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Hertl, Michael: Identität, Authentizität und Gemeinschaft: warum Social Communities und Religion etwas gemeinsam haben. – S. 162-171

Hermes, Christian: Das Netz auf der rechten Seite auswerfen: Erfahrungen eines Pfarrers in Europas größtem Business-Netzwerk Xing. – S. 173-183

Benedikt XVI: der Priester und die Seelsorge in der digitalen Welt; die neuen Medien im Dienst der Wortes. – S. 184-187

Ditges, Florian: Gefährdete Marke: zur Krisenkommunikation der katholischen Kirche im Missbrauchsskandal. – S. 188-198

Knobloch, Leanne K.; Satterlee, Kristen L.; DiDomenico, Stephen M.: Relational Uncertainty Predicting Appraisals of Face Threat in Courtship: Integrating Uncertainty Reduction Theory and Politeness Theory. – S. 303-334

Toma, Catalina L.; Hancock, Jeffrey T.: Looks and Lies: The Role of Physical Attractiveness in Online Dating Self-Presentation and Deception. – S. 335-351

Helsper, Ellen Johanna: Gendered Internet Use Across Generations and Life Stages. – S. 352-374

„Gender inequalities in Internet use are smaller among younger people. It is unclear whether these differences can be explained by the varying circumstances in which different generations grew up or by other factors that vary within an individual's life time. This article tests a model which proposes that generation determines the level of Internet use and life stage determines gender differences in Internet use. Descriptive analyses of a representative sample of 1,578 British Internet users confirm that there continue to be small but significant gender differences for most uses of the Internet. The findings from a series of linear regressions suggest that gender differences vary for different life stages related to occupation and marital status. This is true especially for typically male uses. The article concludes that other factors related to life stage will continue to influence gender differences in Internet use in the future."

Peter, Jochen; Valkenburg, Patti M.: Processes Underlying the Effects of Adolescents' Use of Sexually Explicit Internet Material: The Role of Perceived Realism. – S. 375-399

Chia, Stella C.: How Social Influence Mediates Media Effects on Adolescents' Materialism. – S. 400-419

„This study proposed a theoretical framework by which it can be identified how media influence and social influence interplay and produce joint effects on adolescents' materialistic values. The framework began with how adolescents estimate parents' and friends' materialistic values from media exposure and interpersonal communication and then facilitated an examination of how the parents' and friends' materialistic values, in turn, influence adolescents' materialistic values. This framework was tested with survey data of 697 adolescents in Singapore. Results showed that an adolescent's exposure to advertising was both directly and indirectly associated with his or her materialistic values. The indirect association was mediated by the adolescent's perception of advertising effect on friends and by the adolescents' interpersonal communication with parents and with friends."

Rosen, Larry D. et al: The Relationship Between „Textisms" and Formal and Informal Writing Among Young Adults. – S. 420-440

„The Net Generation has adopted textisms as shortcuts in electronic communication. Two studies investigated whether the reported use of textisms in daily electronic communication is related to the quality of writing. Seven hundred and eighteen young adults were queried about how often they used linguistic and contextual textisms, instant messaging, monthly cell minutes, and monthly text messaging. In Study 1 they wrote a formal letter to a company and in Study 2 they were asked to write both a formal letter and provide an informal writing sample on happiness. Textism use was quite low, a finding that was consistent with previous research on texting and instant messaging. The data reflected negative associations between reported textism use in daily communications and formal writing and positive associations between textisms use and informal writing. These relationships varied by gender and level of education, varying most strongly among those without a college education. The results are discussed in terms of Low-Road/ High-Road Transfer of Situated Learning Theory."

Communication Theory
Jg 20 (2010) Nr 2

Jansen, Sue Curry: Forgotten Histories: Another Road Not Taken; The Charles Merriam-Walter Lippmann Correspondence. – S. 127-146

„As part of the recent recovery of forgotten histories of early media research in the United States, this article examines a correspondence between Chicago political scientist and Social Science Research Council (SSRC) founder, Charles E. Merriam, and journalist Walter Lippmann. The correspondence indicates that media and communication research was a significant constituent of Merriam's original vision for the SSRC. The 1921–1927 correspondence describes this vision; it also suggests that the formative idea for the SSRC was profoundly influenced by Lippmann's Public Opinion (1922), especially the final chapter on „Organized Intelligence"."

Sanders, Meghan S.: Making a Good (Bad) Impression: Examining the Cognitive Processes of Disposition Theory to Form a Synthesized Model of Media Character Impression Formation. – S. 147-168

Merolla, Andy J.: Relational Maintenance and Noncopresence Reconsidered: Conceptualizing Geographic Separation in Close Relationships. – S. 169-193

„Extended geographic separation is increasingly common in people's personal relationships. This article proposes a model explaining how partners sustain their relationships as they cycle in and out of physical copresence. The article discusses several research applications of the model in various long-distance relationship types (dating, commuter, military, transna-

tional). Also offered is a conceptualization of noncopresence experiences in relationships based on 5 linear and cyclical temporal concepts explicated by C. M. Werner and L. A. Baxter (1994): amplitude, scale, pace, sequence, and rhythm. This 5-pronged conceptualization highlights important differences within relationships regarding duration, frequency, emotional intensity, and routine-ness of separations. This framework can promote new approaches to relational research that move beyond the oversimplified binary classification of relationships as „long-distance" or „geographically close"."

Larose, Robert: The Problem of Media Habits. – S. 194-222

„To what extent is repeated media consumption behavior a matter of habit rather than continuing and active self-instruction? The physiological and cognitive origins of habits are examined in the context of current research in neurology and social psychology. The result is a reconceptualization of media habits along a continuum from consciously enacted behaviors to those that are activated automatically by external stimuli. Communication research perspectives of the role of habits in media consumption are critically reviewed. From this analysis, habits emerge as automatic thought processes that are powerful predictors of media behavior and a model of habitual media consumption is proposed."

Sowards, Stacy: Rhetorical Agency as „Haciendo Caras" and Differential Consciousness Through Lens of Gender, Race, Ethnicity, and Class: An Examination of Dolores Huerta's Rhetoric. – S. 223-247

Communication, Culture & Critique
Jg 3 (2010) Nr 2

Puppis, Manuel: Media Governance: A New Concept for the Analysis of Media Policy and Regulation. – S. 134-149

Special Issue: Media Governance: New Policies for Changing Media Landscape --- „Media governance has been attracting growing interest among communication scholars. However, there is uncertainty as to what exactly governance is. This article aims at clarification. One definition of media governance is developed that captures the entirety of rules that aim to organize media systems. However, media governance is characterized as a new concept suited for the analysis of media policy and regulation. This concept is argued to be not only of heuristic value by offering an integrated view on rules in the media sector but also adaptive to various theoretical approaches. In particular, the article shows the merits of connecting media governance to new sociological institutionalism and concludes by emphasizing the potential of a theoretically grounded concept of media governance."

Raboy, Marc; Padovani, Claudia: Mapping Global Media Policy: Concepts, Frameworks, Methods. – S. 150-169

Pickard, Victor: Reopening the Postwar Settlement for U.S. Media: The Origins and Implications of the Social Contract Between Media, the State, and the Polity. – S. 170-189

Krogh, Torbjörn; Nord, Lars W.: Between Public Responsibility and Public Relations: A Case Study of Editors' Attitudes Toward Media Accountability in Sweden. – S. 190-206

Moe, Hallvard: Governing Public Service Broadcasting: „Public Value Tests" in Different National Contexts. – S. 207-223

„This article presents a study of the implementation of new elements of media governance in the UK, Germany, and Norway. Seeking to amend the existing models, the three states have introduced different versions of so-called „public value tests" to assess the relevance, market impact, and cost/value of any new public service. The cases represent a meeting of national and supranational actors struggling to fit a staple of media policy into novel settings, developing new methods in the process. In discussing the development and organization of the tests, substantial differences are identified within a shared framework. Scrutinizing the specific implementations of the tests, it is argued that the actors involved, the measures, as well as the scopes vary across the cases."

Balaji, Murali; Worawongs, Tina: The New Suzie Wong: Normative Assumptions of White Male and Asian Female Relationships. – S. 224-241

Lahav, Hagar: The Giver of Life and the Griever of Death: Women in the Israeli TV Coverage of the Second Lebanon War (2006). – S. 242-269

„This article discusses gender aspects of the journalistic coverage of the Second Lebanon War by Israeli TV. The findings reveal that, in the social reality presented in the TV news during the war, women were relegated to the periphery by a complex process of exclusionary representation. Three primary subprocesses produced this exclusionary representation of women: concealing, transparency, and constructing women's presence and gendered images. This representation framed the war as „men's business," and unjustly legitimizes as well as normalizes their marginal position in the context of the Israeli–Arab conflict. An analysis of the symbolic reality devised by the media exposes the gender and ethnic components of Israel's inclusion (and exclusion) regime."

Perks, Lisa Glebatis: Polysemic Scaffolding: Explicating Discursive Clashes in Chappelle's Show. – S. 270-289

Communications
Jg 35 (2010) Nr 2

Trepte, Sabine; Scherer, Helmut: Opinion leaders: Do They Know More Than Others About Their Area of Interest?. – S. 119-140

„The knowledge of opinion leaders (in their area of interest) to a certain extent has always been taken for granted by communication scholars. This article investigates what opinion leaders really know. Two studies will be presented to answer the above question. Participants (N = 119) of the first study were assessed according to ratings on three scales of opinion leadership (Katz and Lazarsfeld, Personal influence. The part played by people in the flow of mass communication, Free Press, 1955; Troldahl and van Dam, Journalism Quarterly 42: 655-657, 1965; Childers, Journal of Marketing Research: 184-188, 1986), personality strength (Noelle-Neumann, Persönlichkeitsstärke, Der Spiegel, 1983) and political knowledge. In the second study, respondents (N = 727) were assessed according to ratings of opinion leadership (Childers, Journal of Marketing Research: 184-188, 1986) and political knowledge. In both studies, it was found that opinion leaders can be divided into 'informed opinion leaders', who know a lot in their area of interest, and 'uninformed opinion leaders', who are ill-informed about the field they claim as theirs. In both studies 'informed opinion leaders' read newspapers approximately one hour longer per week than 'uninformed opinion leaders'."

Bos, Linda; Brug, Wouter van der; Vreese, Claes de: Media Coverage of Right-Wing Populist Leaders. – S. 141-164

Koeman, Joyce; Jaubin, Kirsten; Stesmans, Andrea: Standardization or Adaption?: Ethnic Marketing Strategies Through the Eyes of Practitioners and Consumers in Flanders. – S. 165-186

Mertens, Stefan; d'Haenens, Leen: The Digital Divide Among Young People in Brüssel: Social and Cultural Influences on Ownership and Use of Digital Technologies. – S. 187-208

Computer Law Review International
Jg 11 (2010) Nr 2

Urbas, Gregor; Fouracre, Kendra: Obligations and Liability of ISPs as Guardians of Internet Content: Comparatives Perspectives. – S. 33-39

Kuppers, Martin Arthur: US Copyright Infringement by File „Sharing": Statutory Damage(s). – S. 39-43

Feiler, Lukas: New Approaches to Network and Information Security Regulation: The EU Telecoms Package. – S. 43-48

Jg 11 (2010) Nr 3

Geercken, Karl et al: Cross Border E-Discovery: How to Manage Potential Evidence in an International Environment. – S. 65-75

Gercke, Marco: Impact of the Lisbon Treaty on Fighting Cybercrime in the EU: The Redefined Role of the EU and the Change in Approach from Patchwork to Comprehensiveness. – S. 75-80

Computer und Recht
Jg 26 (2010) Nr 4

Maume, Philipp; Wilser, Christian: Viel Lärm um nichts?: Zur Anwendung von § 651 BGB auf lT-Verträge. – S. 209-215

Bräutigam, Peter; Wiesemann, Hans Peter: Der BGH und der Erschöpfungsgrundsatz bei Software: Eine Analyse der obergerichtlichen Rechtsprechung zum Spannungsverhältnis zwischen § 34 UrhG und dem Erschöpfungsgrundsatz. – S. 215-221

Eckhardt, Jens; Schütze, Marc: Vorratsdatenspeicherung nach BVerfG: „Nach dem Gesetz ist vor dem ist vor dem Gesetz ...“; Und der Staat wird im Streit mit Bürgern und TK-Unternehmen zum „lachenden Dritten“. – S. 225-232

Hövel, Daniel; Hansen, Hauke: Download-Fallen im Internet aus der Perspektive der Software-Hersteller: Eine Analyse marken-, urheber- und wettbewerbsrechtlicher Ansprüche. – S. 252-257

„Kosten- oder Abofallen im Internet bedienen sich fremden geistigen Eigentums, um die eigenen Angebote mit attraktiven Inhalten zu füllen. Diese Übernahme fremder Leistungen ist ein grundlegender Teil ihres Geschäftsmodells. Ungeachtet dessen sind bei der rechtlichen Bewertung dieser Angebote die zugunsten der Hersteller streitenden marken-, urheber- und wettbewerbsrechtlichen Normen im Gegensatz zu verbraucherschützenden Regelungen weitgehend unbeachtet geblieben. Dabei bieten gerade diese Rechtsgebiete effiziente Möglichkeiten, um zivil- und strafrechtlich gegen die Betreiber vorzugehen. Am Beispiel der Download Fallen untersuchen die Autoren die Rechtswidrigkeit von Kostenfallen im Internet aus der Perspektive des Immaterialgüterrechts und zeigen strafrechtliche Sanktionsmöglichkeiten auf.“

Rudolph, Matthias: E-Mails als Marketinginstrument im Rahmen neuer Geschäftskontakte: eine Bestandsaufnahme im Lichte der UWG-Novelle 2008 und der Datenschutz-Novelle 2009. – S. 257-262

Jg 26 (2010) Nr 5

Moos, Flemming: Die EU-Standardvertragsklauseln für Auftragsverarbeiter 2010. – S. 281-287

Gramlich, Ludwig: Die Tätigkeit der BNetzA in den Jahren 2008 und 2009 im Bereich der Telekommunikation. – S. 289-299

Spindler, Gerald; Prill, Aileen: Keyword-Advertising: eine europäische Rechtsprechungslinie beginnt. – S. 303-311

Spiecker gen. Döhmann, Indra: Datenschutzrechtliche Fragen und Antworten in Bezug auf Panorama-Abbildungen im Internet. – S. 311-318

Jg 26 (2010) Nr 6

Holleben, Kevin Max von; Probst, Peter Michael: IT-Verträge der öffentlichen Hand: Änderungen durch die Vergaberechtsreform. – S. 349-354

Koenig, Christian; Busch, Martin: Zur Umsetzung der unionsrechtlich kodifizierten Investitionsanreize nach dem TK-Review im deutschen Telekommunikationsrecht. – S. 357-363

Hartmann, Matthias: Belehrung im elektronischen Fernabsatz: zur aktuellen Halbwertzeit der Mustertexte. – S. 371-378

Convergence
Jg 16 (2010) Nr 1

Stewart, Gavin: The Paratexts of Inanimate Alice: Thresholds, Genre Expectations and Status. – S. 57-74

Pope, James: Where Do We Go From Here?: Readers' Responses to Interactive Fiction: Narrative Structures, Reading Pleasure and the Impact of Interface Design. – S. 75-94

„Interactive fiction has excited huge interest amongst scholars and experimental artists since the pioneering work of Michael Joyce in the 1980s. However, it has not reached out to a wide community of writers and readers, largely because of the twin problems of poor reader engagement with fractured narrative structures, and the heavy cognitive demands of the interfaces used by hyper-writers. This article reports upon an empirical study of readers' responses to a range of interactive fictions, a study which aimed to uncover in detail the key factors affecting readers' experience of this narrative form. On the basis of the study's findings, it is argued that interactive fiction can offer an enjoyable reading experience, if core issues around narrative structure and interface design are addressed by writers. The article suggests guidelines for writers, based on the findings of the empirical study.“

Skains, Lyle R.: The Shifting Author-Reader Dynamic: Online Novel Communities as a Bridge from Print to Digital Literature. – S. 95-111

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Albrechtslund, Anne-Mette: Gamers Telling Stories: Understanding Narrative Practices in an Online Community. – S. 112-124

Robinson, Sue: Traditionalists vs. Convergers: Textual Privilege, Boundary Work, and the Journalist-Audience Relationship in the Commenting Policies of Online News Sites. – S. 125-143

„As newspapers move toward web platforms, journalists struggle with their authoritative role in society. A documentation of policy development for commenting on news articles, this research considers these reader-content areas as places of boundary work for the journalist—audience relationship in interactive news environments. This ethnographic examination demonstrated significant internal conflict among both journalists and readers. The 'traditionalists' — those who want to maintain a hierarchal relationship between journalists and audiences — clashed with the 'convergers' — those who felt users should be given more freedoms within the news site. The resulting policy privileged journalism by relegating reader input to specific, structured spaces. But for the first time, audiences participated in that policy development, asserting their own textual privilege according to a value system apart from journalistic norms. The result was a grand identity complex for the news profession characterized by interrupted information flow patterns and diffused power over knowledge. Institutional hierarchies for policymaking and execution are radically changing."

Jg 16 (2010) Nr 2

Schwarz, Ori: On Friendship, Boobs and the Logic of the Catalogue: Online Self-Portraits as a Means for the Exchange of Capital. – S. 163-184

Bore, Inger-Lise Kalviknes: TV Comedy Audiences and Media Technology: A Comparative Study of Britain and Norway. – S. 185-200

„Drawing on focus group data, this article explores the ways in which British and Norwegian viewers constructed the role of media technology in their engagement with TV comedy. Arguing that TV comedy on pre-recorded DVDs tended to have far greater significance for British participants than Norwegian participants, the article maintains that this technology had different sets of cultural meanings in the two national contexts. The discussion examines factors that might contribute to this national difference, and considers how DVD usage may affect audience engagement. While DVDs have been seen to address viewers as fan consumers or collectors, most of these users primarily associated this technology with the convenience of timeshifting. Along with VHS and video files, DVDs were seen to offer viewers greater control over when and how they wanted to engage with TV comedy."

D'Arma, Alessandro: Italian Television in the Multichannel Age: Change and Continuity in Industry Structure, Programming and Consumption. – S. 201-216

„It is only in the last few years that multichannel television has really made inroads in Italy. This article assesses the nature and extent of change that has taken place in Italian television in the move from a handful of terrestrial channels to hundreds of digital channels. It considers emerging trends in terms of ownership, revenue models, programming and consumption. It is argued that Italian television has undergone substantial change in recent years, the rise of News Corporation's Sky Italia and the growing centrality of pay-TV to the economics of the industry being the main novelties. However, there are also important elements of continuity. Mediaset and RAI's established terrestrial channels remain the only truly mass-audience media in Italy. Judging from current viewing patterns and in light of regulatory conditions and economic considerations, they are likely to remain so even in the all-digital scenario of the near future. In the longer term, however, fundamental change may also occur at this level, the analysis pointing in particular to the risk for public broadcaster RAI to become increasingly marginal in future, given the political and economic constraints it currently faces."

Simpson, Seamus: Effective Communications Regulation in an Era of Convergence?: The Case of Premium Rate Telephony and Television in the UK. – S. 217-234

European Journal of Communication
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Deprez, Annelore; Raeymaeckers, Karin: Framing the First and Second Intifada: A Longitudinal Quantitative Research Design Applied to the Flemish Press. – S. 3-24

Lilleker, Darren G.; Malagon, Casilda: Levels of Interactivity in the 2007 French Presidential Candidates' Websites. – S. 25-42

Hajek, Martin; Kabele, Jiri: Dual Discursive Patterns in Czech Activists' Internet Media Communication. – S. 43-58

Fröhlich, Romy: The Coverage of War: Do Women Matter?: A Longitudinal Content Analysis of Broadsheets in Germany. – S. 59-68

„Our social consciousness reserves the role of fighter solely for men. Women are not considered as being authoritative or decisive actors in the context of war and violence. During armed conflicts or other violent crises, female acting subjects seem to leave the public (i.e. media) stage — a place where they are underrepresented even under normal circumstances. Furthermore, media coverage of war, it is said, largely assigns the role of the victim to women. However, there is not much empirical evidence to support this view due to the significant lack of longitudinal quantitative studies on media coverage of women during wartime. In order to investigate this, a framing analysis of media coverage

of war between 1989 and 2000 was conducted in Germany.This article reports on the results of this framing analysis and the representation of women during wartime in quality German newspapers. It is the first longitudinal gender-specific framing analysis of war coverage ever carried out in any country."

Sweert, Knut De; Hooghe, Marc: When Do Women Get a Voice?: Explaining the Presence of Female News Sources in Belgian News Broadcasts (2003-5). – S. 69-84

„For more than a decade now, it has been demonstrated that female news sources receive little attention in television news. Usually women account for no more than 20—25 percent of total time devoted to people speaking in the news. This article assesses when exactly female news sources are depicted in the news, using a dataset of 25,896 news items and 1600 hours of television, covering public broadcasting and commercial television in Belgium (Flanders) for the years 2003—5. The analysis shows that female news sources are strongly stereotyped and limited to traditional 'female' topics. The impact of the gender of the reporter was limited. Contrary to expectations, the broadcasting corporation with a long-standing gender diversity policy actually scored worse than its counterpart without such a policy.The article concludes with a discussion of the apparently difficult relation between traditional news standards and the depiction of gender diversity."

Jg 25 (2010) Nr 2

Shehata, Adam: Marking Journalistic Independence: Official Dominance and the Rule of Product Substitution in Swedish Press Coverage. – S. 123-137

Olausson, Ulrika: Towards a European Identity?: The News Media and the Case of Climate Change. – S. 138-152

„Much research on the discursive construction of Europe in national news media has quantitatively focused on the presence of 'EU topics'. The more frequently EU topics appear, the better the breeding-ground for a sense of European community, it is argued. This article tackles the question of a European identity from a different angle. Guided by theories on collective identity and power, and utilizing qualitative discourse analysis of the reporting on climate change in a tabloid newspaper and public service television news in Sweden, this article discerns a budding European political identity, discursively embedded and 'hidden' in the reporting as the natural order of things. When turned into common-sense knowledge, the European realm as a representative of 'Us' is accorded spontaneous legitimacy as a relevant political power in the making of meaning on climate change."

Cucco, Marco: The Borders of the Domestic Market and their Importance for the Economy of the Film Industry: The Swiss Case Study. – S. 153-167

„This study analyses the economic relevance of the domestic market for national film industries, adopting first a historical and theoretical approach, and then by using Switzerland as a case study for quantitative research on film consumption.The analysis of the Swiss film market has a triple purpose: (1) to confirm the importance of the domestic market for the economy of national film industries; (2) to discover how the Swiss market can be considered (a single national market? three distinct markets? or an extension of the German, French and Italian cinema markets?); and (3) to discover if it still makes sense to consider the domestic market as a trade area limited by national borders or whether is it more realistic to think of it in terms of local and/or transnational cultural regions."

Pantti, Mervi: The Value of Emotion: An Examination of Television Journalists' Notions on Emotionality. – S. 168-181

„This article engages with current discussions about public emotions by examining journalists' perceptions of the value of emotional expression in broadcast news. First, the study provides insight into how journalists assess the place and role of emotion in news reporting and the perceived emotionalizing of news. Second, it examines how the journalists' discourse about emotion is linked to their ideas of 'good journalism', as well as to their professional self-image. The data consist of in-depth interviews with television journalists working for both public service and commercial news programmes in Finland and in the Netherlands."

Global Media and Communication
Jg 6 (2010) Nr 1

Zhao, Yuezhi: Chinese Modernity, Media and Democracy: An Interview with Lu Xinyu. – S. 5-32

Fuchs, Christian: New Imperialism: Information and Media Imperialism?. – S. 33-60

„This article explores whether contemporary society can be characterized as demonstrating a new form of the Marxist notion of imperialism and as informational/ media imperialism. In an attempt to answer this question, I employ Vladimir Lenin's analysis of imperialism. Paying particular attention to the relevance of media and information, I test Lenin's theories against macroeconomic statistical analysis of existing data. My analysis is structured according to Lenin's five characteristics of imperialism: (1) the role of economic concentration; (2) the dominance of finance capital; (3) the importance of capital export; (4) the spatial stratification of the world as result of corporate dominance; and (5) the political dimension of the spatial stratification of the world. The results demonstrate that Lenin's theories should be reloaded for contemporary media and communication studies."

el-Nawawy, Mohammed; Powers, Shawn: Al-Jazeera English: A conciliatory medium in a conflict-driven environment?. – S. 61-84

Figenschau, Tine Ustad: A Voice for the Voiceless?: A Quantitative Content Analysis of Al-Jazeera English's Flagship News. – S. 85-108

„Al-Jazeera English is the first English-language satellite news channel broadcasting globally from the Middle East. The channel aims to redress the balance of news flows, and the present article presents a comprehensive, quantitative content analysis of the channel's news. The article finds that the channel airs more news items from and about the global South than the global North, and that the South is covered in more in-depth news formats, with more correspondents on the ground. Furthermore, it documents that male, independent elites are the most frequent and authoritative news sources on Al-Jazeera English. The article concludes that the channel represents a potential contra-flow of English-language satellite news, through its explicit Southern agenda, but that it continues the political bias and elite orientation characteristic of mainstream international news."

International Communication Gazette Jg 72 (2010) Nr 4-5

Dakroury, Aliaa; Hoffmann, Julia: Communication as a Human Right: A Blind Spot in Communication Research?. – S. 315-322

Die Ausgabe 4-5 von „International Communication Gazette" ist ein Themenheft zu „Human Rights and Communication".

O'Neill, Brian: Media Literacy and Communication Rights: Ethical Individualism in the New Media Environment. – S. 323-338

Lobo, Paula; Cabecinhas, Rosa: The Negotiation of Meanings in the Evening News: Towards an Understanding of Gender Disadvantages in the Access to the Public Debate. – S. 339-358

„This article discusses the importance of examining gender barriers in the deliberative processes of the public sphere. A participatory democracy is not feasible without the equal inclusion of women's voices under similar conditions to their male peers. In the past, various studies have shown that women in the media are either rendered invisible or described according to stereotyped characteristics, which results in their 'symbolic annihilation'. Arguing that television remains an important mass medium in the delivery of news to the general public, a qualitative study was conducted which aimed at understanding how gender meanings in the evening news are negotiated by television viewers. Within this context, a series of focus group discussions was organized in order to examine several gender perceptions of the news which contribute to the development of a critical perspective on media structures and content."

Padovani, Claudia; Musiani, Francesca; Pavan, Elena: Investigating Evolving Discourses On Human Rights in the Digital Age: Emerging Norms and Policy Challenges. – S. 359-378

Krogh, Torbjörn von: From a Medical To a Human Rights Perspective: A Case Study of Efforts to Change the Portrayal of Persons with Disabilities on Swedish Television. – S. 379-394

„Studies from the US and Western Europe show that persons with disabilities were predominantly portrayed from a medical perspective in the media during the 20th century; that is, with the disability itself in focus, framed as a problem of the individual. Since the 1980s, the United Nations and disability organizations have tried to establish a human rights perspective: where persons with disabilities are seen as persons that do not yet enjoy equal rights, which is a problem that society has to resolve. What can disability organizations do to promote a human rights perspective in the mainstream media? This is a question raised in this case study of the efforts made by the Swedish Disability Federation to influence the public broadcaster Swedish Television. By using media accountability strategies, the federation managed to influence the corporation's policy documents, diversity strategies, in-house education of producers and reporters, journalistic debates and, in some cases, journalistic output."

Podkalicka, Aneta; Thomas, Julian: The Skilled Social Voice: An Experiment in Creative Economy and Communication Rights. – S. 395-406

Voorhoof, Dirk; Cannie, Hannes: Freedom of Expression and Information in a Democratic Society: The Added but Fragile Value of the European Convention on Human Rights. – S. 407-424

„The right to freedom of expression and information is guaranteed by Article (10) of the European Convention for the Protection of Human Rights and Fundamental Freedoms (ECHR) in all 47 member states of the Council of Europe. The jurisprudence of the European Court of Human Rights (ECrtHR) applying Article (10) is to be considered an authoritative international standard regarding the protection of this human right, including the right to express, impart and receive opinions and information without interference by public authorities. The Court's case law has manifestly helped to create an added value for the effective protection of freedom of expression, journalistic freedom, freedom of the media, the right to receive information and public debate in the Convention's member states. However, some recent restrictive trends in the Court's approach have raised serious concerns regarding the (future) level of protection of freedom of speech and press freedom in Europe. This article focuses on the most important characteristics of the right to freedom of expression and information under the European human rights system and discusses some challenges for the future."

Moyo, Last: Language, Cultural and Communication Rights of Ethnic Minorities in South Africa: A Human Rights Approach. – S. 425-440

Javnost
Jg 17 (2010) Nr 1

Brüggemann, Michael: Information Policy and the Public Sphere: EU Communications and the Promises of Dialogue and Transparency. – S. 5-21

„Taking EU communications as a case study this article deals with the relationship between communication activities of public authorities and the public sphere. Traditional theories of the public sphere regard government communications also as an unwelcome intervention that distorts free and open debates. This article argues that public relations activities of governments should be analysed as being part of the implementation of an information policy that also comprises citizen's rights of access to documents and information. Whether information policy distorts or supports free deliberation is an empirical question that is answered by looking at the information policy of the European Commission since the year 2000. In response to the challenge of communicating Europe to largely disinterested audiences, the European Commission has reformed its communications in order to foster a European public sphere through enhancing the transparency of European governance and starting a dialogue with the citizens. The study shows that the EU fails on its promise of dialogue and that transparency could still be improved. The information policy of the Commission aims at normatively acceptable goals while using ineffective means. Information policy does not turn out to be propagandistic but ineffective. Focussing on media relations could make PR more effective in reaching out to the wider public. If journalism functions as its neces- sary corrective and citizens are empowered through strong rights of access to information, than information policy could contribute to a vivid transnational public sphere."

Nah, Seunghahn: A Theoretical and Analytical Framework Toward Networked Communities: A Case of the Electronic Community Information Commons. – S. 22-36

Evens, Tom; Verdegem, Pieter; Marez, Lieven De: Balancing Public and Private Value for the Digital Television Era. – S. 37-54

„As the digital switchover is the result of the dynamic interplay between economic, social and political interests, this article reflects on the role of all stakeholders involved in the switch to digital television services. It aims to discuss the trade-off between public and private policy interests focussing on strategies for preparing the transition process and the digital take-off as well as on future opportunities that become available in the spectrum (digital dividend). Based on a comparative study amongst three European countries, it is demonstrated that government has played an important role in the development of the digital television landscape in the past, and it is argued why policy makers should continue to do this in the future. Instead of a solely market-driven approach, a strong plea is made for a better understanding of stakeholders' expectations in deploying public policies and business strategies concerning the digitised media landscape."

Jin, Dal Yong: Critical Interpretation of Hybridisation in Korean Cinema: Does the Local Film Industry Create „The Third Space"?. – S. 55-72

Lecheler, Sophie; Hinrichsen, Malte-Carlos: Role Conceptions of Brussels Correspondents from the New Member States. – S. 73-86

„Journalists working in Brussels are commonly perceived as different from traditional foreign correspondents. However, their isolation from their home offices renders them distinct from domestic political journalists. Consequently, studies of Brussels correspondents have come up with their own viable types of „political journalism in Brussels." With the ongoing enlargement of the European Union – and a growing number of post-communist new member states – we need to re-define current typologies of Brussels journalism. Prior findings indicate that post-communist journalists have not yet evolved a fixed set of professional roles, norms and values. Thus, their work in Brussels may be characterised by a different approach towards correspondent journalism. As part of a study on Brussels correspondents, role conceptions of correspondents from post-communist new member states were examined. In-depth, semi-structured interviews with 14 journalists from different new member states show that explicative, objective and rapid information-gathering are the most important constituents of political journalism in Brussels. As a consequence of the highly-complex subject matter of EU reporting and declining support from home offices, journalists see it as their highest goal to explain the EU and make the EU decision-making process in Brussels better understood. Along this line, other forms of political journalism, such as investigative and critical reporting, are neglected."

Journal of children and media
Jg 4 (2010) Nr 2

Krcmar, Marina: Assessing the Research on Media, Cognitive Development, and Infants: Can Infants Really Learn from Television and Videos?. – S. 119-134

Cai, Xiaomei; Zhao, Xiaoquan: Click here, Kids!: Online Advertising Practices on Popular Children's Websites. – S. 135-154

„Information processing theory suggests that children may be particularly vulnerable to online advertising. This study examined the structural and privacy features of advertisements placed on popular children's websites. A total of 697 advertisements on 133 of the most popular children's websites were analyzed. Results revealed an online advertising world for children that is both tempting and confusing. Moreover, protection of children's privacy is not ideal on advertisers' websites. In all, online advertising raises challenging fairness and privacy issues. Better protection of children on the Web is needed."

Callister, Mark A.; Robinson, Tom: Content Analysis of Physical Affection Within Televi-

sion Families During the 2006-2007 Season of US Children's Programming. – S. 155-173

Nathanson, Amy I.: Using Television Mediation to Stimulate Nontraditional Gender Roles among Caucasian and African American Children in the US. – S. 174-190

Luther, Catherine A.; Legg, J. Robert: Gender Differences in Depictions of Social and Physical Aggression in Children's Television Cartoons in the US. – S. 191-205

„The main purpose of this study was to explore gender differences in depictions of social and physical aggression in children's television cartoons. With the knowledge that boys tend to commit physical aggression more than girls and that girls tend to perpetrate social aggression more than boys, it was expected that these gender differences in aggression type would be reflected in the cartoons. A content analysis of cartoons appearing on Cartoon Network, Nickelodeon, and Toon Disney was conducted. The findings showed that acts of physical aggression were more likely to be carried out by male characters, whereas acts of social aggression were more likely to be committed by female characters. Both the perpetrators and receivers of physical and social aggression tended to be children or teen characters, rather than adult characters. For a majority of the aggressive acts, immediate retribution or a defensive response did not result."

Williamson, Ben: Policy Utopias, Sci-Fi Dystopias, and Contemporary Contests Over Childhood in Education Reform in the UK. – S. 206-222

Journal of Communication Jg 60 (2010) Nr 2

Lin, Wan-Ying; Song, Hayeon; Ball-Rokeach, Sandra J.: Localizing the Global: Exploring the Transnational Ties That Bind in New Immigrant Communities. – S. 205-229

„This study seeks to examine the ways in which transnational life is lived at different „local" levels. In particular, we ask: What are some of the important aspects of immigrants' life that are enacted across borders? To what extent are ethnic media that serve the immigrant population connected to home countries in content and operation? To what extent does transnational news have local and global implications? Multiple methods are employed in this study, including a telephone survey of immigrant communities, interviews with media producers and senior editors, and a content analysis of ethnic newspapers. This study shows that transnational activities go beyond economics to include more social aspects and communication practices in immigrants' everyday lives."

Niederdeppe, Jeff et al: Does Local Television News Coverage Cultivate Fatalistic Beliefs About Cancer Prevention?. – S. 230-253

Porpora, Douglas V.; Nikoaev, Alexander; Hagemann, Julia: Abuse, Torture, Frames, and the „Washington Post". – S. 254-270

Strömbäck, Jesper; Kiousis, Spiro: A New Look at Agenda-Setting Effects: Comparing the Predictive Power of Overall Political News Consumption and Specific News Media Consumption Across Different Media Channels and Media Types. – S. 271-292

„The purpose of this study was to compare the predictive power of overall political news consumption and media-specific news consumption, on perceived issue salience across different media channels and media types in the context of the 2006 Swedish parliamentary election. Findings suggest that overall consumption of political news is significantly more important than consumption of specific media outlets in predicting changes in issue salience. Although the study demonstrates that the Swedish news media collectively can exert considerable agenda-setting influence over their audiences, it could, however, not find any consistent evidence of differences related to media channels or media types. The reasons for and implications of the results are discussed."

Atouba, Yannick; Shumate, Michelle: Interorganizational Networking Patterns Among Development Organizations. – S. 293-317

Gastil, John; Xenos, Michael: Of Attitudes and Engagement: Clarifying the Reciprocal Relationship Between Civic Attitudes and Political Participation. – S. 318-343

Yan, Changmin; Dillard, James Price; Shen, Fuyuan: The Effects of Mood, Message Framing, and Behavioral Advocacy on Persuasion. – S. 344-363

Shen, Fei; Eveland, William P.: Testing the Intramedia Interaction Hypothesis: The Contingent Effects of News. – S. 364-387

„Various forms of news use not only have independent impacts on political knowledge, but also create interactive effects across different types of news outlets. In the present study, data from 2 surveys conducted in 2004 were used to test hypotheses about the contingent effects of news media use on political knowledge. The results supported the intramedia interaction hypothesis regarding use of multiple similar (in terms of content and form) news outlets. For instance, use of both cable news and network news produces diminishing returns. But, when print news is used in combination with audio–visual news sources, patterns of additive effects were observed."

Barnett, George A. et al: Measuring Quality in Communication Doctoral Education Using Network Analysis of Faculty-Hiring Patterns. – S. 388-408

**Journal of Health Communication
Jg 15 (2010) Nr Supplement 1**

Morry, Chris: Polio Lessons. – S. 1-83

Der erste Supplement-Band 2010 beschäftigt sich mit dem Thema „Kinderlähmung"

Jg 15 (2010) Nr 3

Scheier, Lawrence M.; Grenard, Jerry L.: Influence of a Nationwide Social Marketing Campaign on Adolescent Drug Use. – S. 240-271

Manfredi, Clara et al: Are Racial Differences in Patient-Physician Cancer Communication and Information Explained by Background, Predisposing, and Enabling Factors?. – S. 272-292

Gardner, Annette et al: Clinic Consortia Media Advocacy Capacity: Partnering with the Media and Increasing Policymaker Awareness. – S. 293-306

„Media advocacy is a popular means of crafting and disseminating messages broadly and has been used by advocates to increase policymaker and public awareness of key health policy issues, such as the large number of uninsured. Some media advocacy activities are more effective than others, however, requiring increased sensitivity to the media environment and adequate resources and expertise. This article describes the results of media advocacy activities undertaken by 19 clinic consortia funded under The California Endowment's Clinic Consortia Policy and Advocacy Program from 2002 to 2006. The consortia used different media advocacy strategies and venues, including newspaper, television, radio, video, brochures, newsletters, and websites. The findings indicate that consortia may have influenced the media agenda and increased the likelihood of securing coverage of key issues, such as the role of clinics in supporting the health care safety net. There is evidence that suggests that clinic consortia media advocacy activities, such as front-page coverage in local and major daily newspapers, increased public and policymaker awareness of key clinic policy issues. Although grantees rated media advocacy overall as less effective than other advocacy activities and few reported that it had directly achieved a policy change or increased funding to clinics, nearly all thought it was effective in increasing policymaker awareness. We conclude that media advocacy is a useful tool for partnering with the media and increasing stakeholder awareness more broadly, but it should not be solely relied upon to achieve a policy change."

Rubel, Stephanie K. et al: Testing the Effects of a Decision Aid for Prostate Cancer Screening. – S. 307-321

Haider, Muhiuddin et al: Analysis of Avian Influenza with Special Focus on Pakistan. – S. 322-333

Duggan, Ashley et al: How Do I Ask About Your Disability?: An Examination of Interpersonal Communication Processes Between Medical Students and Patients with Disabilities. – S. 334-350

**Journal of Media Psychology
Jg 22 (2010) Nr 1**

Zhang, Weiyu; Jeong, Se-Hoon; Fishbein, Martin: Situational Factors Competing for Attention: The Interaction Effect of Multitasking and Sexually Explicit Content on TV Recognition. – S. 2-13

Sternadori, Miglena M.; Wise, Kevin: Men and Women Read News Differently: The Effects of Story Structure on the Cognitive Processing of Text. – S. 14-26

„This study explored how the structure of written news affects men and women differently in terms of cognition. In a 2 (Structure) × 2 (Story) × 2 (Sex) mixed design, participants read two inverted pyramid and two chronological news stories, each on a different topic. Dependent measures included secondary task reaction times (STRTs), cued recall, recognition accuracy, and text comprehension. Women had slower reaction times than men across stories, but a significant interaction showed their use of cognitive resources was less affected by variations in story structure. These results are discussed in the context of a comprehensibility interpretation of the STRT measure. The findings suggest that the common use of the inverted pyramid structure, which has been criticized as difficult to comprehend, may not explain the decrease in female news readers."

Schramm, Holger; Wirth, Werner: Testing a Universal Tool for Measuring Parasocial Interactions Across Different Situations and Media: Findings from Three Studies. – S. 26-36

„Although research on parasocial interactions (PSI) has over 50 years of tradition, it provides a heterogeneous status of measurements and findings. The challenge for present and future PSI research is to provide measurement standards that are generated, confirmed, and validated across several studies. The present contribution tries to take a first step in this direction by exploring PSI with (1) nonmediated fictional characters (theater), (2) mediated fictional characters (soaps), and (3) mediated nonfictional characters (quiz shows). All three studies are based on the same theory (Two-Level Model of PSI) and on parts of the same corresponding measurement tool (PSI-Process Scales). All in all, the PSI-Process Scales show high usability in all three contexts, with the option to select PSI dimensions and items with respect to the study's focus. Even in a theater play, the PSI-Process Scales could be applied without any problems and without any changes in the item wordings. The results of the three studies offer new insights into the importance of specific user and persona characteristics for the constitution and intensity of PSI in different media genres."

Weibel, David et al: How Socially Relevant Visual Characteristics of Avatars Influence Impression Formation. – S. 37-43

Kommunikation & Recht
Jg 13 (2010) Nr 4

Forgo, Nikolaus; Krügel, Tina: Vorschriften zur Vorratsdatenspeicherung verfassungswidrig: nach der Entscheidung ist vor der Entscheidung; Zugleich Kommentar zu BVerfG, Urteil vom 2. 3. 2010 -1 BvR 256/08, 1 BvR 263/08, 1 BvR 586/08, K&R 2010, 248ff. (in diesem Heft). – S. 217-220

„Das vorliegende Urteil ist eine weitere Etappe in einer Reihe von erfolgreichen Verfassungsbeschwerden gegen die nach dem 11. 9. 2001 verabschiedeten Anti-Terror und Sicherheitsgesetze. Doch ist die Entscheidung für die Beschwerdeführer nicht so positiv, wie die Nichtigkeitserklärung der Vorschriften über die Vorratsdatenspeicherung auf den ersten Blick glauben machen mag. Vielmehr kann man das Urteil allenfalls als Teilerfolg verstehen; ein Sieg ist es nicht. Die entscheidende Aussage des Urteils ist nämlich, dass die von der EG-Richtlinie zur Vorratsdatenspeicherung (2006/24/EG) vorgesehene sechs monatige Mindestspeicherung von Kommunikationsverkehrsdaten nicht schlechthin mit Art. 10 Abs. 1 GG unvereinbar sei. Das eigentliche Ziel, die Vorratsdatenspeicherung an sich für verfassungswidrig zu erklären, haben die Beschwerdeführer damit verfehlt."

Schirmbacher, Martin; Bühlmann, Lukas: Grenzüberschreitender E-Commerce zwischen Deutschland und der Schweiz am Beispiel der Preiswerbung im Internet. – S. 220-226

Meyer, Sebastian: Aktuelle Rechtsentwicklungen bei Suchmaschinen im Jahre 2009. – S. 226-234

Seiler, David: Fotografierverbote, Eigentumsrecht und Panoramafreiheit; Zugleich Kommentar zu Brandenburgischem OLG, Urteile vom 18.2. 2010 5 U 13/09 und 5 U 14/09 – K&R 2010, 268ff. (in diesem Heft). – S. 234-237

Hambach, Wulf; Berberich, Bernd: Kostenlose Online-Pokerschulen: „Werbung" für unerlaubtes Glücksspiel?: zugleich Kommentar zu VG München, Beschluss vom 7. 9. 2009 — M 22 S 09.3403. – S. 237-242

Hain, Karl-E.: Die öffentlich-rechtlichen Rundfunkanstalten – Träger mittelbarer Staatsverwaltung?: Organisationsrechtliche Bemerkungen aus Anlass des BGH-Urteils in der Strafsache Emig. – S. 242-247

Jg 13 (2010) Nr 5

Klett, Alexander R.; Apetz, Daja: Nochmals; AdWord-Werbung unter Verwendung fremder Kennzeichen – markenrechtsverletzend?: Zugleich Kommentar zu EuGH, Urteile vom 23. 3. 2010 – Rs. C-236108 bis C-238108 Google, K&R 2010, 320ff., und vom 25. 3.2010 – Rs. C-278108 – BergSpechte, K&R 2010, 318ff. (beide in diesem Heft). – S. 289-292

Vander, Sascha: Auftragsdatenverarbeitung 2.0?: Neuregelungen der Datenschutznovelle II im Kontext von § 11 BDSG. – S. 292-298

„Neben einigen auch in der nicht juristischen Fachöffentlichkeit intensiv diskutierten Änderungen des Datenschutzrechts anlässlich der im Jahre 2009 verabschiedeten Datenschutznovellen wurden auch die gesetzlichen Regelungen über die Auftragsdatenverarbeitung modifiziert. Die insbesondere für die Praxis der Vertragsgestaltung relevanten Änderungen der Regelungen des § 11 BDSG wurden im Gesetzgebungsverfahren lediglich kursorisch thematisiert und haben eine Reihe von Fragen hinterlassen, denen im Folgenden nachgegangen werden soll."

Schäfer, Fabian: Aktivlegitimation und Anspruchsumfang bei der Verletzung der GPL v2 und v3. – S. 298-303

Geppert, Martin; Salevic, Marc: Alter Wein in neuen Schläuchen – Besonderheiten beim Einkauf von IPTV-Weitersendungsrechten für moderne Glasfasernetze (NGA)?: Zugleich Kommentar zum Schiedsstellen-Einigungsvorschlag vom 22. 2. 2010 Sch-Urh 07/08, K&R 2010, 360 (in diesem Heft). – S. 303-308

Ladeur, Karl-Heinz: Das Europäische Telekommunikationsrecht im Jahre 2009. – S. 308-316

Jg 13 (2010) Nr 6

Engels, Thomas: Umfassende Änderung der Vorschriften über den Widerruf von Fernabsatzverträgen. – S. 361-364

„Die Rechtsfigur des Widerrufs von Fernabsatzverträgen im deutschen Recht ist nun fast auf den Tag genau 10 Jahre alt. Am 30. 6. 2000 trat das Fernabsatzgesetz in Kraft, welches die Fernabsatzrichtlinie aus dem Jahr 1997 erstmalig umsetzte. Im Rahmen der Schuldrechtsmodernisierung wurden die Vorschriften zum 1. 1. 2002 in das BGB integriert. Doch die Kritik an der Umsetzung riss nie ab, so dass der Gesetzgeber nun 11. 6. 2010 – 10 Jahre später – eine umfassende Änderung der Vorschriften vornimmt, die alle bislang von der Rechtsprechung aufgeworfenen Probleme beheben soll"

Reinholz, Fabian: Lizenzgebühren für Public Viewing?. – S. 364-368

Volkmann, Christian: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2009. – S. 368-375

Gersdorf, Hubertus: Medienrechtliche Einordnung des NVOD. – S. 375-383

Ufer, Frederic: Der Kampf um die Netzneutralität oder die Frage, warum ein Netz neutral sein muss. – S. 383-389

Soldner, André; Rottstegge, Willem: FIFA vs Ferrero: letzte Runde oder nur weitere Etappe im Streit um WM-Marken?. – S. 389-391

Kommunikation und Recht, Beilage
Jg 13 (2010) Nr 6

Hoeren, Thomas; Gräbig, Johannes: Entwicklung des Internet- und Mulitmediarechts im Jahr 2009. – S. 1-48

Mass Communication & Society
Jg 13 (2010) Nr 2

Yang, Hyeseung; Oliver, Mary Beth: Exploring the Effects of Television Viewing on Perceived Life Quality: A Combined Perspective of Material Value and Upward Social Comparison. – S. 118-138

„American television programs have been criticized for being filled with images endorsing capitalist consumerism and for being weighted toward the upper middle classes. This study proposed that heavy viewing of these distorted representations may culminate in decreases in viewers' life satisfaction. A path model investigated this supposition, based on material value and social comparison perspectives. Surveys were administered to 225 adults in a northeastern town in the United States, and the data were subjected to path analysis. The findings of this study suggest that heavy television viewing may be associated with material value, estimates of other people's affluence, and perceived gaps between the self and others in material affluence. Of importance, the findings also suggest that the perceived gaps between the self and others may be associated both with dissatisfaction with personal life and dissatisfaction with current social equality, whereas material value may be associated only with dissatisfaction with personal life."

Wirth, Werner; Schemer, Christian; Matthes, Jörg: Trivializing the News?: Affective Context Effects of Commercials on the Perception of Television News. – S. 139-156

Haigh, Michel M.; Heresco, Aaron: Late-Night Iraq: Monologue Joke Content and Tone From 2003 to 2007. –S. 157-173

Hoffmann, Lindsay H. Eveland, William P.: Assessing Causality in the Relationship Between Community Attachment and Local News Media Use. – S. 174-195

Mutz, Diana C.; Nir, Lilach: Not Necessarily the News: Does Fictional Television Influence Real-World Policy Preferences?.- S. 196-217

Media culture & society
Jg 32 (2010) Nr 2

Kehily, Mary Jane: Childhood in Crisis?: Tracing the Contours of „Crisis" and its Impact Upon Contemporary Parenting Practices. – S. 171-186

„The article draws upon a textual analysis of pregnancy magazines to examine the ways in which parents may be responding to the idea of a crisis in childhood and the impact this has on their parenting practices. Finally, the article argues that contemporary meanings of childhood are shaped by the links between the past and present, to be found in residual notions of childhood in the popular imagination and contemporary accounts of risk and crisis. In the context of contemporary childrearing, cultural texts and residual meanings cohere to produce a reconfigured version of childhood that can be seen as a generative mixture of romantic, late modern and scientific identifications."

Kennedy, Helen: Net Work: the Professionalization of Web Design. – S. 187-204

„This article is about the work of web designers, a subject largely neglected in contemporary scholarship, despite the burden of representing 'work in the new economy' that is often placed on web designers' shoulders. The article focuses on a topic which is central in web designers' discursive repertoires: the professionalization of web design.It proposes that this topic has not been sufficiently acknowledged in literature on new media work. The article argues that focusing on web designers' talk about the professionalism and professionalization of their industry can contribute to greater understanding of this somewhat neglected cultural industry."

Bainbridge, Jason; Bestwick, Jane: „And Here's the News": Analysing the Evolution of the Marketed Newsreader. – S. 205-224

Tilt, Bryan; Xiao, Qing: Media Coverage of Environmental Pollution in the People's Republic of China: Responsibility, Cover-up, and State Control. – S. 225-246

Hamo, Michal; Kampf, Zohar; Shifman, Limor: Surviving the „Mock Interview": Challenges to Political Communicative Competence in Contemporary Televised Discourse. – S. 247-266

„In recent years, media scholars have been paying growing attention to new television genres blending entertainment and politics. A key dilemma driving these studies concerns the consequences of political entertainment to the democratic process; less attention has been given to the implications of these shows from

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the perspective of political actors. In the present study we map the challenges politicians face as interviewees in the new televised environment, and explore the strategies they develop in addressing them. We highlight the concept of communicative competence as a productive framework for understanding politicians' performance in new types of televised interactions. More specifically, we apply discourse analytical tools to the analysis of Israeli and British/American examples of the „mock interview" genre (Ali G etc.), and present a typology of four coping strategies of politicians, labeled as naive, villain, defiant and sophisticated. Each strategy is based on a unique blend between various levels of awareness (i.e., contextsensitivity and self-monitoring) and cooperation (i.e., alignment with the style and framing set by interviewers). As mediatized political talk genres become more diversified, and the balance of power between politicians and the media is open for negotiation, awareness and cooperation become crucial components of communicative competence."

Larsen, Hakon: Legitimation Strategies of Public Service Broadcasters: the Divergent Rhetoric in Norway and Sweden. – S. 267-284

„This article examines how the Norwegian and Swedish public service broadcasters(PSBs) NRK and SVT reflect on their mandate in an age of convergence, digitalization and globalization, and how they legitimate their role in relation to the classical PSB aspects of democracy and enlightenment. Empirically, the study is based on interviews with people holding important positions within the broadcasting institutions, together with a close reading of the broadcasters' strategy documents and annual reports. The study shows that SVT leans on the traditional PSB rhetoric, focusing on its democratic role and its dedication to enlightening and serving the public in arguing for its continued importance, while NRK focuses more upon its adaptation to the processes of digitalization and convergence, presenting itself as a digital media house."

Fuller, Jennifer: Branding Blackness on US Cable Television. – S. 285-306

Media Perspektiven
(2010) Nr 4

Frees, Beate; Oberg, Nicole; Schmeißer, Daniel R.: Innovative Ansätze in der Medienforschung: Einsatz kollaborativer Forschungsblogs am Beispiel von ZDF-Wahlwatching 2009. – S. 205-214

Krüger, Udo Michael: Factual Entertainment – Fernsehunterhaltung im Wandel: Programmanalyse 2009 – Teil 1: Sparten und Formen. – S. 158-181

„Im deutschen Fernsehen hat der Anteil an so genannten Hybridformaten zugenommen, dazu gehören vor allem Doku-Soap, Dokutainment, Doku-Drama oder Real-Life-TV. Aufgrund der Unterhaltungsfunktion dieser Formate wurden sie in der Programmanalyse

2009 als Factual Entertainment innerhalb der Programmkategorie Unterhaltung vercodet. Wie Udo Michael Krüger in seinem Beitrag berichtet, verringern sich dadurch die Informationsanteile insbesondere bei den privaten Programmen, die die meisten dieser Formate ausstrahlen. Insgesamt ist die Programmstruktur bei ARD und ZDF weiterhin sehr stabil, bei RTL, Sat. 1 und ProSieben gab es Veränderungen im Wesentlichen im Unterhaltungsbereich."

Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: Eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger 2009. – S. 182-194

Klingler, Walter; Kutteroff, Albrecht: Radio der Zukunft: Forschungsergebnisse zu Chancen des digitalen Hörfunks; Der Stuttgarter Test. – S. 195-204

(2010) Nr 5

Röper, Horst: Zeitungen 2010: Rangverschiebungen unter den größten Verlagen; Daten zur Konzentration der Tagespresse in der Bundesrepublik Deutschland im 1. Quartal 2010. – S. 218-234

Franz, Gerhard: Mobile Onlinenutzer in der crossmedialen Markenkommunikation: Ergebnisse einer Onlinebefragung. – S. 235-246

Jäckel, Michael: Was unterscheidet Mediengenerationen?: theoretische und methodische Herausforderungen der Medienentwicklung. – S. 247-258

„Der Umgang mit Medieninnovationen lässt sich auch als ein Generationenphänomen beschreiben. In seinem Beitrag vertritt Michael Jäckel die These, dass angesichts einer Beschleunigung von Innovationszyklen im Medienbereich in der Forschung auf eine stärkere Binnendifferenzierung innerhalb der Generationen geachtet werden sollte. Dies gilt vor allem für die jüngeren Altersgruppen; aber zukünftig auch vermehrt für die älteren Kohorten."

Krüger, Udo Michael: Sendungsformen, Themen und Akteure im Nonfictionangebot von ARD, ZDF, RTL und Sat.1: Programmanalyse 2009 – Teil 2. – S. 258-272

Media Perspektiven Dokumentation
(2010) Nr I

Rundfunkrechtliche Staatsverträge in der Fassung des Dreizehnten Rundfunkänderungsstattsvertrages (in Kraft seit 1. April 2010): Rundfunkstaatsvertrag, ARD-Staatsvertrag, ZDF-Staatsvertrag, Deutschlandradio-Staatsvertrag, Rundfunkfinanzierungsstaatsvertrag; Rundfunkgebührenstaatsvertrag; Jugendmedienschutz-Staatsvertrag. – S. 2-80

Media psychology
Jg 13 (2010) Nr 1

Eno, Cassie A.; Ewoldsen, David R.: The Influence of Explicitly and Implicitly Measured Prejudice on Interpretations of and Reactions to Black Film. – S. 1-30

Krcmar, Marina: Can Social Meaningfulness and Repeat Exposure Help Infants and Toddlers Overcome the Video Deficit?. – S. 31-53

„Two experiments were conducted to test several questions regarding very young children's (6-24 months) learning (i.e., simple action imitation and word learning) from video. Specifically, this study tested the video deficit, which is the tendency for infants and toddlers to learn significantly more effectively from live information than they do when identical information is presented on a screen. First, the video deficit was explored using two different tasks. Overall, the pattern of results was similar for action imitation and word learning. Specifically, the video deficit was present for both simple action imitation and for word learning in the middle cohort, but not present for younger and older children. Second, there was some mitigation of the video deficit from seeing socially meaningful actors for action imitation; however for word learning the effect only approached significance. Third, repetition helped children learn words more effectively, especially for the youngest and oldest cohort; however, repetition did not help for simple task imitation."

Levin, Daniel T.: Spatial Representations of the Sets of Familiar and Unfamiliar Television Programs. – S. 54-76

Yegiyan, Narine S.; Lang, Annie: Processing Central and Peripheral Detail: How Content Arousal and Emotional Tone Influence Encoding. – S. 77-99

„This study investigates how visual details are encoded as a function of centrality of content, emotional intensity (arousal), and valence (pleasant/unpleasant). The study uses a new measure of visual content centrality and periphery based on structural rather than content features of mediated events. Seventy-two pictures were selected from the International Affective Picture System (IAPS) using valence and arousal norms published with the system. Recognition was used to track encoding. Results suggest that central details are recognized better than peripheral details as arousal increases. The encoding of central compared to peripheral detail is less prone to cognitive overload. The findings reveal a remarkable hierarchy that is consistent with the motivational perspective on cognition and suggests that as emotional experience intensifies the organism gives up on encoding for peripheral negative detail sooner and more rapidly than for peripheral positive detail."

medien + erziehung
Jg 54 (2010) Nr 2

Lange, Andreas; Krotz, Friedrich: Leistung und Stigmatisierung als Inszenierung im Fernsehen: ein gesellschaftstheoretischer Rahmen. – S. 8-14

„Wer es im Leben zu etwas bringen will, wird Topmodel oder Superstar. Ausführliche Ess- und Kleidungsvorschriften sowie herbe Kritik und den einen oder anderen Nervenzusammenbruch vor Kameras und damit vor ein paar Millionen Fernsehzuschauerinnen und -zuschauern muss man dafür eben in Kauf nehmen. Diese Weltsicht scheinen zumindest einige derzeit erfolgreiche Medienformate wie Reality-TV-Sendungen und Castingshows, aber auch einzelne medial präsente Persönlichkeiten und deren Fans zu unterstützen. „Gut" ist, wer in ein Schema passt, die richtigen Klischees erfüllt und die transportierten Weltanschauungen und Handlungsweisen kritiklos übernimmt. Dabei lassen die immanenten Regeln und Strukturen kaum Raum zur eigenen Positionierung, geschweige denn Abgrenzung. Sie bilden ein geschlossenes System, das kaum anfechtbar ist und Menschen auf wenige Merkmale reduziert, anhand derer es sie in „Sieger" und „Verlierer" einteilt. Doch wie funktioniert dieses System in seinen unterschiedlichen Ausprägungen? Welche Idee steht dahinter? Wie wird es umgesetzt und wie erklärt sich sein Erfolg bei seinen Anhängerinnen und Anhängern? In merz 2/2010 beschäftigen sich die Autorinnen und Autoren mit diesem Phänomen und beleuchten verschiedene Erscheinungsformen medialer Stigmatisierungen und Leistungspräsentationen aus unterschiedlichen Perspektiven. Theoretische Erklärungs- und Diskussionsansätze werden dabei ebenso vorgestellt wie die tatsächlichen Sichtweisen der „Betroffenen", der Rezipientinnen und Rezipienten."

Döveling, Katrin: The Show Must and Will Go On: Teledarwinismus auf der Suche nach Deutschlands „Star". – S. 15-21

Stehling, Miriam; Thomas, Tanja: Lifestyle-TV zwischen Kritik und Attraktivität: transkulturelle Perspektiven auf global gehandelte Fernsehformate. – S. 22-30

Villa, Paula-Irene: Ja kein Opfer werden!: Zur Leistungsethik in der jugendkulturellen (Selbst-)Pornografisierung. – S. 30-35

Liebig, Sabine; Kerber, Ulf: Konvergente Medienwelten: Eine Möglichkeit der Mediennutzung in Hauptschulen. – S. 36-41

Stark, Birgit: Die Internetnutzung im Kontext von Lebenswelten: Empirische Evidenzen aus der österreichischen Media-Analyse. – S. 42-48

„Zweifelsohne hat das Internet die dynamische Entwicklung im Mediensektor in den letzten Jahren stark geprägt. In kurzer Zeit hat es sich als ‚Schaltzentrale' einer konvergenten Medienwelt etabliert. Die vorliegende Analyse konzentriert sich auf das Nutzungsverhalten in verschiedenen sozio-kulturellen Milieus.

Seit 2001 wird in der österreichischen Media-Analyse eine Lebenswelten-Typologie zur Identifikation und Beschreibung von Lebensstilmustern erstellt. Die empirischen Belege verweisen auf digitale Ungleichheiten bei Internetzugang und -nutzung und geben ein differenziertes Bild der gesellschaftlichen Bedeutung des Mediums."

Boelmann, Jan: Literarisches Lernen mit narrativen Computerspielen. – S. 49-54

Weyland, Beate; Kiem, Johannes: Teleacademy: Blended Learning als neue Lernkultur im Versuch an der Freien Uni Bozen. – S. 55-62

„Blended Learning, auch integriertes Lernen genannt, ist eine Lernform, bei der die Vorteile des klassischen Frontal- bzw. Präsenzunterrichts mit denen des E-Learning kombiniert werden. Anhand des Versuchsprojektes Teleacademy der Freien Universität Bozen werden Chancen und Risiken reflektiert, die sich bei der Unterstützung der Präsenzdidaktik durch Online-Aktionen ergeben. Dabei wird auch den praktischen Erfahrungen der Studierenden Aufmerksamkeit geschenkt."

Decker, Markus: Pauschale Kritik vermeiden: Ein Beitrag zur Computerspieldebatte. – S. 63-67

Jg 54 (2010) Nr 3

Hoffmann, Dagmar: Sexualität in Film und Fernsehen: Verunsicherung oder Vergewisserung?. – S. 10-17

„Beziehungen führen lernt man in der Daily Soap, wie Sex geht kann man sich im Nachtprogramm anschauen und erste Erfahrungen sammelt man am besten online per Chat oder Social Community. Liebe, Sex und Zärtlichkeit werden scheinbar immer stärker medial aufgearbeitet und verhandelt und Heranwachsende gehen darauf zu. Als Rezipientinnen und Rezipienten auf der Suche nach „Lebenshilfe" oder aktiv als Gestalterinnen und Gestalter. [...]Was bieten Medien tatsächlich? Wie transportieren sie Inhalte aus den Themenbereichen Sexualität, Liebe und Erotik? Und wie gehen Jugendliche darauf zu? Was suchen sie, was finden sie, was tragen sie selbst dazu bei? Diese Fragen stellen, diskutieren und verfolgen die Autorinnen und Autoren der aktuellen merz. Aus theoretischer und praktischer Warte, mit Blick auf die verschiedensten Medien, Umstände und Fragestellungen setzen sie sich mit diesem Thema auseinander, stellen Diskussionsansätze vor und präsentieren eigene Erfahrungen, Ideen und Konzepte. Dabei kommen theoretische und empirische Herangehensweisen ebenso zu Wort wie die Praxis und die Heranwachsenden selbst."

Ahlers, Michael; Jacke, Christoph: Sex – Popmusik – Medien: Literatursynopse und empirische Daten aus hochschuldidaktischer Projektarbeit. – S. 18-26

Reißmann, Wolfgang: Zweideutige Bilder: Jugendliche Selbstpräsentation in Onlinenetzwerken. – S. 27-31

Geiser, Lukas: Sexuelle Sozialisationsprozesse bei Jugendlichen: Ist die sexuelle Medialisierung eine Überforderung?. – S. 32-36

Flotho, Barbara; Hajok, Daniel: Pornografie und sexuelle Übergriffe im Internet: Möglichkeiten zum Einbezug in die sexual- und medienpädagogische Arbeit. – S. 36-42

Hartl, Johann: Neue Medien: Neue Herausforderungen für die Sexualpädagogik. – S. 42-44

Böker, Arnfried: Sex ständig und überall?: Vom Umgang mit der medialen Präsenz von Sexualität im pädagogischen Alltag. – S. 44-47

Tulodziecki, Gerhard: Medienkompetenz und/oder Medienbildung?: Ein Diskussionsbeitrag. – S. 48-53

„In merz 5/2009 und 1/2010 haben Bernd Schorb und Dieter Spanhel mit der Frage „Medienbildung statt Medienkompetenz?" eine wichtige Diskussion zu Grundbegriffen der Medienpädagogik aufgegriffen. Während Schorb für einen reflexiven Bezug beider Begriffe eintritt, geht es nach Spanhel um „die Gegenüberstellung unterschiedlicher Auffassungen über theoretische Grundlagen der Medienpädagogik" mit dem Ziel der Klärung der Begriffe (S. 49). Bei aller Unterschiedlichkeit wird das gemeinsame Anliegen einer Vertiefung des medienpädagogischen Diskurses erkennbar. Vor diesem Hintergrund nehme ich die entsprechenden begrifflichen und konzeptionellen Fragen auf und entwickle einen Vorschlag, wie Überlegungen zur Medienkompetenz mit Entwürfen zur Medienbildung verbunden werden können."

Niesyto, Horst: Bildungsprozesse unter den Bedingungen medialer Beschleunigung. – S. 54-60

Kumher, Ulrich: Frankenstein reloaded :. – S. 60-65

Vogelgesang, Waldemar: Jugendkulturen und E-Sport: Pluralisierung und Mediatisierung von Jugendkulturen. – S. 65-72

Medien Journal
Jg 33 (2009) Nr 4

Tenscher, Jens; Steinz, Anne: Digitaler Switch-Off für den öffentlichen Rundfunk?: ein deutsch-kanadischer Vergleich zur Rolle der Public Service Broadcaster in der digitalen Vielkanalwelt. – S. 3-18

Dimitriou, Minas et al: Sportpolitische Diskurse in der Berichterstattung über die Bewerbung

Salzburgs um die Olympischen Winterspiele 2014. – S. 19-46

Spatzier, Astrid: Berufsfeld Public Relations: Professionalisierung durch Einbeziehung der Außenperspektive?. – S. 47-60

Multimedia und Recht
Jg 13 (2010) Nr 4

Danckert, Burkhard; Mayer, Frank Joachim: Die vorherrschende Meinungsmacht von Google: Bedrohung durch einen Informationsmonopolisten?. – S. 219-2221

„Internetsuchmaschinen sind weltweit als Wegweiser im Internet unabkömmlich geworden. Mit dem eigens hierzu systematisch aufgebauten Unternehmensnetzwerk verfolgt Google das Geschäftskonzept der Marktdominanz im Umgang mit allen weltweit zur Verfügung stehenden Daten und Informationen. Google ist auf dem besten Wege, das so gesammelte Wissen der Menschheit zu verwalten. Dieses wird dem Internetnutzer erst nach einer geheim gehaltenen Filterformel zur Verfügung gestellt. Bei dieser Zensur kann Google die Auswahl und Darstellung der vorhandenen Informationen nach Belieben manipulieren. Da Google auch die rundfunktypischen Merkmale Aktualität, Breitenwirkung und Suggestivkraft erfüllt, ist es an der Zeit zu hinterfragen, ob Suchmaschinen und insbesondere Google die in Art. 5 Abs. 1 GG verfassungsrechtlich verankerte Meinungsbildungsfreiheit bedrohen. Die rechtliche Diskussion hierzu ist bislang ausgeblieben. Der Beitrag zeigt, dass der Gesetzgeber aus Sicht der Autoren dringend regulatorisch zum Erhalt und zur Sicherung der Meinungsbildung und -vielfalttätig werden muss. Dies kann durch Ergänzung des Rundfunkstaatsvertrags geschehen."

Söbbing, Thomas: Die rechtliche Betrachtung von IT-Projekten: Rechtliche Fragestellungen in den unterschiedlichen Phasen eines IT-Projektes. – S. 222-226

Warnecke, Thomas: Das Bürgerportalgesetz: vertrauliche Kommunikation im E-Government und E-Commerce?. – S. 227-232

„Das Projekt Bürgerportale wird auch von der neuen Bundesregierung weiter vorangetrieben, um eine sichere Kommunikationsinfrastruktur zu schaffen. Der Staat befindet sich hier als Projektkoordinator in der Rolle des Impulsgebers, der Betrieb der Portale bleibt Privaten vorbehalten. Diese Basisinfrastruktur kann gleichermaßen für E-Commerce und E-Government Anwendungen genutzt werden, was sich auch im Rechtsrahmen widerspiegeln muss. Eine große Herausforderung ist dabei die Abbildung der Zustellung im virtuellen Raum. Datenschutz und Datensicherheit haben bei der Akzeptanzförderung des Projekts eine Schlüsselfunktion. Ein verbindlicher Rechtsrahmen ist für den Erfolg des Projekts unverzichtbar und die einzige Möglichkeit, ein hohes Maß an Vertraulichkeit zu gewährleisten"

Coppik, Jürgen: Fünf Jahre Mobilfunkregulierung: eine Bilanz. – S. 233-236

Jg 13 (2010) Nr 5

Frey, Dieter: Leistungsschutzrecht für Presseverleger: Überlegungen zur Struktur und zu den Auswirkungen auf die Kommunikation im Internet. – S. 291-295

Lober, Andreas; Neumüller, Carina: Verkehrte Gewinnspielwelt?: Zulässigkeit von Geschicklichkeits- und Glücksspielen in Internet und Rundfunk. – S. 295-300

„Geschicklichkeitsspiele im Internet schienen lange Zeit auch dann relativ unproblematisch zulässig zu sein, wenn sie gegen Einsatz angeboten wurden. Anders als Glücksspiele unterlagen sie u. a. nicht den strengen Regeln des § 284 StGB. Ausgerechnet der Rundfunkstaatsvertrag (RStV), der für Glücksspiele in Rundfunk und Telemedien (Fernsehen und Internet) mehr Rechtssicherheit bieten soll, bringt nun Unsicherheiten für Anbieter von Geschicklichkeitsspielen. Der vorliegende Beitrag zeigt zunächst, dass der RStV nicht zu einer Verschärfung der Anforderungen an Geschicklichkeitsspiele führen kann. Daran anschließend wird gezeigt, dass auch die GewO nicht zur Unzulässigkeit führen kann."

Hanloser, Stefan: Europäische Security Breach Notification. – S. 300-303

Berger-Kögler, Ulrike: Die künftige Regulierung des Bitstrommarkts: ein Weg zur Regionalisierung?. – S. 303-309

Liesching, Marc: Hakenkreuze in Film, Fernsehen und Computerspielen: Verwendung verfassungsfeindlicher Kennzeichen in Unterhaltungsmedien. – S. 309-312

„Der Beitrag befasst sich mit der Veranschaulichung von verfassungsfeindlichen Kennzeichen i.S.d. § 86a StGB in Unterhaltungsmedien und lotet die Grenzen zwischen dem strafbaren und dem erlaubten Verwenden der Kennzeichen insbesondere in fiktionalen Spielfilmen und Computerspielen aus. Dabei gelangt der Verfasser zu dem Ergebnis, dass eine Verwendung z.B. einschlägiger NS-Symbole oder -Parolen in Unterhaltungsmedien nicht generell untersagt ist, sondern dass sich auf Grund der Sozialadäquanzklausel des § 86 Abs. 3 StGB sowie der teleologischen Tatbestandsreduktion nach der Rechtsprechung des BGH praktisch relevante Einschränkungen des Strafverbots ergeben."

Jg 13 (2010) Nr 6

Mähner, Nicolas: Neuregelung des § 32 BDSG zur Nutzung personenbezogener Mitarbeiterdaten: am Beispiel der Deutschen Bahn AG. – S. 379-382

Malkus, Martin: Harry Potter und die Abmahnung des Schreckens: die Höhe von Abmahngebühren bei Urheberrechtsverletzungen auf Tauschbörsen gem. § 97a Abs 2 UrhG. – S. 382-388

Geppert, Martin; Schulze, Jens zur Wiesche: Wer darf ins Haus?: Zulässigkeitsgrenzen exklusiver Gestattungsverträge zwischen kartellrechtlicher Bewertung und neuen Regelungen für Next Generation Access (NGA). – S. 388-393

Günther, Tim: Fernsehwerbung im Konflikt: mediale Aufmerksamkeit vs. Unlauterkeit. – S. 393-396

„Die Fernsehwerbung rangiert hinsichtlich der Werbeeinnahmen erfassbarer Werbeträger auf Platz zwei hinter der Werbung in Tageszeitungen, macht hierbei jedoch immerhin ca. ein Fünftel der Netto-Werbeeinnahmen in Deutschland aus. Zur Erlangung medialer Aufmerksamkeit gehen die Unternehmen zunehmend über den reinen Informationscharakter hinaus und verwenden vermehrt künstlerische Elemente (z.B. Musik oder Erotik). Lediglich das UWG setzt dieser Kreativität und Phantasie insoweit Grenzen. Insbesondere durch die fehlenden Angaben von Informationen kann der Werbende zur Zielscheibe von Wettbewerbern oder Verbraucherverbänden werden.--- Der BGH hat in seiner jüngeren Rechtsprechung wiederholt zu kreativen, aber meist informationsarmen Werbungen Stellung genommen und deren Zulässigkeit erfreulich häufig erweitert. Die nachfolgenden Ausführungen geben einen Überblick über die aktuell zu diesem Themenkomplex ergangene Rechtsprechung und leiten hieraus die rechtlichen Risiken insbesondere des Kopplungsgeschäfts und der Werbung für Gewinnspiele ab.“

new media & society
Jg 12 (2010) Nr 2

Flanagin, Andrew J.; Flanagin, Craig; Flanagin, Jon: Technical Code and the Social Construction of the Internet. – S. 179-196

Patchin, Justin W.; Hinduja, Sameer: Trends in Online Social Networking: Adolescent Use of MySpace Over Time. – S. 197-216

„MySpace has received a significant amount of negative attention from the media and many concerned adults, who point to several isolated incidents where predators have contacted, become involved with and even assaulted adolescents whom they met through the popular social networking web site. Furthermore, concerned parents have expressed discontent with the amount and type of personal and private information youth seem to reveal on their profile pages. In 2006, the authors performed an extensive content analysis of approximately 2423 randomly sampled adolescent MySpace profiles, and found that the vast majority of youth were making responsible choices with the information they shared online. In this follow-up study,

the authors revisited the profiles one year later to examine the extent to which the content had changed. Though exceptions occur, youth are increasingly exercising discretion in posting personal information on MySpace and more youth are limiting access to their profile. Moreover, a significant number of youth appear to be abandoning their profiles or MySpace altogether.“

Ekdale, Brian et al: Why Blog? (Then and Now): Exploring the Motivations for Blogging by Popular American Political Blogger. – S. 217-234

Jansz, Jeroen et al: Playing The „Sims2“: an Exploration of Gender Differences in Players' Motivations and Patterns of Play. – S. 235-252

„The Sims is the best selling PC game of all time. It has regularly been stated that its success is partly due to its attraction to a much wider audience than the proverbial male adolescent, yet academic research on its player base is lacking. This article reports on the first ever explorative survey (N = 760) conducted among players of The Sims2. Our study combined social role theory with gender and games theorizing to enable us to understand gender differences in play. We focused on gender differences in motivation for playing The Sims2, employing uses and gratifications as our guiding theory. Our results revealed that most of our participants were indeed female. The significantly higher score of male players on the challenge motive was anticipated by social role theory, but their higher score on social interaction was unexpected. Accordingly, we discuss the implications of our results for uses and gratifications theory as well as the necessity to investigate actual practices of play in more detail.“

Banks, John; Potts, Jason: Co-Creating Games: a Co-Evolutionary Analysis. – S. 253-270

Jones, Julie; Himelboim, Itai: Just a Guy in Pajamas?: Framing the Blogs in Mainstream US Newspaper Coverage (1999-2005). – S. 271-288

Weber, Ian: Commodifying Digital Television in China: a Socio-linguistic Analysis of Media Discourse, Technology Deployment and Control. – S. 289-308

„This study examines public discourse surrounding the development and deployment of digital television in China from 1999 to 2004. It analyzes print media constructions of this new media technology against the backdrop of controlled commodification and formation of trans-media groups that define media reform, development and management. The study reveals how these structural changes play a key role in restraining the development of a flexible business environment in which print media can support critical technological development. Inhibiting the media's ability to promote this technological development is a lack of market-oriented experience and knowledge and organizational integration under the current trans-media structure. Accordingly, considerable doubt is cast over the government's broad strategy of media reform, development and management to successfully support the

deployment of digital television as the pre-eminent technology in China's drive towards modernization."

Livingstone, Sonia; Helsper, Ellen: Balancing Opportunities and Risks in Teenagers' Use of the Internet: The Role of Online Skills and Internet Self-Efficacy. – S. 309-330

Nordicom Review
Jg 31 (2010) Nr 1

Hirdman, Anja: Vision and Intimacy: Gendered Communication Online. – S. 3-14

„One emerging form of communication discussed in the present article is the use of visual self-representation as a tool for symbolic interaction between young people on the Internet-Using examples of difference and similarity in young women's and men's visual self-representation, the article offers an interpretation of these practices, pointing towards both new visual conventions and references to pre-existing media representations, thus revealing a process of hypervisuality. In this process of transformation, the involvement of new technologies, such as webcam aesthetics and its form of intimacy and authenticity, produces specific visual conventions within the frame of pre-existing media imagery, when the self is presented in online communication."

Waade, Anne Marit: Imagine Paradise in Ads: Imagination and Visual Matrices in Tourism and Consumer Culture. – S. 15-34

Aalberg, Toril; Strabac, Zan: Media Use and Misperceptions: Does TV Viewing Improve our Knowledge about Immigration?. – S. 35-52

Frandsen, Kirsten: Watching Handball Transmissions: Experiences of Autonomy, Competency and Relatedness. – S. 53-68

Lounasmeri, Lotta: Visions of Finland in the Age of Globalization: Competition State or a Fair and Responsible Nation?. – S. 69-86

„It seems that in the current era of globalization, the national discourse has not lost its appeal in Finnish public discussion. Somewhat paradoxically, it is as strong as ever when the challenge of globalization is being debated in the Finnish press. A closer investigation of the national arena Helsingin Sanomat (HS) shows a coalition of powerful societal actors in the centre, building up a national consensus and a vision of Finland's future as a competition state. Different interest groups are divided in their attitudes towards globalization and its implications for Finnish society. Less powerful actors see it as a threat and try to bring forward a vision of Finland as a fair and responsible nation. At the same time, mainstream journalism seems to be afraid of political conflict and of stirring things up. Instead, the paper holds on to the traditional consensus-oriented public discussion culture. The present article discusses the Finnish globalization discussion from the 1990s until 2004."

Olsson, Eva-Karin: Defining Crisis News Events. – S. 87-102

„Research on news organizations' handling of 'what-a-story's proposes that journalists find routines for handling these events based on their previous experiences of similar situations. Still, conceptual discussions on how to define extraordinary events or what-a-story's have thus far attracted limited interest. In response, the present article proposes a definition of 'what-a-story's in order to provide an understanding of what events become a part of news organizations' historical case banks. Accordingly, the aim of the article is to present a definition of crisis news events from an organizational perspective, which can help distinguish critical news events of importance to news organizations' learning and preparedness. The article argues that crisis news are to be understood as surprise events that challenge key organizational values and demand a swift response. Based on interviews with Swedish broadcasting media managers, the article illustrates how the September 11th terror attacks can be defined as a crisis event."

Dahlberg, Leif: Put a Tiger in Your Text: Metalepsis and Media Discourse. – S. 103-114

Nilssen, Tore: The Television Industry as a Market of Attention. – S. 115-124

Aula, Pekka; Siira, Kalle: Organizational Communication and Conflict Management Systems: A Social Complexity Approach. – S. 125-144

„The purpose of the present article is to examine the prevailing model of systematic organizational conflict management from an organizational communicative perspective and to suggest directions for improvement. Particularly the model of conflict management system (CMS) is examined at the macro-level from the novel theoretical perspective of social complexity augmented with an interpretive view of organizational communication. Specifically two models – the dual function of communication and the arena model – are utilized to illustrate weaknesses and points of development in traditional CMS thinking. CMS was found to represent a rather limited vision of contemporary conflict management. It is rooted in a mechanistic view of organizational communication, which, we assert, is problematic from the organizational conflict management perspective, both theoretically and practically. The differences between CMS and social complexity approaches are identified, and a fresh framework for strategic conflict management is introduced."

Political Communication
Jg 27 (2010) Nr 2

Eshbaugh-Soha, Matthew: The Tone of Local Presidential News Coverage. – S. 121-140

„There is little research on the tone of local news coverage of the presidency, despite the public's preference for local rather than national news. I use theories of media politics, based primarily on the profit-seeker model of news coverage, to explore the impact of newspaper characteristics, audience preferences, and

story characteristics on local newspaper coverage of the presidency. Based on a sample of 288 stories taken from the Bill Clinton and George W. Bush administrations, I demonstrate that everyday local newspaper coverage of the presidency is slightly more negative than positive and that audience support for the president, newspaper resources, and corporate ownership affect the tone of local newspaper coverage of the presidency."

Hänggli, Regula; Kriesi, Hanspeter: Political Framing Strategies and Their Impact on Media Framing in a Swiss Direct-Democratic Campaign. – S. 141-157

Slothuus, Rune: When Can Political Parties Lead Public Opinion?: Evidence from a Natural Experiment. – S. 158-177

„Research on framing effects has demonstrated how elites can influence public opinion by the way they present and interpret political issues. However, these findings overwhelmingly stem from experimental settings that differ from how issues are typically discussed in real-world political situations. This study takes framing research to more realistic contexts by exploiting a natural experiment to examine the neglected role of political parties in framing effects. Examining the effects on public opinion of a sudden shift in how a major political party frames a salient issue, I demonstrate that parties can be powerful in shaping the policy preferences among their supporters. Yet, even strong partisans do not follow the party line uncritically. Rather, they judge the party frame according to their own beliefs about the problems surrounding the issue. Thus, party elites face the challenge of developing frames that resonate with their voters' preexisting beliefs if they want to shape policy preferences, even among their otherwise most loyal supporters. These dynamics have important implications for understanding interactions between political elites and the public."

Lipsitz, Keena; Teigen, Jeremy M.: Orphan Counties and the Effect of Irrelevant Information on Turnout in Statewide Races. – S. 178-198

Public Opinion Quarterly
Jg 74 (2010) Nr 2

Hopkins, Daniel J.; King, Gary: Improving Anchoring Vignettes: Designing Surveys to Correct Interpersonal Incomparability. – S. 102-222

Wagner, James: The Fraction of Missing Information as a Tool for Monitoring the Quality of Survey Data. – S. 223-243

„The response rate has been a longstanding indicator of the quality of survey data. Recent empirical research, however, has called into question the value of the response rate as a proxy indicator for nonresponse bias, which is the most damaging aspect of nonresponse. A new measure for the risk of nonresponse— the fraction of missing information (FMI)—is proposed as an alternative to the response rate. FMI was developed as part of the methods for handling missing data, and it measures the level of uncertainty about the values one would impute for current nonresponders. Developed as a tool for monitoring ongoing data collection, FMI can help researchers maximize the information in the final dataset. This article illustrates its application to telephone and face-to-face surveys."

Ansolabehere, Stephen; Schaffner, Brian F.: Residential Mobility, Family Structure, and The Cell-Only Population. – S. 244-259

Johnston, Christopher D.; Bartels, Brandon L.: Sensationalism and Sobriety Differential Media Exposure and Attitudes Toward American Courts. – S. 260-285

Deufel, Benjamin J.; Kedar, Orit: Race and Turnout in U.S. Elections: Exposing Hidden Effects. – S. 286-318

„We demonstrate that the use of self-reported turnout data often results in misleading inferences about racial differences in turnout. We theorize about the mechanism driving report of turnout and, utilizing ANES turnout data in presidential elections from 1976 to 1988 (all years for which comparable validated data are available), we empirically model report of turnout as well as the relationship between reported and actual turnout. We apply the model to the two subsequent presidential elections in which validated data are not available, 1992 and 1996. Our findings suggest that African Americans turned out almost 20 percentage points less than did Whites in the 1992 and 1996 U.S. presidential elections—almost double the gap that the self-reported data indicates. In contrast with previous research, we show that racial differences in factors predicting turnout make African Americans less likely to vote compared to Whites and thus increase their probability of overreporting. At the same time, when controlling for this effect, other things equal, African Americans overreport electoral participation more than Whites."

Publizistik
Jg 55 (2010) Nr 2

Pöttker, Horst: Der Beruf zur Öffentlichkeit: über Aufgabe, Grundsätze und Perspektiven des Journalismus in der Mediengesellschaft aus der Sicht praktischer Vernunft. – S. 107-128

„Der Journalismus scheint in einer Krise zu stecken, die durch den digitalen Medienumbruch und dessen sozio-kulturelle Begleiterscheinungen ausgelöst wurde. Vielfach werden Deprofessionalisierungstendenzen beklagt. In dieser Situation ist die Journalistik herausgefordert, über die konstitutive Aufgabe des Journalistenberufs neu nachzudenken und nach den Konstanten, aber auch nach notwendigen Veränderungen im beruflichen Selbstverständnis zu fragen. Zunächst wird der Begriff Öffentlichkeit erläutert und begründet, warum moderne Gesellschaften Journalismus als den Beruf brauchen, der sich auf das Herstellen von

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Öffentlichkeit spezialisiert. Danach wird skizziert, welche besonderen Qualitäten und Regeln die Öffentlichkeitsaufgabe impliziert, wobei sich professionelle Autonomie als Kernelement erweist. Schließlich wird gefragt, ob das journalistische Selbstbild des unbeteiligten Beobachters, das in der Welt der Printmedien entstanden ist, noch adäquate Antworten auf die Herausforderungen der Mediengesellschaft erlaubt, in welcher der Journalismus nolens volens selbst als strukturelle Bedingung realer Gegebenheiten wirkt. Berufliche Unabhängigkeit nur als Unbeteiligtsein zu verstehen, ist offenbar kontraproduktiv geworden. Journalismus als Selbstbeobachtung der Gesellschaft in der Form von Fremdbeobachtung: Lässt sich diese herkömmliche Vorstellung überwinden?"

Engesser, Sven; Krämer, Benjamin; Ammann, Ilona: Bereichernd oder belanglos?: Der Nachrichtenwert partizipativer Pressefotografie im Boulevardjournalismus. – S. 129-152

„Partizipative Pressefotografie existiert zwar bereits seit Jahrzehnten, doch ihre Institutionalisierung durch den Boulevardjournalismus ist relativ neu. Bekanntestes Beispiel in Deutschland sind die Leserreporter der Bild-Zeitung. Anhänger versprechen sich von ihnen eine Bereicherung der Berichterstattung, Kritiker werfen ihnen Belanglosigkeit vor. Diese Streitfrage versucht der vorliegende Beitrag auf Basis der Nachrichtenwerttheorie zu klären. Dazu ermittelt er anhand einer Vollerhebung der Leserreporter-Fotos und der dazugehörigen Beiträge, ob sich deren Selektion und Beachtung durch die Journalisten eher an gesellschaftlichen oder an individuellen Relevanzkriterien orientiert. Es stellt sich heraus, dass bei der Selektion „weiche" Nachrichtenfaktoren dominieren und im Zeitverlauf zunehmen. Die journalistische Beachtung jedoch wird in erster Linie von „harten" Nachrichtenfaktoren bestimmt. Diese werden den Fotos auch über den Beitragstext zugeschrieben. Die gewonnenen Erkenntnisse lassen sich mit Vorsicht auf andere Formen des partizipativen Journalismus übertragen. Sie stützen die Annahme, dass dieser sich eher komplementär zum professionellen Journalismus verhält und entwickelt."

Gehrau, Volker; Goertz, Lutz: Gespräche über Medien unter veränderten medialen Bedingungen. – S. 153-172

„Medien und Medieninhalte beeinflussen die Gespräche, die wir mit anderen Personen führen. Doch in welchem Kontext finden diese „Gespräche über Medien" statt? Und wie haben sich diese Gespräche in den letzten zehn Jahren verändert? Auf der Basis verschiedener theoretischer Ansätze, die sich mit dem Wechselspiel von Medieninformationen und gesprochener Sprache beschäftigen, zeigt eine Wiederholungsbefragung aus den Jahren 1996/97 und 2007, dass sich rund die Hälfte aller Gespräche über Medien aus Fernsehinhalten speisen. Doch auch das Internet wird als Quelle wichtiger. Die Gespräche finden eher im privaten Umfeld statt. Die Gesprächsthemen sind heterogener geworden. Gleichzeitig rücken Mediengattungen sowie die Medien selbst mehr in den Mittelpunkt der Konversation. Die Befunde der Studie sind ein Ansporn, künftig bei der Messung von Medien-

wirkungen den Faktor Individualkommunikation (wieder) stärker zu berücksichtigen."

Dybski, Wencke et al: Ideologie oder Eigennutz?: Die Berichterstattung über den Konflikt um den Post-Mindestlohn durch beteiligte und unbeteiligte Zeitungen divergierender politischer Richtung. – S. 173-192

„Die Fallstudie setzt sich mit der Frage auseinander, ob wirtschaftliche Eigeninteressen von Verlagen erkennbar Einfluss auf die Berichterstattung der verlagseigenen Zeitung über ein Konfliktthema nehmen, das diese Eigeninteressen berührt. Untersucht wird der Konflikt um den Mindestlohn in der Postbranche. Die Berichterstattung von Zeitungen, deren Verlage im Markt der Postdienste engagiert waren, wird mit solchen ohne ein entsprechendes unternehmerisches Engagement verglichen. Da die redaktionelle Linie einer Zeitung auch jenseits des Eigeninteresses ihres Verlages die Darstellung prägt, werden unter den unternehmerisch über ihren Verlag involvierten wie den nicht involvierten Zeitungen solche mit divergierender redaktioneller Grundhaltung ausgewählt. Die Studie geht von der „öffentlichen Aufgabe" der Presse aus und untersucht mit einer quantifizierenden Inhaltsanalyse Relevanz und Ausgewogenheit/Pluralität der Konfliktberichterstattung. Das Ergebnis zeigt, dass in diesem Konfliktfall die politische Grundrichtung der Zeitung einen deutlichen Einfluss auf die Porträtierung des Konflikts hatte; ein darüber hinausgehender Einfluss des unternehmerischen Eigeninteresses des Verlages lässt sich nicht klar nachweisen. Ideologie geht anscheinend vor Eigennutz. Allerdings harmoniert im vorliegenden Fall die redaktionelle Grundhaltung mit dem unternehmerischen Eigeninteresse des Verlagshauses. Daher bleibt es relevant, die Rolle ausgreifender wirtschaftlicher Interessen für die Wahrnehmung der „öffentlichen Aufgabe" zu untersuchen."

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Heft 6/2010 veröffentlicht die Beiträge der Arbeitssitzung des Instituts für Urheber- und Medienrecht am 19. März 2010, die Manfred Rehbinder zum 75. Geburtstag gewidmet wurden.