

## English Abstracts and Keywords

**Joachim R. Höflich / Patrick Rössler: Mobile written communication – or: e-mail for the mobile phone. The significance of electronic short messaging (Short Message Service) with reference to the example of juvenile mobile phone users (Mobile schriftliche Kommunikation – oder: E-Mail für das Handy. Die Bedeutung elektronischer Kurznachrichten (Short Message Service) am Beispiel jugendlicher Handynutzer), pp. 437 – 461**

The rapid diffusion of the mobile phone (German: 'Handy') in Germany has also led to the growing use of the Short Message Service (SMS) as a specific category of use. SMS lets its user send and receive short text messages, comparable to e-mails. SMS messaging is particularly popular among juveniles; it represents the predominant form of mobile phone use, even more popular than mobile telephony. Following up the theoretical positioning of the Short Message Service in the context of a 'dialectics' of mobile communication, the acquisition of SMS by juveniles is examined in an explorative empirical study. Against the background of a modified uses and gratifications concept, distinct gratifications connected with the use of the Short Message Service are sounded out. Exchanging information on personal feelings and maintaining contacts, with the intention of staying contactable at all times, emerge as the predominant motives for use. A factor-analytical compression underlines that mutual reassurance is a main motive of use, which, although just as associated with the phone, can be implemented in a more purposeful way through a less obtrusive SMS message. The study also points out gender-specific differences, which suggest a greater affinity of juveniles females to written forms of communication.

**Keywords:** Short Message Service, New Media, technically mediated interpersonal communication, Uses and Gratifications, Acquisition, juveniles

**Peter Vorderer / Ute Ritterfeld / Christoph Klimmt: The fun of listening: Narrative cassettes as an entertainment form promoting the language acquisition of preschoolers (Spaß am Hören: Hörspielkassetten als sprachförderliche Unterhaltungsangebote für Vorschulkinder), pp. 462 – 479**

The media use of preschoolers has rarely been investigated by researchers. In contrast to television, the very popular narrative cassettes have received particularly little attention. This article briefly reviews the few results of studies on the use of such cassettes by preschoolers. Subsequently, a theoretical model about the effects of narrative cassettes on children's language acquisition – which is a critical stage of development at this age – is developed. The model is based on the connection of concepts from media and language psychology and assumes that narrative cassettes can contribute to children's language acquisition.

**Keywords:** Narrative cassettes, preschoolers, media effects, language acquisition, entertainment, entertainment experience, attention

**Christoph Klimmt: Ego-shooter, fighting game, sport simulation? On the typologisation of computer and video games (Ego-Shooter, Prügelspiel, Sportsimulation? Zur Typologisierung von Computer- und Videospielen), pp. 480 – 497**

Computer and video games confront media and communication research with new challenges. In view of their rapidly growing popularity and their prominent status among media entertainment offerings there is a substantial need for research. So far, however, there have only been a few research papers and even fewer empirical studies on how people deal with computer and video games. A common terminology and genre classification for this new object of research does not (yet) exist either. The article, therefore, presents selected taxonomies as used in practice and in the scientific community and discusses their advantages and disadvantages. As an alternative to a taxonomy, three central levels of describing computer and video games are proposed, which seem meaningful as a basis for a systematic research discussion of this topic.

**Keywords:** Computer game, video game, interactivity, entertainment, genre, classification, typology, taxonomy, object description

**Annette von Kalckreuth-Tabbara: The regulation of general role clichés in Canadian broadcasting. Can the cliché-type presentation of women in broadcasting be prevented by legal control? (Die Regulierung von Geschlechtsrollenklischees im kanadischen Rundfunk. Lässt sich die klischeehafte Darstellung von Frauen im Rundfunk durch rechtliche Steuerung verhindern?), pp. 498 – 527**

The stereotypical presentation of women in broadcast media, the effects of the cliché-type images on the recipients, and strategies on how to avoid them have been a research topic in sociology and communications research for some time now. In law research, on the other hand, the subject has been given little attention up to now. A discussion of the potential for legal regulation, however, appears to be all the more urgent in view of the fact supervisory authorities also seem to have now accepted the need for action. Canadian broadcasting regulators have been dealing with the problems of gender stereotypes since the Seventies. The Canadian Federal Media Authority has tested a large number of regulatory models, which could be used for productive discussion in Germany. The article analyses Canadian regulation efforts and relates them to the German discussion of gender role clichés. Alongside positive stimuli for a dynamic, creative and experiment-friendly approach to the subject of general role clichés in broadcasting the Canadian example also shows which mistakes can be avoided when regulating broadcasting in this field.

**Keywords:** Gender role clichés, broadcasting in Canada, discrimination, programme principles, Sex Equality Act, Stereotypification, promotion of women's rights, sexualisation, MediaWatch, complaints proceedings

**Daniel E. Jones: Media and communications research in Spain – an overview (Medien- und Kommunikationsforschung in Spanien – ein Überblick), pp. 528 – 545**

The article provides a brief overview of the historical development of media and communications research in Spain following the end of the Franco regime and describes today's institutions, themes and authors in the most important fields of research.

**Keywords:** Spain, media research, social communication, journalist qualification, Franco regime, media history, media policies, media system, communications theory, communications sociology, information technology, political communication, public relations