

Zeitschriftenlese

afp

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Rau, Peter: Kunstfreiheit, Persönlichkeitsrecht und das Gebot der praktischen Konkordanz. – S. 1-6

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Communicatio Socialis

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Hömberg, Walter: Ratlose Ratgeber?: Prämissen, Probleme und Perspektiven journalistischer Lebenshilfe. – S. 3-20

Renner, Karl N.: Expansion der Ratgeber- und Lebenshilfeformate im Fernsehen: quantitative und qualitative Untersuchung zu Sendungen im deutschen TV-Programm. – S. 21-43

Jäckel, Michael; Pauly, Serge: Die Spaltung Belgiens als Fernsehfiktion: ein Medienexperiment und die Debatte um Ethik und Wirkung. – S. 44-68

Communication Research

Jg 36 (2009) Nr 1

Matsunaga, Masaki; Imahori, Tadasu Todd: Profiling Family Communication Standards: A U.S.-Japan Comparison. – S. 3-31

Mortenson, Steven T.: Interpersonal Trust and Social Skill in Seeking Social Support Among Chinese and American. – S. 32-53

Choi, Jounghwa; Yang, Myengja; Chang, Jeongheon JC: Elaboration of the Hostile Media Phenomenon: The Role of Involvement, Media Skepticism, Congruency of Perceived Media Influence, and Perceived Opinion Climate. – S. 54-75

„Hostile media perception (HMP) is a phenomenon showing the significance of individual factors in evaluation of media content. Extending theoretical understanding of HMP, this study has two purposes: (a) to

examine the roles of different types of involvement in hostile media effect (HME), that is, value-relevant and outcome-relevant involvement, and (b) to explore relationships between HMP and other media-related perceptions, such as congruency of perceived media influence, media skepticism, and perceived opinion climate. Data were collected from college students in South Korea. Results suggest that value-relevant involvement, rather than outcome-relevant involvement, is a critical predictor of HMP in the context of news coverage of the National Security Law in Korea. HMP also was a significant predictor of congruency of presumed media influence, which in turn predicted perceived opinion climate.“

Münzer, Stefan; Holmer, Torsten: Bridging the Gap between Media Synchronicity and Task Performance: Effects of Media Characteristics on Process Variables and Task Performance Indicators in an Information Pooling Task. – S. 76-103

„The study examines effects of media synchronicity in a group problem-solving task. The media characteristics of parallelism, immediacy of feedback, and reprocessability are varied within text-based computer-mediated communication. The hidden profile task requires groups to exchange unshared pieces of information and to integrate them. Contrary to expectations, asynchronous media characteristics do not support the production of unshared information. Furthermore, asynchronous media characteristics result in higher engagement in integrating information during discussion. Asynchronous media characteristics decrease the coherence of the discourse and increase the mental effort of the participants. Since coherence and mental effort indicate that asynchronous media characteristics impede the information integration process, the higher engagement in information integration is interpreted as compensatory effort.“

Shen, Lijiang et al: The Impact of Attitude Accessibility and Decision Style on Adolescents' Biased Processing of Health-Related Public Service Announcements. – S. 104-128

„This article examines how cognitive structures and processes that highlight some aspects of messages but inhibit the salience of others affect adolescents' processing of public service announcements (PSAs). The cognitive structures assessed were attitude accessibility and decision styles (need for cognition and faith in intuition). A 2 (gender: male vs. female) x 2 (race: Caucasian vs. African American) x 4 (message type) mixed design with message type as a within-subjects factor was utilized. Three hundred twenty-five teens (M age = 14.97) were randomly assigned to view one PSA of each type, presented in a random order. Multilevel modeling analyses showed that attitude accessibility and need for cognition interact with attitude to affect adolescents' biased processing while faith in intuition negatively predicts perceived message bias. Race and gender were also significant predictors of perceived message bias. Implications for message design and health communication are discussed.“

Brown, Jane D.; L'Engle, Kelly L.: X-Rated: Sexual Attitudes and Behaviors Associated With U.S. Early Adolescents' Exposure to Sexually Explicit Media. – S. 129-151

Communication Theory
Jg 19 (2009) Nr 1

Southwell, Brian G.; Yzer, Marco C.: When (and Why) Interpersonal Talk Matters for Campaigns. – S. 1-8

„We discuss how selected theoretical advances address key gaps in our understanding of the intersection of conversation and campaigns. Included are the possibilities that interpersonal interaction might spread inoculation, that social network density might affect the translation of mass media messages into public sentiment, that campaign message form might prompt people to talk, that conversation might be a crucial link between campaign efforts and key political outcomes, and that timing might matter in predicting when talk will have an effect on elections. We also highlight some opportunities for inquiry that these ideas present. Because conversation appears to be a strategic response to increased issue salience and relevance, in part, systematic exploration of the social motives for conversation in campaign contexts promises to be particularly fruitful.“

Compton, Josh; Pfau, Michael: Spreading Inoculation: Inoculation, Resistance to Influence, and Word-of-Mouth Communication. – S. 9-28

„Although inoculation has established efficacy in conferring resistance to influence for those directly exposed to inoculation pretreatment messages, we argue that inoculation's effects may extend beyond those directly exposed to others via word-of-mouth communication (WOMC) along social networks. Specifically, we argue that inoculation's effects on attitude accessibility, involvement, and threat are particularly conducive to the spread of inoculation content, offering WOMC as a new inoculation modality.“

Morgan, Susan E.: The Intersection of Conversation, Cognitions, and Campaigns: The Social Representation of Organ Donation. – S. 29-48

Hoeken, Hans et al: Using Message Form to Stimulate Conversations: The Case of Tropes. – S. 49-65

Cho, Jaeho et al: Campaigns, Reflection, and Deliberation: Advancing an O-S-R-O-R Model of Communication Effects. – S. 66-88

Hardy, Bruce W.; Scheufele, Dietram A.: Presidential Campaign Dynamics and the Ebb and Flow of Talk as a Moderator: Media Exposure, Knowledge, and Political Discussion. – S. 89-101

„This article outlines the dynamic nature of interpersonal discussion about politics and its interactive influence with mass media on candidate issue stances during U.S. presidential campaigns. Using data from the 2004 National Annenberg Election Survey (NAES) for illustration purposes, we show that the interactive relationship between news media and political talk is not static or consistently significant throughout elections. Rather, our illustration shows a rough correspondence between major campaign events and a significant negative interaction between political talk and news media use on knowledge of candidate issue stances. We theorize that major campaign media events influence the sheer amount of discussion citizens engage in, and we show that an increase in discussion coincides with an amplification of inaccuracies concerning knowledge of candidate issue stances. This may be due to the increase in the number of individuals talking about politics after these major campaign events, which in turn produces an overall increase in political discussion across the electorate. This influx of new discussants after major campaign events increases the proportion of what we call „seasonal discussants.“ Increasing the proportion of voters who tune in to the debates or conventions may not do much to increase the levels of expertise in follow-up discussions among citizens.“

Communication, Culture & Critique
Jg 1 (2008) Nr 2

Scodari, Christine: Frozen in Time: Gender, Fan Culture, and a Young Widow's Icy Terrain. – S. 143-162

Alleyne, Mark: Manufacturing Peace Through International Communication Policies: United Nations Public Information Strategy in Guatemala 1996-2004. – S. 163-178

Barnett, Barbara: Framing Rape: an examination of Public Relations Strategies in the Duke University Lacrosse Case. – S. 179-202

„In Spring 2006, three White Duke University lacrosse players were charged with raping a Black female student from nearby North Carolina Central University at an off-campus party. Reports of the alleged crime captured news media attention, prompting a public relations campaign by Duke to maintain its image as an elite educational institution and an academic powerhouse. During the 15 months the charges were pending, the university framed its discussion in terms of reason versus emotion, with the university positioning itself as a calm voice amid diatribe and as a victim of unfair and untrue media reports. The charges ultimately were dropped. Although Duke was adept at speaking about its own integrity, it did little to discuss larger issues at play, such as sexual objectification of women, the risks of sexual violence on college campuses, and the perceptions of privilege in U.S. college athletics. In sum, Duke faced a public relations challenge that involved allegations of rape but spent little time actually discussing rape.“

Svensson, Jakob: Expressive Rationality: a different approach for understanding participation in municipal deliberative practices. – S. 203-221

„Why do people engage in municipal deliberative practices? The aim of this article is to explore inhabitants' motivations for participating in deliberations organized by Civic Committees in the south Swedish municipality of Helsingborg. I have done this through an ethnographic study, observing deliberative practices and interviewing inhabitants, politicians, and municipal officials in Helsingborg. This study is also theoretically inspired. I argue that the Civic Committees are inspired by deliberative theories of democracy in order to address changing patterns of political participation in late modernity. It is especially the deliberative focus on rationality as communicative, rather than instrumental, that is attractive for a municipality trying to reorient civic participation back to its institutions. However, by focusing on the issue of motivation, I argue that neither the instrumental nor the communicative account of rationality is satisfactory in fully understanding inhabitants' motivations for participating in municipal deliberative practices in late modernity. With a focus on identity, I therefore suggest a more expressive account of rationality.“

Durham, Chris: The Road To Guantanamo (Michael Winterbottom/Mat Whitecross, 2006): a commentary. – S. 22-226

Jg 1 (2008) Nr 3

Covarrubias, Patricia Olivia: Masked Silence Sequences: Hearing Discrimination in the College Classroom. – S. 227-252

„This essay examines the ways that some college students bear the costs of silence-mediated racialized communication in everyday classroom activities. Specifically, White privilege is shown to enable racially laden communication that regenerates the social exclusion of American Indian students. Combining interpretive approaches from the ethnography of communication and critical Whiteness theories, this inquiry draws from data collected from 35 American Indian students in a western U.S. university. By introducing the concept of masked silence sequences and offering a definition for discriminatory silence, this study harnesses attention on the discursive strategies resulting in the perpetuated marginalization of a particular people of color. This study also offers the identification of potential loci wherein we as educators can collaborate to enact necessary redressive action and help construct more equitable and inclusive contexts for all students.“

Hayward, Susan: Beyond Desire?: Star Bodies and Sensation. – S. 253-267

Murphy, Patrick D.: Writing Media Culture: Representation and Experience in Media Ethnography. – S. 268-286

Henson, Lori; Parameswaran, Radhika E.: Getting Real With „Tell it like it is“ Talk Therapy: Hegemonic Masculinity and the „Dr Phil“ Show. – S. 287-310

Swenson, Kristin: Capitalizing on Affect: Vialogra (in)Action. – S. 311-328

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Abah, Adedayo Ladigbolu: One Step Forward, Two Steps Backward: African Women in Nigerian Video-Film. – S. 335-357

Cammaerts, Bart: Critiques on the Participatory Potentials of Web 2.0. – S. 358-377

Harrison, Simon J.; Todd, Zazie: Talk About Terrorism and the Media: Communicating With the Conduit Metaphor. – S. 378-395

„The conduit metaphor is the primary expression of linguistic communication in our culture (M. J. Reddy, 1979). It structures theories and frameworks based on the „Code Model“ (from C. E. Shannon & W. Weaver, 1949) such as the Social Amplification of Risk Framework (R. E. Kasperson et al., 1988; N. Pidgeon, R. E. Kasperson, & P. Slovic, [Eds] 2003). The conduit metaphor structure objectifies source, receiver, and messages, which are talked of as „objects“ or „substances“ passed along a conduit to a receiver to be recovered. Metaphor analysis of 6 semistructured interviews with laypersons about terrorism and the media showed how the conduit metaphor structures a subjective process of reification, quantification, comparison, and judgment. This interpretation suggests that the demands of the conduit metaphor structure for the transferred message to be „invariant“ and „pure“ can influence relationships of trust and blame between media and public. The authors suggest that a notion of interactive communication between the media and the public should take into consideration the power of the conduit metaphor structure to shape understandings.“

Jensen, Robin E.: Sexual Polysemy: The Discursive Ground of Talk about Sex and Education in U.S. History. – S. 396-415

Steeves, H. Leslie: Commodifying Africa on U.S. Network Reality Television. – S. 416-446

„Drawing on postcolonial studies, hegemony theory, Marxian commodification, and previous critiques of Africa's portrayal in colonial narratives, Western news, and tourism advertising, this qualitative study examines Africa's representation through January 2008 on three U.S. network reality television programs: the CBS hits *Survivor* and *The Amazing Race* and the FOX talent contest *American Idol* in its „Idol Gives Back“ fundraiser. Specifically, I ask whether representations reveal Africa's continued colonization via commodification in three ways: by erasing or including African specificity, by relying on static voiceless images or allowing Africans agency, and by placing American visitors in varied hybrid en-

counter roles revealing their complicity with or resistance to colonial and neocolonial Western dominance. As cultural mixture is a central feature commodified in these programs, the postcolonial concept hybridity is a particularly useful analytic tool. The notion of „hybrid encounter“ is proposed to more accurately describe the contact represented in the texts. I argue that Africa's representation on reality television reveals old narrative patterns as well as new ways of commodifying the continent. The programs also reinforce Western political economic dominance at a time of greatly increased tourism to developing countries alongside global product advertising aligned with the trendy lifestyle values of adventure travel.“

Jg 2 (2009) Nr 1

Atkinson, Joshua; Calafell, Bernadette: Darth Vader Made Me Do It!: Anakin Skywalker's Avoidance of Responsibility and the Gray Areas of Hegemonic Masculinity in the „Star Wars“ Universe. – S. 1-20

Balaji, Murali: Owing Black Masculinity: the Intersection of Cultural Commodification and Self-Construction in Rap Music Videos. – S. 21-38

Boczkowski, Pablo J.: Technology, Monitoring, and Imitation in Contemporary News Work. – S. 39-59

„This paper addresses two related changes in contemporary journalistic practice. First, there has been an increase in journalists' use of technology to learn about the stories competitors and other players are working on and a parallel decrease in the reliance on face-to-face encounters with colleagues to gather this information. Second, this greater technology use has been tied to an intensification of monitoring and an expansion of imitation in the newsroom. Drawing upon an ethnographic study of editorial work in the leading online and print newspapers of Argentina, these changes are analyzed to make scholarly contributions about the role of technology in monitoring and imitation. This analysis also provides a window into the intersection of communication, culture, and critique in contemporary journalism by showing how recent forms of technological appropriation in the newsroom have shaped how journalists gather information and make meaning out of it in a way that affects their ability to be critical.“

Gunaratne, Shelton A.: Globalization: A Non-Western Perspective: the Bias of Social Science/Communication Oligopoly. – S. 60-82

„This essay asserts that the discourse on globalization as filtered through the social science oligopoly of Britain, France, and the United States-is an extension of the dominant (classical) modernization/development paradigm, traceable to Weber and Hegel, whose views contributed much toward what critics identify today as Orientalism and Eurocentrism. Anthropocentrism and the belief that progress involves

emulating the West (center) by the rest (periphery) are part and parcel of social science, which tends to project its European universalism as universal universalism. This essay argues that an alternative view of globalization is possible through the perspective of Eastern, particularly Buddhist, philosophy, which sees globalization as an ongoing dynamic process involving the entire environment in which humanity is only one actor. Daoism sees globalization as increasing diversity (engendered by the interaction of yin and yang) in perpetual interaction within unity, which the ineluctable Dao represents.“

Hoerl, Kristen E.; Cloud, Dana L.; Jarvis, Sharon E.: Deranged Loners and Demented Outsiders?: Therapeutic News Frames of Presidential Assassination Attempts, 1973-2001. – S. 83-109

Page, Janis Teruggi; Duffy, Margaret E.: A Battle of Visions: dueling Images of Morality in U.S. Political Campaign TV ads. – S. 110-135

„Televised political campaign advertising remains the most influential means for candidates to communicate with the public. One of the most closely watched political races in the United States played out on TV during the fall of 2006, matching Missouri senatorial candidates who held widely diverse ideologies yet championed very similar issues that were hot button topics nationwide. We applied symbolic convergence theory with its critical method, fantasy theme analysis (FTA), because of its facility to explore and understand meaning constructed through the convergence and competition of alternate symbolic worlds. Through this method, not previously used as a means of tracking the rhetorical visions of competing political campaign TV spots, we explain the master analogue that underpins the advertising rhetoric and offer insights into how candidates and voters make policy choices and the rationales they use to defend them. We illustrate that both the verbal and the visual narratives depict the vastly diverse rhetorical visions of the candidates and, by extension, their supporters based on opposing views of morality associated with Republican and Democratic worldviews. This study extends the reach of FTA in studying the visual signs and symbols of political advertising.“

Communications

Jg 34 (2009) Nr 1

Puijk, Roel: Intense media coverage. – S. 1-20

Stetka, Vaclav: Media events and European visions: Czech Republic in the 2007 Eurovision Song Contest. – S. 21-38

„In this article, the author deals with the relationship between the supposed socio-integrative role of media events, as defined by Dayan and Katz, and the processes of European integration and identity building. He focuses specifically on the Eurovision Song Contest and the way it has been historically promoted as a tool for raising European consciousness, as well as

on the difficulties with maintaining this role in the context of the growing number of participating countries. These issues are further explored through an empirical analysis of the 2007 Eurovision Song Contest in the Czech Republic, which was a debuting country that year. This case study shows that the event was largely unsuccessful and met both with a lack of audience interest as well as with media criticism and even disdain. It also demonstrates how, in light of the Czech musical representative's failure in the ESC, the Czech media scene adopted a nationalist-defensive stance and created an image of a moral victory over decadent Europe.“

Computer Law Review International

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Gaster, Jens; Marlow, Thomas: The European Commission's „forward-looking“ intellectual Property Package of 16 July 2008. – S. 1-5

Sloane, Peter S.; McMahon, Sean P.: Reviewing U.S. Copyright Law and the Internet in 2008. – S. 6-8

Weber, Rolf H.; Weber, Romana: Inclusion of the Civil Society in the Governance of the Internet: can lessons be drawn from the Environmental Legal Framework?. – S. 9-14

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Bremer, Diana: Möglichkeiten und Grenzen des Mobile Commerce. – S. 12-17

Härtling, Nico: „Prangewirkung“ und „Zeitfaktor“: 14 Thesen zu Meinungsfreiheit, Persönlichkeitsrechten und Datenschutz im Netz. – S. 21-29

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Kim, Stefan; Müller-Hengstenberg, Claus D.: Die EVB-IT Systeme: ein Mustervertrag mit hohen Risiken?. – S. 69-75

Ellinghaus, Ulrich: Die Regulierungsverfugung in der verwaltungsgerichtlichen Praxis:

zur Konturierung eines komplexen Rechtsinstituts. – S. 87-90

Niemann, Fabian: Schrankenlose Bildersuche?: zur entsprechenden Anwendung von § 49 UrhG auf Bildersuchmaschinen. – S. 97-102

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Grapentin, Sabine; Ströbl, Albin: Third Party Maintenance: Abschlusszwang und Koppelungsverlangen. – S. 137-142

Kroll, Wolfgang: Provisionsänderungs- und Stornoklauseln zu Lasten des Kundenvermittlers. – S. 147-151

Heidrich, Joerg: Rechtliche Fragen bei der Verwendung von DNS-Blacklisting zur Spam-Filtrierung. – S. 168-174

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Schuster, Fabian: Rechtsnatur der Service Level bei IT-Verträgen: wie die Gestaltung von Service Levels die Leistung, die Gewährleistung und den Vertragstyp konkretisiert. – S. 205-210

Polenz, Sven: Speicherpflichten für Unternehmer nach § 113a TKG. – S. 225-229

Schirmbacher, Martin; Ihmor, Markus: Affiliate-Werbung: Geschäftsmodell, Vertragsgestaltung und Haftung. – S. 245-251

Convergence

Jg 15 (2009) Nr 1

Bénézet, Delphine: Recombinant Poetics, Urban „Flânerie“, and Experimentation in the Database Narrative „Bleeding Through: Layers of Los Angeles 1920-1986“. – S. 55-74

„Bleeding Through: Layers of Los Angeles 1920–1986, is a DVD-ROM produced under the auspices of the Labyrinth Project at the University of Southern California, and directed by the scholar/artist Norman Klein. Drawing on hundreds of photographs, newspaper clippings and films from the archives of USC, and the Los Angeles Public Library, among other sources, this DVD offers us the chance to reconsider our understanding and vision of Southern California. This database narrative proposes a multi-perspectived and critically informed exploration of Los Angeles, which to this day remains surprisingly unexamined. This article analyses this unconventional project and examines its objectives. Klein's experimental flânerie invites us to a renewed urban experience that relies on a set of distinctive formal characteristics. I will therefore discuss this project's exploration of mediatic combinations, and its resistance to

narrative closure, in order to demonstrate that Klein tries to reinvent the way to engage with art and to write history.“

Verweij, Peter: Making Convergence Work in the Newsroom: A Case Study of Convergence of Print, Radio, Television and Online Newsroom at the African Media Matrix in South Africa During the National Arts Festival. – S. 75-88

Roig, Antoni et al: Videogames as Media Practice: An Exploration of the Intersections Between Play and Audiovisual Culture. – S. 89-104

„Our aim in this article is to explore videogames as new media practices, not in isolation but as part of broader media transformations related to the development of current digital technologies. Videogames are the product of a hybridization process between audiovisual media forms and game cultures, rapidly gaining popularity among kids and the elderly population. The experience of audiovisual consumption and aesthetic pleasure is enhanced by interactive and game amusement components not found in previous audiovisual genres such as cinema or TV. In fact, videogames situate ‘play’ at the core of the audiovisual experience, introducing innovative changes in audiovisual production and reception patterns. Our proposal is that videogames introduce a new relationship between subject and representation that goes far beyond the ‘spectatorship’ position, pointing to a playful relationship with images that may be useful for understanding new forms of media practices. Videogames, thus, as a new media practice, can be seen as an exponent of greater change not only regarding how media are produced and consumed, but also in the way leisure is organized and in the role of play in our everyday life.“

Huang, Edgar: The Causes of Youth's Low News Consumption and Strategies for Making Youths Happy News Consumers. – S. 105-122

Javnost
Jg 16 (2009) Nr 1

Gripsrud, Jostein: Digitising the Public Sphere: Two Key Studies. – S. 5-16

„The discussion on how democracy is affected by the introduction and functioning of digital media and the Internet has been going on for at least two decades. Starting from the perspective of democratic theory and specifically theories of the public sphere, this article tries to outline two key issues and what the current status of knowledge and debates on these appears to be. Referring to and drawing on all the other contributions to this issue of Javnost-The Public, the theoretical as well as the empirical, it is argued that while there is no doubt digitisation of the public sphere adds new dimensions and new forms of discourse, the implications of these for the overall quality or health of democracy are still quite differently

understood by scholars working in these issues. Consequently, further theoretical work is required, but, perhaps even more important, a variety of empirical studies.“

Rasmussen, Terje: The Significance of Internet Communication in Public Deliberation. – S. 17-32

„The article addresses recent structural changes in the public sphere related to media as platforms for debate and deliberation. New media platforms for communication lead to changes in the communication structure itself. This can easily be seen in the differentiation processes of the public sphere that is now taking place: The differentiation of topics, styles and actors is an astonishing phenomenon, is constantly a topic of debate in itself, often labelled as both decay and democratisation. I argue that as Internet-based media take actively part in, and accelerate the internal differentiation of the public sphere, the role and function of the public sphere is put in a new light. Inner divisions of labour in the public sphere emerge, which forces us to reconsider conventional understandings of the political public sphere vis-à-vis political deliberation. The article addresses this new complexity of public discourse and presents a revised view on its democratic functions. I argue that as a consequence of the Internet, social and political theory need to distinguish between a presentational and a representational dimension, each serving different functions. I also argue that the altered media composition underlying the public sphere suggests a more network-like view on national and international public spheres.“

Trenz, Hans-Jörg: Digital Media and the Return of the Representative Public Sphere. – S. 33-46

„This article analyses how digital media redefine the boundaries of the political public sphere. Against the mainstream assumption of a new emancipatory potential of the digital media, which strengthens the participatory and interactive elements of the public sphere, it is argued that digital media introduce a new representative order of political communication. In this sense, there is a need to conceptualise the digital public sphere in relation to political representation. Digital media do not straightforwardly unbound political communication in replacing the representativeness of the national public sphere. The performance of the Internet in promoting political communication remains rather limited and, by and large, continues to reproduce the national public sphere. At the same time, the digital media have multiplied the symbolism of representation, which is continuously in the making, by providing new offers for the identification of publicness through shared problems and solutions.“

Ludes, Peter: Globalising Network Public Spheres: the Dissolution of the Public Sphere into Private Attention Markets. – S. 47-58

„The trend of the 1970s and 1980s of the previous century, which led to the so-called TV-society with parasocial interactions, now has led to an all-invasive me-

diatisation and the dissolution of the public sphere into private attention-markets. Within this framework, only a few questions can be raised: (1) What do these trajectories imply for journalists who want to inform about distinct, controversial topics? (2) How far do new information and communication technologies advance the preparation and framing of public discourses – or do they implement a fundamentally new coding of amusement and commercialisation of attention markets? (3) How can the negligence of our conceptions of our pasts and of our futures be overcome in the up-to-the-moment news show business? These questions shall be pursued before their cross-linked answers (4) lead to a sketchy elaboration of Jürgen Habermas' traditional concept of „a public sphere in appearance only“ and an equally sketchy combination of Habermas' and Castells' theories for a more reality-adequate concept of globalising network public spheres.“

Jouet, Josiane: The Internet as a New Civic Form: The Hybridisation of Popular and Civic Web Uses in France. – S. 59-72

„The article argues that, beyond the boundaries of activists and concerned citizens, the massive appropriation of the Internet techniques of self-publication and the social modes of interactions on the web, lead to the extension of the public sphere to the rank-and-file. It takes the position that civic culture is not homogeneous and that it is shaped by different social practices that we examine through three sets of digital public spheres. First, the rise of „free speech“ in professional journalistic practices on media websites expands to readers' voices (in forums, online surveys, readers' comments), while citizens' engagement in amateur grassroots journalism challenges both the professional practices and the ethics of journalism. Second, the lively political blogosphere demonstrates how personal opinions on public matters find their legitimacy in the interactive dialogue in and across networks and lead to the emergence of rank-and-file opinion leaders, while also presenting various pitfalls, such as the redundancy of a limited number of viewpoints. Third, the social and leisurely Internet usage of ordinary citizens leads them to confront political and public issues in a casual and random manner, which in turn leads them to discuss these matters occasionally in online or face-to-face settings. This trend is reinforced by the innovative creation of user-generated content, mixing text, sound, and video formats that are widely circulated on the web. The rise of new forms of political and social critique on the Internet and the sharing of common experiences in the electronic space results in novel means of public engagement and contributes to the shaping of a new civic and social form.“

Schudson, Michael: The New Media in the 2008 U.S. Presidential Campaign: the „New York Times“ Watches Its Back. – S. 73-86

Toennewold, Camilla: The Internet in the Paris Riots of 2005. – S. 87-99

International Communication Gazette Jg 71 (2009) Nr 1-2

Das Themenheft „Media Diversity in Small States – Limited Options for Media Regulation?“ (Eds.: Manuel Puppis; Leen d'Haenens) stellt die jeweilige Medienregulierung in folgenden europäischen Ländern vor: Skandinavien, Baltikum, Belgien, Schweiz, Österreich, Portugal.

Puppis, Manuel: Media Regulation in Small States: Introduction. – S. 7-112

Journal of children and media Jg 3 (2009) Nr 1

Matthews, Julian: Negotiating News Childhoods: News producers, visualised audiences and the production of the children's news agenda. – S. 2-18

Parameswaran, Radhika; Cardoza, Kavitha: Immortal Comics, Epidermal Politics: Representations of gender and colorism in India. – S. 19-34

Lewin-Jones, Jenny; Mitra, Barbara: Gender Roles in television Commercials and Primary School Children in the UK. – S. 35-50

„Over thirty years ago it was argued that advertising placed women into subordinate roles and that the male voice was authoritative. Studies using detailed content analysis argued that the use of specific production features, activity level and type, voiceover and aggression revealed gender differences and that these had an impact on the child viewer. This study investigates whether gender polarity still exists in advertising for children of primary school age in the UK. We engage in detailed content analysis of 168 television advertisements recorded between December 2006 and August 2007, focusing on production features, activity levels, voiceover, aggression and language used. In addition we draw on interviews with children and parents to argue that advertisements still not only sell children products but also sell them gender ideology.“

Vittrup, Brigitte: What US Parents Don't Know About Their children's Television Use: Discrepancies between parents' and children's reports. – S. 51-67

Journal of Communication Inquiry Jg 33 (2009) Nr 1

Fennell, Dana: Marketing Science: The Corporate Faces of Genetic Engineering. – S. 5-26

Brockus, Susan: Coming to You „Live“: Exclusive Witnessing and the Battlefield Reporter. – S. 27-42

„Operation Iraqi Freedom marked not only the U.S. military's second foray into Iraq in just over a

decade but also an unprecedented partnership between the U.S. government and corporate media outlets. Some 600 journalists—sanctioned, select teams of reporters and camera crews—were given battlefield training and allowed to live and travel with U.S. troops. This article argues that embed accounts thus were exclusive, both as the purview of a given network and as a form of reporting that excluded more expansive coverage in favor of a highly individualized viewpoint.“

Kuppens, An H.: Authenticating Subcultural Identities: African American and Jamaican English in Niche Media. – S. 43-57

McArthur, J. A.: Digital Subculture: A Geek Meaning of Style. – S. 58-70

„Recent scholarship in critical/cultural studies and ethnography has suggested studies of youth subculture can no longer be solely centered around musical preference and that the Internet may be a new resource for the affiliation and expression of subcultural identity. This study furthers this scholarship through the analysis of one such group: the „geeks.“ Through examination of Internet sites devoted to the subculture, this analysis argues that geeks who affiliate in self-assigned Web-based chat rooms demonstrate the characteristics, community, and style common to the expanding conceptualizations of Internet-based subculture. This study adds strength to the argument that the Internet can simultaneously be a gathering site for subculturalists and a medium for expression of subcultural identity.“

Journal of Health Communication
Jg 14 (2009) Nr 1

Makoul, Gregory et al: Four Concepts of Health in America: Results of National Surveys. – S. 3-14

Noar, Seth M. et al: A 10-Year Systematic Review of HIV/AIDS Mass Communication Campaigns: Have We Made Progress?. – S. 15-42

Torres, Rachel Y.; Marks, Ray: Relationships Among Health Literacy, Knowledge About Hormone Therapy, Self-Efficacy, and Decision-Making Among Postmenopausal Health. – S. 43-55

„Little is known about how health literacy affects women's decisions about their menopausal health care. This exploratory study provides a crucial first step in gaining an understanding of the relationship between health literacy and potential factors such as knowledge, self-efficacy, and intent to take hormone therapy among postmenopausal women. ---Data were collected for 106 participants, age range 45-65, who were attending a family clinic. Participants completed a questionnaire that included questions on hormone therapy knowledge, self-efficacy, behavioral intent concerning hormone therapy, and health literacy as well as demographic data. Inferential statistical

tests were used to assess the relationships among health literacy, knowledge, self-efficacy, and behavioral intent concerning hormone therapy. [...]“

Kline, Susan L.; Chatterjee, Karishma; Karel, Amanda I.: Healthy Depictions?: Depicting Adoption and Adoption News Events on Broadcast News. – S. 56-69

„Given that the public uses the media to learn about adoption as a family form, this study analyzes U.S. television news coverage of adoption between 2001 and 2005 (N = 309 stories), to identify the types of news events covered about adoption. A majority of news stories covered fraud, crime, legal disputes, and negative international adoption cases. Adoptees as defective or unhealthy were depicted more in negative news event stories, birth parents appeared less overall, and adoptive parents were most likely to have healthy depictions in positively oriented adoption experience, big family, and reunion stories. Although three quarters of the stories used primary adoption participants as news sources, one-third of the negative event stories did not contain healthy depictions of adoption participants. The authors discuss ways journalists and researchers might improve adoption news coverage.“

Lee, Chul-Joo; Hornik, Robert C.: Physician Trust Moderates the Internet Use and Physician Visit Relationship. – S. 70-76

Vishwanath, Arun; Brodsky, Linda; Shah, Steve: Physician Adoption of Personal Digital Assistants (PDA): Testing Its Determinants Within a Structural Equation Model. – S. 77-95

Journal of Media Psychology
Jg 21 (2009) Nr 1

Banerjee, Smita C. et al: Who Watches Verbally Aggressive Shows?: An Examination of Personality and Other Individual Difference Factors in Predicting Viewship. – S. 1-14

„A television-use questionnaire was completed by undergraduate college students (N = 773). Based on results from the television-use survey, respondents' popular television programs (33 shows) were content-analyzed for amounts of verbal aggression. A measure called the Verbal Aggression Television Consumption Index (VATCI) was calculated for each individual by combining the results of the content analysis with participants' reported viewing levels. We examined the effects of various personality factors on the VATCI (both overall and by genre). Additionally, the relationship between the VATCI and risk behaviors was evaluated. Both sensation seeking and viewer aggression positively predicted overall VATCI and, in particular, VATCI for animated sitcoms and political satires. Overall VATCI was positively associated with risky driving, fighting, delinquency, alcohol drinking, and drug use. Implications of findings are discussed.“

Machia, Marty; Lamb, Sharon: Sexualized Innocence: Effects of Magazine Ads Portraying Adult Women as Sexy Little Girls. – S. 15-24

Katzer, Catarina; Fetchenhauer, Detlef; Belschak, Frank: Cyberbullying: Who Are the Victims?: A Comparison of Victimization in Internet Chatrooms and Victimization in School. – S. 25-36

Kivikangas, Markus J.; Ravaja, Niklas: Suboptimal Affective Primes in Video Messages: Effects on Positive Activation and Negative Activation. – S. 37-46

„The authors examined the effects of suboptimally presented primes (facial expressions) embedded into video messages on self-reported positive activation (PA) and negative activation (NA). The results showed that joyful facial primes elicited increased PA only for positively valenced messages, whereas angry facial primes prompted increased NA (fear) only for negatively valenced messages. In addition, high-arousal facial primes prompted increased PA only for high-arousal messages. Both joyful and angry facial primes may influence affective responses when the prime and message content are affectively congruent and when affective responses are measured in terms of PA and NA. When ethical issues are appropriately taken into account, suboptimal affective priming might provide a method to increase the effectiveness of different types of media messages.“

Journalism & Mass Communication

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Lowry, Dennis T.: Network TV News Framing of Good vs Bad Economic News Under Democrat and Republican Presidents: A Lexical Analysis of Political Bias. – S. 483-498

Fico, Frederick; Freedman, Eric: Biasing Influences on Balance in Election News Coverage: An Assessment of Newspaper Coverage of the 2006 U.S. Senate Elections. – S. 499-514

Weaver, David A.; Bimber, Bruce: Finding News Stories: A Comparison of Searches Using LexisNexis and Google News. – S. 515-530

Carpenter, Serena: How Online Citizen Journalism Publications and Online Newspapers Utilize the Objectivity Standard and Rely on External Sources. – S. 531-548

Cuillier, David: Access Attitudes: A Social Learning Approach to Examining Community Engagement and Support for Press Access to Government Records. – S. 549-576

Carpentier, Francesca R. Dillmann: Applicability of the Informational Utility Model for Radio News. – S. 577-590

Johansen, Morgen S.; Joslyn, Mark R.: Political Persuasion during Times of Crisis: The Effects of Education and News Media on Citizens' Factual Information about Iraq. – S. 591-608

Rill, Leslie A.; Davis, Corey B.: Testing the Second Level of Agenda Setting: Effects of News Frames on Reader-assigned Attributes of Hezbollah and Israel in the 2006 War in Lebanon. – S. 609-624

Reich, Zvi: The Roles of Communication Technology in Obtaining News: Staying Close to Distant Sources. – S. 625-646

Maguire, Miles: Mapping the Size and Scope of a Nonprofit Media Sector: The Case of Magazine Publishing. – S. 647-660

Kommunikation & Recht

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Heckmann, Dirk: Grundgesetz 2.0: Staat und IT in guter Verfassung?. – S. 1-7

Leible, Stefan; Müller, Michael: Der „blue button“ für den Internetshop. – S. 7-13

Meyer, Sebastian: Mitarbeiterüberwachung: Kontrolle durch Ortung von Arbeitnehmern. – S. 14-21

Mantz, Reto: Die Rechtsprechung zum neuen Auskunftsanspruch nach §101 UrhG. – S. 21-23

Herrmann, Volker; Dehifelles, Sebastian: Das Schutzrecht sui generis an Datenbanken. – S. 23-26

Peters, Butz: Der „Drei-Stufen-Test“: die Zukunft der öffentlich-rechtlichen Onlineangebote. – S. 26-33

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Nacimientto, Grace: Telekommunikationsrecht: Rechtsprechungsbericht 2008. – S. 73-80

Schmittmann, Jens M.: Aktuelle Entwicklungen im Steuer- und Informationstechnologierecht 2008. – S. 81-86

Verweyhen, Urs; Tacke, Clara: Insolvenzfeste Ausgestaltung von Software- und anderen Lizenzverträgen. – S. 87-91

Bolay, Stefan: Televoting- und Gewinnspiel-Call-In-Shows zwischen Teleshopping und redaktionellem Programm. – S. 91-96

Jandt, Silke; Wilke, Daniel: Gesetzliche Anforderungen an das ersetzende Scannen von Papierdokumenten. – S. 96-101

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Schlömer, Uwe; Dittrich, Jörg: eBay & Recht: Rechtsprechungsübersicht zum Jahr 2008. – S. 145-153

Moos, Flemming: Die Entwicklung des Datenschutzes im Jahr 2008. – S. 154-160

Steinhauer, Eric W.: Pflichtablieferung von Netzpublikationen: Urheberrechtliche Probleme im Zusammenhang mit der Ablieferungspflicht von Netzpublikationen an die Deutsche Nationalbibliothek. – S. 161-166

Vander, Sascha: Gezielte Behinderung bei teledienstlichen Rufnummern. – S. 167-169

Söbbing, Thomas: Rücktrittsrecht bei Software-Leasing. – S. 170-172

Röhl, Christoph: Die urheberrechtliche Zulässigkeit des Tonträger-Samplings. – S. 172-175

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Meyer, Sebastian: Aktuelle Rechtsentwicklungen bei Suchmaschinen im Jahre 2008. – S. 217-224

Rath, Michael; Swane, Torben: Google Buchsuche: digitale Weltbibliothek und globale Buchhandlung. – S. 225-228

Groß, Michael: Aktuelle Lizenzgebühren in Patentrecht-, Know-how- und Computerprogrammlicenz-Verträgen 2008. – S. 229-232

Härtling, Nico; Müßig, Liska: Die Rechtsnatur des Access-Provider-Vertrages: Parallelen zur Telefonie und zur Energieversorgung?. – S. 233-236

Sporn, Stefan: Auf dem Weg zur „Ländermedienanstalt“: Entwicklung, Stand und Perspektive der Aufsicht über den privaten Rundfunk und die Telemedien. – S. 237-242

Kühling, Jürgen: Die Regulierung der Entgelte für die Kupfer-TAL im Zeitalter der NGA-Migration. – S. 243-248

Mass Communication & Society

Jg 12 (2009) Nr 1

Johnson, Melissa A.; Davis, John L.; Cronin, Sean: Mexican Expatriates Vote?: Framing and Agenda Setting in U.S. News Coverage About Mexico. – S. 4-25

„This content analysis examined framing and second-level agenda setting in U.S. newspaper pre-election coverage of the 2006 Mexican presidential elections and the new Mexican expatriate voting law. The authors conducted a quantitative analysis of 161 articles and a qualitative analysis of 36 articles in U.S. newspapers from August 2005 through mid-April 2006. Findings indicated that Andreacutes Manuel Loacutespez Obrador received more coverage (59.6 %) than Roberto Madrazo (27.8 %) or the eventual winner, Felipe Calderoacutes (29.1 %). Candidate attributes were highlighted more than Mexican domestic or Mexico-U.S. issues. The dominant procedural frame was the election horse race. The main substantive frames were the election as an extension of U.S.-Mexico economic relations and the election as an extension of Latin American leftist/populist movements. The expatriate voting law was characterized as unsuccessful and blamed on apathetic voters, the Mexican government's faulty implementation, and a corrupt system.“

Hale, Matthew; Olsen, Tricia; Fowler, Erika Franklin: A Matter of Language or Culture: Coverage of the 2004 U.S. Elections on Spanish- and English-Language Television. – S. 26-51

Johnson, Thomas J.; Fahmy, Shahira: Embeds' Perceptions of Censorship: Can You Criticize a Soldier Then Have Breakfast With Him in the Morning?. – S. 52-77

„This study examines a survey of embedded journalists worldwide to explore their opinions about press freedom and the degree to which they believe their reports were censored during the Iraq War. Our findings suggest most journalists took a social responsibility approach to freedom of the press during the war in Iraq, saying the needs of the media and the military need to be balanced. Overall, embeds reported that they experienced little censorship in Iraq and explained that they did not self-censor their stories.“

Cleary, Johanna; Adams-Bloom, Terry: The Family Business: Entertainment Products and the Network Morning News Shows. – S. 78-96

Armstrong, Cory L.; Collins, Steve J.: Reaching Out: Newspaper Credibility Among Young Adult Readers. – S. 97-114

Krcmar, Marina; Farrar, Kirstie: Retaliatory Aggression and the Effects of Point of View and Blood in Violent Video Games. – S. 115-138

„In this study, an experimental design was utilized to test, first, the effect of a violent game versus a no

game control on physical and verbal aggression and retaliatory aggression against a confederate. In addition, the effects of two internal video game manipulations were explored. Overall, those in the violent game condition were more verbally and physically aggressive than those in the no game condition. In terms of internal game features, third-person play with the blood on, especially when combined with aggressive cognitions and to some extent, hostile affect, encouraged more aggressive outcomes.“

Media culture & society

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Avila-Saaverda, Guillermo: Nothing queer about queer television: televised construction of gay masculinities. – S. 5-23

Briggs, Matt: BBC Children's television, parentcraft and pedagogy: towards the „Ethicalization of Existence“. – S. 23-40

Dijck, José van: Users like you?: Theorizing agency in user-generated content. – S. 41-58

Choi, Suhi: The new history and the old present: archival images in PBS documentary „Battle for Korea“. – S. 59-78

Woodin, Tom: Working-class writing, alternative publishing and audience participation. – S. 79-96

Just, Natascha: Measuring media concentration and diversity: new approaches and instruments in Europe and the US. – S. 97-118

Pantti, Mervi; Sumiala, Johanna: Till death do us join: media, mourning rituals and the sacred centre of the society. – S. 119-136

Media Perspektiven

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Kloppenburg, Gerhard et al: Der flexible Zuschauer?: zeitversetztes Fernsehen aus Sicht der Rezipienten. – S. 2-8

„Die zeitversetzte Fernsehnutzung ist zu einem wichtigen Thema für alle Fernsehanbieter geworden. Was motiviert Zuschauer, zeitversetzt fernzusehen und welche Sendungen sehen sie dann bevorzugt? Diesen Fragen ist eine qualitative Studie der ARD-Medienkommission im Jahr 2008 nachgegangen, über die Gerhard Kloppenburg, Erk Simon, Melanie Vogt und Daniel Schmeisser berichten. Flexibilität und Unabhängigkeit von Sendezeiten erwiesen sich als Hauptmotiv für zeitversetztes Fernsehen. Dazu kommt das Stimmungsmanagement: Sendungen können dann gesehen werden, wenn sie am besten zur persönlichen Stimmung passen. Allerdings wurde der Wechsel zwischen Echtzeitprogrammen, Aufnahmen und Ansehen auch als unangenehme Beschleunigung erlebt. Hier bietet das herkömmliche Fernsehen Erleichte-

rung und Entlastung. Das Fazit der Studie: Es wird keine umfassende Verdrängung des Echtzeitfernsehens geben, wohl aber wird zeitversetztes Sehen bei bestimmten Genres wie Film, Serien und Wissenssendungen zunehmen.“

Oehmichen, Ekkehardt; Schröter, Christian: Podcast und Radio: Wege zu einer neuen Audiokultur?: Befunde zur Akzeptanz und Nutzung von Audio-on-Demand und Podcast. – S. 9-19

„Auch dem Hörfunk bieten sich mit dem Internet neue Übertragungswege und damit auch neue Perspektiven der Selbstpräsentation und der Transparenz seines Angebots. Ausschlaggebend ist dabei die komfortablere Verfügbarkeit seiner Inhalte zur mobilen und zeitsouveränen Nutzung. Durch Audio-on-Demand und Podcasts eröffnet sich insbesondere für die Wortkultur des Radios eine neue Chance, so Ekkehardt Oehmichen und Christian Schröter in ihrem Beitrag. Bis heute seien die Möglichkeiten des Internets für das Medium Radio jedoch weder von den Produzenten voll ausgeschöpft noch von den Hörern umfassend entdeckt und erschlossen.“

Eggert, Dominik; Kaumanns, Ralf; Siegenheim, Veit: Präferenzen europäischer und amerikanischer Nutzer in Bezug auf analoges und digitales Fernsehen: Ergebnisse einer Vergleichsstudie aus Deutschland, Frankreich, Großbritannien, Italien, Spanien und den USA. – S. 20-29

Wild, Christoph: Programme, Hörer, Werbewirkung: Ergebnisse einer Studie zu Wirkungsunterschieden der Radiowerbung bei zwei Popwellen. – S. 30-39

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Schmidt, Jan; Frees, Beate; Fisch, Martin: Themenscan im Web 2.0: neue Öffentlichkeiten in Weblogs und Social-News-Plattformen. – S. 50-59

„Die technischen Innovationen des Web 2.0 ermöglichen es, die Leistungen des professionellen Journalismus durch Aktivitäten des Publikums zu ergänzen. Zum journalistischen Gatekeeping tritt das „Gatewatching“ des Publikums. Insbesondere Weblogs und Social-News-Plattformen spielen hierbei eine Rolle. Vier Typen von Weblogs mit journalistischem Bezug sind zu unterscheiden: 1. persönliche Blogs von Rezipienten, die sich meist auf einzelne Sendungen oder Artikel beziehen, 2. Watchblogs, die journalistische Berichterstattung kritisch begleiten (z.B. Bildblog), 3. Redaktionsblogs, die von Redaktionsmitgliedern geführt werden und 4. Kritikerblogs der Redaktion, bei denen sich externe Autoren mit den Inhalten auseinandersetzen.[...]“

Simon, Erik; Kloppenburg, Gerhard; Schütz, Michael: Regionale Interessen und Heimatverständnis: Ergebnisse einer qualitativen und

quantitativen Studie in Nordrhein-Westfalen. – S. 60-67

Franz, Gerhard: Mediabudget und Markterfolg: aktuelle Befunde zur Optimierung von Budgetentscheidungen. – S. 68-72

„Das Budget setzt den Planungsrahmen für den Einsatz aller Werbe- und Marketinginvestitionen. Aber wie viel Werbedruck braucht eine Marke, um in der nächsten Planungsperiode erfolgreich zu sein? Vorge stellt wird eine Methode zur Budgetbestimmung, die die Beziehung zwischen Share Voices (Anteil an den Mediaausgaben im Marktsegment) und Share of Market (Marktanteil) analysiert und quantifizierbare Entscheidungshilfen zur Höhe des Budgets liefert. Hierzu liegen vor allem für den englischsprachigen Raum empirische Ergebnisse vor, die auch für den deutschen Markt Gültigkeit beanspruchen können. Entscheidend für den Markterfolg ist danach nicht die absolute Höhe des Budgets, sondern der Anteil an den gesamten Ausgaben im Marktsegment. Deshalb müssen die Ausgaben der Konkurrenz im Marktsegment beobachtet werden. Bei Marken, die wachsen wollen, muss der Budgetanteil über ihrem aktuellen Marktanteil liegen. Bei Marken, die ihren Marktanteil halten wollen, sollte der Budgetanteil in etwa auf dem Niveau des aktuellen Marktanteils liegen.[...]“

(2009) Nr 3

Zubayr, Camille; Gerhard, Heinz: Tendenzen im Zuschauerverhalten: Fernsehgewohnheiten und Fernsehreichweiten im Jahr 2008. – S. 98-112

Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger Kinder. – S. 113-128

„Im letzten Jahr sahen erstmals seit 14 Jahren sowohl die drei- bis 13-jährigen Kinder als auch die 14- bis 19-jährigen Jugendlichen weniger als 100 Minuten pro Tag fern. Da die Tagesreichweite des Fernsehens bei Kindern – wie Sabine Feierabend berichtet – weiter zurückgegangen ist, gleichzeitig aber die Verweildauer leicht anstieg, lässt sich folgern, dass einerseits weniger Kinder fernsehen, die verbleibenden jedoch das Medium etwas intensiver nutzen. Ob Kinder wie auch Erwachsene tatsächlich weniger oder aber über andere Wege fernsehen, wird sich ab Mitte 2009 genauer ermitteln lassen – dann nämlich, wenn die zeitversetzte Fernsehnutzung in die AGF/GfK Fernsehforschung einbezogen wird.“

Windgasse, Thomas: Webradio: Potenziale eines neuen Verbreitungswegs für Hörfunkprogramme: qualitative Studie zur Nutzung internetbasierten Radios. – S. 129-137

„Um mehr Hörer und Zuschauer zu erreichen, wächst für Radio und Fernsehen die Bedeutung neuer Verbreitungswege. Beispielsweise wird Radio seit einiger Zeit auch über das Internet gehört, wobei sich PC und Laptop allerdings nicht in allen Nutzungssituationen als geeignete Empfangsgeräte erwie-

sen. Abhilfe könnten hier zukünftig so genannte IP-Radiogeräte schaffen, das heißt spezielle Webradiogeräte, die unabhängig vom PC betrieben werden. Thomas Windgasse stellt eine Studie des WDR vor, in der untersucht wurde, wie die Nutzer eines IP-Radios im Vergleich zu anderen, die über PC/Laptop Radio hörten, mit diesem neuen Verbreitungsweg umgingen. Im Testversuch bewerteten die IP-Radiohörer das Radiohören über das Internet erheblich positiver als die PC-Radiounutzer.“

Frey-Vor, Gerlinde: Handy-TV im Großraum Leipzig: Ergebnisse der Begleitforschung des DMB-Pilotprojekts. – S. 138-147

Media psychology Jg 12 (2009) Nr 1

Fox, Jesse; Bailenson, Jeremy N.: Virtual Self-Modeling: The Effects of Vicarious Reinforcement and Identification on Exercise Behaviors. – S. 1-25

„Social cognitive theory is often implemented when researchers develop treatments and campaigns for health behavior change. Immersive virtual environment technology (IVET) enables novel explorations of health behavior modeling. In Study 1, participants were randomly assigned to one of three treatments: vicarious reinforcement, in which a virtual representation of the physical self (VRS) gained or lost weight in accordance with participants' physical exercise; an unchanging VRS; or no virtual representation. The reinforcement group performed significantly more exercise in a voluntary phase than those in other conditions. Study 2 separated reward (weight loss) from punishment (weight gain) and also explored model identification by contrasting the effects of a VRS with a VRO (virtual representation of another); participants exercised significantly more when they viewed the VRS, regardless of whether reward or punishment was shown. In Study 3, participants were exposed to either a VRS running on a treadmill, a VRO running, or a VRS loitering, and we examined effects 24 hours after the experiment. Follow-up surveys revealed that participants in the VRS-running condition demonstrated significantly higher levels of exercise than those in other conditions. We discuss implications for media use and health communication.“

Fu, King-wa et al: Testing a Theoretical Model Based on Social Cognitive Theory for Media Influences on Suicidal Ideation: Results from a Panel Study. – S. 26-49

Nowak, Kristine L.; Hamilton, Mark A.; Hammond, Chelsea C.: The Effect of Image Features on Judgements of Homophily, Credibility, and Intention to Use as Avatars in Future Interactions. – S. 50-76

Lemmens, Jeroen L.; Valkenburg, Patti M.; Peter, Jochen: Development and Validation of a

Game Addiction Scale for Adolescents. – S. 77-95

„The aim of this study was to develop and validate a scale to measure computer and videogame addiction. Inspired by earlier theories and research on game addiction, we created 21 items to measure seven underlying criteria (i.e., salience, tolerance, mood modification, relapse, withdrawal, conflict, and problems). The dimensional structure of the scale was investigated in two independent samples of adolescent gamers (N = 352 and N = 369). In both samples, a second-order factor model described our data best. The 21-item scale, as well as a shortened 7-item version, showed high reliabilities. Furthermore, both versions showed good concurrent validity across samples, as indicated by the consistent correlations with usage, loneliness, life satisfaction, social competence, and aggression.“

Schroer, Joachim; Hertel, Guido: Voluntary Engagement in an Open Web-Based Encyclopedia: Wikipedians and Why They Do It. – S. 96-120

„The online encyclopedia Wikipedia is a highly successful „open content“ project, written and maintained completely by volunteers. Little is known, however, about the motivation of these volunteers. Results from an online survey among 106 contributors to the German Wikipedia project are presented. Both motives derived from social sciences (perceived benefits, identification with Wikipedia, etc.) as well as perceived task characteristics (autonomy, skill variety, etc.) were assessed as potential predictors of contributors' satisfaction and self-reported engagement. Satisfaction ratings were particularly determined by perceived benefits, identification with the Wikipedia community, and task characteristics. Engagement was particularly determined by high tolerance for opportunity costs and by task characteristics, the latter effect being partially mediated by intrinsic motivation. Relevant task characteristics for contributors' engagement and satisfaction were perceived autonomy, task significance, skill variety, and feedback. Models from social sciences and work psychology complemented each other by suggesting that favorable task experiences might counter perceived opportunity costs in Wikipedia contributors. Moreover, additional data reported by Wikipedia authors indicate the importance of generativity motives.“

**medien + erziehung
Jg 53 (2009) Nr 1**

Tulodziecki, Gerhard: Ganztagschule und Medienbildungsstandards. – S. 8-15

„Mit der zunehmenden Zahl von Ganztagschulen in Deutschland steigt die Hoffnung der Medienpädagogik, ihren Platz im schulischen Alltag zu bekommen. Tatsächlich hat diese Entwicklung dazu geführt, dass in einigen Bundesländern Modelle entwickelt werden, mit dem Ziel, die Förderung von Medienkompetenz in der Schule zu verankern. Eines der wichtigsten Argumente für die Integration von Medienpädagogik in Ganztagschulen ist, dass Schülerinnen und

Schüler damit ein Angebot erhalten, bei dem sie Selbstwirksamkeit erfahren, das sie motiviert und in ihrer Persönlichkeitsentwicklung nachhaltig stärkt. Damit unterstützt medienpädagogische Arbeit Entwicklungen, die mit dem Mehr an Zeit, die Kinder und Jugendliche in Ganztagschulen verbringen, noch stärker als bisher zur Aufgabe von Schule werden. Noch ist die Politik in Deutschland in Bezug auf Ganztagschulen sehr uneinheitlich. Umso genauer sollte man sich Modelle ansehen, die anderen Bundesländern besonders gut gelungen sind. Eine Auswahl innovativer Ideen wird in dieser merz-Ausgabe vorgestellt.“

Fraefel, Jürg: Schulisches Medienprofil und Ganztagschule. – S. 16-24

Friedrich, Katja: Landesmedienanstalt goes Ganztagschule: medien+bildung.com als „task force“ im rheinland-pfälzischen Bildungsalltag. – S. 25-31

Pöttinger, Ida; Zinkgräf, Karin; Schneider-Weber, Karin: SMEP oder Learning by Dewey. – S. 32-40

Bickler, Daniela: Freie Lernorte: ein pädagogisches Konzept entsteht. – S. 41-46

**Medien Wirtschaft
Jg 6 (2009) Nr 1**

Klimmt, Christoph; Weinacht, Stefan; Donner, Bernhard: Netzkompetenz gleich Werberesistenz?: ein Experiment zur Erinnerung von Online-Werbung in Abhängigkeit von der Interneterfahrung. – S. 6-15

„Mit der absehbaren Entwicklung des Internets hin zu einer (in Deutschland) nahezu bevölkerungsweit genutzten Kommunikationsinfrastruktur und dem Anwachsen der durchschnittlichen Internetkompetenz des Publikums ergeben sich für die werbetreibende Wirtschaft neue Fragen nach der Wirksamkeit von Online-Werbung. Der vorliegende Beitrag untersucht empirisch, inwiefern Internetkompetenz die Erinnerungswirkung von Online-Werbung beeinflusst: Sind erfahrene Internetnutzer durch gesteigerte Selektions- und Navigationsfähigkeit weniger anfällig für Werbewirkungen als Online-Novizen? Oder wirkt bei ihnen Online-Werbung sogar stärker aufgrund der größeren Verfügbarkeit von Verarbeitungskapazitäten als bei Internet-Anfängern? Die Ergebnisse eines Online-Experiments mit 173 Versuchspersonen sprechen tatsächlich für eine moderierende Rolle der Medienkompetenz: Erfahrene Nutzer können sich eher gegen Werbewirkungen abschirmen. Grundlagen- und anwendungsbezogene Implikationen werden diskutiert, wobei auch empirischer Replikations- und Extensionsbedarf artikuliert wird.“

Zabel, Christian; Lantzsch, Katja: Innovationswettbewerb und TV-Formathandel: Potenziale und Limitationen von Sendungsadaptionen im deutschen Fernsehmarkt. – S. 16-27

Reising, Wolfgang: Performance Measurement als Erfolgsfaktor im Hörfunk-Programmcontrolling: das Beispiel Mitteldeutscher Rundfunk. – S. 28-37

„Die Wettbewerbs- und Angebotssituation des Rundfunks hat sich im Zuge der Digitalisierung radikal verändert. Auch die öffentlich-rechtlichen Rundfunkanstalten in Deutschland mit ihrem gemeinwohlorientierten Zielsystem sind in der konvergenten Medienwelt mit einem zunehmend komplexeren publizistischen, technischen, ökonomischen, gesellschaftlichen und politisch-rechtlichen Umfeld konfrontiert. Die Entwicklungen der Medien- bzw. dualen Rundfunkordnung und die insbesondere durch das Universalmedium Internet stark wachsende Wettbewerbsintensität führen zu einem lang-, mittel- und kurzfristigen Veränderungsbedarf, der eine verstärkte Umsetzung eines Programmauftrag orientierten Performance Measurement System (PMS) für die Fitness des Unternehmens – als Gradmesser für die Anpassungsfähigkeit an die turbulente Umwelt – hat. Angesprochen ist damit die ergebnisorientierte Steuerung sowie das Qualitätsmanagement und -controlling als Garanten für die langfristige Wettbewerbsfähigkeit des öffentlich-rechtlichen Rundfunks. Nicht zuletzt soll dieser Beitrag auch zu einer vertieften Diskussion über mögliche Defizite im bestehenden Management-Reporting öffentlichrechtlicher Rundfunkanstalten anregen.“

Multimedia und Recht

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Holznapel, Bernd; Schumacher, Pascal: Auswirkungen des Grundrechts auf Vertraulichkeit und Integrität informationstechnischer Systeme auf RFID-Chips. – S. 3-7

Meyerdieks, Per: Sind IP-Adressen personenbezogene Daten?. – S. 8-13

Breyer, Patrick: Verkehrssicherungspflichten von Internetdiensten im Lichte der Grundrechte. – S. 14-18

Luch, Anika D.; Schulz, Sönke E.: eDaseinsvorsorge: Neuorientierung des überkommenen (Rechts-)Begriffs „Daseinsvorsorge“ im Zuge technischer Entwicklungen?. – S. 19-24

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Föhlisch, Carsten: Endlich Vollharmonisierung im Fernabsatzrecht?: Auswirkungen der geplanten Europäischen Verbraucherrechtsrichtlinie. – S. 75-79

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Ewert, Jonas; Harzt, Nikolaus von: Neue kostenrechtliche Herausforderungen bei der Abmahnung im Urheberrecht. – S. 84-90

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Hopf, Kristina; Braml, Birgit: Eingeschränkte gerichtliche Überprüfbarkeit des Beurteilungsspielraums der Kommission für Jugendschutz (KJM). – S. 153-158

Ott, Stephan: Das Internet vergisst nicht – Rechtsschutz für Suchobjekte?. – S. 158-163

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Steidle, Roland: Datenschutz bei Nutzung von Location Based Services im Unternehmen. – S. 167-171

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Schütz, Raimund: Rundfunkbegriff: Neutralität der Inhalte oder der Übertragung?. – S. 228-232

Jotzo, Florian: Gilt deutsches Datenschutzrecht auch für Google, Facebook & Co bei grenzüberschreitendem Datenverkehr?. – S. 232-238

Attendor, Thorsten: Das „Regulierungsermessen“: ein deutscher „Sonderweg“ bei der gerichtlichen Kontrolle tk-rechtlicher Regulierungsentscheidungen?. – S. 238-241

Political Communication

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McDevitt, Michael; Ostrowski, Ally: The Adolescent Unbound: Unintentional Influence of Curricula on Ideological Conflict Seeking. – S. 11-29

Hively, Myiah Hutchens; Eveland, William P.: Contextual Antecedents and Political Consequences of Adolescent Political Discussion,

Discussion Elaboration and Network Diversity. – S. 30-47

„Understanding how adolescents come to be informed participants in a democracy is a key concern in political socialization scholarship. However, our understanding of this process is hampered by limited research on the antecedents of a sufficiently wide array of communication behaviors and cognitions, in addition to a limited repertoire of knowledge outcomes in adolescent research. This study seeks to further the literature by addressing how discussion frequency, elaboration, and network diversity are related to factual and structural knowledge among adolescents. In addition, we utilize multilevel modeling to assess both school and parental effects on the various elements of political discussion. Results suggest that frequency of discussion is related to both factual and structural knowledge, whereas discussion elaboration is related only to structural knowledge. The multilevel models suggest that aspects of both schools and families are related to discussion frequency, elaboration, and network diversity.“

Glynn, Carroll J.; Huge, Michael E.; Lunney, Carole A.: The Influence of Perceived Social Norms on College Students' Intention to Vote. – S. 48-64

Romer, Daniel; Jamieson, Kathleen Hall; Pasek, Josh: Building Social Capital in Young People: The Role of Mass Media and Life Outlook. – S. 65-83

„In this study we evaluate different models of media use to determine whether television and other popular media facilitate or hinder the development of social capital in young people. We surveyed a nationally representative sample of 14- to 22-year olds (N = 1,800) to assess the media-social capital relationship controlling for pessimistic life outlook. Consistent with Beck's (1967) theory of depression, we hypothesized that young people with a pessimistic life outlook will be less trusting of others, will withdraw from civic activity, and will turn to media that have low cognitive demand (e.g., television shows) and avoid media that require greater cognitive resources (e.g., books and informational use of the Internet). Using structural equation modeling, we found that despite support for those predictions, total time spent viewing television remained inversely related to both social trust and civic engagement. However, model tests indicated that civic activity enhances trust by reducing time spent with television and increasing book reading. Furthermore, moderate consumption of entertainment television does not reduce trust. Hence, the results reaffirm the favorable relationships between social capital and media use, including television, in young people but continue to reveal adverse relationships with heavy television use.“

Lopez, Mark Hugo et al: Schools, Education Policy, and the Future of the First Amendment. – S. 84-101

„A democracy requires broad public support for freedom of expression. Individuals form persistent views

about civil liberties and other political issues during adolescence. Many factors influence adolescents' opinions and beliefs, including what they learn and experience in schools. Therefore, schools' treatment of the Constitution and the press is important for the future of the First Amendment. In turn, state policies influence what schools teach and what extracurricular experiences they offer. This article estimates the impact of existing state policies and students' experiences on students' knowledge of, and attitudes toward, the First Amendment. A hierarchical linear model analysis of data from the Knight Foundation 2005 Future of the First Amendment survey, combined with data on state education policies, reveals that discussing the news media in class enhances students' attitudes and habits related to the free press. Also, when their teachers have required the use of news media in classes, students are more likely to use the news media regularly. For the most part, however, existing state policies that might be expected to enhance students' knowledge, attitudes, or habits related to the First Amendment do not seem to have a significant impact. The most promising types of new policies would be ones that support the discussion of news in classrooms.“

Public Opinion Quarterly
Jg 72 (2008) Nr 5

Couper, Mick P.; Miller, Peter V.: Web Survey Methods: Introduction. – S. 831-835

Heerwegh, Dirk; Loosveldt, Geert: Face-to-face versus Web Surveying in a High-Internet-Coverage Population: Differences in Response Quality. – S. 836-846

Kreuter, Frauke; Presser, Stanley; Tourangeau, Roger: Social Desirability Bias in CATI, IVR, and Web Surveys: The Effects of Mode and Question Sensitivity. – S. 847-865

Delavande, Adeline; Rohwedder, Susann: Eliciting Subjective Probabilities in Internet Surveys. – S. 866-891

Galesic, Mirta: Eye-Tracking Data: New Insights on Response Order Effects and Other Cognitive Shortcuts in Survey Responding. – S. 892-913

Malhotra, Neil: Completion Time and Response Order Effects in Web Surveys. – S. 914-934

Bailenson, Jeremy N. et al: Facial Similarity between Voters and Candidates Causes Influence. – S. 935-961

Rookey, Bryan D.; Hanway, Steve; Dillman, Don A.: Does a Probability-Based Household Panel Benefit from Assignment to Postal Re-

sponse as an Alternative to Internet-Only?. – S. 962-984

Toepoel, Vera; Das, Marcel; Soest, Arthur van: Effects of Design in Web Surveys: Comparing Trained and Fresh Respondents. – S. 985-1007

Callegaro, Mario; Disogra, Charles: Computing Response Metrics for Online Panels. – S. 1008-1032

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Erschov, Juri: Ungleicher Informationsfluss: deutsche Massenmedien investieren weit mehr in Russland als russische Verlage in Deutschland. – S. 9-14

Merten, Klaus: Zur Theorie des Gerüchts. – S. 15-42

Engesser, Sven; Wimmer, Jeffrey: Gegenöffentlichkeit(en) und partizipativer Journalismus im Internet. – S. 43-63

Wirth, Werner et al: Glaubwürdigkeitsverlust durch programmintegrierte Werbung?: eine Untersuchung zu den Kontexteffekten von Produktplatzierungen im Fernsehen. – S. 64-81

Engelmann, Ines: Frames und Positionen zur EU-Osterweiterung: eine Argument- und Framing-Analyse ausgewählter EU-Beiträge. – S. 82-102

TelevIZion **Jg 21 (2008) Nr 2**

Schlote, Elke: Im Auftrag der Bildung. – S. 4-9
„[...] Diese Ausgabe der TelevIZion gibt einen Überblick über den Stand des expliziten Bildungsfernsehens, bei uns und in anderen Regionen der Welt. In Experteninterviews äußern sich Verantwortliche zu den drei Schwerpunkten des intentionalen Bildungsfernsehens: Erwachsenenbildung (Schlote u. a.), Kinderfernsehen (Wegener) und Schulfernsehen (Misra). Aus erziehungswissenschaftlicher Sicht werden Chancen des Bildungsfernsehens (Reich) zum Beispiel beim Sprachenlernen (Kirch) und in bisher zu wenig bewusst eingesetzten Bereichen wie dem Lernen des Lernens beleuchtet (Speck-Hamdan). Aktuelle Rezeptionsstudien geben Auskunft über den Erfolg von Bildungsformaten bei Jugendlichen aus unterschiedlichen Schulformen (Schlote u. a.) und über neue Wege der Förderung von Meinungsvielfalt durch multiperspektivische Dokumentationen (Lucht u. a.). Wie frühkindliche Bildung gezielt gefördert wird, illustrieren Beispiele aus Bangladesch (Lee) und Deutschland (Götz). Nicht zuletzt zeigt die Diskussion aktueller Formate durch Kinder: Das Nachdenken über explizites Bildungsfernsehen lohnt sich.“

Reich, Kersten: Vom Schauen in die Interaktion: ein Gespräch mit Kersten Reich. – S. 10-13

Schlote, Elke; Fläckel, Andreas: Bildungsfernsehen weltweit. – S. 13-15

Misra, Pradeep Kumar: Schulfernsehen in Deutschland und Indien: ein Vergleich. – S. 16-20

Lucht, Martina; Döring, Nicola; Niegemann, Helmut M.: Erfüllung der Meinungsbildungsfunktion im Fernsehen. – S. 21-27

Wegener, Claudia; Lobback, Stephanie: „Auf Augenhöhe“ mit den Kindern: Wissenssendungen für Kinder aus Sicht der Sendungsverantwortlichen. – S. 33-37

Speck-Hamdan, Angelika: Das Lernen lernen: ein Gespräch mit Angelika Speck-Hamdan. – S. 38-39

Götz, Maya: Mit staatlicher Regelung und Förderung: Bildungssendungen für Kinder in den USA. – S. 40-41

Kirch, Michael: Sprachenlernen mit dem Fernsehen: können Programme das Lernen einer zusätzlichen Sprache fördern?. – S. 44-47

Lee, June H.: Sisimpur: Bangladeschs „Sesamstraße“. – S. 50-52

Götz, Maya: Der Elternticker: neue Wege im Vorschulfernsehen. – S. 53-57

Zeitschrift für Urheber- und Medienrecht **Jg 53 (2009) Nr 1**

Im ersten Teil (S. 1-21) der ZUM-Ausgabe 1/2009 werden die Beiträge des Symposium des Instituts für Urheber- und Medienrecht 2008 zum Thema „Rechtliche Rahmenbedingungen für Plattformanbieter“ veröffentlicht.

Becker, Jürgen: Rechtliche Rahmenbedingungen für Plattformanbieter: Einführung zum Symposium des Instituts für Urheber- und Medienrecht im Rahmen der Medientage München 2008 am 31. Oktober 2008. – S. 1-2

Gröp, Christoph: Die Reform der Medienkontrolle durch den Zehnten Rundfunkänderungsvertrag: Anforderungen an eine vertragsgemäße Umsetzung durch die Landesmedienanstalten. – S. 21-29

Sucker, Franziska: Audiovisuelle Medien innerhalb der WTO: Waren, Dienstleistungen und/oder geistiges Eigentum?. – S. 30-39

Leigeb, Stephan: Virales Marketing: rechtliches Umfeld für Werbefilme auf Internetportalen wie YouTube. – S. 39-49

Geiger, Christophe: Die „Elektronische Pressepiegel“-Entscheidung des schweizerischen Bundesgerichts: eine willkommene Anpassung des Urheberrechts an die Bedürfnisse der Informationsgesellschaft. – S. 49-53

Pakuscher, Irene: Der Richtlinienvorschlag der EU-Kommission zur Schutzfristenverlängerung für ausübende Künstler und Tonträgerhersteller. – S. 89-92

Es werden die Beiträge der Arbeitssitzung des Instituts für Urheber- und Medienrecht am 5.12.2008 zum Thema „Der Richtlinienvorschlag der EU-Kommission zur Schutzfristenverlängerung für ausübende Künstler und Tonträgerhersteller“ veröffentlicht (S. 89-121).

Müller, Stefan: Rechtewahrnehmung durch Verwertungsgesellschaften bei der Nutzung von Musikwerken im Internet. – S. 121-131

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Thaenert, Wolfgang: Nochmals zur Reform der Medienkontrolle durch den Zehnten Rundfunkänderungsstaatsvertrag. – S. 131-135

Klaes, Roland L.: Verfassungsrechtlicher Rundfunkbegriff und Internet: eine dogmatische Bestandsaufnahme vor dem Hintergrund des 12. Rundfunkstaatsvertrag. – S. 135-141

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Hopf, Kristina: Das Berichterstattungsprivileg des § 5 Abs 6 JMStV. – S. 191-199

Skauradszun, Dominik; Majer, Christian Friedrich: Der neue Rückrufanspruch aus § 98 Abs. 2 UrhG. – S. 199-204

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Müller, Stefan: Anmerkung zu BGH, Urteil vom 18. Dezember 2008 – I ZR 23/06. – S. 293-297

Becker, Bernhard von: Anmerkung zu LG Frankfurt am Main, Urteil vom 13. Februar 2009 – 2-3 O 478/08. – S. 312-314

Ladeur, Karl-Heinz: Anmerkung zu LG Frankfurt am Main, Urteil vom 13. Februar 2009 – 2-3 O 478/08. – S. 314-415



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