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Theobald, Adolf: Mit Sinus zu Jesus? wie die Marktforschung der Kirche nützt. – S. 295–299

Communication Research
33 (2006) Nr 1

Andsager, Julie L. et al: Perceived Similarity of Exemplar Traits and Behavior: Effects on Message Evaluation. – S. 3–18

„Communicators often seek effective messages for attempting to influence People's behaviors, such as reducing college students' drinking. Social cognitive theory suggests that identification with a character or example may increase the likelihood that audiences will model behaviour presented in an anti-alcohol message. Exemplars such as those sometimes used in news stories may elicit desirable modeling. The purpose of this experiment was to examine the relationships among social desirability and social orientation, alcohol consumption, perceived similarity of exemplars, and message effectiveness. An experiment exposed 204 university students to magazine messages on tanning in which a demographically similar exemplar's alcohol consumption and socializing were manipulated. Perceived similarity of exemplars was positively related to message effectiveness. Messages including alcohol consumption and social situations were most effective. Subjects' drinking and social orientation were positively related to similarity. Gender and self-reported alcohol consumption were important variables in discerning perceived similarity and message effectiveness."

Vreese, Claes H. de; Boomgaarden, Hajo G.: Media Message Flows and Interpersonal Communication: the Conditional Nature of Effects on Public Opinion. – S. 19–37

„This study investigates the differential effects of exposure and attention to news and of interpersonal communication on change in public opinion under the condition of one-sided or two-sided information flows. Based on Zaller's theory of public opinion dynamics, for less politically sophisticated individuals, we expected media to influence changes in opinion under the condition of a one-sided message flow. We further expected politically sophisticated individuals to rely more on cues for opinion change stemming from interpersonal communication. The study draws on two-wave panel surveys and media content analyses of television news and national newspapers. The results confirmed our hypotheses and showed media effects for less politically sophisticated individuals under the condition of a one-sided message flow and effects of interpersonal communication for politically sophisticated individuals. Media had no effect under the condition of a two-sided message flow. The study concludes with a discussion of the conditionality of media effects and the moderating role of political sophistication."

Burleson, Brant R. et al: Chinese Evaluations of Emotional Support Skills, Goals, and Behaviors: An Assessment of Gender-related Similarities and Differences. – S. 38–63

Pavitt, Charles et al: Group Communication During Resource Dilemmas: 2. Effects of Harvest Limit and Reward Asymmetry. – S. 64–91

Pena, Jorge; Hancock, Jeffrey T.: An Analysis of Socioemotional and Task Communication in Online Multiplayer Video Games. – S. 92–109

„Communication within recreational computer-mediated settings has received less attention than interaction in instrumental and organizational contexts. The present study compared the socioemotional and task-oriented content of 5,826 text messages produced by participants of an online video game. The results suggest that participants produced significantly more socioemotional than task content. Consistent with predictions flowing from Social Information Processing Theory, the vast majority of messages were socioemotional and positively valenced, despite the ostensible game objective of fighting other participants. Experience level played an important role in message production. More experienced participants produced both more positive and fewer negative socioemotional messages than the less experienced and used more specialized language conventions (e.g., emoticons, scripted emotes, and abbreviations). The results are discussed in the context of previous research examining the effect of communication medium and interaction purpose on socioemotional and task message production."

33 (2006) Nr 2

Vries, Reinout E. de; Hooff, Bart van den; Ridder, Jan A. de: Explaining Knowledge Sharing: The Role of Team Communication Styles, Job Satisfaction, and Performance Beliefs. – S. 115–135

Fennis, Bob M.; Das, Enny; Pruyn, Ad Th. H.: Interpersonal Communication and Compliance: The Disrupt-Then-Reframe Technique in Dyadic Influence Settings. – S. 136–151

„Two field experiments examined the impact of the Disrupt-Then-Reframe (DTR) technique on compliance. This recently identified technique consists of a subtle, odd element in a typical scripted request (the disruption) followed by a persuasive phrase (the reframing). The authors argued that its impact is generalizable across interpersonal influence situations. In addition, based on the thought-disruption hypothesis, the authors expected that disrupting the sales script not only increases the impact of the new reframing but also increases the effectiveness of other persuasive elements embedded in the influence setting. Study 1 showed that the DTR technique fostered compliance with both commercial and nonprofit sales scripts. The results of Study 2 replicated this finding and were in line with the thought-disruption hypothesis: A familiar brand embedded in a DTR context resulted in more compliance (higher purchase rates) than when paired with a regular sales script."

Gibbs, Jennifer L.; Ellison, Nicole B.; Heino, Rebecca D.: Self- Presentation in Online Personals: The Role of Anticipated Future Interaction, Self-Disclosure, and Perceived Success in Internet Dating. – S. 152–177

„This study investigates self-disclosure in the novel context of online dating relationships. Using a national random sample of Match.com members (N = 349), the authors tested a model of relational goals, self- disclosure, and perceived success in online dating. The authors' findings provide support for social penetration theory and the social information processing and hyperpersonal perspectives as well as highlight the positive effect of anticipated future face-to-face interaction on online self-disclosure. The authors find that perceived online dating success is predicted by four dimensions of self-disclosure (honesty, amount, intent, and valence), although honesty has a negative effect. Furthermore, online dating experience is a strong predictor of perceived success in online dating. Additionally, the authors identify predictors of strategic success versus self-presentation success. This research extends existing theory on computer-mediated communication, self-disclosure, and relational success to the increasingly important arena of mixed-mode relationships, in which participants move from mediated to face-to-face communication."

Peter, Jochen; Valkenburg, Patti M.: Adolescents' Exposure to Sexually Explicit Material on the Internet. – S. 178–204

„Drawing on a survey of 745 Dutch adolescents ages 13 to 18, the authors investigated (a) the occurrence and frequency of adolescents' exposure to sexually

explicit material on the Internet and (b) the correlates of this exposure. Seventy-one percent of the male adolescents and 40 % of the female adolescents had been exposed to some kind of online sexually explicit material in the 6 months prior to the interview. Adolescents were more likely to be exposed to sexually explicit material online if they were male, were high sensation seekers, were less satisfied with their lives, were more sexually interested, used sexual content in other media more often, had a fast Internet connection, and had friends that were predominantly younger. Among male adolescents, a more advanced pubertal status was also associated with more frequent exposure to online sexually explicit material. Among female adolescents, greater sexual experience decreased exposure to online sexually explicit material."

33 (2006) Nr 3

Pasek, Josh et al: America's Youth and Community Engagement: How Use of Mass Media Is Related to Civic Activity and Political Awareness in 14- to 22-Year-Olds. – S. 115–135

„This research examines the role of the mass media in young people's disengagement from politics. In a nationally representative telephone survey (N = 1,501), young people (ages 14 to 22) reported their habits for 12 different uses of mass media as well as awareness of current national politics and time spent in civic activities. Following Putnam's hypothesis about the beneficial effects of civic ties on political involvement, the authors predict and find that civic activity is positively associated with political awareness. Contrary to Putnam, they find that media use, whether information or entertainment oriented, facilitates civic engagement, whereas news media are especially effective in promoting political awareness. Although heavy use of media interferes with both political and civic engagement, the overall effect of media use is favorable for each outcome. The results are discussed in regard to the potentially greater use of the media to build community engagement in young people."

Cho, Jaeho et al: Cue Convergence: Associative Effects on Social Intolerance. – S. 136–154

„Studies examining the effects of news cues (i. e. labels used to characterize issue domains and social groups) typically fail to consider the possibility that news stories may contain multiple cues that have interactive effects on audience processing and opinion expression. To test this possibility, the authors conduct a Web survey-embedded experiment that manipulates features of a news report about civil liberties restrictions targeted at Arabs portrayed as either immigrants or citizens and as either extremists or moderates. Hypotheses predict stronger intercorrelations and faster speed of response among a range of social intolerance evaluations when respondents encounter the combination of immigrant and extremist cues. Findings indicate the convergence of immigrant and extremist cues not only yield stronger associations between group evaluations, social intolerance, immigration opposition, and minority disempowerment but also reduce response latencies. The results across these two measures provide support for a theory of associative priming via cue convergence."

Metzger, Miriam J.: Effects of Site, Vendor, and Consumer: Characteristics on Web Sites Trust and Disclosure. – S. 155–179

„This study examines the role that communication plays in fostering trust and disclosure in electronic commerce exchanges. In particular, this research explores how characteristics of online vendors and consumers interact with Web site communications to affect consumer behavior online. The study relies on two relatively recent models of electronic exchange, the Internet consumer trust model and the electronic exchange model, to examine the effectiveness of certain trust and assurance mechanisms (i. e. privacy policies and seals), as well as e-tailer reputation and individuals' concern for privacy and data security, on trust and disclosure of personal information to commercial Web sites. Results suggest that the vendor characteristic of reputation is important in influencing e-tailer trust and that the content of privacy assurances do not affect trust or disclosure. The findings have important implications for both theoretical models of electronic exchange and for firms engaged in electronic commerce."

Huang, Yi-Hui: Crisis Situations, Communication Strategies, and Media Coverage: A Multicase Study Revisiting the Communicative Response Model. – S. 180–204

„This study focuses on the relationships among crisis situations, crisis response strategies, and media coverage. The author examines four political crisis situations and the strategies used to manage them; adopts a comparative, multicase, holistic research design; uses typical content analysis procedures for data analysis; and applies pattern-matching logic to compare the data against a theoretical model, the corporate communicative response model. More than 1,220 news articles covering four political figures'crises are examined. Results indicate that the use of denial in a commission situation, justification in a standards situation, and concession in an agreement situation increased positive media coverage. The results also suggest that for all but the agreement situation, a combination of crisis communication strategies was the most effective strategy to employ. This study has theoretical and practical implications for the symbolic approach in general and for crisis communicative responses in particular."

33 (2006) Nr 4

Knobloch, Leanne K.; Solomon, Denise Haunani; Theiss, Jennifer A.: The Role of Intimacy in the Production and Perception of Relationship Talk Within Courtship. – S. 211–241

Jian, Guowei; Jeffres, Leo W.: Understanding Employees' Willingness to Contribute to Shared Electronic Databases: A Three-Dimensional Framework. – S. 242–261

Knobloch-Westerwick, Silvia; Hastall, Matthias R.: Social Comparison With News Personae: Selective Exposure to News Portrayals of Same-Sex and Same-Age Characters. – S. 262–284

„Appeal of personae in news is investigated based on

social comparison theory. Participants (N = 276) of two age groups browsed through online news while selective exposure was unobtrusively logged. Manipulated articles focused on individuals and varied along three within factors: sex and age group of portrayed individual and story valence. After browsing news, participants completed a questionnaire including a self- esteem scale. Recipients preferred news on same-sex individuals, and young readers favored articles about same-age characters. Impacts of self-esteem on positive and negative articles, offering upward and downward comparison opportunities, were mediated by sex of recipient. Exploratory analyses indicated that this interaction results from gender-based preferences for comparison contexts-social issues for women and achievement topics for men."

Yaros, Ronald A.: Is It the Medium or the Message?: Structuring Complex News to Enhance Engagement and Situational Understanding by Nonexperts. – S. 285–309

„An experimental design, theoretically motivated by cognitive models of text comprehension, investigates effects of structures in complex news on readers (undergraduate non-science majors) who have little or no expertise for the content (science and technology). Text from two New York Times stories were modified for a proposed explanatory structure building (ESB) model to enhance reader interest and comprehension of the content. Dependent variables include self-reported situational interest and a deeper situational understanding of the text as measured by sorting tasks and inference generating questions. A between-subjects field experiment exposed participants (N = 235) to text on a Web page in either the traditional inverted pyramid or ESB structure. As predicted, when controlling for pretest levels of scientific literacy, the ESB news text significantly enhanced reader interest and understanding of the content, as compared to the original inverted pyramid news stories. Results are interpreted in the context of enhancing the public understanding of complex news issues."

Communication Theory
16 (2006) Nr 2

Dresner, Eli: Davidson's Philosophy of Communication. – S. 155–172

„Donald Davidson, one of the main figures in 20th-century analytic philosophy, can be justifiably described as a philosopher of communication. In the first part of this paper, a key concept in Davidson's philosophy – radical interpretation – is presented and explicated. Then, the second part shows how this notion bears upon key issues and problems in communication theory. It is argued that Davidson's ideas provide support for a constitutive view of communication and that his account of the relation between communication and social convention promotes the unity of communication as a field of research. The final part of the paper discusses the ramifications of radical interpretation for the domain of intercultural communication."

Kim, Yong-Chan; Ball-Rokeach, Sandra J.: Civic Engagement From a Communication Infrastructure Perspective. – S. 173–197

„The purpose of this study is to articulate the concepts and assumptions of communication infrastructure theory (CIT) in its present stage of development and validation. As an ecological approach to communication and community, CIT claims that access to storytelling community resources is a critical factor in civic engagement. When embedded in a neighborhood environment where key community storytellers encourage each other to talk about the neighborhood, individual residents are more likely to belong to their community, to have a strong sense of collective efficacy, and to participate in civic actions. CIT framework offers a way to examine the ecological processes that concern the effects of communication resources on civic community."

Pingree, Raymond J.: Decision Structure and the Problem of Scale in Deliberation. – S. 198–222

„Deliberation has been limited to small groups because coherence seems to require full reception, meaning that all participants receive all messages sent. Assuming that full reception actually leads to coherence ignores fundamental limits of human memory and group processes. Full reception is also not the only route to coherence because the forms of coherence desired in deliberation are decision specific and because all deliberations at least implicitly contain a structure of subdecisions. Coherent deliberation is plausible at large scales, without full reception, via a theoretical model called decision-structured deliberation. This model allows coherent contributions by participants who are unaware of large parts of the discussion and may reduce negative effects of limits of memory and group processes on the quality of deliberation."

Palazzolo, Edward T. et al: Coevolution of Communication and Knowledge Networks in Transactive Memory Systems: Using Computational Models for Theoretical Development. – S. 223–250

„This study focuses on the initial conditions of work teams and the impacts of these conditions on the development of teams' transactive memory (TM) systems through computational modeling. TM theory describes the conditions under which team members retrieve and allocate information to accomplish collective tasks. Previous research has shown evidence for teams developing TM systems over time, but field research does not allow for the extensive manipulation of initial conditions a team might face when working together; conversely, this experimental research allowed for such manipulations without negatively impacting the ongoing productivity of organizations. Initial knowledge, initial accuracy of expertise recognition, and network size are explored as predictor variables on the development of a TM system as mediated through communication. System development is measured by the degree to which team members accurately perceive other members' expertise and the extent to which the system has differentiated its stored knowledge. This study includes theoretically derived propositions tested through a path analysis of computationally generated data. The analysis validates the five propositions and is consistent with the developmental mechanisms of TM theory. Three additional paths proved to be significant and directly connect the initial conditions with the developmental indicators at the end state model."

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Koopmans, Ruud; Pfetsch, Barbara: Obstacles or motors of Europeanization?: German media and the transnationalization of public debate. – S. 115–138

Westerik, Henk et al: Transcending Uses and Gratifications: Media Use as Social Action and the Use of Event History analysis. – S. 139–154

Furnham, Adrian; Price, Marie-Therese: Memory for Televised Advertisements as a Function of Program Context, Viewer-Involvement, and Gender. – S. 155–172

Sjöberg, Ulrika: „It Took Time to Understand Greek Newspapers": the Media experience of Swedish Women in Greece. – S. 173–192

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Beardwood, John P.; Alleyne, Andrew C.: The Price of Binary Freedom: the Challenge of Open Hybrid Software. – S. 97–104

Nordmann, Matthias; Nelles, Karolin: Consumer Protection Laws vs Growth in M-Commerce. – S. 105–110

Sujecki, Bartosz: Initial Steps Towards an Electronic European Order for Payment Procedure. – S. 111–115

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Redeker, Helmut: Allgemeine Geschäftsbedingungen und das neue Schuldrecht: erste Entscheidungen des BGH und ihre Bedeutung für Softwareverträge. – S. 433–438

Schuster, Fabian: Der Telekommunikationsvertrag (Festnetz, Internet, Mobilfunk): eine Betrachtung des Vertragstyps und kritische Würdigung der BGH-Rechtsprechung. – S. 444–454

Ulbricht, Johannes: Der Handyklingelton: das Ende der Verwertungsgesellschaften?: eine Absage an das Modell der Doppellizenzierung von Handyklingeltönen. – S. 468–473

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Berger, Christian: Softwarelizenzen in der Insolvenz des Softwarehauses: die Ansätze des IX. Zivilsenats für insolvenzfeste Softwarelizenzen als Wegbereiter einer neuen dogmatischen Betrachtung. – S. 505–511

Gramlich, Ludwig: Die Tätigkeit der Bundesnetzagentur auf dem Gebiet der Telekommunikation im Jahre 2005 und im Frühjahr 2006. – S. 518–525

Schmitz, Peter; Eckhardt, Jens: AGB – Einwilligung in Werbung: Werbeeinwilligungen in AGB im Spiegel des Datenschutz- und Wettbewerbrechts. – S. 533–538

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Hoeren, Thomas: Der urheberrechtliche Erschöpfungsgrundsatz bei der Online-Übertragung von Computerprogrammen. – S. 573–579

Helmes, Patrick: Wirksamer und effizienter Rechtsschutz vor den Verwaltungsgerichten in Marktregulierungsverfahren: eine Untersuchung der Rechtsbehelfe gegen Entscheidungen der BNetzA nach verfassungs- und europarechtlichen Maßstäben. – S. 583–589

Ernst, Stefan: Trojanische Pferde und die Telefonrechnung: Einflussmöglichkeiten von Schadsoftware auf den Anscheinsbeweis für die Richtigkeit von Telefonrechnungen. – S. 590–594

Schaar, Oliver: „In-Game-Advertising": Zulässigkeit und Grenzen nach Europäischem Gemeinschaftsrecht. – S. 619–626

Libertus, Michael; Schneider, Axel: Die Anbieterhaftung bei internetspezifischen Kommunikationsplattformen: Rechtsprechungsansichten und -einsichten nach der „Rolex"-Entscheidung des BGH. – S. 626–631

Convergence
12 (2006) Nr 2

Berry, Richard: Will the iPod Kill the Radio Star?: Profiling Podcasting as Radio. – S. 143–162

„The Apple iPod has not only become a „must have" style accessory for the „wirefree" generation but has also revolutionized the way we consume music. At the time of writing, (November 2005) the revolution has already started in the audio world, and has been going for the last 18 months. „Podcasting" allows anyone with a PC to create a „radio" programme and distrib-

ute it freely, through the internet to the portable MP3 players of subscribers around the world. Podcasting not only removes global barriers to reception but, at a stroke, removes key factors impeding the growth of internet radio: its portability, its intimacy and its accessibility. This is a scenario where audiences are producers, where the technology we already have assumes new roles and where audiences, cut off from traditional media, rediscover their voices."

Rudin, Richard: The Development of DAB Digital Radio in the UK: the Battle for Control of New Technology in an Old Medium. – S. 163–178

„This article examines the cultural, economic and political pressures and influences that determined the adoption of the „European" technical system of digital radio in the UK. Debates over the potential of the new technology to expand both programming content and the range of individuals, companies and organizations with access to radio broadcasting were curtailed in favour of a bureaucratic and technocratic approach to media policy and a desire by the European Commission to establish a new product for the consumer electronics market that would be developed and made in Europe. The article shows that the development of the new system resulted in a „forced marriage" between the BBC and the commercial sector and that the convergence between DAB and other „platforms" has profound implications for the relationship between public service broadcaster, government and industry. Furthermore, in order to encourage the larger commercial radio groups to commit themselves to the new technology, they were granted new and unprecedented control over content regulation. This had the effect of further consolidating the hold of dominant interests in the UK radio sector and stifling new initiatives and approaches to the medium. Finally, the article analyses the extent to which DAB digital radio has succeeded in establishing itself in the UK media landscape against strong competition from other, converging technologies."

O'Neill, Brian: CBC.ca: Broadcast Sovereignty in a Digital Environment. S. 179–198

„Canadian Broadcasting Corporation (CBC), like many public broadcasters, has identified the value of branding their services on the world wide web as a crucial element in the strategy to bring radio into the digital era. Their approach highlights a number of strategically important issues facing broadcasters in the current environment. The internet, in Canadian terms, is an unregulated space and a not particularly Canadian space. Just as in the terrestrial environment, broadcasters like CBC have to operate in an environment dominated by United States-based interests. The regulatory solutions that Canada has previously pursued in order to preserve cultural sovereignty may be either inadequate or inappropriate for the new media environment. Evidence shows that, despite producing distinctive and innovative media content informed by public service values, the new media marketplace in which internet and other forms of digital radio operate is one in which even significant brands such as CBC will find success difficult."

Spinelli, Martin: Rhetorical Figures and the Digital Editing of Radio Speech. – S. 199–212

„In the age of authentically digital radio, traditional semiological approaches to radio speech may have outlived their usefulness. Such approaches cannot adequately describe the workings of today's most ambitious radio producers, although they remain dominant in both the language of radio production practice and radio's critical discourse. An alternative approach, more suited to radio's digital present and future, is offered and investigated in this article. Rooted in the critical histories of rhetoric and poetics, this article profiles a radio constructed not as linear narrative but as a set of palimpsestual and polyvalent opportunities for interpretation. It borrows the notion of auricular figures from the early-modern courtier George Puttenham's writing to help describe and analyse numerous permutations of the digital audio editing of radio speech found in the work of contemporary practitioners such as Christof Migone, Gregory Whitehead, John Oswald, Sherre DeLys, Antony Pitts, Bonnie Greer and Miguel Macias. Ultimately, this article proposes a new, open-ended taxonomy for the tropes of digital audio editing. This taxonomy expands our understanding both of the digital potentials for aural density and montage, and of how the digital audio edit activates a novel relationship with a radio audience."

Neumark, Norie: Different Spaces, Different Times: Exploring Possibilities for Cross-Platform „Radio". – S. 213–224

„This article investigates cross-platform possibilities for digital audio. It is concerned with ways in which cross-platform work can open possibilities for expanded practices and experiences of radio and digital audio – rather than with practices of simply digitizing radio programmes for internet distribution, by downloading, streaming or Podcasting. These possibilities are investigated through discussion of a particular case study, Checklist for an Armed Robber, which was produced as part of a research collaboration project between researchers (myself included) from The University of Technology, Sydney (UTS) and ABC (Australian Broadcasting Corporation) radio and new media. The research initiative, titled Visual-Audio: research into cross-media audio drama, aimed to investigate more effective and engaging dimensions in cross- media (radio and internet) drama. It also sought to explore how spatial audio might specifically configure this dramatic space on the internet in ways that could in turn affect the space of radio drama."

12 (2006) Nr 3

Zhang, Lena L.: Behind the „Great Firewall": Decoding China's Internet Media Policies from the Inside. – S. 271–292

„This study examines China's current internet media policy in terms of the nature of the policy, the policymaking process, major forces driving the policy and future trends. Through face-to-face, in-depth interviews of 19 high-ranking Chinese policymakers, this study provides unusual insight on these issues from an inside perspective. A 'push and control' internet policy suggests that the leadership has relaxed in its ideological claims, yet still wants to control online content. China has also shifted the media policymaking process from the Party to government operation. The Party's road map for economic prosperity has been a key driving force in this shift and ensures that internet policy is heading in a positive direction, though it is

not straightforward. Finally, the policymakers' attitudes toward the new media and value transformation have had a significant influence on policy formation. The study proved premises from both communication and development and media dependency theories with regard to the case of the internet in China. It is the first research project of its kind on the topic."

Jinqiu, Zhao; Xiaoming, Hao; Banerjee, Indrajit: The Diffusion of the Internet and Rural Development. – S. 293–306

„This study explores the applicability of the diffusion of innovations theory to internet development in rural China by examining internet diffusion and usage patterns in two rural areas of China's Gansu Province. Its ethnographic research design allowed the researchers to interact with the rural people under study and obtain first-hand data on their adoption and usage of the internet. The results show that in the context of rural China, where the local economy and infrastructure can hardly sustain such an advanced technology as the internet, the diffusion and usage of the internet are determined not much by the will of individuals, but by the change agency. As the weakest social class in terms of their share and control of social resources, Chinese farmers as individuals do not play an important role in the adoption of the internet, which tends to be the result of organizational initiatives."

Hofer, Sonya: I Am They: Technological Mediation, Shifting Conceptions of Identity and Techno Music. – S. 307–324

„The construction of multiple personae by musicians is a practice that continues to be prevalent: from Robert Schumann, through David Bowie, to recent techno artists. In this article I examine the work of one artist who may be music's most prodigious multiple and who may be deemed not one, but many different artists. Techno-chameleon Uwe Schmidt, aka Señor Coconut, aka Geeez 'n' Gosh, is a musician who has radically intensified the creation of multiple personae and here I situate his work as part of a contemporary technocultural moment; one where recent technologies have further enabled, destigmatized, and for some individuals, made preferable or even necessary, the idea of the performed, multiple identity. As such, by enacting certain key concepts of a postmodern and/ or posthuman conception of identity, artists like Schmidt thus problematize traditional modes of artistic representation, marketing, and reception that were previously based upon notions of individual authorship."

Book, Constance Ledoux; Barnett, Brooke: PCTV: Consumers, Expectancy-Value and Likely Adoption. – S. 325–340

„This study examines the potential of PCTV (watching television on your PC) among consumers. An intercept field study that included product demonstration with a convenience sample of US adults was conducted (N = 309). Expectancy-value theory was used to measure respondents' interest in PCTV. While a majority had heard of the product, expectations of what PCTV could provide remained low and as a result, value and subsequent interest was low. As terrestrial broadcasting, cable, telephone, internet companies and other programming providers explore the potential market for PCTV and promote that market, the possibility exists that value related to PCTV could

be developed. In other words, PCTV remains an open field waiting for leadership to manifest its diffusion."

Federal Communications Law Journal 58 (2006) Nr 2

Rich, J. Steven: „Brand X" and the „Wireline Broadband Report and Order": the Beginning of the End of the Distinction Between Title I and Title II Services. – S. 221–244

„This Article traces the development of the FCC's distinction between „telecommunications services" subject to common carrier services under Title II of the 1934 Communications Act and „information services" regulated under Title I of the Act from the Computer Inquiry line of cases through the Brand X decision and recent Wireline Broadband Report and Order. The Author pays particular attention to the Brand X decision and the FCC's Wireline Broadband Order and its implications, suggesting that the Order may be subject to reversal when it is challenged in court and proposing how the Commission might react to a reversal. The Author concludes by applauding the Commission's effort to level the playing field for similar services provided over different platforms despite the remaining challenges and uncertainties facing incumbent local exchange carriers."

Jackson, Charles; Pickholtz, Raymond; Hatfield, Dale: Spread Spectrum is Good – But it Does Not Obsolete „NBC vs U.S."!. – S. 245–262

„The Authors criticize recent statements by leading legal commentators suggesting that the development of spread spectrum has eliminated radio interference and helped make the underlying legal foundations for regulating spectrum obsolete. The Authors provide a non-technical explanation of how spread spectrum works and why it does not have the effect of eliminating radio interference. The Authors conclude that new technologies are likely to increase the availability of usable spectrum, but they have not wiped out the problem of interference."

Shiman, Daniel R.: An Economic Approach to the Regulation of Direct Marketing. – S. 321–360

„The growing ubiquity of electronic media and the almost total absence of cost in mass distributions of direct marketing have exacerbated the problem of the increasing intrusion of direct marketing into the privacy of citizens. The Author proposes utilization of a microeconomic social welfare analysis to guide policymakers in determining what forms of direct media should be regulated and what the most effective forms of regulation are likely to be. Sending and receiving costs provide the key factors in determining the extent of the „welfare-reducing marketing" and „marketing aversions" but the Author points to a number of other factors as well, including impact on third parties, impact of economic and technological factors, and changes in volume and targeting in traditional channels. The Author's analysis suggests that increasing the receiver's ability to process information by imposing labeling requirements on distributors could increase welfare without having to resort

to the more sweeping and inefficient opt-in or opt-out programs. Many of these solutions can be effectuated by industry and, thus, do not necessarily require government intervention. In the absence of effective industry-based solutions, the Author contends that a complete ban on direct marketing may be required in the electronic media in particular."

Taylor, Russ: Rethinking Reform of the FCC: a Reply to Randolph May. – S. 263–280

„This brief Article responds to Randolph May's article, Recent Developments in Administrative Law – The FCC's Tumultuous Year in 2003: An Essay on an Opportunity for Institutional Agency Reform, 56 Admin. L. Rev. 1307 (2004). Taylor disputes May's anecdotal evidence that the FCC's poor handling of the Triennial Review and the media ownership proceedings are symptomatic of a broad agency inefficiency that should be remedied by drastically cutting the size of the FCC and placing it under the exclusive control of the executive branch to ensure electoral accountability. Taylor argues that while these suggestions may have value, such a rush to action should not be premised on anecdotal evidence, but instead must rest on a more empirical, objective undertaking that would study the FCC's track record. Furthermore, Taylor points out that there are numerous other avenues for reforming the communications regulatory regime: Congress, states, and international organizations. Taylor concludes by analogizing the United Kingdom's OFCOM to the FCC proposed by May. He argues that though OFCOM's centralized structure and greater accountability have advantages, it also results in a more partisan regulatory process with less transparency. Further, the delays and inefficiencies that May criticizes in the FCC may be inherent in any agency decisionmaking that solicits and invites public comment, regardless of the agency's structure."

Laughner, Nissa; Brown, Justin: Cable Operators' Fifth Amendment Claims Applied to Digital Must-Carry. – S. 281–320

„This Article addresses the legal and policy implications of property rights in the digital must-carry issue. The Authors review must-carry regulations, present a traditional Fifth Amendment analysis of must-carry, address free speech implications of that property-based analysis, and show how property-based claims might influence future cable regulations and policies. The Authors conclude that while the Fifth Amendment claims are unlikely to succeed legally, they do contain significant rhetorical power that can help shift public policy in ways favorable to the cable industry."

Javnost
13 (2006) Nr 2

Piscina, Txema Ramirez de la: Another Model of Communication Is Possible: Critical Experiences vs. the Market Tyranny. – S. 5-20

„Along the lines of the alter-globalisation hope that has sprung forth in the social forums of Porto Alegre and Mumbai among others, the present article analyzes the underlying communicative experiences in four phenomena or specific situations: the Zapatista movement, the social reaction after the March 11 terrorist attacks in Madrid (2004), the incidents in Venezuela in 2002, and the proliferation of alternative sites on the internet. The author tries to demonstrate that in today's society Another Model of Communication (AMC) is possible and that it may also be effective in its objectives. It is a model that radically questions the functions of each and every one of the elements that are part of the communication process as we know it today. The article maintains that taking control of the media is not necessary in order to implement this model. It even states that it would not be desirable for this to happen."

Trivundza, Ilija Tomanic: Many Voices, one Picture: Photographic Coverage of Foreign News in Slovenian Daily Press (1980, 2004). – S. 21–40

„The paper addresses the issues of information dependency and one-way flow of information through an overview of changes in photographic (and textual) coverage of international news in Slovenian daily newspaper Delo. The question of the negative representation of developing countries is addressed against the background of the New World Information and Communication Order debate that serves as a normative framework of the study. Although international news agencies are shown to significantly delimit and frame the agenda of international news, author rejects the simplistic deterministic notion of dependency and emphasises the important role of „indigenous" gate keeping and editorial decisions in the production of published representations, which he sees as decisively shaped by collective identities (professional and national) of imagined community the newspaper serves to inform."

Zhang, Weiyu: Constructing and Disseminating Subaltern Public Discourses in China. – S. 41–64

„What is the democratic potential of the Internet? Using subaltern public spheres as the theoretical framework, the Internet is expected to empower the subordinated social groups and extend the inclusiveness of democracy. RearWindow to Movies is a Chinese online discussion group, which focuses on the topic of movies. I used this case to answer my research question: How does the online discussion group function as a subaltern public sphere? My research found that the online discussion group supported the concept of subaltern public spheres instead of a unitary public sphere. The online subaltern public sphere provided a safe discursive space for the subaltern public, who was movie fans from the underdeveloped middle class in China. The subaltern public used online spheres to exchange their opinions and critically debated on issues that they were interested in. They successfully constructed their own discourse, which is different from the market discourse and counteracts the domination of the state discourse. In addition, the impact of these discursive practices was disseminated into the offline world by various methods. On the one hand, RearWindow users took use of social resources including those from the commercial forces to show movies that could not be reached through the official channels. On the other hand, the interaction with mass media also helped making the subaltern discourses more and more audible. However, both methods have their own limitations, which might harm the subaltern public sphere as well."

Choi, Yusook; Steiner, Linda; Kim, Sooah: Claiming Feminist Space in Korean Cyberterritory. – S. 65–84

„This paper analyses two Korean feminist webzines. We use the two cases to investigate the conditions under which feminist online media can survive, express alternative and feminist voices, and build a feminist community. The research is based on interviews with people involved in the zines' production, and on qualitative and quantitative analyses of the zines' contents, with particular attention to spaces provided for audience interactions. We conclude that Dalara and Unninet play a significant role in enlarging the meaningful space for women in virtual world and helping to build a women's network that is both technologically sophisticated and politicized but also comfortable and familiar. Readers apparently feel bound to one another, with mutual responsibilities and reciprocal duties. But Dalara and Unninet did not escape the constraints imposed on traditional women's alternative media. Time, energy, and money – always limited resources – remain intractable issues even for online communities."

**Journal of Health Communication
11 (2006) Nr 3**

Yanovitzky, Itzhak: Sensation Seeking and Alcohol Use by College Students: Examining Multiple Pathways of Effects. – S. 269–280

Aloise-Young, Patricia A.; Slater, Michael D.; Cruickshank, Courtney C.: Mediators and Moderators of Magazine Advertisement Effects on Adolescent Cigarette Smoking. – S. 281–300

„The purpose of the present study is to examine the relation between magazine advertising for cigarettes and adolescent cigarette smoking. Participants (242 adolescents) reported their frequency of reading 46 magazines and their attention to cigarette ads. Recognition of cigarette ads, passive peer pressure (i.e., normative beliefs), and the smoker image also were assessed. Results indicate that exposure to cigarette advertising and recognition of ads augment the effect of passive peer pressure on smoking. In addition, a positive smoker image was associated with attention to advertising and mediated the relation between attention and smoking. It is suggested that the effect of magazine ads on adolescents should be considered in policymaking on cigarette advertising."

Do, Mai P.; Kincaid, D. Lawrence: Impact of an Entertainment-Education Television Drama on Health Knowledge and Behavior in Bangladesh: an Application of Propensity Score Matching. – S. 301–326

„Shabuj Chaya is a weekly television drama broadcast during a 13-week period in Bangladesh in 2000. It used an entertainment-education format to increase health knowledge and to promote visits to health clinic and modern contraceptive use. The purpose of this article is to demonstrate how a relatively new statistical technique, propensity score matching in conjunction with structural equation modeling, can be used to obtain an unbiased estimate of changes in health outcomes that can be attributed to exposure to the drama. The analysis is conducted with data from an after-only, cross-sectional survey of 4,492 men and women from the intended audience. The results from propensity score matching approximate what would be expected from a randomized control group design."

Mooney, Annabelle: Quality of Life: Questionnaires and Questions. – S. 327–342

Higgins, Joan Wharf et al: The Health Buck Stops Where?: Thematic Framing of Health Discourse to Understand the Context for CVD Prevention. – S. 343–358

„Using a constructed week methodology, we analyzed media summaries for the type of health discourse (health care delivery, disease-specific prevention, lifestyle risk factors, public/environmental health disease, social determinants of health) portrayed over a 5-year period as a means of describing the context within which health staff worked to prevent heart disease in one Canadian province. The results reveal that heart disease received very little media coverage, despite provincial health data revealing it to be the leading cause of mortality, morbidity, and health care costs. Coverage of the health care system dominated the media landscape over the 5-year period. The study findings also suggest that the health discourses in the media summaries were represented as primarily thematic, rather than as episodic narratives, relieving any one level of government as entirely responsible for the health of its constituents. Media advocacy strategies may be a means to redress the imbalance of health discourses presented by the media."

11 (2006) Nr 4

Noar, Seth M.; Carlyle, Kellie; Cole, Christi: Why Communication Is Crucial: Meta-Analysis of the Relationship Between Safer Sexual Communication and Condom Use. – S. 365–390

„The purpose of this study was to quantitatively synthesize the growing literature on the relationship between safer sexual communication (SSC) among sexual partners and condom use, and to systematically examine a number of conceptual and methodological moderators of this relationship. Data from 53 articles published in 27 journals met criteria for the study. Fifty-five independent effect sizes coded from samples totaling N = 18,529 were meta-analyzed. Results indicate that the mean sample-size weighted effect size of the SSC-condom use relation was r = .22, and a number of conceptual variables were found to moderate this relationship. Specifically, communication about condom use (r = .25) and sexual history (r = .23) had significantly (p < .05) larger effect sizes than communication about safer sex (r = .18). In addition, SSC measures operationalized differently had significantly (p < .05) different effect sizes. From largest to smallest, these were behavioral format (r = .29), intentional format (r = .18), and self-efficacy format (r = .13). Measures that tried to assess persuasion attempts as compared with informational exchanges were not found to have significantly different effect sizes (p > .05). Further, methodological moderators tended to

be unrelated to effect size. Implications for the future study of safer sexual communication as well as the importance of emphasizing communication skills in HIV preventive interventions are discussed."

Lipkus, Isaac M.; Klein, William M. P.: Effects of Communicating Social Comparison Information on Risk Perceptions for Colorectal Cancer. – S. 391–408

Hoek, Janet; Gendall, Philip: Advertising and Obesity: a Behavioral Perspective. – S. 409–424

„Concern over the levels of obesity observed in Western countries has grown as researchers forecast a rapid growth in the medical care that a progressively more obese population will require. As health workers deal with increased incidences of diabetes and other obesity-related disorders, policymakers have examined the factors contributing to this problem. In particular, advertising that promotes high fat and high sugar products to children has come under increasing scrutiny. Advertisers have rejected claims that advertising contributes to obesity by arguing that it cannot coerce people into purchasing a product, and does not affect primary demand. This reasoning overlooks the role advertising plays in reinforcing and normalising behavior, however, and it assumes that only direct causal links merit regulatory attention. Ehrenberg's „weak" theory suggests advertising will support unhealthy eating behaviors, while the wide range of sales promotions employed will prompt trial and reward continued consumption. This article presents an alternative analysis of how marketing contributes to obesity and uses behavior modification theory to analyse the „fast-food" industry's promotions. We also review the New Zealand government's response to obesity and suggest policy interventions that would foster healthier eating behaviors."

Friedman, Daniela B.; Hoffmann-Goetz, Laurie: Assessment of Cultural Sensitivity of Cancer Information in Ethnic Print Media. – S. 425–448

„Ethnic minority populations prefer cancer information that is respectful of their customs and beliefs about health and illness. Community newspapers are an important source of cancer information for ethnic groups. Our purpose is to evaluate the cultural sensitivity of cancer information in mass print media targeting ethnic minority readership. We assessed for cultural sensitivity 27 cancer articles published in English-language ethnic newspapers (Jewish, First Nations, Black/Caribbean, East Indian) in 2000 using the Cultural Sensitivity Assessment Tool (CSAT). We found that the overall average CSAT score of 27 cancer articles was 2.71. (Scores < 2.50 were classified as culturally insensitive.) Articles in First Nations newspapers were more culturally sensitive according to the CSAT , followed by articles in Black/Caribbean and Jewish papers. Cancer articles from East Indian newspapers had a mean CSAT score of 2.30 and were classified as culturally insensitive. Four articles were considered culturally sensitive but did not mention ethnic populations as intended readers or as high-risk groups for cancer. We found that, using the CSAT measure, overall, cancer articles in ethnic newspapers included in this study were culturally sensitive. Given

limitations of this instrument, we recommend an additional checklist for evaluating the cultural sensitivity of printed cancer information."

11 (2006) Nr 5

Kelly, Kathleen J. et al: Tobacco Counteradvertisements Aimed at Bicultural Mexican American Youth: the Impact of Language and Theme. – S. 455–476

„The growing population of Mexican American youth and the increasing smoking rates in this population present a considerable public health challenge. Tobacco counteradvertisements have demonstrated their ability to shape attitudes, behavior, and public policy, but little is known about the most effective ways to adapt messages aimed at this audience. To explore key variables that can affect success, a study was conducted with 249 Mexican American middle-school youth from a U.S./Mexico border community to examine the effectiveness of language (English, Spanish, or a combination of English and Spanish) and theme (secondhand smoke, antitobacco social norms, and tobacco industry manipulation) in print tobacco counteradvertisements. Measures included ad preferences, acculturation, and tobacco-related attitudes and behavior. Results showed that although a large percentage identified with the Mexican American rather than the Anglo American culture and spoke Spanish in selected contexts, readability was greater for ads in English, and participants rated the English ads as most effective. The social norms counteradvertisement was preferred overall. Potential implications for health communication and policy are discussed."

Wathen, C. Nadine: Health Information Seeking in Context: How Women Make Decisions Regarding Hormone Replacement Therapy. – S. 477–494

Clarke, Juanne N.; McLellan, Lianne; Hoffman-Goetz, Laurie: The Portrayal of HIV/AIDS in Two Popular African American Magazines. – S. 495–508

„Mainstream magazines and other media have been found to both reflect and influence existing values and beliefs regarding health and medicine. Little is known about how media directed toward specific cultural or other market groups may differ. The present study examined how HIV and AIDS are portrayed within a specific ethnocultural medium, the two highest circulating magazines directed toward African American and African Canadian readers. The portrayal of HIV/AIDS from January 1997 to October 2001 in Ebony and Essence magazines was examined through manifest and latent content analysis. African American people were described paradoxically both as powerless victims in the face of the disease and as members of a strong and identifiable community of „sisters" and „brothers" available to respond to prevent and cope with the disease. Polarization between Blacks and Whites was accomplished by frequent emphasis on the higher rates of HIV/AIDS amongst Black Americans. Both the church and spirituality were highlighted as means of prevention education and coping."

Simon, Christian M. et al: Interpreter Accuracy and Informed Consent Among Spanishspeaking Families with Cancer. – S. 509–522

Pirkis, Jane et al: On-Screen Portrayals of Mental Illness: Extent, Nature, and Impacts. – S. 523–542

„This article reviews the published literature on the extent, nature, and impacts of portrayal of mental illness in fictional films and television programs. The literature suggests that on-screen portrayals are frequent and generally negative, and have a cumulative effect on the public's perception of people with mental illness and on the likelihood of people with mental illness seeking appropriate help. The article concludes that there is a need for the mental health sector and the film and television industries to collaborate to counter negative portrayals of mental illness, and to explore the potential for positive portrayals to educate and inform, as well as to entertain."

Journal of Health Communication
10 (2005) Nr Supplement 1

Hesse, Bradford W.: The Health Information National Trends Survey (HINTS): Research from the Baseline. – S. 1–190

Das Sonderheft 1, 2006 enthält zahlreiche Artikel über die Umfrageergebnisse von der Health Information National Trends Survey 2006 zum Wissensstand der amerikanischen Bevölkerung zum Thema Krebserkrankungen, deren Vorbeugung und Heilungsmöglichkeiten.

Journal of Media Business Studies
3 (2006) Nr 2

McDowell, Walter S.: Confrontation or Conciliation?: the Plight of Small Media Brands in a Zero Sum Marketplace. – S. 1–22

„Small media brands, operating in a highly competitive zero sum marketplace, reach inevitably a strategic crossroads in which they must decide on confrontation or concilliation with larger incumbent brands. Frontal assaults may foster the promise of market share growth but also provoke serious retaliation. Conversely, appeasement maneuvers may foster short-term market survival but also stiffle economic growth. This study offers an alternative strategic framework that synthesizes pertinent aspects of niche theory, brand equity theory and judo business strategy. Using the rise of Fox News Channel as a case in point, a theoretical triad of context, concept and concentration is proposed for deciding how and when a small media brand should disrupt the status quo."

Hang, Min: The History and Development of Media Economics Research bin China. – S. 23–40

„The growth of media economics scholarship globally has increased the need to understand its development both at the international and national levels. This article focuses on development of research in China. Applying a meta-research method, the author reviews 1257 studies. It identifies 3 unique features of Chinese media economics research, and it concludes that despite of challenges, with unique country characteristics and great market potential, there is a foreseeable prosperous future in the field in the years to come."

Benlian, Alexander et al: Dissemination of Content Reutilization Practices in the German and U.S. Book Publishing Industry. – S. 41–62

„According to researchers and managers in the media industry, content reutilization represents a promising management concept to reduce production costs and to generate additional revenue streams. The article compares content reutilization practices of German and U.S. book publishers and explores potential sources of differences in the reutilization behavior. Presently, almost two out of three publishing companies apply content reutilization as a management instrument on a global level. In the near future, a trend to even higher diffusion rates (up to 75 %) can be observed. Nevertheless, from a country-specific perspective, significant variances exist regarding the actual and future adoption level. The most significant explanatory factor for the difference in the level of dissemination between Germany and the U.S. represents top management involvement."

Lee, Moonhaeng: Managing a Joint Venture: a Case Study of Participants' Roles and Conflicts. – S. 63–78

„This article explores the relationship between partners in joint ventures by studying MGM Network's entry into the Korean market. MGM has focused on the distribution of films through licensing. Since 2000, however, it has rapidly extended its business areas by launching library channels in foreign countries. As a part of this expansion strategy, a joint venture company MGM Channel Korea was created in early 2002. This study analyzes the management accomplishments and failures of the MGM Channel in Korea to gain understanding of the challenges of managing an international joint venture."

Journal of Media Economics
19 (2006) Nr 3

Hammerwold, Randi; Solberg, Harry Arne: TV Sports Programs: Who is Willing to Pay to Watch?. – S. 147–162

„This article investigates the factors that influence the willingness of TV viewers to pay for watching sports programs. An empirical survey of Norwegian TV viewers revealed that individual winter sports, such as biathlon and cross-country skiing, headed the popularity list, with soccer coming third. However, it also showed that soccer fans were significantly more motivated to pay than were fans of other sports. These results provide some explanations to soccer's revenue dominance in European sports rights markets."

Lee, Sang-Yong Tom; Fu, W. Wayne: Software-Platform Integration, Incompatibility, and System-User Switching. – S. 163–192

„This article constructs a game-theoretic model to explore the dynamics of incompatibility and integration in a market for specific system products-base goods,

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such as platforms, and supplement goods, such as software. A base-supplement system exhibits a unique context of product complementarity. A supplement goods producer may choose to make its product incompatible with certain base products, with the goal of mitigating competition with other supplements or foreclosing the user market for a target base. This article identifies the conditions under which different strategies with regard to compatibility and integration may be employed in equilibrium. The welfare consequences of different strategies are also examined."

Boyer, M. Martin: The Impact of Media Attention: Evidence From the Automobile Insurance Industry. – S. 193–220

„This article studies the interaction between media attention and corporate pricing behavior in the American automobile liability insurance market. Theoretical models developed in the economic literature predict that greater media attention (be it electronic or print) should reduce prices in the markets and that greater prices in the markets should increase media attention. Using quarterly data on liability insurance premiums for 48 states from 1985 to 1993 – a period that includes the great liability insurance crisis in the United States – I test 2 hypotheses that can be derived from the theoretical literature on the economic impact of the media on the pricing behavior of corporations. Empirical results show automobile liability insurance premiums were lower when media applied pressure on the industry, thus lending support to the theoretical prediction that news media influence corporate pricing behavior."

Journalism & Mass Communication Quarterly
83 (2006) Nr 1

An, Soontae; Jin, Hyun Seung; Pfau, Michael: The Effects of Issue Advocacy Advertising on Voters' Candidate Issue Knowledge and Turnout. – S. 7–24

Drew, Dan; Weaver, David: Voter Learning in the 2004 Presidential Election: Did the Media Matter?. – S. 25–42

Fico, Frederick; Freedman, Eric; Love, Brad: Partisan and Structural Balance in Newspaper Coverage of U.S. Senate Races in 2004 with Female Nominees. – S. 43–57

Hoffman, Lindsay H.: Is Internet Content Different after All?: a Content Analysis of Mobilizing Information in Online and Print Newspapers. – S. 58–76

Nichols, Sandra L. et al: Examining the Effects of Public Journalism on Civil Society from 1994 to 2002: Organizational Factors, Project Features, Story Frames, and Citizen Engagement. – S. 77–100

Marcellus, Jane: Woman as Machine: Representation of Secretaries in Interwar Magazines. – S. 101–115

Cho, Sooyoung: Network News Coverage of Breast Cancer, 1974 to 2003. – S. 116–130

Dixon, Travis L.: Schemas as Average Conceptions: Skin Tone, Television News Exposure, and Culpability Judgments. – S. 131–149

Pfau, Michael et al: The Effects of Print News Photographs of the Casualties of War. – S. 150–168

Beam, Randal A.: Organizational Goals and Priorities and the Job Satisfaction of U.S. Journalists. – S. 169–185

Conway, Mike: The Subjective Precision of Computers: A Methodological Comparison with Human Coding in Content Analysis. – S. 186–200

Kommunikation & Recht
9 (2006) Nr 7-8

Klett, Alexander R.: Die Entwicklung des Urheberrechts im Jahr 2005. – S. 297–303

„Im Anschluss an den Beitrag des Verfassers zur Entwicklung des Urheberrechts im Jahr 2004 in K&R 2005, S.289-294, beleuchtet dieser Beitrag die Entwicklung des Urheberrechts im Jahr 2005, in welchem erneut, wie schon im Vorjahr, keine Änderungen des Urheberrechtsgesetzes vorgenommen wurden. Die weiterhin ausstehende nächste Urheberrechtsnovelle (der so genannte „zweite Korb") wird mittlerweile jedoch noch hitziger diskutiert als in der Vergangenheit. Zudem hat die höchst- und obergerichtliche Rechtsprechung zum Urheberrecht auch im Jahr 2005 erneut zugenommen."

Ory, Stephan: Sind Broadcast-TV und IP-TV unterschiedliche Nutzungsarten?. – S. 303–307

Dietlein, Johannes: Rechtsfragen der Übergangsweisen Fortgeltung des Sportwettenrechts der Länder. – S. 307–313

„Entgegen ihrer klaren Zielsetzung hat die Sportwettenentscheidung des BVerfG vom 28.3.2006 bislang nur teilweise zu der erwünschten Rechtsklarheit im Umgang mit privaten Sportwettanbietern und -vermittlern geführt. Der Verfasser nimmt die ersten fachgerichtlichen Entscheidungen nach Verkündung der bundesverfassungsgerichtlichen Entscheidung – namentlich zur Frage behördlicher Schließungsverfügungen gegen illegale Anbieter – zum Anlass, speziell das vom BVerfG statuierte „Übergangsrecht" näher zu beleuchten. „

Fackler, Stephan: Die normative Kraft des Faktischen: eine kritische Analyse zur Entscheidung des BVerfG in Sachen Sportwetten. – S. 313–316

Jandt, Silke; Laue, Philip: Voraussetzungen und Grenzen der Profilbildung bei Location Based Services. – S. 316–322

„Der Mobile Commerce zeichnet sich gegenüber dem Electronic Commerce vor allem durch das neue Diensteangebot der standortbezogenen Dienste (Location Based Services – LBS) aus. Da diese zum einen auf den Standort des Nutzers, zum anderen aber auch auf seine individuellen Bedürfnisse zugeschnitten sein sollen, benötigt der Anbieter detaillierte Informationen über die Nutzer. Die Speicherung einer Vielzahl personenbezogener Daten einer Person wirft stets auch die Frage auf, ob es sich dabei bereits um ein Profil handelt. Der Aufsatz will einen Beitrag dazu leisten, die datenschutzrechtlichen Voraussetzungen und Grenzen der zulässigen Profilbildung im Rahmen von LBS aufzuzeigen.“

Altenburg, Stephan; Leister, Thomas: Durchbrechung des Verbots der Privatnutzung betrieblicher TK-Einrichtungen durch Art. 9 Abs. 3 GG?. – S. 322–325

Hain, Karl-E.: Regulierung in den Zeiten der Konvergenz. – S. 325–337

„Mit fortschreitender Medienkonvergenz steigt der De-/ Reregulierungsdruck im Hinblick auf den Rechts- und Aufsichtsrahmen im Mediensektor. Im folgenden Beitrag werden die verfassungsrechtlichen Möglichkeiten und Grenzen für eine Umorientierung der Medienregulierung in den Zeiten der Konvergenz ausgelotet. Es wird sich zeigen, dass der Übergang zu einem rein marktordnungsrechtlichen Regulierungsansatz für den gesamten Mediensektor aus materiell-verfassungsrechtlichen Gründen und im Aufsichtsbereich eine „große Konvergenzlösung“ für Netze und Inhalte aus kompetenzrechtlichen Gründen ausscheiden. Gegenüber dem Kommissions- und dem Schwerpunktanstaltsmodell wird als „kleine Konvergenzlösung“ eine Ländermedienanstalt präferiert. Angesichts des Nebeneinanders von Bundes- und Länder-Aufsichtsakteuren kommt deren effektiver Kooperation (im Vorfeld einer Mischverwaltung) bei verstärkter Konvergenz große Bedeutung zu. Im Hinblick auf eine mögliche Integration von Netzen und Inhalten ist die Gewährleistung freien und nicht-diskriminierenden Zugangs der content-Anbieter zu den Netzen sowie der Rezipienten zu den contents über bestimmte Netze essentiell und müssen auch im Medienrecht bislang nicht verbreitete Techniken wie das unbundling ins regulatorische Kalkül gezogen werden.“

Mass Communication & Society
9 (2006) Nr 3

Scharrer, Erica; Leone, Ron: I Know You Are But What Am I?: Young People's Perceptions of Varying Types of Video Game Influence. – S. 261–286

„This study examines 3rd-person perception – the idea that individuals think others are more susceptible to negative media influence than they are themselves – in the survey responses of 118 6th and 7th graders. Results show these early adolescents think that others of the same age and younger others are more suscep-

tible to aggression, desensitization, and mean world syndrome effects of playing violent video games than they are. The 3rd-person perceptual gaps were greater for aggression effects compared to other types and for self compared to younger rather than same-age others. Finally, the potential of 2 variables-the amount of exposure to video games and the degree of liking of video games-to impact third-person perceptions is examined, with findings showing limited support.“

Armstrong, Cory L.: Revisiting Structural Pluralism: A Two-Dimensional Conception of Community Power. – S. 287–300

„This study suggests a revision of the community pluralism model used in mass communication to include a dimension of leadership diversity, which would examine the influence of ethnic leaders within communities, along with the traditional structural indicators. Using confirmatory factor analysis, results indicated that a 2-dimensional model was more appropriate for capturing the dissemination of power within a community. Findings and implications for future research are discussed.“

Chia, Stella C.; Gunther, Albert C.: How Media Contribute to Misperceptions of Social Norms About Sex. – S. 301–320

„In this study we examined how media contribute to college students' erroneous perceptions of peer norms and the consequences of such misperceptions. The data came from a survey of 312 college students. Results indicate that students believed that their peers were significantly more sexually permissive than was actually the case. The data suggested that they formed such erroneous impressions of peers based in part on their perceptions of media influence on peers. Some evidence also indicated that these misperceptions produced a significant impact on male college students, making them more likely to say they would engage in casual sexual activity and engage in it at an earlier stage in dating.“

Raney, Arthur A.; Depalma, Anthony J.: The Effect of Viewing Varying Levels and Contexts of Violent Sports Programming on Enjoyment, Mood, and Perceived Violence. – S. 321–338

„The purpose of this study was to evaluate the relationship between the levels and contexts of sports violence and viewer enjoyment, mood, and perceptions of violence. To this end, 188 participants viewed clips in 1 of 3 viewing conditions: nonviolent play, unscripted violent play, and scripted violent play. Findings indicated that viewers enjoyed the violent play more than the nonviolent, enjoyed the unscripted violent play more than the scripted, and found the scripted violent play to be less suspenseful and more violent than the unscripted play. Furthermore, members of the scripted violent play condition reported less positive moods after viewing, especially female and nonsports-fan participants. Possible implications of the findings for entertainment researchers are discussed.“

Young, Dannagal Goldthwaite: Late-Night Comedy and the Salience of the Candidates' Caricatured Traits in the 2000 Election. – S. 339–366

„This article examines the effects of exposure to late-

night comedy shows on the salience of candidate traits prominent in the monologues of late-night comedians in the 2000 presidential campaign and assesses the moderating effects of political knowledge. Logistic regressions predict one's likelihood of mentioning caricatured traits as a function of late-night comedy exposure, demographic, political, and media exposure variables. The results suggest that viewing late-night comedy was not directly associated with the salience of the candidates' most caricatured traits, but among less politically knowledgeable individuals, the salience of certain caricatured traits did increase at higher levels of late-night comedy exposure. Across the models, the salience of caricatured candidate traits was associated with political knowledge and partisanship, suggesting that even if late-night comedy exposure does not increase the salience of candidate caricatures for the population overall, its content is hardly devoid of political meaning, as these caricatures are on the minds of political sophisticates."

Media culture & society
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Tzanelli, Rodanthi: „Impossible is a fact": Greek nationalism and international recognition in Europe 2004. – S. 483–504

„This article explores the ways in which the 'nation' is discussed in the press. Theoretically, it argues that the national 'self' emerges through dialogue with 'others'. Reconsidering Anderson's argument, it suggests that national identity is often the product of international recognition that enables the national community to 'imagine' itself. Contextually, it looks at Greek newspaper commentary following the victory of the Greek football team in the Euro 2004 tournament. The Greek national 'self' emerged in such commentary in many ways: first, through the uses of its Christian and Hellenic heritage that European nations admire; second, through the projection of the 'Greek nation' outwards, as a diasporic community; and, third, through the construction of (racist) stereotyping of 'Greek football enemies' and 'friends'. The article concludes by examining the role of international praise or criticism in the promotion of a Greek political agenda abroad."

MacDonald, Michael: Empire and communication: the media wars of Marshall McLuhan. – S. 505–520

„From his first reflections on advertising as a 'magical institution' in 1952 to his last writings on 'The Brain and Media' in 1978, Marshall McLuhan was reproached for his utopian view of media technologies as the 'extensions of man' and for his failure to understand the new, more formidable rhetorical powers of the electric mass media. These criticisms are not entirely unjust. At times McLuhan does seem to view media machines as vehicles of flight into a 'cosmic harmony' that 'transcends space and time'. But for all his 'delirious tribal optimism' (Baudrillard), McLuhan also understood that the global village or 'global theatre' has become a theatre of war, a staging area for 'colossal violence' and 'maximal conflict'. In order to shed new light on this darker, more radical vision of the mass media set forth by McLuhan, this article explores his decisive – but largely unacknowledged contribution to radical

media studies today, especially to the work of Paul Virilio, Friedrich Kittler and others concerned with the alliance of war, media and information in modern society. After some reflections on McLuhan's 'mosaic' approach to the media ecology and his view of media as the extensions of man, I examine three modulations of his most infamous aphorism: the medium is the message; the medium is the massage; and the medium is the mass-age."

Lewis, Tania: Seeking health information on the Internet: lifestyle choice or a bad attack of cyberchondria?. – S. 521–540

„This article discusses the growing trend towards 'lay' people accessing information about health from the internet. Surveying the major studies of online health consumption, I argue that this phenomenon can be seen as a marker of a broader shift in focus within public health discourse and the popular media on health as an individual 'lifestyle' issue. Despite this cultural shift, the medical debate over online health consumption has been largely negative, viewing the internet as an unruly and unregulated space of mis-information and lay web users as potential victims of 'cyberquackery'. In contrast to this reductive account, I discuss a qualitative study I conducted into young people's use of the internet for health material that showed they are often highly sceptical consumers of online health material. Furthermore, the study found that the kinds of health material young people access is informed by issues of social positionality or 'health habitus' complicating individualistic notions of lifestyle 'choice'."

Kim, Eun-Gyoo; Hamilton, James W.: Capitulation to capital?: „OhmyNews" as alternative media. – S. 541–561

„This article confronts a foundational problematic in Western-inflected scholarship on media and democracy by investigating the emergence, structure, and operation of „OhmyNews", a Korean primarily online publication that hybridizes features of both commercial and ostensibly 'alternative' media. After an analysis informed by the social and historical context of Korean politics, economics, and society of the past 40 years, the article concludes that OhmyNews is a unique response to unique enabling conditions, and that its commercial features are inextricably a part of its progressive nature. While the assumed mutual exclusivity of commercialization and progressive politics should be subjected to critical analysis, the dynamics of neoliberal globalization may still increase the relevance of this Western problematic."

Zandberg, Eyal: Critical laughter: humor, popular culture and Israeli Holocaust commemoration. – S. 561–580

„This article explores current trends in the representation of the Holocaust in Israeli popular culture through the analysis of the successful satirical television program 'The Chamber Quintet'. The article argues that the show's subversive and challenging interpretations of traditional Holocaust commemorations, indicates a major change in the collective memory of the Holocaust. The article explores the cultural role of the show's sketches relating to Holocaust memory by using three perspectives of analysis. The first is a historical-sociological perspective that deals with the development of Holocaust commemoration in Israel.

The second perspective deals with the conflict between popular cultural practices and the conventions of Holocaust remembrance. The third perspective deals with the problematic relationship between the content (Holocaust memory) and the form (the genre of humor). Combining these perspectives reveals a dialectical discourse that connects prior voices with new modes of Holocaust representation in popular culture. The article suggests that the use of the popular medium and the genre of humor undermine the program's content. This process indicates a situation of deadlock in collective memory in which new voices criticize the traditional commemoration but can offer no alternative and subvert their own criticism."

Lee, Chin-Chuan; He, Zhou; Huang, Yu: „Chinese Party Publicity Inc." conglomerated: the case of the Shenzhen Press Group. – S. 581–602

„The Chinese press, instead of acting purely as a state propaganda instrument, now functions as 'Party Publicity Inc.' – that is, a quasi- business that seeks to make huge profits on the one hand and to legitimate the Party mandate by promoting its image on the other. The accelerated pace of media conglomeration following China's accession to the World Trade Organization has sharpened this trend. This study examines the impact of press ecology in Shenzhen, a national trend- setter for 'Party Publicity Inc.', before and after conglomeration. We observe that press conglomeration has (a) engendered a more centralized management structure and operation; (b) replaced duopolistic competition with market monopoly and greater price-fixing abilities; (c) continued to rely on state office subscription; (d) dampened journalists' enthusiasm for political reform in favor of economic interest; (e) developed a two-tier Publicity Inc. to serve both the Party and the market; and (f) provided an opportunity for overseas expansion. Marketization does not trigger political reform, but pre-empts pressure for political change. The Party Publicity Inc. in its conglomerate form represents a complicitous accommodation between power and money engineered by a post-Communist bureaucratic-authoritarian regime."

Davis, Aeron: Media effects and the question of the rational audience: lessons from the financial markets. – S. 603–626

„This article offers evidence for an alternative perspective on the media effects debate. Early work on media influence, be it conservative or critical, assumed a causal link between mass media and mass behaviour. In contrast, decades of effects and audience research has established the inadequacy of this 'strong effects' paradigm. The main thrust of this counter-research is the realization that audiences actively consume and use the media for self-serving purposes. The alternative perspective offered here comes from a study of elite fund managers, their communications and decision-making in the London Stock Exchange. The research findings suggest that such individuals do respond actively to media, but, collectively, the results can be both self- defeating and on a mass scale. That is, individuals do not have to be ignorant nor act irrationally to contribute to media-instigated, collective irrationality."

Media Perspektiven
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Staschen, Björn: Neue Programmformen für einen Medienmarkt im Wandel: „Leben, was sonst?": eine Themenwoche gegen den Krebs. – S. 302-305

„Mit der Themenwoche Krebs vom 3. bis 9. April 2006 realisierte die ARD ein bisher einmaliges Programmprojekt. Im Fernsehen, im Hörfunk und im Internet wurden unter dem Motto „Leben – was sonst?" in unterschiedlichen Genres eine Woche lang verschiedene Facetten der Volkskrankheit Krebs behandelt. Mit einer Mischung aus sachorientierten und emotionalen Zugängen konnten trotz des schwierigen Themas rund 60 Prozent der Bevölkerung erreicht werden. Björn Staschen berichtet über Idee und Realisierung der Themenwoche. Ziel war es unter anderem, mit der gebündelten Behandlung eines gesellschaftlich und individuell relevanten Themas den Public Value, den besonderen Wert öffentlich- rechtlicher Programme in heutiger Zeit, noch deutlicher herauszustellen. Ferner sollten neue Vermittlungsformen gefunden werden, mit denen gesellschaftlich relevante Themen auch in Zeiten riesiger Programmauswahl große Aufmerksamkeit erzielen können."

Geese, Stefan; Zubayr, Camille: ARD-Themenwoche Krebs im Urteil des Publikums: Ergebnisse der Begleitforschung. – S. 306–314

„Wie wurde die Themenwoche von den Bundesbürgern beurteilt? Nach den Ergebnissen einer repräsentativen Umfrage im Rahmen der Begleitforschung, über die Stefan Geese und Camille Zubayr schreiben, bewerteten rund 80 Prozent der Bevölkerung die Schwerpunktwoche sehr gut/gut, und 86 Prozent stimmten zu, dass die ARD mit der Themenwoche Krebs einen wertvollen Beitrag für die Gesellschaft geleistet hat. Hervorgehoben wurden ferner die journalistische Integrität der Beiträge sowie Kompetenz und Professionalität im Umgang mit dem Thema."

Heffler, Michael; Möbus, Pamela: Der Werbemarkt 2005: Rekordwert beim Bruttoumsatz – verhaltene Steigerung beim Nettoumsatz. – S. 315–322

Wild, Christoph: Radiowerbewirkungsforschung in Deutschland: Aufgabenstellung, Instrumente, Befunde. – S. 323–331

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Weischenberg, Siegfried; Malik, Maja; Scholl, Armin: Journalismus in Deutschland 2005: zentrale Befunde der aktuellen Repräsentativbefragung deutscher Journalisten. – S. 346–361

„Welches Rollenselbstverständnis haben Journalisten heute? Und wie lässt sich dieses in den Medien umsetzen? Antworten auf diese Fragen gibt die Studie „Journalismus in Deutschland 2005", mit der nach der Journalistenenquete von 1993 nunmehr zum zweiten Mal repräsentative Daten zum Berufsfeld erhoben wurden. Wie Siegfried Weischenberg, Maja Malik und Armin Scholl berichten, dominiert das Selbst-

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verständnis des neutral und präzise informierenden Journalisten. Die Kritikfunktion des Journalismus unterstreichen mehr als die Hälfte der Befragten, während nur eine Minderheit eine aktive Beeinflussung der politischen Agenda anstrebt. Auffallendes Ergebnis im Vergleich zur Vorgängerstudie ist ein gesunkener Zeitaufwand für Recherche, für technische und organisatorische Aufgaben muss hingegen mehr Zeit aufgewendet werden."

Metze-Mangold, Verena; Merkel, Christine M.: Magna Charta der internationalen Kulturpolitik: die Unesco-Kulturkonvention vor der Ratifizierung. – S. 362–373

„Medien haben eine Doppelnatur: Sie sind Ware und Kulturgut zugleich und als letzter Träger von Wertvorstellungen und Identität. Somit fallen auch sie unter den Schutz der UNESCO-Kulturkonvention, die sich zur Zeit im Ratifizierungsprozess befindet. Verena Metze-Mangold und Christine M. Merkel beschreiben Ziele und Konflikte im Entstehungsprozess der Konvention sowie ihre wichtigsten Regelungen. Die Kulturkonvention ist das erste völkerrechtliche Abkommen zur Kulturpolitik und eröffnet den Staaten Perspektiven für eine aktive (auch fördernde) Kulturpolitik, wobei die Konvention potenziell im Konflikt mit den Liberalisierungs- und Marktöffnungszielen der Welthandelsorganisation (WTO) steht."

Beisch, Natalie; Engel, Bernhard: Wie viele Programme nutzen die Fernsehzuschauer?: Analysen zum Relevant Set. – S. 374–379

„Im Fernsehen nimmt die Zahl der empfangbaren Programme in vielen Ländern im Zuge der Digitalisierung kräftig zu. In Deutschland können derzeit durchschnittlich 54 Fernsehprogramme empfangen werden. Aber wie viele davon nutzen die Zuschauer? Mit dem Konzept des Relevant Set gehen Natalie Beisch und Bernhard Engel dieser Frage nach. Generell zeigt sich: Je mehr Programme zu empfangen sind, desto geringer ist die Ausschöpfung dieses Potenzials. Mit dem meistgenutzten Sender wird bereits ein Drittel der gesamten Fernsehnutzung abgedeckt, zwei Programme decken gut 50 Prozent und zehn Programme über 90 Prozent ab. Als führende Sender mit fast gleichen Rangplätzen im Relevant Set positionierten sich im Untersuchungszeitraum die öffentlich-rechtlichen Programme Das Erste/ARD und ZDF sowie der Privatsender RTL."

Vogel, Andreas: Stagnation auf hohem Niveau: Daten zum Markt und zur Konzentration der Publikumspresse in Deutschland im 1. Quartal 2006. – S. 380–398

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Lange, Andreas; Schorb, Bernd: Zwischen Entgrenzung und Restabilisierung: Medien als Generatoren von Jugend. – S. 8–14

„Ausgehend von den Entgrenzungs- und Verflüssigungsphänomenen von Jugend als Generationsgestalt durch den früheren Zugriff der Logik der Qualifizierung und der Arbeitsmarktkonkurrenz stellt sich die Frage nach dem Stellenwert der Medien für die Definition von Jugendlichkeit. Einerseits sind sie wesentliche Transporteure der neuen Zumutungen und Unsicherheiten, andererseits tragen Medien und Medienpraktiken dazu bei, dass Jugend als eigenständige Lebensphase sichtbar bleibt. In diesem Rahmen bieten sie auch vielfältige Identitätsangebote. Nicht vergessen werden darf dabei aber, dass die Chancen zur Nutzung dieser Angebote sozial strukturiert, das heißt, sozial ungleich verteilt sind."

Hoffmann, Dagmar: Die Medienutzung von Jugendlichen im Visier der sozialwissenschaftlichen Forschung. – S. 15–21

„Medien spielen für Jugendliche eine wichtige Rolle. In den öffentlichen Debatten werden sie meist jedoch nur unter dem Aspekt der Jugendgefährdung diskutiert, nach ihrer alltäglichen Bedeutung für Jugendliche wird kaum gefragt. Selbst in der wissenschaftlichen Jugendmedienforschung herrscht Schubladendenken vor: Die einen hängen einer kulturpessimistischen Perspektive an und können den Medien nichts Positives abgewinnen. Die anderen verfolgen medienkulturelle Ansätze, in denen die Potenziale der Medien für Jugendliche betont werden. Um ein angemessenes Bild der Bedeutung der Medien für Jugendliche zu erhalten, wäre es an der Zeit, sich von diesen „Schubladen" zu lösen."

Tillmann, Angela; Vollbrecht, Ralf: Cliquen, Jugendkultur und Medien. – S. 22–27

„In jugendlichen Peergroups haben Medien seit jeher einen hohen Stellenwert, wobei besonders die sozialen und kommunikativen Funktionen von Jugendlichen geschätzt werden. Während bislang jugendliche Cliquen und auch die frühen territorial-bezogenen Jugendkulturen sozial-räumlich eng begrenzt waren, eröffnen die neuen Medien die Bildung überörtlicher Gesellungsformen und Gemeinschaftsbildungen. Diesen Veränderungen spürt der Beitrag an einigen Beispielen jugendlicher Mediennutzungen und eines kreativen Mediengebrauchs nach."

Müller-Lietzkow, Jörg: Leben in medialen Welten: E-Sport als Leistungs- und Lernfeld. – S. 28–33

„Der nachfolgende Beitrag untersucht vor dem Hintergrund der starken Zunahme der Popularität des E-Sports bei Jugendlichen in Deutschland die Frage nach möglichen Transferfeldern, wo neben dem Spielelement Lernanteile liegen könnten. Dabei wird von einem wettkampf- beziehungsweise leistungsorientierten E-Sportverständnis ausgegangen. Dies erlaubt, grundsätzlich auf die Grundlagen der Leistungsmotivationspsychologie zurückgehende Gedanken mit in den Kanon der Transferüberlegungen aufnehmen zu können. Am Ende stehen ein Ausblick und drei Forderungen nach a) verstärkter Forschung, b) Pilotversuchen im Schulalltag und c) der Ausweitung des Angebots."

Warkus, Hartmut: Medienpädagogik auf der Games Convention?. – S. 34–37

Geffken, Michael: Soap im Handy. – S. 38–43

„Medien sind duale Güter: Medienunternehmen verkaufen nicht nur Inhalte an ihre Nutzerinnen und Nutzer, sondern auch Werbeplatz an ihre Werbekunden. Durch die Veränderungen des Medienverhal-

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tens von Kindern und Jugendlichen geraten Verlage und Sender unter Druck: je weniger junge Leute sie erreichen, desto spärlicher fließen die Werbeeinnahmen. Die Medien suchen nach neuen Wegen, junge Zielgruppen für ihre Inhalte zu begeistern. Marketing und Werbung schichten derweil ihre Ausgaben um: weniger Anzeigen und TV-Spots, mehr Events und mehr Internet-Aktivitäten."

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Streeruwitz, Marlene: „Daran weder denken noch erinnern noch erinnert werden". – S. 4–9

Wassermann, Heinz P.: So viel(e) Erinnerung(en): Bemerkungen zur veröffentlichten Gedenkkultur an der Schnittstelle nationalsozialistischer Vergangenheit(en) und politischer Gegenwart(en). S. 10–26

Hein, Dörte: Ein ganz anderer Ansatz?: Leitfadengespräche mit Webkommunikatoren von erinnerungskulturellen Internetangeboten. – S. 27–37

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Müller-Lietzkow, Jörg; Bouncken, Ricarda B.: Vertikale Erweiterung der Wertschöpfungskette: das zweischneidige Schwert der Zusammenarbeit der Filmwirtschaft mit der Computer- und Videospielindustrie. – S. 6–19

Anker, Heinrich: Die Methodik der Nutzungsforschung prägt das Programmangebot: Befragung versus Meter-System in der Radiopublikumsforschung. – S. 20–31

Kaumanns, Ralf; Siegenheim, Veit A.: Die Zukunft des Radios: neue Perspektiven für ein altes Medium. – S. 32–45

Elitz, Ernst: Qualitätsmanagement: unausgeschöpfte ökonomische Potenziale im öffentlich-rechtlichen Rundfunk in Deutschland. – S. 46–56

Multimedia und Recht
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Müller, Ulf: Alternative Adressierungssysteme für das Internet: kartellrechtliche Probleme. – S. 427–432

Schlotter, Clemens Daniel: Mehrwertdienste – der Widerspenstigen Zähmung: Auswirkung der höchstrichterlichen Rechtsprechung auf die Abrechnungspraxis und die Geltendmachung von Einwendungen. – S. 433–436

Hallaschka, Florian; Jandt, Silke: Standortbezogene Dienste im Unternehmen. – S. 436–440

„Standortbezogene Dienste oder auch Location Based Services (LBS) werden in Zukunft vermehrt im Geschäftsleben eingesetzt werden. Da diese Dienste eine konkrete Ausgestaltung des Arbeitsverhältnisses darstellen und somit sowohl Interessen des Arbeitgebers als auch der Arbeitnehmer betroffen sind, unterliegt die Einführung und Nutzung von standortbezogenen Diensten betriebsverfassungs- und datenschutzrechtlichen Anforderungen, die im folgenden Beitrag dargestellt werden."

Roßnagel, Alexander: Die Ausgabe sicherer Signaturerstellungseinheiten. – S. 441–445

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Altmeppen, Stefan; Kahlen, Christine: IWG – neue Impulse für den Informationsmarkt: Entwurf der Bundesregierung für ein Gesetz über die Weiterverwendung von Informationen öffentlicher Stellen. – S. 499–503

Rösler, Hannes: Haftung von Medientauschbörsen und ihrer Nutzer in Nordamerika, Australien und Europa. – S. 503–511

Zagouras, Georgios: Klingeltöne & Co im Abonnement: Vertragsbeziehungen und Kündigung beim wiederkehrenden Vertrieb von Mehrwertdiensten. – S. 511–515

Petersen, Jens: Eingriffsbefugnisse nach dem TKG bei Zuwiderhandlungen gegen Dienstanbieterverpflichtungen. – S. 515–519

Hoenike, Mark; Szodruch, Alexander: Rechtsrahmen innovativer Zahlungssysteme für Multimediadienste. – S. 519–527

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Elsenbast, Wolfgang: Ökonomische Konzepte zur Regulierung „neuer Märkte" in der Telekommunikation. – S. 575–579

„Hinsichtlich der regulatorischen Behandlung neuer Märkte besteht aktuell eine intensive Debatte, die sich vor allem an dem Investitionsvorhaben der Deutschen Telekom AG festmacht, moderne Glasfasernetze zu verlegen, welche die Übertragungsgeschwindigkeit erheblich erhöhen. Diese Netze werden ein sog. „Triple Play" ermöglichen, d.h. eine Kombination von Fernsehen, Internetdiensten und Telefon. Die Deutsche Telekom AG würde gerne für die Investition der Regulierung freigestellt werden, was auch grundsätzlich nach dem TKG möglich ist. In diesem Artikel wird erörtert, wie „neue Märkte" zu definieren sind und wie bei diesen, so sie regulierungsbedürftig sind, eine dynamische Netzzugangsregulierung umgesetzt werden kann. Dabei wird speziell auf die Möglichkeit von „access holidays", d.h. einem zeitweisen Aussetzen der Regulierung, bzw. einer das Investitionsproblem explizit berücksichtigenden Re-

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gulierung sowie auf die sog. „ladder-of-investment-theory" eingegangen. Unterschiede in den Ansätzen werden herausgearbeitet und unter Berücksichtigung neuerer Ergebnisse einige Regulierungsempfehlungen für „neue Märkte" getroffen."

Herdegen, Matthias: Freistellung neuer Telekommunikationsmärkte von Regulierungseingriffen: die gesetzliche Steuerung im Lichte des Verfassungs- und Europarechts. – S. 580–584

Mankowski, Peter: Inanspruchnahme von Mehrwertdiensterufnummern: Vertragsbeziehungen des Kunden zu Teilnehmernetzbetreiber und Mehrwertdiensteanbieter. – S. 585–589

Bender, Rolf; Kahlen, Christine: Neues Telemediengesetz verbessert den Rechtsrahmen für Neue Dienste und Schutz vor Spam-Mails. – S. 590–593

„Die Bundesregierung hat am 14.6.2006 den Entwurf eines Gesetzes zur Vereinheitlichung von Vorschriften über bestimmte elektronische Informations- und Kommunikationsdienste (Elektronischer-Geschäftsverkehr- Vereinheitlichungsgesetz – ElGVG) verabschiedet. Kernstück des Gesetzesvorhabens ist das Telemediengesetz (TMG). Es ist ein wichtiger Baustein bei der zukunftsorientierten Fortentwicklung der Medienordnung. Die neuen Regelungen gelten unabhängig vom Verbreitungsweg der Angebote, sind entwicklungsoffen ausgestaltet und vereinfachen den bestehenden Rechtsrahmen. Die wesentliche Änderung besteht darin, dass künftig nicht mehr zwischen Tele- und Mediendiensten unterschieden wird. Die wirtschaftsbezogenen Anforderungen an Telemedien werden in Zukunft im TMG für alle betroffenen Angebote einheitlich geregelt, während die inhaltsbezogenen Vorschriften in einem neuen Kapitel des Staatsvertrags für Rundfunk und Telemedien konzentriert werden. Das künftige TMG will zugleich einen verbesserten Schutz vor irreführenden Angaben bei E-Mail- Werbung schaffen."

New media & society
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Light, Jennifer S.: Facsimile: a forgotten „new medium" from the twentieth century. – S. 355–378

„Scholars have expressed increasing interest in understanding the conceptual and technological roots of contemporary new media. Yet, to date, accounts of the history of media technologies have ignored the rise, fall, and transformation of one innovation whose applications in the first half of the 20th century parallel recent developments in WiFi internet, mobile telephony, telework, telemedicine, online publishing, and video-on-demand. This article introduces scholars to the history of the fax machine, and suggests how the technology provides an important comparison point for analyzing technological developments, past and present. The conclusion explores how positioning this innovation more prominently within the common disciplinary wisdom about the rise of new media opens a door for scholars to deliberate about the historiographical boundaries of the ‚old media studies'

in the era of new media: what technological systems have received disproportionate attention, and what new histories of old media might be written."

Kuipers, Giselinde: The social construction of digital danger: debating, defusing, and inflating the moral dangers of online humor and pornography. – S. 379–400

„This article discusses reactions to two forms of „dangerous" digital entertainment: ethnic humor and online pornography. It compares the way in which the dangers of these entertainments are socially constructed in online discussions by Dutch and American internet users. Ethnic humor is virtually absent and widely considered dangerous on the Dutch part of the internet, but circulates widely on the Anglophone internet. Online pornography is considered dangerous but mostly manageable by Dutch internet users, but has become the subject of moral panic in the United States. The comparisons between the four cases show the influence of ‚national cultures' on the transnational internet, as well as the mechanisms involved in the social construction of online dangers; they show how these concerns can be defused and normalized as well as inflated and dramatized into moral panic."

Zhao, Shanyang: Humanoid social robots as medium of communication. – S. 401–420

„This article examines the emerging phenomenon of humanoid social robots and human-humanoid interactions. A central argument of this article is that humanoid social robots belong to a special type of robotic technology used for communicating and interacting with humans. These robotic entities, which can be in either mechanical or digital form, are autonomous, interactive and humanlike. Some of them are used to interact with humans for utilitarian purposes and others are designed to trigger human emotions. Incorporation of such robotic entities into the realm of social life invariably alters the condition as well as the dynamics of human interaction, giving rise to a synthetic society in which humans co-mingle with humanoids. More research is needed to investigate the social and cultural impact of this unfolding robotic revolution."

Soukup, Charles: Computer-mediated communication as a virtual third place: building Oldenburg's great good places on the world wide web. – S. 421–440

„The sociologist Ray Oldenburg coined the term „third place" or „great good places" to describe the public spaces used for informal social interaction outside of the home and workplace. Oldenburg's conceptualization has been used consistently to describe the communication of computer-mediated contexts such as chatrooms and multi user environments. This analysis examines the accuracy, utility and potential pitfalls of Oldenburg's concept for computer-mediated communication scholarship. Further, it offers the necessary conditions for creating viable „virtual" third places on the world wide web. Finally, it identifies directions for continued research as well as theoretical implications for scholars interested in digital communication technologies."

Mackenzie, Adrian: Java: the practical virtuality of Internet programming. – S. 441–466

„The general equation between the virtual and new media which prevailed during much of the 1990s is now openly regarded as untenable. Yet another sense of the virtual remains operative in the eventfulness of new media as cultural-technological processes. This article analyses the practices of „the virtual" at work in the production, circulation and representation of the internet programming language and software platform, Java. Drawing from recent theories of post-social relationality (Shields, Lister et al., Massumi), it describes slippages in Java that trigger divergent, on-going, generative transformations. Examining the circulation, interpretations, coding practices, branding and implementation of Java, the article suggests that a notion of practical virtuality as ongoing incompleteness can help to explain the dynamism of new media as open-ended cultural-technical relationalities."

Gotved, Stine: Time and space in cyber social reality. – S. 467–486

„This article synthesizes a range of sociological views on time and space, and presents a departure point for future research on cyber social reality. Using basic sociological categories of culture, structure, and interaction, the cyber social reality is drawn into a matrix that further illustrates the embeddedness in technology, time, and space. The matrix is a theoretically and empirically grounded tool for exploring, describing, analyzing, and comparing the variety existing within online communities and communication. In the article, the matrix is illustrated step by step to show its inherent dimensions, and in conclusion it is proposed to be a useful systematic for, on the one hand, ensuring ethnographically thick descriptions of online social life, and on the other, comparing the various reality constructions found."

Rodino-Colocino, Michelle: Laboring under the digital divide. – S. 487– 511

„First and second wave digital divide research underemphasizes the digital labor force divide and overestimates the impact of access to and skill in digital technology. Such emphasis deprives digital divide scholarship of its democratizing potential by muting structural critique and recasting the divide as a problem of diffusion. To the extent that it promotes diffusion over equality, the digital divide debate serves marketing rather than socially constructive ends. This article argues that improved technical training and access cannot overcome the digital labor force divide, because gaps in pay, security, and dignity cleave the high-tech job market. Examination of the high-tech labor force in Seattle demonstrates the need to foreground the digital labor force divide. Eliminating economic and political disparities requires us to work through the digital workforce divide rather than labor underneath it."

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Richards, Russell: Users, interactivity and generation. – S. 531–550

„This article is, in part, a response to articles for this Journal by Sally McMillan and Spiro Kiousis. The article examines the analytical problems caused by the fact that interactivity is both a property and an activity. It asserts that interactivity is a contextualizing facility that mediates between environments and content and users. The article analyses the modes of operation both for the production of the properties of interactivity and usage/production in the activity of interactivity. The concept of 'positioning' is offered as a means of moving the debate on from the application of communication models or the practical development of 'features'. The article proposes 'succession mapping' as a methodology that acknowledges the building up of the interactive offer and also the generative capabilities of packages. The concept of the active user engaged in 'user production' i.e. generation is introduced as being of value to academics, practitioners and those who practice, teach and research."

Ribak, Rivka; Rosenthal, Michele: From the field phone to the mobile phone: a cultural biography of the telephone in Kibbutz Y. – S. 551–572

„In 1989, years after the majority of Israeli city dwellers, the members of Kibbutz Y celebrated the installation of telephones in their apartments. We trace the cultural biography of the telephone in Kibbutz Y, with special emphasis upon the practical and symbolic transition from public to private telephones, in order to discuss the role of deliberation in the adoption of new technologies. The biographical approach permits us to discuss parallel developments in the technology, the kibbutz ideology, the society and the interrelationships between them. The article argues that even within a community where ideology is transparent, such as a kibbutz, contradictions and dilemmas inform users' discourse."

Atton, Chris: Far-right media on the Internet: culture, discourse and power. – S. 573–588

„This study examines the discourse of the British National Party's (BNP) website. It explores the site as a form of alternative media, focusing on how it involves members and supporters in its discursive construction of racism. It finds that the discourses and identities produced are played out through a radical reformation of the concepts of power, culture and oppression. Drawing on the post-colonial notion of the Other, the BNP seeks to present itself, its activities and its members as responses to racism and oppression that, it argues, are practised by the Other. While this discourse is constructed through the everyday experiences and attitudes of its members, the hierarchically-determined nature of the site prevents those members from sustained, active involvement in the construction of their own identities. For this reason, the study concludes, the BNP's site is far from the more open, non-hierarchical practices of 'progressive' alternative media."

Chia, Stella C. et al: Mining the Internet plateau: an exploration of the adoption intention of non-users in Singapore. – S. 589–610

„This study examines the factors that affect the intention to adopt the internet among non-users against the backdrop of an emerging internet plateau. Using data from a telephone survey with a representative national sample of non-users in Singapore, this study attempts to understand better what may facilitate or impede non-users to adopt the internet in light of the theory of planned behavior. Findings indicate that, in addition to demographic factors, attitudes toward the internet and perceived control of several internal and external

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factors are predictive of individuals' intentions to get online in the future. Implications of the findings and future research directions are discussed."

Olsson, Tobias: Appropriating civic information and communication technology: a critical study of Swedish ICT policy visions. – S. 611–628

„With 71 percent of its households owning computers and having internet access, Sweden is one of the world's leading information and communication technology (ICT) nations. The prevalence of ICT has inspired the Swedish government to ascribe it as a civic tool, capable of cultivating more active citizenship and a stronger democracy. However, despite its lofty intentions, Sweden's ICT policy has a significant shortcoming: it is uninformed about the everyday lives of citizens. This article aims to shed light on ICT policy through an analysis of the appropriation of the computer and the internet in Swedish working-class households. Specifically, by drawing on semi- structured interviews, observations and media diaries with household respondents, the article critically discusses civic visions in Swedish ICT policy. It concludes with a recontextualizion of the discussion within an international arena."

Park, Han Woo; Thelwall, Mike: Web-science communication in the age of globalization. – S. 629–650

„The web is important for academic communication and publishing on an international scale, but it is difficult to assess the extent to which globalization actually has occurred. This article examines the connectivity structure of links between university websites in 25 Asian and European countries as a case study of an inter-regional and intra- regional web phenomenon. The five most linked-to universities in each nation-state were selected and network analysis techniques were used. The results suggested that the UK (and to a lesser extent some other European countries) has a high impact on the formation of link-xmediated academic networks in Asia and Europe. Universities' websites in Asia are more heavily connected to European universities than linked to each other. The overall findings were indicative of globalization rather than regionalism, but a better characterization might be globalization with regional imbalances and individual high performing countries."

Gillespie, Tarleton: Designed to „effectively frustate": copyright, technology and the agency of users. – S. 651–670

„Recently, the major US music and movie companies have pursued a dramatic renovation in their approach to copyright enforcement. This shift, from the 'code' of law to the 'code' of software, looks to technologies themselves to regulate or make unavailable those uses of content traditionally handled through law. Critics worry about the 'compliance' rules built into such systems: design mandates for manufacturers indicating what users can and cannot do under particular conditions. But these are accompanied by a second set of limitations: 'robustness' rules. Robustness rules obligate manufacturers to build devices such that they prevent tinkering – not only must the technology regulate its users, it must be inscrutable to them. This article examines this aspect of technical copyright reg-

ulation, looking particularly at the Content Scramble System (CSS) encryption system for DVDs and the recent 'broadcast flag' proposed for digital television. In the name of preventing piracy, these arrangements threaten to undermine users' sense of agency with their own technologies."

Arvidsson, Adam: „Quality singles": internet dating and the work of fantasy. – S. 671–690

„This article builds on a case study of the worldwide online dating site Match.com to develop a theoretical understanding of the place of communication and affect in the information economy. Drawing on theoretical debates, secondary sources, a qualitative survey of dating profiles and an analysis of the features and affordances of the Match.com site, the article argues that internet dating seeks to guide the technologically enhanced communicative and affective capacities of internet users to work in ways so that this produces economically valuable content. This is primarily achieved through branding, which as a technique of governance that seeks to work 'from below' and 'empower' users to deploy their freedom in certain particular, pre-programmed ways. The argument is that online dating provides a good illustration of how the information economy actively subsumes communicative action as a form of immaterial labour."

**Political communication
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Sparrow, Bartholomew H.: A Research Agenda for an Institutional Media. – S. 145–158

„This article presents a new institutionalism theory of news rooted in the open-systems approach developed in organizational theory. It argues that news media develop standard routines and practices-institutions-in response to three kinds of uncertainty: whether or how they will make a profit, establish their legitimacy, and find timely information. These routines and practices become taken-for-granted assumptions about how to produce news that span across news organizations to compose an institutional regime of news. It is argued that this regime constrains journalists working within major mainstream media organizations to produce extraordinarily homogeneous kinds of news. Directions for future research are suggested."

Cook, Timothy E.: The News Media as a Political Institution: Looking Backward and Looking Forward. – S. 159–172

„This article presents a new institutionalism approach to news grounded in sociological and historical approaches to new institutionalism and argues that this approach to news production has several advantages. Among them are that it encourages analysts to see the news as an outcome of interaction between journalists and other political actors, that it allows for variance in news coverage around a general tendency toward homogeneity in the news, and, finally, that it encourages scholars to examine the full range of news outlets in the media universe rather than to concentrate their attention on the narrow world of mainstream elite media. This approach is compared and contrasted with that offered by Sparrow elsewhere in this issue, and future directions for research are offered."

Kaplan, Richard L.: The News About New Institutionalism: Journalism's Ethic of Objectivity. – S. 173–186

„The author discusses the utility of sociology's new institutionalism (NI) in organizational theory for the study of journalism and contends that NI remedies the political and cultural deficits in most existing social theories of the news. By highlighting how news organizations and journalists are embedded in broader fields of news producers and also politics, NI reveals both the limits and possibilities that journalism confronts as it works to fulfill its ideal role in democratic society. This article explicates one version of NI's applicability to media studies by focusing on how journalism is entangled in the conflicts and values of the „political field," beyond the more limited domain of journalism proper. It then considers the relevance of this theory for explaining turn-of-the-20th-century transformations in journalism. Between 1865 and 1920, the American press redefined its highest ideals as well as its most mundane organizational practices. It changed from an avidly partisan press to a sober „objective" media. NI helps highlight how these transformations in journalism's mission reflected and refracted more overarching shifts in the American political system."

Benson, Rodney: News Media as a „Journalistic Field": What Bourdieu Adds to New Institutionalism, and Vice Versa. – S. 187–202

„Bourdieu's field theory and the new institutionalism of Cook and Sparrow are similar in that they call for a new unit of analysis for journalism studies: between the individual news organization and the society as a whole, the „mezzo-level" interorganizational and professional environment of the field/institution. Bourdieu's focus on competition and difference, rooted in processes of cultural and economic class distinctions both among audiences and cultural producers, supplements the new institutionalist emphasis on homogeneity; moreover, Bourdieu's emphasis on a professional or intellectual autonomy (however limited) of journalists as a collective body, elided in new institutionalist accounts, remains an essential element of any thorough media analysis. Conversely, new institutionalists' greater attention to the state as a partially autonomous influence on the journalistic field helps fill a crucial gap in Bourdieu's model. Both approaches could be improved by adopting a broader view and analyzing effects on news content and form of variations in national journalistic fields (and field configurations)-in particular the organizational/spatial ecology of journalistic competition, and the cultural inertia of professional traditions rooted in contingent historical processes of field formation."

Ryfe, David Michael: The Nature of News Rules. – S. 203–214

„Drawing on new institutionalist theory, this article presents a theory of news rules to explain the curious fact that so much of the news looks similar across news organizations, yet reporters maintain a great deal of autonomy in choosing which stories to report and how to report them. The theory hinges on a distinction between constitutive and regulative rules. Where constitutive rules tell us what the news is, regulative rules tell us how the news ought to be produced. The author argues that a better understanding of how these

types of rules implicate one another in the production of news explains why the news can be both homogeneous and variable at the same time."

Entman, Robert M.: Punctuating the Homogeneity of Institutionalized News: Abusing Prisoners at Abu Grhaib Versus Killing Civilians at Fallujah. – S. 215–224

„This article investigates a central assertion of new institutionalist approaches to news – that all things being equal news coverage will tend toward homogeneity – in an analysis of news coverage of events in Fallujah, Iraq, in April 2004. An index of homogeneity is developed borrowing from the Herfindahl-Hirschmann index of market concentration in economics. Using this index, it is shown that coverage of Fallujah in the major mainstream American news outlets was relatively homogeneous and in this respect apparently differed from the more diverse reporting on Abu Ghraib. The comparative homogeneity of Fallujah news is explained in part using new institutionalist principles. The author concludes that developing new institutionalist theory requires more precise conceptualization and measurement of its key predictions, such as the expectation that major national media usually cover big stories similarly."

Lawrence, Regina G.: Seeing the Whole Board: New Institutional Analysis of News Content. – S. 225–230

„The author assesses the merits of various new institutional approaches to news presented as part of a symposium on the subject and suggests that one of the advantages of these approaches is their effort to see the major variables of news production in relation to one another and moving in time. However, this very sensitivity to interaction and time makes new institutionalist explanations complex. In this regard, of particular importance is the tendency of new institutionalist theorists to conflate at least two definitions of institutions: formal organizations and informal, largely tacit understandings. This article explores the potential of new institutionalist theory in the context of a brief examination of news coverage of the Abu Ghraib prison abuse scandal in major mainstream American newspapers. It shows that the homogeneity of this coverage can be explained in the context of new institutionalist theory. Suggestions are offered for how those interested in new institutionalist explanations of news might move forward."

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Petersen, Thomas: Ein Experiment zur potentiellen Wirkung von Gegendarstellungen als Gegengewicht zu einer skandalisierenden Berichterstattung. – S. 153–167

„Der Beitrag beschreibt ein kontrolliertes Feldexperiment, mit dem der in der Forschung bisher wenig beachtete Frage nachgegangen wurde, inwieweit Gegendarstellungen die Meinungsbildung der Mediennutzer beeinflussen und einen durch die beanstandete vorangegangene Berichterstattung entstandenen Eindruck korrigieren können. Die Studie wurde im Januar 2004 durchgeführt. Ihr Anlass war die Affäre

um den damaligen Präsidenten der Bundesanstalt für Arbeit Florian Gerster. Bei einer Repräsentativumfrage wurde die Gesamtstichprobe von insgesamt rund 2000 Befragten in vier in sich repräsentative Teilgruppen von je 500 Personen unterteilt. Einer Gruppe wurde ein Zeitungsartikel präsentiert, der Gerster scharf angriff, zwei Befragtengruppen erhielten unterschiedliche Varianten einer vorgeblich von Gerster verfassten Gegendarstellung zu diesem Artikel. Die vierte Gruppe diente als Kontrollgruppe. Nach der Vorlage der Texte wurden die Befragten nach ihrer Einstellung zu Gerster befragt. Die Ergebnisse des Experiments deuten darauf hin, dass die Wirkung einer Gegendarstellung in ihrer Stärke tatsächlich, wie in der juristischen Literatur angenommen, ungefähr dem Effekt eines einzelnen, gleich langen Zeitungsartikels entspricht. Sie ist jedoch nicht annähernd in der Lage, eine Rufschädigung, die durch eine umfangreiche flankierende Berichterstattung ausgelöst wird, auszugleichen. Detailanalysen zeigen darüber hinaus, dass die Gegendarstellung tendenziell nicht zur Beilegung der öffentlichen Auseinandersetzung beiträgt, sondern eher zur Polarisierung der Meinungslager und damit zur Verschärfung des Konflikts."

Pöttker, Horst: Journalismus als Politik: eine explorative Analyse von NS-Presseanweisungen der Vorkriegszeit. – S. 168–182

„Die NS-Presseanweisungen der Vorkriegszeit stehen der Forschung seit einigen Jahren in publizierter Form zur Verfügung. Bisher werden sie vor allem punktuell als zeitgeschichtliche Quellen genutzt. Hier werden nun Ergebnisse einer systematischen Analyse aus kulturwissenschaftlicher Perspektive präsentiert. Untersucht wurde ein künstlicher Monat aus den Jahren 1933, 1935 und 1937 unter kommunikationshistorischen Fragestellungen. Ergebnisse: 1. Die Presseanweisungen dienten weniger der Durchsetzung von NS-Ideologie in der deutschen Bevölkerung als der internationalen Reputation des NS-Regimes und der Vermeidung außenpolitischer Konflikte. 2. Sogar nach heutigen Begriffen stand ein erheblicher Teil der nationalsozialistischen Presselenkung im Einklang mit journalistischen Standards und Praktiken. 3. Das gilt erst recht, wenn man die Tradition des deutschen Gesinnungsjournalismus bis 1945 berücksichtigt. Das NS-Regime hat zwar mit der Pluralität der politischen Richtungen im Journalismus aufgeräumt, gleichzeitig aber an das damalige Selbstverständnis der Journalisten als politische Publizisten an der Seite des Staats angeknüpft, wodurch Presselenkung und Zensur plausibel erscheinen mussten. Ob die Affinitäten zwischen Presseanweisungen und journalistischer Mentalität mehr für die Geschicklichkeit der nationalsozialistischen Propagandapolitik sprechen oder mehr gegen die Autonomie des deutschen Journalismus bis zu jener Zeit, bleibt weiteren Untersuchungen vorbehalten."

Mock, Thomas: Was ist ein Medium?: eine Unterscheidung kommunikations- und medienwissenschaftlicher Grundverständnisse eines zentralen Begriffs. – S. 183–200

„Medium ist neben Kommunikation zentraler Gegenstand der Kommunikations- und Medienwissenschaft. Dennoch oder vielmehr gerade deswegen handelt es sich um einen „äußerst unpräzisen und mehrdeutigen Begriff, der zudem über eine klare ‚evaluative Komponenz' verfügt. Vor diesem Hintergrund erscheint

es wenig aussichtsreich, den Begriff auf eines seiner vielen miteinander konkurrierenden Verständnisse festzulegen. Stattdessen wird die Frage „Wovon ist die Rede, wenn in der (deutschsprachigen) Kommunikations- und Medienwissenschaft von ‘Medium' die Rede ist?" in den Mittelpunkt der Betrachtung gerückt. Auf der Grundlage einer (Bedeutungs-)Analyse der vielfältigen Medienverständnisse und -konzeptionen und deren Systematisierung werden vier kommunikations- und medienwissenschaftliche Grundverständnisse von ‘Medium' identifiziert: Medium als Mittel der Wahrnehmung, Medium als Mittel der Verständigung, Medium als Mittel der Verbreitung sowie Medium als Form von Kommunikation."

Scherer, Helmut et al: So Nah und doch so fern?: zur Rolle des Nachrichtenfaktors „Nähe" in der internationalen Tagespresse. – S. 201–224

„Die Arbeiten von Östgaard (1965) sowie Galtung und Ruge (1965), die die Nachrichtenauswahl anhand von Nachrichtenfaktoren erklären, bilden einen zentralen Ansatzpunkt zur Analyse der internationalen Berichterstattung und der Identifikation ihrer Einflussfaktoren. Unsere Studie knüpft hieran an und analysiert die Auslandsberichterstattung von Tageszeitungen aus 127 Ländern, die in einer Stichwoche Ende September 2004 erhoben wurden. Die Analyse der Einflussfaktoren konzentriert sich auf die für die Auslandsberichterstattung relevanten länderbezogenen Nachrichtenfaktoren, insbesondere auf den Nachrichtenfaktor „Nähe". Hierfür werden externe Daten zu Ländermerkmalen herangezogen, die auf verschiedenen Dimensionen Nähe als Merkmal von Länderbeziehungen spezifizieren. Ökonomische, politische, geographische und sprachliche Nähe können bei dieser umfassenden Betrachtung des internationalen Berichterstattungsgeflechts als signifikante Nachrichtenfaktoren identifiziert werden. Die wirtschaftliche Beziehung zwischen zwei Ländern und eine gemeinsame Amtssprache stellen hierbei die stärksten Einflussfaktoren dar. Die zunehmend global ausgerichteten wirtschaftlichen Beziehungen spiegeln sich in der Länderauswahl der Auslandsberichterstattung von internationalen Tageszeitungen wider, was den Schluss nahe legt, dass auch die internationale Auslandsberichterstattung stärker als bisher dem allgemeinen Trend der Globalisierung unterliegt."

Schweiger, Wolfgang: Transmedialer Nutzungsstil und Rezipientenpersönlichkeit: theoretische Überlegungen und empirische Hinweise. – S. 290–312

„Der Ansatz des transmedialen Nutzungsstils (TMNS) nimmt individuelle Mediennutzungsstile an, die sich nicht nur situationsübergreifend, sondern auch medienübergreifend beobachten lassen. Bisher blieb die Frage nach den Ursachen des TMNS offen. Bekanntlich prägt die Persönlichkeit von Rezipienten ihren Umgang mit Medien. Allerdings hängen medienspezifische Nutzungsstile stark von den Eigenschaften des jeweiligen Mediums ab und lassen sich deshalb nur teilweise durch die Rezipientenpersönlichkeit prognostizieren. Der TMNS als größter gemeinsamer Nenner über Mediengattungen hinweg sollte stärker mit der Persönlichkeit korrelieren. Diese Annahme wird anhand einer Befragung von n=382 Personen überprüft, die neben verschiedenen Mediennutzungsstil- Dimensionen eine Reihe psychologischer Persönlichkeitsvariablen erhob. Weitere Analy-

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sen identifizieren vier TMNS-Typen, die sich durch die Faktoren Selektivität und Kontrolle/Planung unterscheiden und anschaulich durch die erhobenen Persönlichkeitsvariablen beschreiben lassen. Damit wurde eine eindeutige Verbindung zwischen der Persönlichkeit eines Rezipienten und seinem TMNS nachgewiesen."

Marcinkowski, Frank: Warum täuscht sich die Öffentlichkeit über ihre eigene Meinung?: kommunikative und soziokulturelle Ursachen der Fehleinschätzung politischer Mehrheiten. – S. 313–332

„Menschen neigen dazu, ihre eigenen Ansichten und Verhaltensweisen dem anzupassen, was sie für die mehrheitlich unterstützten Standards ihrer gesellschaftlichen Umwelt halten. Aus diesem Grund sind Wahrnehmungen der Mehrheitsmeinung ein wichtiger Faktor bei der Herausbildung individueller und kollektiver Meinungen, nicht zuletzt im politischen Prozess. Zwei theoretische Konzepte analysieren die Entstehung solcher Wahrnehmungen. Während das Theorem der Schweigespirale den Einfluss der Massenmedien auf die Wahrnehmung des Meinungsklimas betont, konzentriert sich die Forschung zur Pluralistischen Ignoranz auf sozio-kulturelle Bedingungen, die zur Fehlwahrnehmung von Mehrheitsmeinungen beitragen. Im vorliegenden Beitrag werden beide Konzepte benutzt, um die Wahrnehmung der öffentlichen Meinung im Vorfeld einer direktdemokratischen Sachabstimmung zu erklären. Die Analyse zeigt, dass zutreffende Hinweise von Massenmedien und interpersonale Kommunikation dann wirkungslos bleiben, wenn die Mehrheit eine politische Position einnimmt, die politisch-kulturell als tabuisiert gilt."

Scherer, Helmut; Schneider, Beate; Gonser, Nicole: „Am Tage schaue ich nicht fern!": Determinanten der Mediennutzung älterer Menschen. – S. 333–348

„Trotz des zunehmenden Anteils älterer Menschen an unserer Gesellschaft beschäftigt sich die Medienwissenschaft selten mit dieser Nutzergruppe. Bestehende Studien beschränken sich vielfach nur auf die Betrachtung des kalendarischen Alters und versäumen zudem einen theoretischen Zugang. Vorliegende Untersuchung greift theoretische Hinweise aus der Alter(n)sforschung auf, die „Altern" als mehrdimensionalen Prozess beschreibt, und verknüpft sie mit nutzerorientierten Perspektiven der Publikumsforschung. Die theoretischen Überlegungen werden anhand qualitativer Daten nachgezeichnet, die aus Leitfadeninterviews mit älteren Menschen gewonnen wurden. Dabei gelingt es, Erwartungen, Bewertungen und Ressourcen, die das Medienhandeln in der spezifischen sozialen Lage „Altern" determinieren, differenziert zu erklären."

Rühl, Manfred: Globalisierung der Kommunikationswissenschaft: Denkprämissen – Schlüsselbegriffe – Theorienarchitektur. – S. 349–369

„Die im Ganzen erfolgreiche empirische Forschung konnte das wissenschaftliche Wissen über die Medien, das Handeln oder das Verhalten auf mikroanalytischer Ebene vermehren. Heute entwirft eine weltweit operierende Kommunikationskommunität öfter mal übergreifende Gesamtkonzeptionen, um das Wissen über die menschliche Kommunikation in ihren sachlichen, sozialen und zeitlichen Dimensionen transparenter zu machen. Es ist die Ambition dieses Beitrags, in wissenschaftshistorischer Perspektive Denkprämissen, Schlüsselbegriffe und Theorietendenzen aufzuzeigen, zur Rekonstruktion einer Theorie der Kommunikationswissenschaft, die sich eignet, Globalisierungsprobleme zu untersuchen."

Rundfunk und Geschichte
32 (2006) Nr 1–2

Buchloh, Stephan: Fernsehästhetik, Filmkunst oder Kommerzkino?: das Film/Fernseh-Abkommen der Jahre 1974 bis 1990 im Streit der Interessen. – S. 5–17

Fuge, Janina: Der „Wellen-Detektiv" und das „Gute in dem Herrn Schwarzhörer": die Schwarzhörerreaktionen des Nordwestdeutschen Rundfunks 1951-1954. – S. 18–33

Grünthal, Günther: „Blick in die Zeit": Dokumente zur Geschichte des politischen Programmangebots am Ende der Weimarer Republik. – S. 34–48

Studies in Communication Sciences
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Schulz, Peter J.; Nakamoto, Kent: Enhancing Health Literacy Through Communication. – S. 1–262

Das Themenheft veröffentlicht zahlreiche Beiträge zum Thema „Gesundheitskommunikation".

Zeitschrift für Medienpsychologie
18 (2006) Nr 3

Nieding, Gerhild et al: Werbung im Fernsehen: experimentelle Methoden zur Erfassung der Verstehensleistung von Kindern. – S. 94–105

„In zwei Experimenten wurde der Frage nachgegangen, wie Kinder die Fähigkeit entwickeln, zwischen Werbung und anderen Programmformaten zu unterscheiden. In der Forschungsliteratur sind bislang im Besonderen zwei Fragen ungeklärt: (1) Ab welchem Alter können Kinder Werbung von Kinderfilmgenres diskriminieren, wenn keine singulären salienten Merkmale für Werbung vorliegen? (2) Ab wann wird das Konzept „Werbung" spontan zur Klassifikation von Programmformaten benutzt? Zur Beantwortung von Frage 1 wurden in einem Experiment mit 5- und 8- jährigen Kindern kurze Ausschnitte von Werbeclips und Kinderfilmen dargeboten. Die Kinder sollten schnellstmöglich mittels Tastendruck zwischen den beiden Programmformaten unterscheiden. Bereits die 5- Jährigen wiesen unter dieser Bedingung überzufällig hohe Trefferquoten auf. Zur Klärung von Frage 2 wurden in einem weiteren Experiment 4- und 9-Jährige mit einem Oddity-Problem konfrontiert, das eine Konzeptüberprüfung ohne Induktion der zu-

grunde liegenden konzeptuellen Kategorien zulässt. Dargeboten wurde ein Werbeclip zusammen mit zwei Kinderfilmen oder ein Kinderfilm zusammen mit zwei Werbeclips. Die Kinder erhielten eine explizite Oddity-Instruktion („Eines davon ist Anders"). Bereits die 4-jährigen Kinder waren dazu in der Lage, das Konzept „Werbung" über dem Zufallsniveau anzuwenden."

Bock, Michael; Izquierdo, Siracusa Gomez: Product Placement, Markengedächtnis, Markenimage (1): Literaturübersicht und ein weiterführendes Experiment. – S. 106–118

„Nach den Ergebnissen bisheriger Untersuchungen ist unklar, inwieweit es sich bei dem Product Placement um eine effektive Werbemethode handelt. In einer eigenen Untersuchung mit zwei James-Bond-Filmen haben wir deshalb überprüft, inwieweit diese Methode geeignet ist, das implizite und explizite Markengedächtnis und das Markenimage zu verbessern. Bei der Messung des impliziten Gedächtnisses wurden Markenfragmente und Produktkategorien dargeboten, zu denen spontan beliebige Wörter assoziiert werden sollten. Bei der Messung des expliziten Gedächtnisses sollten die platzierten Marken erinnert werden, und zwar ebenfalls mit Hilfe der Fragmente und Produktkategorien. Außerdem wurde ein Rekognitionstest durchgeführt. Das Markenimage wurde auf fünf verschiedenen Einstufungsskalen gemessen. Insgesamt blieb das Product Placement jedoch weitgehend wirkungslos: Es verbesserte weder die impliziten Markenerinnerungen noch das Markenimage, und die expliziten Markenerinnerungen nur wenig."

Rosaen, Sarah F.; Boyson, Aaron R.; Smith, Stacy L.: Aggression-Related Characteristics and the Selection of Media Violence. – S. 119–130

„In einer Fragebogenstudie mit 341 Teilnehmer/inne/n (118 männlich, 223 weiblich) wurden fünf aggressionsbezogene Persönlichkeitseigenschaften und deren Relation zur Präferenz für gewalthaltige Medienangebote erfasst. Es wurde vermutet, dass die Präferenz für gewalthaltige Medienangebote positiv mit Aggressivität, Impulsivität und sensation seeking und negativ mit Empathie und Schuld korreliert. Hierarchische Regressionsanalysen ergeben jedoch nur für Aggressivität konsistent hypothesenkonforme Ergebnisse: Es zeigen sich signifikante positive Beziehungen zwischen Aggressivität und der Häufigkeit des Konsums gewalthaltiger Medienangebote. Das Geschlecht erweist sich ebenfalls als signifikanter Moderator der Beziehung zwischen sensation seeking, Impulsivität, Schuld und dem Konsum gewalthaltiger Medienangebote. Diese Ergebnisse lassen vermuten, dass gewalthaltige Medienangebote für Frauen einen ganz anderen Wert besitzen als für Männer. Als theoretischer Rahmen der Untersuchung (sowohl bei der Herleitung der Hypothesen als auch bei der Interpretation der Befunde) dient die selective exposure-Theorie. Insgesamt legt die vorliegende Studie nahe, dass eine generelle Disposition für Wut, Feindseligkeit und Aggression zwar ein schwacher, aber dennoch der beste Prädiktor für die Entscheidung zum Konsum gewalthaltiger Medienangebote ist."

Maurer, Marcus: Wie Phoenix aus der Asche: fünf Gründe, warum Angela Merkel neuerdings so beliebt ist – und es vielleicht nicht lange bleibt. S. 131–134

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Brauneck, Anja; Brauner, Frank: Optionsverträge über künftige Werke im Filmbereich. – S. 513–522

Reinemann, Susanne: DVB-H, DMB und interaktive Fernbedienung: ist der Rundfunk(begriff) den neuesten technischen Entwicklungen gewachsen?. – S. 523–530

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