multiple Zugang zu Inhalten, wie vor allem am Beispiel Musik deutlich wird, wo Radio, MP3-Player und Handy als Abspielgeräte Verwendung finden. Im Internet dienen Onlinecommunitys als Plattform der Selbstdarstellung und Kommunikation und sind damit eine wichtige Verbindung zur Peergroup."

Klingler, Walter: Jugendliche und ihre Mediennutzung 1998 bis 2008: eine Analyse auf Basis der Studienreihe Jugend, Information und (Multi-)Media/JIM. – S. 625-634

„Der Überblick von Walter Klingler über die wichtigsten Ergebnisse aus zehn Jahren JIM-Studie zeigt, dass sich nicht nur die Geräteausstattung der Jugendlichen in dieser Zeit enorm ausgeweitet hat. Auch die Grenzen zwischen den Medien lösen sich in der Nutzung durch die Jugendlichen zunehmend auf. Das Internet etwa dient als Zugang sowohl zu Audio-, Video- als auch Textangeboten. Mobile Endgeräte sorgen für weitere Veränderungen; zu Recht werden Jugendliche heute als Innovatoren und Early Adopters bei der Mediennutzung angesehen."

Gaßner, Hans-Peter: Multiplikatoreffekte mit Radiowerbung: Ergebnisse einer Repräsentativbefragung. – S. 635-641

Media psychology
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Nabi, Robin L.; Wirth, Werner: Exploring the Role of Emotion in Media Effects: an Introduction to the Special Issue. – S. 1-6

Bartsch, Anne et al: Appraisal of Emotions in Media Use: Toward a Process Model of Meta-Emotion and Emotion Regulation. – S. 7-27

„Over the past 20 years, research on meta-emotion and related concepts such as meta-mood and need for affect has become fruitful and prominent across a variety of disciplines, including media psychology. This paper reviews the literature on meta-emotion and considers problems regarding the definition and operationalization of this construct. We propose a process model of meta-emotion and emotion regulation to integrate and extend existing work. Drawing on appraisal theories of emotion, we understand meta-emotion as a process that monitors and appraises emotions and recruits affective responses toward them, which results in a motivation to maintain and approach emotions, or to control and avoid them. This meta-emotion process plays an important role in media users' selection or rejection of specific media offerings and their invitation to experience emotion. We discuss how this framework may integrate previously unrelated findings on the role of emotions in guiding selective media use and conclude with directions for further research."

Tan, Eduard Sioe-Hao: Entertainment Is Emotion: The Functional Architecture of the Entertainment Experience. – S. 28-51

„Current standard accounts of entertainment have regarded emotions as essential for the entertainment experience, but it has not been understood why emotions are so important for it. Recent views of entertainment as an adaptively significant activity propose that the distal cause of entertainment activity is an unconscious need for training useful capabilities, whereas the proximal cause is enjoyment of the activity for its own sake. This theoretical paper argues emotions provide the link between distal and proximal causes of engaging in entertainment. An architecture of the entertainment experience based on Steen and Owens' (2001) account of pretense play is proposed. The entertainment experience is an episode of emotions in response to an ongoing guided imagination. Two key factors are posited to shape the entertainment experience. First, interest is asserted as the „go-mechanism" of the entertainment experience. Second, the emotional reactions to the content of imagination are argued to lend coloring to the experience as well as to help train people's adaptive capacities. This architecture contributes to a solution of two problems for a theory of entertainment: the paradox of negative experiences and the perceived reality of entertainment content. In closing, a plea is made for studying the entertainee's appraisal of the entertainer's agency and qualities."

Dunlop, Hyunseo; Wakefield, Melanie; Kashima, Yoshi: Can You Feel It?: Negative Emotion, Risk, and Narrative in Health Communication. – S. 52-75

Hwang, Hyunseo; Pan, Zhongdang; Sun, Ye: Influence of Hostile Media Perception on Willingness to Engage in Discursive Activities: An Examination of Mediating Role of Media Indignation. – S. 76-97

Holbert, R. Lance; Hansen, Glenn J.: Stepping Beyond Message Specificity in the Study of Emotion as Mediator and Inter-Emotion Associations Across Attitude Objects: Fahrenheit 9/11, Anger, and Debate Superiority. – S. 98-118

Young, Dannagal Goldthwaite: The Privileged Role of the Late-Night Joke: Exploring Humor's Role in Disrupting Argument Scrutiny. – S. 119-142

„This article explores humor's impact on cognitive processing of political messages. Although recent research has pointed to effects of late-night comedy viewing on political attitudes and cognitions (Moy, Xenos, & Hess, 2003; Young, 2004, 2006), scant attention has been paid to the development of a theoretical model to account for these outcomes. This manuscript posits that humor suspends argument scrutiny of the premise of a given text through various cognitive mechanisms involving processing ability and motivation. Four different pathways accounting for humor's reduction of argument scrutiny are discussed. Humor's reduction of argument scrutiny is tested with an experiment with a three condition between subjects design in which participants engaged in a thought-listing exercise after exposure to either humorous political messages (late-night political jokes) or non-humorous equivalents (unfunny translations of those jokes). Results indicate that humor reduces critical argument scrutiny—in part through the „discounting cue" mechanism. Implications for persuasion are discussed."

Carpentier, Francesca R. Dillman et al: Sad Kids, Sad Media?: Applying Mood Management Theory to Depressed Adolescents' Use of Media. – S. 143-166

Jg 11 (2008) Nr 2

Gonzales, Amy L.; Hancock, Jeffrey T.: Identity Shift in Computer-Mediated Environments. – S. 167-185

„The present study uses a public commitment framework to examine how computer-mediated self-presentations can alter identities. Participants were asked to present with one of two traits, extroversion or introversion, in public or private computer-mediated communication. Public presentations were online, whereas private presentations took place in a text document. Only participants that presented themselves publicly internalized the trait presentation, suggesting that identity shift took place. Public self-presentations also contained more certain and definite forms of language than private self-presentations, suggesting that audiences evoke a more committed form of self-presentation. The findings in this research have important implications for the self-construction of identity online, particularly for individuals that use the Internet as a tool for public self-presentation, such as dating sites, social network sites, or blogs. Also, the findings highlight opportunities for theoretical development on identity construction as a function of computer-mediated communication."

Carpentier, Francesca R. Dillmann; Roskos-Ewoldsen, David R.; Roskos-Ewoldsen, Beverly B.: A Test of the Network Models of Political Priming. – S. 186-206

Peter, Jochen; Valkenburg, Patti M.: Adolescents' Exposure to Sexually Explicit Internet Material and Sexual Preoccupancy: A Three-Wave Panel Study. – S. 207-234

„The main aim of this study was to investigate whether adolescents' use of sexually explicit Internet material (SEIM) increased their sexual preoccupancy (i.e., a strong cognitive engagement in sexual issues). Further, we wanted to know (a) whether subjective sexual arousal mediated a potential influence of exposure to SEIM on sexual preoccupancy and (b) whether this process differed between male and female adolescents. Over the course of one year, we surveyed 962 Dutch adolescents aged 13-20 years three times. Structural equation modeling showed that exposure to SEIM stimulated sexual preoccupancy. This influence was fully mediated by subjective sexual arousal from SEIM. The effect of exposure to SEIM on subjective sexual arousal did not differ between male and female adolescents. The findings suggest that a sexualized media environment may affect adolescents' sexual development beyond traditionally studied variables, such as sexual attitudes and sexual behavior."

Boucher, Eliane M.; Hancock, Jeffrey T.: Interpersonal Sensitivity in Computer-Mediated and Face-to-Face Conversations. – S. 235-258

Gillath, Omri et al: What can Virtual Reality Teach Us About Prosocial Tendencies in real and Virtual Environments?. – S. 259-282

„As virtual environments (VEs) become increasingly central to people's lives (Terry, 2002), understanding reactions to VEs may be as important as understanding behavior in the real world (Yee, Bailenson, Urbanek, Chang, & Merget, 2007). Immersive Virtual Environment Technology (IVET), which is now being used in psychological research (Blascovich et al., 2002), can provide greater experimental control, more precise measurement, ease of replication across participants, and high ecological validity, making it attractive for researchers. It also can create links between researchers who study basic social psychological processes and those who study new media. In two studies we examined people's reactions as they navigated

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through a virtual world and interacted with virtual people, some of whom needed help. Participants' compassion and tendency to experience personal distress predicted emotional reactions (concern) and proxemic behavior (gaze orientation and degree of interpersonal distance) to a virtual person in need but not to a control person. The results support the use of IVET and proxemic variables to measure compassion unobtrusively and they encourage the use of IVET to advance our understanding of people's behavior in and reactions to virtual worlds and new media."

Meirick, Patrick C.: Targeted Audiences in Anti-Drug Ads: Messsage Cues, Perceived Exposure, Perceived Effects, and Support for Funding. – S. 283-309

Arpan, Laura M.; Peterson, Erik M.: Influence of Source Liking and Personality Traits on Perceptions of Bias and Future News Source Selection. – S. 310-328

Jg 11 (2008) Nr 3

Gardikiotis, Antonis: Group Distinctiveness, Political Identification, and the Third-Person Effect: Perceptions of a Political Campaign in the 2004 Greek National Election. – S. 331-353

Bailenson, Jeremy et al: The Effect of Interactivity on Learning Physical Actions in Virtual Reality. – S. 354-376

„Virtual reality (VR) offers new possibilities for learning, specifically for training individuals to perform physical movements such as physical therapy and exercise. The current article examines two aspects of VR that uniquely contribute to media interactivity: the ability to capture and review physical behavior and the ability to see one's avatar rendered in real time from third person points of view. In two studies, we utilized a state-of-the-art, image-based tele-immersive system, capable of tracking and rendering many degrees of freedom of human motion in real time. In Experiment 1, participants learned better in VR than in a video learning condition according to self-report measures, and the cause of the advantage was seeing one's avatar stereoscopically in the third person. In Experiment 2, we added a virtual mirror in the learning environment to further leverage the ability to see oneself from novel angles in real time. Participants learned better in VR than in video according to objective performance measures. Implications for learning via interactive digital media are discussed."

Mares, Marie-Louise; Acosta, Emily Elizabeth: Be Kind to Three-Legged Dogs: Children's Literal Interpretations of TV's Moral Lessons. – S. 377-399

Knobloch-Westerwick, Silvia; Appiah, Osei; Alter, Scott: News Selection Patterns as a Function of Race: The Discerning Minority and the Indiscriminating Majority. – S. 400-417

Diener, Marissa L. et al: Video Versus Reality: Infants' Attention and Affective Responses to Video and Live Presentations. – S. 418-436

„Television viewing by infants has become very common, yet relatively little is known about infants' reactions to video compared to live events. We conducted two experiments in order to compare 9- or 10-month-old infants' behavioral reactions to live events and video presentations of those events. In the first experiment, infants' were shown video and live presentations shown consecutively; their affective reactions were consistent, indicating that video conveys meaning and emotional impact even in infancy. However, infants generally looked longer at, reached more to, showed more interest in, and exhibited more fear to the real stimuli. In a second experiment, infants were shown identical live and video events simultaneously; they looked much longer at the live presentations, further confirming that they distinguished live events from video and preferred to watch real events. Implications for infants' television viewing and the use of video images in infancy research are discussed."

Jg 11 (2008) Nr 4

Bleakly, Amy et al: It Works Both Ways: The Relationship Between Exposure to Sexual Content in the Media and Adolescent Sexual Behavior. – S. 443-461

„Using a longitudinal Web-based survey of adolescents 14-16 years of age, we estimate regression models where self-reported sexual behavior and content analytic-based exposure to sex in the media are related cross-sectionally and longitudinally. We find evidence for both cross-sectional nonrecursive and prospective longitudinal relationships even after adjusting for both established predictors of sexual behavior (e.g., physical development, having a romantic partner, parental monitoring, peer and parental norms, respondent's age) and of exposure to sexual media content (e.g., time the respondent goes to bed, extracurricular activities, television in the bedroom, total time spent with television, music, video games, and magazines). Sexually active adolescents are more likely to expose themselves to sex in the media and those exposed to sex in the media are more likely to progress in their sexual activity. These findings are consistent with others in the literature that demonstrate a causal effect of exposure to sexual content on sexual behavior but extend established results by also looking at the causal effect of sexual behavior on exposure both cross-sectionally and over time."

Weber, René: Soap Opera Exposure and Enjoyment: A Longitudinal Test of Disposition Theory. – S. 462-487

Mares, Marie-Louise; Oliver, Mary Beth; Cantor, Joanne: Age Differences in Adults' Emotional Motivations for Exposure to Films. – S. 488-511

„Participants in three age ranges (younger adults, 18-25, N = 188; middle adults, 26-49, N = 92; and older

adults, 50 and over, N = 93) completed a questionnaire assessing motivations for everyday affective experiences as well as affective motivations for film viewing. In line with Arnett's (2000) view of emerging adulthood and Carstensen, Isaacowitz, and Charles's (1999) theory of socioemotional selectivity, younger adults expressed the greatest interest in experiencing negative emotions in their everyday lives, in viewing dark, creepy, or violent content, and in viewing media to escape boredom and for amusement; older adults were most interested in experiencing emotional stability and in viewing films with uplifting, heartwarming content. Results suggest that lifespan differences may help explain the allure of hedonically negative programming among some groups."

Green, Melanie C. et al: Transportation across Media: Repeated Exposure to Print and Films. – S. 512-539

Barlett, Christopher et al: The Effect of Advances in Video Game Technology and Content on Aggressive Cognitions, Hostility, and Heart Rate. – S. 540-565

„Two studies were conducted that tested the moderating role of video game graphics quality in the relationship between video game content and aggression-related variables. In both studies, participants played either a violent or nonviolent video game on one of three video game systems with differing technological computing power (which contributes to the realism depicted in these video games). In Study 2, the moderating and mediating role of immersion was also tested. Results showed that video game violence exposure was related to aggressive cognitions and state of hostility. Video game technology did not moderate this relationship. Finally, immersion, as an individual difference variable, did not moderate or mediate this relationship. This suggests that aggressive cognitions and feelings occur independent of how technologically advanced the graphics are and the extent to which one feels as though they are immersed in a violent video game. Implications and future research are discussed."

Green, Melanie C.; Brock, Timothy C.: Antecedents and Civic Consequences of Choosing Real versus Ersatz Social Activities. – S. 566-591

medien + erziehung
Jg 52 (2008) Nr 5

Maurer, Björn; Niesyto, Horst: Jugendkulturelle Symbolproduktion in Videofilmen. – S. 10-18

„[...]Inzwischen zielen die meisten Projekte aktiver Medienarbeit in erster Linie darauf, Jugendlichen dazu zu verhelfen, den eigenen Identitäten medial Ausdruck zu verleihen und dabei ihren spielerischen, fantasievollen Umgang mit Technologien zu fördern. Die aktive hat sich also zu einer kreativen Medienarbeit weiterentwickelt. Kreative Medienarbeit bildet jedoch keinesfalls eine medienpädagogische Domäne. Auch die künstlerisch-pädagogischen Fachbereiche – und

hier in erster Linie die bildnerische Kunstpädagogik – setzen zunehmend auf die Erstellung von Medienproduktionen zur Realisierung ihrer Zielsetzungen. Daraus resultiert, dass die praktische medienpädagogische und die künstlerisch-pädagogische Arbeit immer mehr Ähnlichkeiten aufweisen. Was bedeutet das für die Weiterentwicklung dieser Disziplinen? Mit je drei Beiträgen aus der Medienpädagogik und der Kunstpädagogik und einem anschließenden Fazit soll dieser Frage in der aktuellen merz nachgegangen werden."

Hartung, Anja; Brüggen, Niels: Experimentierräume in der kreativen Medienarbeit. – S. 19-26

Pasuchin, Iwan; Wijnen, Christine W.: WeTube. Denen zeigen wir's!: Kreative Web 2.0-Arbeit in der Schule. – S. 27-34

Buschkühle, Carl-Peter: Forschung im künstlerischen Projekt „Kitsch". – S. 35-45

Peez, Georg: „Wie wir aussehen, wenn wir nicht so aussehen, wie wir jetzt aussehen". – S. 45-52

Reimann, Daniela: Interaktive Bühne und szenisches Spiel mit digitalen Medien. – S. 53-59

Pasuchin, Iwan: Differenzen, Analogien und Perspektiven in medien- und künstlerisch-pädagogischer kreativer Medienarbeit. – S. 60-64

Jg 52 (2008) Nr 6

Kübler, Hans-Dieter; Rosebrock, Cornelia: Lesen und Medienrezeption: Ansätze und Perspektiven für eine integrierte Forschung. – S. 3-9

„Nicht erst seit den PISA-Studien gilt Lesen als essenzielle kognitive Kompetenz und unabdingbare Voraussetzung für anspruchsvolle Perzeptions- und Rezeptionsprozesse auch von anderen als von Print-Medien. Beschworen worden sind Zusammenhänge von Lesefähigkeit und Medienkompetenz häufig; nur in wenigen Fallstudien sind sie wissenschaftlich in den Fokus gerückt, ausreichend ausgeleuchtet worden sind sie längst noch nicht. merz wissenschaft versucht hiermit, eine Lücke zu füllen und die komplexe Beziehung zwischen Lese- und Medienkompetenz analytisch zu entflechten."

Bonfadelli, Heinz; Bucher, Priska: Lesen im Medienensemble von Jugendlichen mit Migrationshintergrund in der Schweiz. – S. 10-23

„Der Medienumgang von Jugendlichen mit Migrationshintergrund und speziell deren Leseverhalten ist in der Schweiz bislang kaum erforscht. Im Rahmen des Nationalen Forschungsprogramms 52 wurden im Sommer 2004 in der Region Zürich mit einer schriftlichen Befragung bei 1.468 zwölf- bis 16-jährigen Schülerinnen und Schülern aus gemischten Klassen Daten zum Medienumgang und zum Leseverhalten, aber ebenso zur personalen Identität und zum soziokulturellen Selbstverständnis von Heranwachsenden

mit Migrationshintergrund und von Schweizer Jugendlichen erhoben. Im Vordergrund des vorliegenden Beitrags steht die Frage, ob es tatsächlich der ethnische Migrationshintergrund oder nicht vielmehr der niedrige sozioökonomische Status und die Bildungsferne in vielen Migrationsfamilien sind, welche für den geringen Stellenwert des Buchlesens bei Migrationsjugendlichen verantwortlich gemacht werden müssen."

Philipp, Maik; Salisch, Maria von; Gölitz, Dietmar: Kein Anschluss ohne Kommunikation oder: Lese- und Medienkompetenz entstehen im Gespräch – auch mit Peers?. – S. 24-33

Lepa, Steffen; Ehrenspeck, Yvonne: Warum eigentlich Lesen?: der Zusammenhang zwischen erwarteten Gratifikationen, Hörmediennutzung und dem fiktionalen Lesen von sieben- bis 16-jährigen Mädchen und Jungen. – S. 34-45

Funiok, Rüdiger: Durchaus von dieser Welt: Mediennutzungsprofile von Jesuiten. – S. 46-53

Dieter, Jörg: Klicken – surfen – lesen: die Bedeutung der Lesekompetenz bei der Rezeption von Websites. – S. 54-63

„Surfen im World Wide Web ist eng verbunden mit Leseprozessen. Die Rezeption von Websites unterscheidet sich deutlich von der Rezeption gedruckter Texte, da dieser Prozess vielschichtig und auf mehreren Ebenen verläuft. Welche zusätzlichen Kompetenzen müssen die klassischen Lesekompetenzen bei der Rezeption von Websites ergänzen."

Irion, Thomas: Lesen im Internet: Hypermedia-Recherchekompetenzen im Grundschulalter. – S. 64-75

Wagner, Michel: Neue Leseräume: zur Lesekultur in partizipativen Mediensystemen. – S. 76-85

„Dieser Beitrag entwickelt ein theoretisches Modell, welches zum Einen eine Klassifikation Neuer Medien entsprechend ihrer Nutzungsmuster ermöglicht und zum Anderen die soziale Komponente des Lesens von partizipativen Medien beschreibt. Dazu werden Ansätze aus der kulturanthropologischen Spieltheorie und der Computerspieltheorie mit dem Konzept der Affinitätsgruppen in Zusammenhang gebracht."

Müller, Beatrice: Stellenwert der frühkindlichen Sprach- und Leseförderung in der Familie. – S. 86-94

Hocke, Tatjana Magdalena; Peißker, Annika: „Ich will wissen, was in der Welt passiert": wie sich Kinder das Medium Tageszeitung aneignen. – S. 95-105

Honegger, Monique; Ammann, Daniel: Medienkompetenz und literale Praxis in informellen Lernarrangements: ein schulisches Schreiblesezentrum mit elektronischer Lernumgebung. – S. 106-114

Medien & Zeit
Jg 23 (2008) Nr 3

Trenz, Hans-Jörg: Methodologischer Nationalismus oder Mediennationalismus?: über die begrenzte Notwendigkeit einer Neuorientierung der Medien- und Öffentlichkeitsforschung in Europa. – S. 4-17

Neverla, Irene; Schoon, Wiebke: Europäischer Journalismus: Annäherung an eine vernachlässigte Dimension europäischer Öffentlichkeit. – S. 18-30

Schwarzenegger, Christian: Das Leben ist anderswo: Anregungen zur Justierung des Blicks auf Heterotopien europäischer Alltagskultur. – S. 31-42

Lingenberg, Swantje: Europäische Öffentlichkeit aus Publikumssicht: ein pragmatischer Ansatz mit Fallstudien zur europäischen Verfassungsdebatte. – S. 43-57

Incesu, Günal; Requate, Jörg: Auf dem Weg nach Europa: Appelle als Kommunikationsform der Türkei in Europa. – S. 58-68

Fickers, Andreas: Europäische Fernsehgeschichte: elf Kernkonzepte zur vergleichenden theoretischen Analyse und historischen Interpretation. – S. 69-80

Jg 23 (2008) Nr 4

Lacasa, Ivan: Zeitungswissenschaft als publizistische Aktion?: Karl d'Ester, Emil Dovifat, Erich Everth. – S. 4-8

Scheu, Andreas; Wiedemann, Thomas: Kommunikationswissenschaft als Gesellschaftskritik: Die Ablehnung linker Theorien in der deutschen Kommunikationswissenschaft am Beispiel Horst Holzer. – S. 9-17

Thiele, Martina: Konstruktivismus in der Kommunikationswissenschaft: Außenseiter oder Mainstreamposition?. –

Wendelin, Manuel: Kanonisierung in der Kommunikationswissenschaft: Lehrbuchentwicklung als Indikator einer „kognitiven Identität". – S. 28-36

Medien Journal
Jg 32 (2008) Nr 2

Grimm, Jürgen et al: Individualisierung oder Aggregierung?: zur Anwendung von Strukturgleichungsmodellen im Rahmen der Agenda-Setting-Forschung. – S. 7-52

Tatzl, Gabriele: Web-Experimente in der Kommunikationswissenschaft. – S. 53-61

Götzenbrucker, Gerit: Soziale Netzwerkanalyse als Methode für die Publizistik- und Kommunikationswissenschaft. – S. 62-73

Przyborski, Aglaja: Sprechen Bilder?: Ikonizität als Herausforderung für die Qualitative Medienforschung. – S. 74-89

Radunovic, Filip: Text- und Rezeptionsanalyse revisited. – S. 90-97

Jg 32 (2008) Nr 3

Maier, Tanja: Was kann Medienkultur heute sein?: Akzentuierung eines viel genutzten Begriffes. – S. 5-18

Dietze, Gabriele: Casting Shows and Cultural Citizenship: „Deutschland sucht den Superstar" als BONGO für Beheimatung von Migranten. – S. 19-30

Gronold, Daniela: „Wer denkt an die Opfer?": Repräsentationen tschetschenischer EinwanderInnen in der österreichischen Mediennation. – S. 31-40

Nestler, Sebastian: Erfinderische Taktiken wider die Strategien des Stereotyps: Auf der Jagd nach alternativen Identitäten in Kevin Smiths „Chasing Amy". – S. 41-52

Gorman, Gayle: Possible Impossibilities: „Grizzly Man" and Becoming-Real. – S. 53-62

Medien Wirtschaft
Jg 5 (2008) Nr 4

Strube, Jochen; Buxmann, Peter: Der Einfluss von Digital Rights Management auf die Zahlungsbereitschaften für Online-Musik: Untersuchung auf Basis einer Conjoint-Analyse. – S. 6-15

„Insbesondere kommerziell vertriebene digitale Medieninhalte werden häufig durch ein Digital Rights Management (DRM)-System geschützt. Allerdings reagieren viele Konsumenten auf diese Technologie mit einer ablehnenden Haltung, was zu einem negativen Einfluss auf die Zahlungsbereitschaft für entsprechende Produkte führt. Der Artikel untersucht und quantifiziert diesen Effekt auf der Basis einer Online-Umfrage. Die Ergebnisse der Untersuchung zeigen, dass die Zahlungsbereitschaft der Konsumenten für Produkte mit DRM-Schutz drastisch sinkt."

Opitz, Christian; Hofmann, Kay H.: Integrierte Geschäftsmodelle zur Bewirtschaftung personengebundener Aufmerksamkeit: das Beispiel der Daily Soap. – S. 16-25

Maier, Michaela; Jers, Cornelia: Leserforschung deutscher Tageszeitungen: ein Weg in die Zukunft?: Ergebnisse einer Verlagsbefragung. – S. 26-37

„Die deutschen Tageszeitungen stecken in der Krise. Neben Maßnahmen zur Kostenreduzierung setzen viele Häuser auf Produktinnovationen und neue Dienstleistungen, um ihre Marktposition zu verbessern. Eine Voraussetzung für den Erfolg redaktioneller Innovationen ist die genaue Kenntnis der Präferenzen der potenziellen Leserschaft. In diesem Zusammenhang spielt die Publikumsforschung eine zentrale Rolle für die Zukunftsstrategie der Zeitungsverlage. Auf Basis des Konzepts der kooperativen Produktgenese analysieren Maier/Jers die Bedeutung der redaktionellen Leserforschung für die deutschen Zeitungen."

Breunig, Christian: IPTV und Web-TV: neue Entwicklungen im digitalen Fernsehen. – S. 38-45

Multimedia und Recht
Jg 11 (2008) Nr 10

Vander, Sascha: Telefonmarketing im Fadenkreuz: Gesetzesentwurf zur Bekämpfung unerlaubter Telefonwerbung und zur Verbesserung des Verbraucherschutzes bei besonderen Vertriebsformen. – S. 639-643

Greve, Holger; Schärdel, Florian: Der digitale Pranger: Bewertungsportale im Internet. – S. 644-649

Klotz, Robert: Die Preis-Kosten-Schere bei regulierten Entgelten als Verstoß gegen EG-Wettbewerbsrecht. – S. 650-656

Weißnicht, Elmar: Online-Überwachung von Arbeitnehmern im Vereinigten Königreich. – S. 656-660

Jg 11 (2008) Nr 11

Grünwald, Andreas; Koch, Hannah: Nichts geht mehr?: Sportwetten im Internet. – S. 711-715

Wieduwilt, Hendrik: Cheatbots in Onlinespielen: eine Urheberrechtsverletzung?. – S. 715-719

„Virtuelle Welten boomen – teilweise. Während auf soziale Welten wie „Second Life" eine Grabrede nach der anderen gehalten wird, ist der kommerzielle Erfolg von Spiele-Welten wie „World of Warcraft" weithin anerkannt. Doch in jedem Spiel lockt der Griff zu unfairen Mitteln: Durch den Einsatz von Unterstützungssoftware verschaffen sich manche Spieler Vorteile. Das stört andere Nutzer, aber inzwischen auch die Betreiber. Einer von ihnen hat in den USA mit immaterialgüterrechtlichen Mitteln die Hersteller solcher Unterstützungssoftware erfolgreich verklagt. Dieser Beitrag untersucht die Frage, ob auch in Deutschland bald das Urheberrecht als Handhabe für faires Spiel herhalten muss."

Bücker, Stephan; Fürsen, Cay: Prioritätssichernde Domainregistrierung: unterschiedliche Behandlung von Treuhänder und Lizenznehmer. – S. 719-723

Knopp, Michael et al: Grunddienste für die Rechtssicherheit elektronischer Kommunikation: Rechtlicher Bedarf für eine gewährleistete Sicherheit. – S. 723-728

Jg 11 (2008) Nr 12

Jüngel, Marc; Geißler, Tim: Der neue Auskunftsanspruch aus § 101 UrhG unter Berücksichtigung der bisherigen Rechtsprechung. – S. 787-792

Klickermann, Paul H.: Reichweite der Onlinepräsenz von öffentlich-rechtlichen Rundfunkanstalten nach dem 12. RÄndStV. – S. 793-796

Maume, Philipp: Der Amateurfußball in den Fängen des Wettbewerbsrechts. – S. 797-801

Liesching, Marc: „Sicherstellung" des Erwachsenenzugangs bei pornografischen und sonst jugendgefährdenden Telemedien. – S. 802-806

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

Jg 8 (2008) Nr 2

Pöttker, Horst: Öffentlichkeit im Wandel: wie das Internet die gesellschaftliche Kommunikation verändert. – S. 15-26

„Horst Pöttkers Beitrag eröffnet diese Ausgabe mit einer zusammenfassenden Betrachtung über den Wandel von Öffentlichkeit im Internetzeitalter. Nach einer Darstellung der grundlegenden Voraussetzungen für die Herstellung von Öffentlichkeit verhandelt der Autor die Spezifika von Internet-Öffentlichkeit sowie deren Chancen und Risiken zwischen Pluralisierung und Segmentierung."

Niesyto, Johanna: Europäische Öffentlichkeit im Internet. – S. 27-48

Enders, Kristina; Reuter, Verena; Stahl, Sandra: Unbeschränkte Öffentlichkeit?: Einflüsse und Barrieren bei der Nutzung und Produktion von Webinhalten. – S. 49-72

März, Annegret: Von der Straße ins Netz und zurück: „Culture Jamming" als Medien- und Konzernkritik in Protestkampagnen. – S. 73-92

Kücük, Esra; Kunstreich, Hannes; Strippel, Christian: Explorative Studie: WebMigration ; wie deutsch-türkische Meinungsführer das Internet für sich gewinnen. – S. 93-108

„[...]Die Autoren stellen ihre Studie zum Thema „Web-Migration" vor: Das Projekt an der Westfälischen Wilhelms-Universität Münster untersucht die Rolle des Internets bei der politischen Meinungsbildung türkischer Migranten in Deutschland. Nach der Erörterung des Prinzips der Meinungsführerschaft stellt der Beitrag Ergebnisse einer Untersuchung ausgewählter deutsch-türkischer Weblogs vor."

Müller, Daniel: Lunatic Fringe Goes Mainstream?: Keine Gatekeeping-Macht für Niemand, dafür Hate Speech für Alle: zum Islamhasser-Blog „Politically Incorrect". – S. 109-126

„Daniel Müller befasst sich anschließend mit den ambivalenten Konsequenzen des wohl unbestrittenen Bedeutungsverlusts von (u.a. journalistischen) Gatekeeping-Mechanismen im Internetzeitalter, zunächst allgemein, dann konkret am Beispiel des sehr erfolgreichen, aggressiv gegen Muslime hetzenden deutschsprachigen Web-Angebots Politically Incorrect (PI)."

Bader, Harald: Zur Krise der Kommunikationswwissenschaft: ein Zwischenruf. – S. 127-138

new media & society
Jg 10 (2008) Nr 5

Lüders, Marika: Conceptualizing personal media. – S. 683-702

„The digitalization and personal use of media technologies have destabilized the traditional dichotomization between mass communication and interpersonal communication, and therefore between mass media and personal media (e.g. mobile phones, email, instant messenger, blogs and photo-sharing services). As private individuals use media technologies to create and share personal expressions through digital networks, previous characteristics of mass media as providers of generally accessible information are no longer accurate. This article may be situated within a medium-theoretical tradition, as it elucidates technical and social dimensions of personal media and revises the distinction between mass media and personal media. A two-dimensional model suggests locating personal media and mass media according to an interactional axis and an institutional/professional axis: personal media are de-institutionalized/de-professionalized and facilitate mediated interaction. The implementation of digital media technologies has important consequences for social networks and fits well within a theoretical discussion of the post-traditional self."

Tremayne, Mark: Manipulating interactivity with thematically hyperlinked news texts: a media learning experiment. – S. 703-728

Sooryamoorthy, Radhamany; Miller, B. Paige; Shrum, Wesley: Untangling the technology cluster: mobile telephony, internet use and the location of social ties. – S. 729-750

Hrynyshyn, Derek: Globalization, nationality, and commodification: the politics of the social construction of the internet. – S. 751-770

„Theories of the social construction of technology help to identify ways in which social forces can influence the development of communication media such as the internet, but often fail to pay sufficient attention to the ways that social structures constrain the agency of those who are most central to the social construction processes. This article examines some decisions concerning the domain name system of the internet and finds that such structural concerns add a needed dimension and can illuminate the power relations that help to shape the role of the internet in the tension between national and global structures of communications."

Cheong, Pauline Hope: The young and techless?: investigating internet use and problem-solving behaviors of young adults in Singapore. – S. 771-792

Jg 10 (2008) Nr 6

McLelland, Mark: „Race" on the Japanese Internet: discussing Korea and Koreans on „2-channeru". – S. 811-830

„This article investigates discourse about 'race' on the Japanese internet, particularly regarding resident Koreans and their relationship to the Japanese. One board relating to arguments about Korea on the notorious 2-channeru (Channel 2) bulletin board system, Japan's most visited internet site, is investigated, since it is one of the main public forums in which racial vilification takes place, perpetrated by both Japanese and Korean posters. Nakamura's contention that the internet is 'a place where race is created as an effect of the net's distinctive uses of language' is taken as a starting point to investigate the differences between Japanese and Anglophone notions of racial inclusion and exclusion, and to draw attention to the particularities of racial discourse that take place in this virtual Japanese space."

Hampton, Keith N.; Gupta, Neeti: Community and social interaction in the wireless city: wi-fi in public and semi-public spaces. – S. 831-850

Hutchins, Brett: Signs of meta-change in second modernity: the growth of e-sport and the World Cyber Games. – S. 851-870

„Media, communication and information flows now define the logic and structure of social relations, a situation that affects almost every dimension of cultural life and activity. This article analyses the transformation of the relationship between computer gaming, media and sport in the global age of 'second modernity'. This analysis is undertaken through a critical case study of the World Cyber Games (WCG). This popular event and the 'cyber-athletes' that compete in it cannot be explained fully by reference to existing studies of computer and video gaming, media and sport, media events or organized sporting competition. It is

not possible to think in terms of sport and the media when considering the WCG and organized competitive gaming. This is sport as media or e-sport, a term that signifies the seamless interpenetration of media content, sport and networked information and communications technologies."

Biddix, J. Patrick; Park, Han Woo: Online networks of student protest: the case of the living wage campaign. – S. 871-892

Kinnally, William et al: Getting up on the download: college students' motivations for acquiring music via the web. – S. 893-914

Campbell, Scott W.; Kelley, Michael J.: Mobile phone use among Alcoholics Anonymous members: new sites for recovery. – S. 915-934

„This article reports on a line of research exploring mobile phone use in the recovery efforts of Alcoholics Anonymous (AA) members. A preliminary investigation indicated that many individuals in AA have come to rely on the mobile phone for both instrumental and expressive recovery-related interactions. This article reports on follow-up initiatives to assess whether and how these forms of use are linked to its perceived value and explores more deeply how the technology is used in these ways. Using both quantitative and qualitative approaches, the study found that expressive use of the mobile phone made a particularly meaningful contribution to the perceived value of the technology as a tool for recovery. In addition, it uncovered ways that AA members are using mobile communication for social support and to stay connected with others in the program. The discussion offers implications of the findings and directions for future research."

Thorsen, Einar: Journalistic objectivity redefined?: Wikinews and the neutral point of view. – S. 935-954

„Wikinews is a news website which allows anyone with internet access to publish and edit journalistic content directly on its site without prior authorization or registration. This article examines the way in which Wikinews contributors negotiate its 'neutral point of view' policy, which differs from the traditional sense of journalistic objectivity in the way that it is both defined and implemented. The study encompasses a detailed review of 2332 news articles and their associated 'talk pages', published in the period from November 2004 to July 2005. Close textual analysis is used to conduct a qualitative study of a selection of these Wikinews articles, their documented editorial history and referenced sources, so as to offer a thorough critique of the 'neutral point of view' policy, as assessment is made of the importance of the Wikinews model for online journalism more widely."

Nordicom Review
Jg 29 (2008) Nr 2

NordMedia 2007, Tagungsband ; 18th Nordic Conference on Media and Communication Research, Helsinki 16-19 August 2007 ; Genera-

tions, Communication and Media Philosophy. – S. 1-374

Political Communication
Jg 25 (2008) Nr 4

Baum, Matthew A.; Groeling, Tim: New Media and the Polarization of American Political Discourse. – S. 345-365

„Scholars of political communication have long examined newsworthiness by focusing on the news choices of media organizations (Lewin, 1947; White, 1950; Sigal, 1973; Gans, 1979). However, in recent years these traditional arbiters of the news have increasingly been joined or even supplanted in affecting the public agenda by „new media" competitors, including cable news, talk radio, and even amateur bloggers. The standards by which this new class of decision makers evaluates news are at best only partially explained by prior studies focused on professional journalists and organizations. In this study, we seek to correct this oversight by content analyzing five online news sources—including wire services, cable news, and political blog sites—in order to compare their news judgments in the months prior to, and immediately following, the 2006 midterm election. We collected all stories from Reuters' and AP's „top political news" sections. We then investigated whether a given story was also chosen to appear on each wire's top news page (indicating greater perceived newsworthiness than those that were not chosen) and compared the wires' editorial choices to those of more partisan blogs (from the left: DailyKos.com; from the right: FreeRepublic.com) and cable outlets (FoxNews.com). We find evidence of greater partisan filtering for the latter three Web sources, and relatively greater reliance on traditional newsworthiness criteria for the news wires."

Richey, Sean: The Social Basis of Voting Correctly. – S. 366-376

Hayes, Danny: Party Reputations, Journalistic Expectations: How Issue Ownership Influences Election News. – S. 377-400

Feldman, Laureen; Young, Dannagal Goldthwaite: Late-Night Comedy as a Gateway to Traditional News: An Analysis of Time Trends in News Attention Among Late-Night Comedy Viewers During the 2004 Presidential Primaries. – S. 401-422

Campus, Donatella; Pasquino, Gianfranco: Social Networks, Political Discussion, and Voting in Italy: A Study of the 2006 Election. – S. 423-444

Walgrave, Stefaan: Again, the Almighty Mass Media?: The Media's Political Agenda-Setting Power According to Politicians and Journalists in Belgium. – S. 445-458

Public Opinion Quarterly
Jg 72 (2008) Nr 4

Dyck, Joshua J.; Hussey, Laura S.: The End of Welfare as We Know It?: Durable Attitudes in a Changing Information Environment. – S. 589-618

„When white Americans think about welfare, they are likely to think about black Americans. The most prominent explanation for this phenomenon offered has been media coverage—newsmakers have presented welfare as an overwhelmingly black and overwhelmingly bad social program. Most of the data used in studies that reach these conclusions, however, predate welfare reform. Since passage of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (PRWORA), welfare has lost its place among America's most controversial issues. While there are many critics of the reform, many more declare it a success, and these elites are both Republican and Democrat. Opinion polls indicate that a majority of the public is favorably inclined toward the passed reforms. In this paper, we provide systematic evidence that the information environment surrounding welfare policy has changed. Given this, we pose the following research question: do negative attitudes about blacks continue to color people's willingness to spend money on welfare programs? We address this question by examining the predictors of opposition to welfare spending in the 1992, 1996, 2000, and 2004 American National Election Studies. The evidence suggests that despite the changing information environment, welfare attitudes are as strongly racialized in 2004, as they were a decade earlier."

Kam, Cindy D.; Ramos, Jennifer M.: Joining and Leaving the Rally: Understanding the Surge and Decline in Presidential Approval Following 9/11. – S. 619-650

McCright, Aaron M.; Dunlap, Riley E.: Social Movement Identity and Belief Systems: An Examination of Beliefs about Environmental Problems within the American Public. – S. 651-676

„Using six years of Gallup data, we examine the effects of environmental movement identity on several characteristics of environmental problem belief systems within the general public. We find that the environmental problem belief systems of self-identified active participants in the environmental movement exhibit greater consistency, greater consensus, and less position extremity than do those of individuals unsympathetic to the environmental movement. Future research on identification with and involvement in movements may benefit from utilizing our self-reported measure of social movement identity. Such an analytical strategy not only complements the practice of studying members of movement organizations, but also provides a more efficient means for examining the full range of variation in public support for a movement and easily allows for the comparative analysis of multiple movements."

Moaddel, Mansoor; Tessler, Mark; Inglehart, Ronald: Foreign Occupation and National Pride: The Case of Iraq. – S. 677-705

Zmerli, Sonja; Newton, Ken: Social trust and Attitudes Toward Democracy. – S. 706-724

Uslaner, Eric M.: Where You Stand Depends Upon Where Your Grandparents Sat: The Inheritability of Generalized Trust. – S. 725-740

Publizistik
Jg 53 (2008) Nr 3

Kepplinger, Hans Mathias: Was unterscheidet die Mediatisierungsforschung von der Medienwirkungsforschung?. – S. 326-338

„Die Mediatisierungsforschung ist aus drei Gründen keine Variante der traditionellen Medienwirkungsforschung, sondern ein eigenständiger Ansatz. Erstens: Im Zentrum des Interesses stehen nicht Individuen, sondern Strukturen, die sich durch die Orientierung der Individuen an den Medien ändern. Das Verhalten der Individuen ist nur ein Indikator für strukturelle Aspekte. Zweitens: Neben den direkten Wirkungen der Medien auf diejenigen, die sie nutzen, werden die indirekten Wirkungen der Medien in die Analyse einbezogen. Hierbei handelt es sich um die Auswirkungen der medial hervorgerufenen Verhaltensänderungen der Mediennutzer auf Dritte, die u. U. die Medienangebote selbst nicht kennen. Besonders bedeutsam sind hierbei, weil sie oft über großen Einfluss verfügen, die Protagonisten der Berichterstattung – jene, über die die Medien berichten. Drittens: Die kausalen Erklärungen der Medienwirkungen werden durch finale bzw. funktionale Erklärungen ergänzt. Die Akteure werden als intentional handelnde Individuen betrachtet. Sie orientieren ihr Verhalten an den Erfordernissen der sozialen Umgebungen, in denen sie agieren, sowie der Medien, auf deren Resonanz sie angewiesen sind."

Scheufele, Bertam: Das Erklärungsdilemma der Medienwirkungsforschung: eine Logik zur theoretischen und methodischen Modellierung von Medienwirkungen auf die Meso- und Makro-Ebene. – S. 339-361

„Ausgehend vom deduktiv-nomologischen Erklärungsschema, dem Prinzip der Varianzzerlegung, Klassifikationen von Medienwirkungen und einer Mehr-Ebenen-Heuristik entfaltet der Beitrag eine varianzanalytische Logik zur Modellierung von Medienwirkungen jenseits des einzelnen Rezipienten. Daran lässt sich das Erklärungsdilemma erläutern, vor dem die Wirkungsforschung bei der Analyse von Medienwirkungen auf Meso- und Makro-Einheiten steht. Der Beitrag beschäftigt sich damit sowohl formal-logisch als auch anhand ausgewählter Wirkungsbeispiele (Aktienmarkt, öffentliche Meinung, rechte Gewalt). Das Erklärungsdilemma ist ernst zu nehmen. Denn es umfasst Probleme, die z. B. weit über die simple Frage von Individual- und Aggregatdaten hinausgehen. Dazu gehört die Modellierung von Mikro-Makro-Verknüpfungen und deren Dynamik, die ihrerseits Fol-

gefragen aufwerfen – etwa die Frage, wo Medienwirkungen aufhören."

Schafraad, Pytrik; Scheepers, Peer; Wester, Fred: Dealing with the „devil of the past": attention to the far right in the German press (1987-2004). – S. 362-385

Quiring, Oliver; Jandura, Olaf: Interaktives Fernsehen als Problem in der Diffusionsforschung: wie sich Schlüsselereignisse und die Kommunikation über neue Medien auf die Verbreitung neuer TV-Angebote auswirken. – S. 386-413

„Mit der zunehmenden Digitalisierung der Fernsehübertragungswege verbinden die Anbieter neuerer Fernsehdienste Hoffnungen auf eine Etablierung interaktiver Fernsehelemente. Bisherige Studien zum Potenzial neuer digitaler und interaktiver Optionen erbrachten jedoch eher gemischte Befunde. Allerdings beschränkte sich die Forschung bis auf wenige Ausnahmen darauf, Adoptionsbereitschaften und nicht die tatsächliche Adoption von Fernsehinnovationen zu untersuchen. Darüber hinaus kamen ausschließlich Querschnittdesigns zum Einsatz, die es unmöglich machen, die Dynamik der Diffusion dieser Innovationen genauer unter die Lupe zu nehmen. Der folgende Beitrag unternimmt mithilfe einer Kombination aus Trendbetrachtung und quasi-experimentellem Design den Versuch, Einblicke in die Dynamik der tatsächlichen Diffusion interaktiven Fernsehens zu geben. Dabei stellt sich heraus, dass neben bereits lange bekannten Einflussfaktoren Schlüsselereignisse eine zentrale Rolle bei der Diffusion medialer Innovationen spielen. Sie verleihen dem Diffusionsprozess neue Impulse, indem sie die Kommunikation über Innovationen anregen."

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Hachmeister, Lutz: Konkrete Kommunikationsforschung. – S. 477-487

Arnold, Klaus: Qualität im Journalismus: ein integratives Konzept. – S. 488-508

„Um die zahlreichen Aspekte journalistischer Qualität angemessen erfassen zu können, ist es sinnvoll, die verschiedenen theoretischen Herangehensweisen in einem umfassenden Konzept zu integrieren. In diesem Beitrag werden grundlegende Qualitätskriterien zunächst auf einer funktionalen-systemorientierten Ebene bestimmt. Grundlage sind dabei Funktion und Leitcode des Journalismus, die sich in einem historischen Prozess in der gegenseitigen Beobachtung von Anbietern und Abnehmern öffentlicher Kommunikation entwickelt haben. Auf einer normativ-demokratieorientierten Ebene lassen sich Qualitätskriterien aus gesellschaftlichen und mitmenschlichen Werten ableiten, die in diversen Regulierungen kodifiziert werden. Allerdings spielen hier auch die speziellen Anforderungen des politischen Systems eine Rolle. Weiter ist auf einer publikumsbezogenen-handlungsorientierten Ebene von Bedeutung, dass Verbindungen mit der Le-

benswelt des Publikums hergestellt werden und journalistische Angebote nützlich und anwendbar sind."

Trepte, Sabine; Reinecke, Leonard; Behr, Katharina-Maria: Qualitätserwartungen und ethischer Anspruch bei der Lektüre von Blogs und von Tageszeitungen. – S. 509-534

„Mediennutzerinnen und Mediennutzer lesen neben klassischen journalistischen Erzeugnissen zunehmend von Usern publizierte Texte im Internet wie zum Beispiel in Weblogs. Wie orientieren sich Rezipienten in diesem Angebot, wie beurteilen sie die Qualität und welche medienethischen Standards legen sie bei der Lektüre von Weblogs im Gegensatz zu Zeitungsartikeln an? Diesen Fragen widmen sich zwei empirische Studien. In einer Befragung beurteilten 702 Internetnutzerinnen und -nutzer ihre Erwartungen an die journalistische Qualität und an die Einhaltung medienethischer Standards bei Blogs im Gegensatz zu Tageszeitungen zunächst rein theoretisch. In einem darauf aufbauenden Experiment (2 × 2-Design) bewerteten 120 Probandinnen und Probanden einen journalistischen Text mit variierenden Quelleninformationen (Blog/Tageszeitung) und von unterschiedlicher ethischer Brisanz (ethisch fragwürdig/neutral) nach der Lektüre im Hinblick auf dessen Qualität und ethische Standards. Die Ergebnisse zeigen, dass bei Tageszeitungen zwar eher journalistische Qualität erwartet wird als bei Blogs, bei der Lektüre werden die Texte jedoch anhand der gelesenen Inhalte und nicht anhand der Quelleninformation bewertet. Ethisch fragwürdige Texte, die in einer Tageszeitung erscheinen, werden ebenso abgelehnt wie ethisch fragwürdige Blogbeiträge."

Schweiger, Wolfgang; Weihermüller, Miriam: Öffentliche Meinung als Online-Diskurs – ein neuer empirischer Zugang. – S. 535-559

Maurer, Marcus; Reuter, Timo: „Ich glaube, die Deutschen hassen mich": der Einfluss verbaler und visueller Medieninformationen über Entführungen auf Personenwahrnehmung, Verantwortungszuschreibung und emotionale Reaktionen. – S. 560-577

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Lüthje, Corinna; Pater, Monika: Das Gruppendiskussionsverfahren in der dokumentarischen Methode: Chancen für die historische Rezeptionsforschung am Beispiel der Domestizierung des Radios in den 1950er Jahren. – S. 5-15

Hagenah, Jörg; Ehle, Christina; Weißpflug, Anna: Und täglich grüßt der Anchorman...: Determinanten der Nachrichtennutzung nach der Etablierung des privaten Fernsehens Mitte der 1990er Jahre. – S. 16-25

Lipski, Henning: „Hier ist die NORAG!": über die Anfänge des Rundfunks in der Tageszeitung „Bremer Nachrichten". – S. 26-40

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Becker, Jürgen: Die Novelle zum Filmförderungsgesetz: Einführung zum XXII. Münchner Symposion zum Film- und Medienrecht. – S. 729-757

Das Heft veröffentlicht die Beiträge des XXII. Münchner Symposion zum Film- und Medienrecht. Thema: Die Novelle zum Filmförderungsgesetz.

Gundel, Jörg: Nationale Rundfunkfinanzierung, Art. 86 EGV und das EG-Beihilfenrecht: die Position der Gemeinschaftsgerichte. – S. 758-765

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Schack, Haimo: Ausstellungsrecht und Ausstellungsvergütung. – S. 817-821

Wandtke, Artur-Axel; Gerlach, Tilo: Für eine Schutzfristverlängerung im künstlerischen Leistungsschutz. – S. 822-828

Klass, Nadine: Der Richtlinienvorschlag der Kommission zur Änderung der bestehenden Schutzdauerrichtlinie, Nachtrag zu ZUM 2008,663. – S. 828-843

Schulze, Gernot: Der individuelle E-Mail-Versand als öffentliche Zugänglichmachung. – S. 836-843

Schippan, Martin: Können Schätze aus Zeitungsarchiven nun gehoben werden?: eine Betrachtung der Neuregelungen zur Einräumung der Rechte für unbekannte Nutzungsarten aus der Sicht von Zeitungsverlegern. – S. 844-853

Westphal, Dietrich: Abschied vom Original: zur Deformation der KEK durch den 10. Rundfunkänderungsstaatsvertrag. – S. 854-861

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Bullinger, Winfried; Jani, Ole: Fußballübertragung in der virtuellen Welt: Lizenz erforderlich oder nicht?. – S. 897-904

Engel, Christoph; Lüdemann, Jörn: Die technische Seite der Verbreitung öffentlich-rechtlichen Rundfunks in digitalisierten Kabelnetzen. – S. 904-916

Castendyk, Oliver: Programminformationen der Fernsehsender im EPG: auch ein Beitrag zur Auslegung von § 50 UrhG. – S. 916-925

Lucius, Wulf D. von: Verwerter und Verwertungsgesellschaften. – S. 925-927

Schmidt-Hern, Kai Hendrik: Archive öffnen oder wieder schließen?: § 137 1UrhG und Art. 14 GG. – S. 927-934

Hepach, Stefan: Die Verfahrensrechte der Kommissionen nach § 37 Abs. 4 RStV in der Fassung des 10. Rundfunkänderungsstaatsvertrags. – S. 934-941

Wilhelmi, Rüdiger: Das gewerbliche Ausmaß als Voraussetzung der Auskunftsansprüche nach dem Durchsetzungsgesetz: zugleich Besprechung der bisher zum Auskunftsanspruch nach § 101 UrhG ergangenen Entscheidungen. – S. 942-950

Ulbricht, Johannes: Anmerkung zu OLG Hamburg, Urteil vom 23. Juli 2008 – 5 U 159(06. – S. 975-978

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