

Zeitschriftenlese

afp

Jg 41 (2010) Nr 4

Schoch, Friedrich: Informationsfreiheit des Einzelnen und Informationsverhalten des Staates. – S. 313-324

Degenhart, Christoph: Der Staat im freiheitlichen Kommunikationsprozess: Funktionsträgerschaft, Funktionsschutz und Funktionsbe-zugung. – S. 324-332

Huff, Martin W.: Informationspflichten und Informationsverhalten der Justiz. – S. 332-336

Kocks, Sebastian; Senft, Marcel: Neues Medi-recht für NRW. – S. 336-340

Schlüter, Oliver: Zum „fliegenden Gerichts-stand“ bei Persönlichkeitsrechtsverletzungen durch Medienveröffentlichungen. – S. 340-349

Communication Research

Jg 37 (2010) Nr 4

Liu, Meina; Wang, Chongwei: Explaining the Influence of Anger and Compassion on Negotiators' Interaction Goals: An Assessment of Trust and Distrust as Two Distinct Mediators. – S. 443-476

Yang, Sung-Un; Kang, Minjeong; Johnson, Philip: Effects of Narratives, Openness to Dialogic Communication, and Credibility on Engagement in Crisis Communication Through Organizational Blogs. – S. 473-397

„This study focused on individual interpretation of crisis communication messages and aimed to examine which forms of crisis narratives can enhance audience engagement in crisis communication such as reduction of negative emotions. An experimental study was conducted, simulating audience experience with blog posts written for crisis communication. Data suggest that the openness to dialogic communication is essential to creating and enhancing audience engagement in crisis communication, which, in turn, leads to positive postcrisis perceptions. Among several dimensions of audience engagement, reduction of negative emotions was a critical mediator that connected the impact of openness to dialogic communication with positive postcrisis perceptions.“

Faseur, Tine; Geuens, Maggie: Communicating the Right Emotion to Generate Help for Connected Versus Unconnected Others. – S. 498-521

Jin, Yan: Making Sense Sensibly in Crisis Communication: How Publics' Crisis Appraisals In-

fluence Their Negative Emotions, Coping Strategy Preferences, and Crisis Response Acceptance. – S. 522-552

„Despite the importance of affect in persuasion and strategic communication decision making, there is a lack of a systematic and integrated approach to understanding how discrete emotions publics experience in crises and their behavioral tendencies are associated with their cognitive appraisals. A 2 (predictability: high and low) – 2 (controllability: high and low) between-subjects experiment using a random general public sample was designed to examine the variance in publics' affective responses, their strategies of coping with crises, and their acceptance of different organizational crisis responses, as a function of publics' appraisal of crisis predictability and controllability. Differential influences of the cognitive appraisals were found on publics' negative emotional responses (i.e., anger, sadness, and fright) as well as their coping strategy and organizational crisis response preferences.“

Feng, Bo; MacGeorge, Erina L.: The Influences of Message and Source Factors on Advice Outcomes. – S. 553-575

„Guided by an integration of existing theories on advice and persuasion, the current study presented and assessed the influence of multiple message and source factors on responses to advice in supportive interactions. A total of 262 participants completed survey instruments designed to assess message and source factors and advice outcomes with regard to a recent instance of having received advice for a personal difficulty. Results showed that the sets of source factors (expertise, liking, trust, and similarity) and message factors (politeness, response efficacy, feasibility, absence of limitations, and confirmation) each had independent influences on advice outcomes (evaluation of advice quality, facilitation of coping, and intention to implement the advice), but the effect of source factors was partially mediated by message factors. In addition, the message factors had a stronger impact on advice outcomes as problem seriousness increased. The results also showed a different pattern of prediction for implementation intention than for the other advice outcomes.“

Fransen, Marieke L.; Fennis, Bob M.; Pruyn, Ad Th. H.: Matching Communication Modalities: The Effects of Modality Congruence and Processing Style on Brand Evaluation and Brand Choice. – S. 576-598

Communication Theory

Jg 20 (2010) Nr 3

Dresner, Eli; Herring, Susan C.: Functions of the Nonverbal in CMC: Emoticons and Illocutionary Force. – S. 249-268

„The term „emoticons“ – short for „emotion icons“ – refers to graphic signs, such as the smiley face, that often accompany computer-mediated textual communication. They are most often characterized as iconic indicators of emotion, conveyed through a

communication channel that is parallel to the linguistic one. In this article, it is argued that this conception of emoticons fails to account for some of their important uses. We present a brief outline of speech act theory and use it to provide a complementary account of emoticons, according to which they also function as indicators of illocutionary force. We conclude by considering how our analysis bears upon broader questions concerning language, bodily behavior, and text.“

Horsely, Susan et al: Comparisons of U.S. Government Communication Practices: Expanding the Government Communication Decision Wheel. – S. 269-295

Dehooyer, Dan H.: Supple Praxis: A Paralogical Strategy for Problems. – S. 296-322

Ben-Porath, Eran N.: Interview Effects: Theory and Evidence for the Impact of Televised Political Interviews on Viewer Attitudes. – S. 323-347

„Although political interviews have been a mainstay of U.S. television, they are undertheorized in the media effects tradition. This article seeks to ground possible interview effects into theory—particularly to recent developments in the study of incivility and its effect on public opinion. An experiment-based study finds that viewers are likely to think more negatively about journalists in an environment marked by uncivil interviewing. At the same time, exposure to interviews perceived as not sufficiently adversarial could also reduce trust in journalists, which suggests that the effect extends beyond the question of incivility, depending on viewers’ expectations. Beyond the particular findings, this study indicates the possibilities of a research agenda centering on political televised interviews and their social implications.“

Lipari, Lisbeth: Listening, Thinking, Being. – S. 348-362

Computer Law Review International Jg 11 (2010) Nr 4

Kumar, Sapna: The „Bilski“ Decision: What Does it Mean for the Future of Business Method and Software Patents?. – S. 97-100

Helberger, Natali; Hoboken, Joris van: Little Brother Is Tagging You: Legal and Policy Implications of Amateur Data Controllers. – S. 101-109

Baars, Wiebke; Broemel, Roland: Keyword Advertising – Settles Points and Open Questions: A Closer Look at the Emerging Juridical Approach in the European Union. – S. 109-113

Computer und Recht

Jg 26 (2010) Nr 7

Klett, Detlef; Hilberg, Söntje Julia: Die neue DIN-Spezifikation für das Outsourcing: Inhalt und praktische Anwendung. – S. 417-422

Nolte, Norbert; König, Annegret: Open Access und die Eckpunkte der BNetzA. – S. 433-440

„Der Aufbau einer leistungsfähigen Breitbandinfrastruktur liegt unzweifelhaft im nationalen Interesse und gilt als eine der wesentlichen Voraussetzungen für die Erhaltung der Wettbewerbsfähigkeit einer Volkswirtschaft. Seit der Liberalisierung der Telekommunikationsmärkte ist es nicht mehr an dem Staat, den Infrastrukturausbau zu organisieren und zu finanzieren. Vielmehr kommt diese Aufgabe allein Privaten zu. Mit dem Topos des Open Access wird letztlich nichts anderes adressiert, als der grundsätzliche Streit darüber, wie sich die Bereitschaft stimulieren lässt, in den Breitbandnetzausbau zu investieren, ohne gleichzeitig durch zu viele Zugeständnisse an die Investoren Wettbewerb einzuschränken und die Entstehung neuer Monopole zu begünstigen. Im März 2010 hat die Bundesnetzagentur ihre „Eckpunkte über die regulatorischen Rahmenbedingungen für die Weiterentwicklung moderner Telekommunikationsnetze und die Schaffung einer leistungsfähigen Breitbandinfrastruktur“ veröffentlicht, die dieser Beitrag vorstellt und in den europarechtlichen Rahmen einordnet.“

Hüsch, Moritz: Thumbnails in Bildersuchmaschinen. – S. 452-457

Jg 26 (2010) Nr 8

Kamlah, Dietrich: Softwareschutz durch Patent- und Urheberrecht. – S. 485-492

Moos, Flemming; Gosche, Anna: Datenspeicherung auf Zuruf: das „Quick Freeze“-Verfahren zur Sicherung von Verkehrsdaten bei Access-Providern für Zwecke der Auskunftsverfahren nach § 101 UrhG. – S. 499-504

Hoffmann, Christian: Die Verletzung der Vertraulichkeit informationstechnischer Systeme durch Google Street View. – S. 514-519

Jg 26 (2010) Nr 9

Bartsch, Michael: Software als Rechtsgut. – S. 553-559

Hössle, Markus: Dynamische Softwarepatentierung. – S. 559-565

Schmitz, Peter; Schütze, Marc: Any-to-Any-Kommunikation: Garantiepflcht der Regulierungsbehörde. – S. 580-587

Spindler, Gerald: Haftung für private WLANs im Delikts- und Urheberrecht. – S. 592-600

Convergence**Jg 16 (2010) Nr 3**Marshall, P. David; Walker, Becky; Russo, Nicholas: *Mediating the Olympics*. – S. 259-354

„Das von Raymond Boyle und Garry Whannel herausgegebene Themenheft veröffentlicht fünf Artikel zum Thema „Sport und neue Technologien“.

Global Media and Communication**Jg 6 (2010) Nr 2**Waisbord, Silvio: *The Pragmatic Politics of Media Reform: Media Movements and Coalition-building in Latin America*. – S. 133-153Kumar, Sangeet: *Google Earth and the Nation State Sovereignty in the Age of New Media*. – S. 154-176

„This article analyzes the nature of sovereignty in a globalizing world and the role new media entities play within it. It studies a protracted engagement between Google and nation states on the ability of the newly launched software Google Earth to zoom in on classified locations. Reading this tussle as an engagement between an older form of sovereignty and a newer one, this article argues that new media entities such as Google represent a new modality of power, increasingly making inroads into the Westphalian nation-state system. This new mode of power operates by presenting itself as „centerless“ thus claiming to operate in the interests of the larger global good. Given their architecture as a „distributed network“ they are increasingly difficult to regulate, thus making their challenge hard to counter. Interrogating their claim of having no interests of their own, this article argues that digital networks continue to reify older hierarchies within the global order even as they claim to erase those very hierarchies.“

Christensen, Miyase: *Notes on the Public Sphere on a National and Post-national Axis: Journalism and Freedom of Expression in Turkey*. – S. 177-197

„Since Turkey became a candidate for the European Union in 1999, democratic rights and freedom of expression have been key issues in discourses surrounding EU-Turkey relations. Discussions on these questions often centre on state censorship and legislative constraints. The role of the media themselves, however, and the deeply-ingrained elements and historically-contingent norms and practices within public culture that shape the public sphere, have received a significantly lower level of attention. Despite recent legislative changes towards greater freedom of expression, major hurdles that limit democratic rights and freedoms persist in practice, as highlighted by the judicial trial (and the subsequent murder in January 2007) of the Armenian-Turkish journalist Hrant Dink. The police raid of *Nokta* magazine in 2007 is another case in point. The purpose of this article is to discuss current questions related with freedom of expression and tolerance of diversity in the Turkish media based on in-depth interviews with journalists and with the Dink

and *Nokta* cases as examples; and to offer critical reflections on the public sphere in Turkey in its current state.“

Miller, Jade L.: *Ugly Betty Goes Global: Global Networks of Localized Content in the Tele-novela Industry*. – S. 198-217**Javnost****Jg 17 (2010) Nr 2**Spörer-Wagner, Doreen; Marcinkowski, Frank: *Is Talk Always Silver and Silence Golden?: The Mediatization of Political Bargaining*. – S. 5-26

„Political negotiators require privacy instead of publicity to achieve compromises. Triggered by the spread of governance and the media's increasing relevance to the legitimation of political decisions, democratic negotiators face challenging bargaining conditions in terms of publicity. This applies particularly to political systems whose decision-making relies on majority-rather than on consensusbuilding. In this article we raise the question whether and how bargaining officials perceive and respond to media scrutiny. By referring to negotiators' media-related thinking, we introduce the concept of mediatised negotiation which goes beyond the traditional understanding of mediation as an impact on political processes and outcomes. Based on interviews with 32 German political negotiators, it is shown that bargaining officials have an increased awareness of simultaneous negotiation and media management. Even though a set of (in)formal measures is available to cope with this twofold challenge, ineffective and selfish public communication by individual negotiators proved to pose major obstacles to bargaining, not caused but facilitated and intensified by media reporting. We conclude, therefore, that the mediatization of negotiations is for the most part negotiators' self-mediatization.“

Sparvierio, Sergio: *Understanding the Problematic Relationship between Economics and Communication Studies and Potential Solutions*. – S. 27-44

„This article argues that communication scholars should collaborate with pluralist economists rather than traditional ones, as alternative economic theories are better suited to understanding the evolution of communication industries and to integration into multidisciplinary theoretical frameworks. In order to illustrate this point, first the main features of traditional economics that are incompatible with the study of the communication sector are outlined, then, a selection of theories and concepts from complexity economics, service innovation studies and the neo-Schumpeterian approach are presented. Moreover, as an example of the efficacy of alternative economic theories for explaining change in the communication sector, these concepts are used to provide arguments for the convergence of media and communication industries and to describe the main innovation drivers of the video tape and disk rental industry.“

Lah, Marko; Susjan, Andrej; Rdek, Tjasa: An Institutional View of Public Relations and the Evolution of Public Relations in Transition Economies. – S. 45-62

„The paper provides an institutionalist view of public relations as a refined mechanism for maintaining corporate power. The institutionalist theory of the firm, based on Galbraithian and Marxist tradition, offers a convenient framework for including public relations into economics. The authors present the role of public relations managers, the creation and management of issues as well as methods of financing the public relations activities. The institutionalist approach bears also relevant aspects for the analysis of the developments of public relations in transition economies, which is shown in a tentative periodisation of the evolution of public relations. During the past twenty years the public relations practices in transition economies have evolved through several stages. After having „successfully“ assisted in neutralising the turbulent social consequences of transitional processes in the initial phases of transition, the public relations departments of transitional firms now tend to apply the proactive public relations strategies in order to enhance corporate power.“

Brundidge, Jennifer: Political Discussion and News Use in the Contemporary Public Sphere: The „Accessibility“ and „Traversability“ of the Internet. – S. 63-82

Thumim, Nancy; Chouliaraki, Lilie: Legitimising the BBC in the Digital Cultural Sphere: The Case of Capture Wales. – S. 83-100

„This paper explores the use of new media by the BBC as a strategy for sustaining institutional legitimacy under a new regulative regime favouring open market competition. Focusing on the case of Capture Wales, a BBC Wales internet-based project that describes Wales from the citizens' autobiographical perspectives, and using a discourse analysis approach, we examine how the BBC re-positions itself in the emerging digital cultural sphere by using technology in the service of public participation. We observe a sense of empowerment in the opportunity participants were given arguing that such empowerment is no small thing, insofar as it clearly demonstrates that the public value produced through technological innovation lies in renegotiating the power relations between institutional authority and ordinary people – in allowing the latter to appropriate the 'means of media production' and to tell their own stories in public. Ultimately the article suggests that competing interests give rise to crucial tensions between ethic-political (serving society) and instrumental (justifying the licence fee) conceptions of benefit within Capture Wales, which in turn produce constant struggles over the visibility as well as the vision of/for this digital storytelling project by the stakeholders involved in its execution.“

Journal of children and media
Jg 4 (2010) Nr 3

Mares, Marie-Louise; Acosta, Emily Elizabeth: Teaching Inclusiveness via TV Narratives in the US: Young Viewers Need Help With the Message. – S. 231-247

Golos, Debbie B.: The Representation of Deaf Characters in Children's Educational Television in the US: A Content Analysis. – S. 248-264

„In the last 15 to 20 years, there has been recognition of deaf people as bilinguals with American Sign Language (ASL) and Deaf culture to be the language and culture of the US Deaf community. Television is one medium that can influence the way viewers perceive minority groups. Programs such as Sesame Street have incorporated positive cultural role models for hearing minority children. Minimal research has been conducted of the portrayal of deaf people in educational television. The purpose of this study is to analyze the portrayal of deaf characters in several children's educational television programs: Sesame Street, Reading Rainbow, and Blue's Clues. I conducted a content analysis of one episode of each of these programs. After viewing each episode, transcriptions were coded into either pathological or cultural categories and results were analyzed. Results indicate that these episodes do not portray deaf characters from a cultural perspective.“

Northup, Temple; Liebler, Craol M.: The Good, the Bad, and the Beautiful: Beauty Ideals on the Disney and Nickelodeon Channels. – S. 265-282

Monnot, Catherine: The Female Pop Singer and the „Apprentice“ Girl: Learning „Femininity“ Through Pop Music Models in France. – S. 283-297

Katz, Vikki S.: How Children of Immigrants Use Media to Connect Their Families to the Community: The Case of Latinos in South Los Angeles. – S. 298-315

„Past research on children and media exploring embedded patterns of domestic media connections has generally been limited to majority culture, middle-class families. This study explored how these dynamics are different in immigrant families, with particular focus on ways these children „broker“ new and traditional media forms to connect their families to local resources and ultimately, contribute to their families' settlement. Utilizing Livingstone's domestic infrastructure as a heuristic tool, interviews with forty-two parents and children in an immigrant Latino community in Los Angeles revealed how families connect with and make sense of information about community resources and services, as a precursor to deciding where to go and who to trust in their local area. Understanding how children's media brokering activities link their families to their communities has wider application to the study of children, family, and media

practices in other urban centers as population diversity continues to increase worldwide.“

Elias, Nelly; Khvorostianov, Natalia: *People of the Book: Book Reading by FSU Immigrant Adolescents in Israel.* – S. 316-330

„This article sheds light on the „forgotten“ medium in the lives of immigrant adolescents, books, by focusing on the youth from the Former Soviet Union, who have immigrated to Israel since 2000. Book reading patterns found in the study reflect the immigrant adolescents' need to express, comprehend, and legitimize their feelings of sadness, loneliness, and helplessness caused by immigration. The research points, therefore, to the therapeutic function of books, one that enables immigrant youngsters to gain insight into the inner-world of books' characters, to identify with them, and to learn from their life experiences. Furthermore, books also serve as an accessible cultural resource, as they raise immigrant teens' self-esteem and confidence, as well as help them to resist the negative stereotypes ascribed to them by local peers.“

Gezduci, Hasibe; d'Haenens, Leen: *The Quest for Credibility and Other Motives for News Consumption Among Ethnically Diverse Youths in Flanders: A Culture-Centered Approach.* – S. 331-349

Journal of Communication Inquiry
Jg 34 (2010) Nr 3

Squires, Catherine et al: *What Is This „Post-“ in Postracial, Postfeminist... (Fill in the Blank)?.* – S. 210-253

„[...]At the 2009 NCA (National Communication Association) convention, a panel of communication scholars discussed how to approach questions of identity and communication over the next 5 years. Participants suggested ways to be critical of assertions of „post“ and elaborated ways to encounter new dimensions of identification in an era of immense sociopolitical challenges. This forum revisits the exchanged dialogues among the participants at the roundtable and further explores the meaning of post- in post-America.“

Kumar, Deepa: *Framing Islam: The Resurgence of Orientalism During the Bush II Era.* – S. 254-277

„Since the events of 9/11, the range of debate on issues pertaining to Muslims or Islam has narrowed to a point where Orientalist modes of thought are once again dominant. The „clash of civilizations“ thesis eschewed by the Bush Sr. and Clinton administrations, was adopted and promoted by the Bush Jr. administration. Since this ideological shift was articulated by the „primary definers of news“ in a climate of fear and intimidation, it acquired the status of „commonsense,“ i.e. a largely unopposed dominant political logic. This paper outlines five key taken-for-granted frames that underpin discussions of Islam and Muslims in the post 9/11 world: Islam is a monolithic religion, Islam is a uniquely sexist religion, the „Muslim mind“ is inca-

pable of rationality and science, Islam is inherently violent, the West spreads democracy, while Islam spawns terrorism. In addition to identifying these hegemonic commonsensical frames, the essay also sets out to debunk their veracity and to expose their fictional and fictitious accounts of the world of „Islam.“ It does so by employing a historical and comparative approach that draws on 14 centuries of contact between the „East“ and the „West.“ While the article focuses on discursive frames that were established during the Bush II era, it concludes by pointing to their continued dominance post-Bush thereby highlighting the need for engaged scholarship that can forge a counter-hegemonic politics.“

Journal of Health Communication
Jg 15 (2010) Nr 4

Brown, William J.; Matviuk, Marcela Alejandra Chavan de: *Sports Celebrities and Public Health: Diego Maradona's Influence on Drug Use Prevention.* – S. 358-373

Alvaro, Eusebio M. et al: *A Mass Mediated Intervention on Hispanic Live Kidney Donation.* – S. 374-387

„This research examines the impact of a Spanish language mass media campaign on living organ donation attitudes and behavioral intentions among Spanish dominant Hispanics in Tucson, Arizona. Impact was assessed via a pretest/posttest control group quasi experimental design with Tucson, Arizona, as the intervention community and Phoenix, Arizona, as the control. Preintervention focus groups provided qualitative data to guide intervention development, while telephone surveys in both communities provided quantitative data to assess campaign impact. Analyses reveal pretest/posttest differences in the intervention community such that posttest intentions regarding living organ donation behaviors increased from pretest. No such differences were observed in the control community. Subsequent analyses revealed differences between respondents in the intervention community exposed to the campaign vs. those in the same community not exposed to the campaign. Exposed respondents reported more positive living organ donation behavioral intentions than nonexposed respondents. Implications for research and practice are discussed.“

Muturi, Nancy; An, Soontae: *HIV/AIDS Stigma and Religiosity Among African American Women.* – S. 388-401

VanGeest, Jonathan B.; Welch, Verna L.; Weiner, Saul J.: *Patients' Perceptions of Screening for Health Literacy: Reactions to the Newest Vital Sign.* – S. 402-412

„Difficulties in caring for patients with limited health literacy have prompted interest in health literacy screening. Several prior studies, however, have suggested that health literacy testing can lead to feelings of shame and stigmatization. In this study, we examine patient reaction to the Newest Vital Sign (NVS), a screening instrument developed specifically for use in

primary care. Data were collected in 2008 in the Morehouse School of Medicine, Department of Family Medicine Primary Care Clinics, where health literacy screening was implemented as part of routine intake procedures. Following the visit, patients completed a series of questions assessing their screening experiences. A total of 179 patients completed both the NVS and the reaction survey. Nearly all (> 99 %) patients reported that the screening did not cause them to feel shameful. There were also no differences in the reported prevalence of shame ($p \leq .33$) by literacy level. Finally, when asked if they would recommend clinical screening, 97 % of patients answered in the affirmative. These results suggest that screening for limited health literacy in primary care may not automatically elicit feelings of shame. Even patients with the lowest levels of literacy were both comfortable with and strongly supportive of clinical screening.“

Miller, Michael J. et al: Using Single-Item Health Literacy Screening Questions to Identify Patients Who Read Written Nonsteroidal Anti-Inflammatory Medicine Information Provided at Pharmacies. – S. 413-427

Paek, Hye-Jin et al: Theory-Based Approaches to Understanding Public Emergency Preparedness: Implications for Effective Health and Risk Communication. – S. 428-444

„Recent natural and human-caused disasters have awakened public health officials to the importance of emergency preparedness. Guided by health behavior and media effects theories, the analysis of a statewide survey in Georgia reveals that self-efficacy, subjective norm, and emergency news exposure are positively associated with the respondents' possession of emergency items and their stages of emergency preparedness. Practical implications suggest less focus on demographics as the sole predictor of emergency preparedness and more comprehensive measures of preparedness, including both a person's cognitive stage of preparedness and checklists of emergency items on hand. We highlight the utility of theory-based approaches for understanding and predicting public emergency preparedness as a way to enable more effective health and risk communication.“

Walsh, Matthew C. et al: Cancer Information Sources Used by Patients to Inform and Influence Treatment Decisions. – S. 445-463

Journal of Media Economics Jg 23 (2010) Nr 2

Yanich, Danilo: Does Ownership Matter?: Localism, Content, and the Federal Communications Commission. – S. 51-67

„This study examines the relation between local news content and ownership structure in 17 television markets in the United States. It is an extension of the localism research that was conducted by the Federal Communications Commission (FCC) in 2004 and the Local Television News Media Project at the University of Delaware in 2007 (see FCC, 2007). The findings

point to the need to consider television markets as the appropriate unit of analysis when examining the effect of ownership on local content. Ownership does matter in the production of news on local broadcasts. When examining only station-level factors, independent stations broadcast more local content on their newscasts than those stations that were either (a) owned-and-operated (O&O) and part of a duopoly, (b) O&O-only, or (c) part of a duopoly-only. However, when examining station-level and market-level factors of television markets, the station-level ownership profiles positively affected local content. Market-level factors that indicated more consolidation negatively affected the proportion of local news presented in the entire designated market area.“

Rhee, Hongjai; Lee, Sang-Woo: Effects of Mergers and Competition on Consumer Benefits in the Multi-Channel Video Programming Industry in Korea. – S. 68-89

Cuellar-Fernandez, Beatriz; Fuertes-Callen, Yolanda: The Impact of Corporate Media News on Market Valuation. – S. 90-110

„This article explores the influence of Web-based corporate reporting on the investors' valuation of companies in the information and communications technology industry. This study compiled 8,111 news items issued in the „Press Releases“ tab of the firms' Web sites between January 2003 and April 2005, and analyzed what type of news items affects stock returns. The results show a positive price reaction to news regarding new customers, completion of acquisitions, strategic long-term decisions, and non-technological alliances. In contrast, the results show a negative price reaction to news regarding the launch of new or upgraded products.“

Journal of Media Law

Jg 2 (2010) Nr 1

Scott, Andrew: Prior Notification in Privacy Cases: A Reply to Professor Phillipson. – S. 49-66

Hartshorne, John: The Value of Privacy. – S. 67-84

„This article focuses upon compensatory damages for non-pecuniary harm in claims for misuse of private information. The article considers the interests that are protected by this action, and the non-pecuniary harm that may arise where there has been a misuse of private information. The article describes the approaches that could be taken by the courts in awarding damages, before analysing the approaches that have been taken so far. Consideration is then given to whether any of the approaches taken so far represents a preferred basis for awarding damages, or whether there is support for the adoption of an alternative approach. The article concludes that there are arguments in favour of adopting an approach analogous to that in defamation claims in order to deter misuses of private information.“

Valcke, Peggy et al: The European Media Pluralism Monitor: Bridging Law, Economics and Media Studies as a First Step towards Risk-Based Regulation in Media Markets. – S. 85-114

„This article discusses the Media Pluralism Monitor, a measurement tool which was developed by the authors for the European Commission in the context of the Independent study on indicators for media pluralism in the Member States – Towards a risk-based approach, carried out between February 2008 and June 2009. After situating the study against the background of the broader EU media policy context, the article presents the main characteristics of the Monitor and explains its structure. It also addresses some implementation issues and discusses the most important comments and concerns raised by stakeholders and academics. The article argues that the Monitor adopts a novel, multi-disciplinary and holistic approach to media pluralism, by combining, for the first time, indicators drawn from law, economics and social science to identify and measure risks relating to various aspects of media pluralism, including not only ownership and plurality issues, but also cultural, political and geographic dimensions. The Monitor is a first step in the development of an EU-wide standardised monitoring system for detecting and dealing with societal risks in the area of media pluralism and the first attempt to apply risk analysis to media policy. By bringing together a host of previously disparate concerns to offer a multi-faceted approach to media pluralism, the Monitor has the potential to provide decision-makers with the means to develop a wider and stronger evidentiary basis for defining priorities and actions in this important area.“

Leyland, Peter: The Struggle for Freedom of Expression in Thailand: Media Moguls, The King, Citizen Politics and the Law. – S. 115-138

Journal of Media Psychology Jg 22 (2010) Nr 2

Moreno, Roxana; Reislein, Martin; Ozogul, Gamze: Using Virtual Peers to Guide Visual Attention During Learning: A Test of the Persona Hypothesis. – S. 52-60

Themenschwerpunkt des Heftes: Psychological Research on Embodied Conversational Agents ---“This study tested the hypothesis that animated pedagogical agents (APAs) can effectively support students’ learning by signaling visual information in multiple-representation learning environments. Novice students learned about electrical circuit analysis with an agent-based instructional program that included circuit diagrams and the corresponding Cartesian graphs. For some students, attention to relevant parts of the display was guided by an animated arrow (A group) or the deictic movements of a pedagogical agent (P group). A control (C) group learned with no visual attention-guiding method. Group P outperformed groups C and A on a posttest and gave lower difficulty ratings than group C. The findings suggest that a promising function of APAs is to support students’ cognitive processing during learning.“

Frechette, Casey; Moreno, Roxana: The Roles of Animated Pedagogical Agents’ Presence and Nonverbal Communication in Multimedia Learning Environments. – S. 61-72

Sträßling, Nicole et al: Teaching Learning Strategies with a Pedagogical Agent: The Effects of a Virtual Tutor and its Appearance on Learning and Motivation. – S. 73-83

„Numerous studies have tested the effects of pedagogical agents on learning and the influence of their specific appearance. What has not been analyzed, however, is whether an agent can have indirect effects when it is employed as a tutor for learning strategies rather than directly teaching the relevant learning material. In a between-subjects design (N = 45) we compared two different kinds of pedagogical agents – a cartoon-like rabbit and a realistic anthropomorphic agent – with a control group that was not tutored by an animated agent but was informed by voice only. Results showed no clear advantages for the agents compared to voice-based tutoring with regard to indirect learning effects, but they did demonstrate that the appearance of the agent matters. The rabbit-like agent was not only preferred, but people exposed themselves longer to the tutoring session when the rabbit provided feedback.“

Domagk, Steffi: Do Pedagogical Agents Facilitate Learner Motivation and Learning Outcomes?: The Role of the Appeal of Agent’s Appearance and Voice. – S. 84-97

Journalism & Mass Communication Quarterly Jg 87 (2010) Nr 1

Hanitzsch, Thomas et al: Modeling Perceived Influences on Journalism: Evidence from a cross-national Survey of Journalists. – S. 5-22

„Surveying 1,700 journalists from seventeen countries, this study investigates perceived influences on news work. Analysis reveals a dimensional structure of six distinct domains – political, economic, organizational, professional, and procedural influences, as well as reference groups. Across countries, these six dimensions build up a hierarchical structure where organizational, professional, and procedural influences are perceived as more powerful limits to journalists’ work than political and economic influences.“

Kim, Yung Soon; Kelly, James D.: Public Reactions toward an Ethical Dilemma Faced by Photojournalists: Examining the Conflict between Acting as a Dispassionate Observer and Acting as a „Good Samaritan“. – S. 23-40

Lowrey, Wilson; Woo, Chang Wan: The News Organization in Uncertain Times: Business or Institution?. – S. 41-60

Chyi, Hsiang Iris et al: Use of and Satisfaction with Newspaper Sites in the Local Market: Ex-

ploring Differences between Hybrid and Online-only Users. – S. 62-83

„This study explores US newspapers' online readership in the local market by comparing (1) „hybrid“ readers who access both the print and online versions and (2) online-only readers. Survey data gathered from twenty-eight newspaper sites show that hybrid readers outnumber online-only users by a 2-to-1 margin and use their local newspaper sites more actively. Regression analyses identify predictors of site satisfaction and user type. These findings provide new perspectives on the nature of multiplatform news consumption as readers weigh related goods of news and information.“

Caudill, Edward: Intelligently Designed: Creationism's News Appeal. – S. 84-99

Vu, Hong Nga Nguyen; Gehrau, Volker: Agenda Diffusion: An Integrated Model of Agenda Setting and Interpersonal Communication. – S. 100-116

Kim, Jooyoung; Baek, Tae Hyun; Martin, Hugh J.: Dimensions of News Media Brand Personality. – S. 17-134

Cicco, Damon T. Di: The Public Nuisance Paradigm: Changes in Mass Media Coverage of Political Protest since the 1960s. – S. 135-153

„This study examined coverage of protests in five major newspapers in the United States between 1967 and 2007, and found that during that time period, protests were depicted as a nuisance. Such depictions are attributed to the rise of a „public nuisance“ paradigm in coverage of protests, theorized to be linked to an increased conservatism in America, and driven by the notion that protests are a bothersome interruption of everyday activities, as well as ineffective and unpatriotic. Discussion of protests as nuisances increased substantially across time, and ideologically liberal protests were treated as nuisances more often than were conservative ones.“

Rosenberry, Jack: Virtual Community Support for Offline Communities through Online Newspaper Message Forums. – S. 154-169

Bunker, Matthew D.: The Song Remains the Same: Transformative Purpose Analysis in Fair Use Law. – S. 170-184

Kommunikation & Recht **Jg 13 (2010) Nr 7-8**

Schwartzmann, Rolf; Kocks, Sebastian: Haftung für den Missbrauch offener WLAN-Anschlüsse. – S. 433-437

„Mit Spannung wurde das jüngste Urteil des BGH zur Haftung privater WLAN-Betreiber erwartet – nicht zuletzt in der Hoffnung, das oberste deutsche Gericht werde zugleich eine richtungweisende Entscheidung für gewerbliche Nutzer sog. WLAN-Hotspots in Cafés, Hotels und Flughäfen fällen. Diese wurde aber enttäuscht, da der BGH sich mit dem – keineswegs unerwarteten – Ergebnis begnügte, dass der Betreiber eines privaten WLAN-Anschlusses als Störer für Urheberrechtsverletzungen Dritter haftet, sofern er seinen Zugang nicht „marktüblich“ absichert.“

Fahl, Constantin: Die Nutzung von Thumbnails in der Bildersuche. – S. 437-441

Klett, Alexander R.; Apetz, Daja: Die Entwicklung des Urheberrechts seit Januar 2009. – S. 441-448

Ott, Stephan: Keyword Advertising mit fremden Marken. – S. 448-450

Spindler, Gerald: Online-Spiele auf dem Prüfstand des Gewerberechts. – S. 450-458

„Online-Spiele sorgen für zahlreiche Rechtsprobleme, die sich zunehmend vom Verfassungs- und Europarecht auf die einfachgesetzliche Ebene verlagern. Dabei spielt u. a. auch das Gewerberecht mit seinen Anforderungen an Spielgeräte und Spielhallen eine bedeutsame Rolle. Der Beitrag untersucht die Anwendung der §§ 33c, 33d GewO auf Internetspiele, einschließlich der Auswirkungen des Herkunftslandprinzips.“

Buchmann, Felix: Hinsendekosten, Rücksendekosten und 40-Euro-Klausel bei Fernabsatzgeschäften. – S. 458-463

Lohbeck, Anna-Katharina: Neue Informationspflichten für Dienstleistungserbringer. – S. 463-467

Wegner, Konstantin; Odefey, Pia: Neuregelung der Kennzeichnungspflichten für Filme und Computerspiele. – S. 467-469

Rath, Michael; Karner, Sophia: Internetnutzung und Datenschutz am Arbeitsplatz. – S. 469-474

„Dieser Beitrag beschäftigt sich mit der privaten Internetnutzung am Arbeitsplatz und den diesbezüglichen Kontroll- und Einsichtnahmemöglichkeiten des Arbeitgebers. Dabei wird die aktuelle Rechtsprechung zu einer Kündigung wegen unrechtmäßiger Privatnutzung der IT des Arbeitgebers skizziert. Zudem erfolgt ein erster Blick auf die derzeitigen gesetzgeberischen Überlegungen zur Schaffung eigenständiger Regelungen zum Beschäftigtendatenschutz.“

Jg 13 (2010) Nr 9

Buchmann, Felix: Aktuelle Entwicklungen im Fernabsatzrecht 2009/2010. – S. 533-541

Schulze, Jens zur Wiesche: Selektiver Vertrieb und Internet. – S. 541-545

Molle, Alexander: Werbung für Telefonarife und notwendige Angaben: „Sondernewsletter“. – S. 545-547

Franz, Christian: Wie sag ich's nur?: Neues zur Formulierung von Unterlassungsanträgen. – S. 547-551

Willert, Christian: Reaktionsmöglichkeiten des Arbeitgebers bei kritischen Äußerungen von Arbeitnehmern im Internet. – S. 551-555

Wieduweit, Hendrik: Das neue Leistungsschutzrecht für Presseverlage: eine Einführung. – S. 555-562

Erd, Rainer: Lobbyismus vs. Datenschutz: Zugang zu Dokumenten der Gemeinschaftsorganisation. – S. 562-564

Mass Communication & Society Jg 13 (2010) Nr 3

Greenwood, Dara: Of Sad Men and Dark Comedies: Mood and Gender Effects on Entertainment Media Preferences. – S. 232-249

„Although traditional mood management theory suggests we use media to deflect sad moods and maintain good moods, various research findings reflect a more complex picture. The present study took a mixed-method, nuanced approach to basic mood management questions and investigated both open and closed-ended media preferences among college students (N = 157) immediately following a positive or negative mood induction. Results show that sad (vs. happy) participants showed a preference for viewing a dark comedy or a social drama, whereas happy (vs. sad) participants showed a preference for viewing a slapstick comedy or an action adventure. Women (vs. men) showed an increased preference for romantic genres regardless of mood, whereas men showed a preference for action, suspense, and dark comedy genres. An interaction between gender and mood also emerged; sad men in particular showed a preference for dark comedies. Results are discussed in light of the emotional gratifications that mood-reflecting media may afford men and women.“

Tian, Qing; Hoffner, Cynthia A.: Parasocial Interaction With Liked, Neutral, and Disliked Characters on a Popular TV Series. – S. 250-269

Cato, Mackenzie; Carpentier, Francesca Renee Dillman: Conceptualizations of Female Empowerment and Enjoyment of Sexualized Characters in Reality Television. – S. 270-288

„This study explores how young women's definitions of empowerment relate to their reception of *The Girls Next Door*, a popular reality show that documents the life and fun times of Hugh Hefner's three sexy, live-in girlfriends. Specifically, we examine whether young women's general attraction to reality television relates to their endorsement of different views of women and

empowerment, how these endorsements relate to the women's own sexual permissiveness, and finally how these views relate to perceptions of *The Girls Next Door*. Results suggest that reality television preferences relate to greater endorsement of sexual empowerment and traditional feminine roles. However, sexual permissiveness is elevated only when sexual empowerment is endorsed, and perceptions of the show appear to be most positive only when sexual permissiveness is elevated.“

Thorson, Kjerstin; Vraga, Emily; Ekdale, Brian: Credibility in Context: How Uncivil Online Commentary Affects News Credibility. – S. 289-313

Croucher, Stephen M. et al: The Influence of Religiosity and Ethnic Identification on Media Use Among Muslims and Non-Muslims in France and Britain. – S. 314-334

„This is an examination of the ethnic media use of French and British Muslims. A total of 677 Muslims participated in the study. Analysis reveals being an immigrant or a native of a nation does not significantly influence ethnic media use in France but does in Britain. Ethnic identification was also revealed as an influential predictor of ethnic media use among Muslims in France but not in Britain. Religiosity significantly predicted ethnic media use among British Muslims. The article argues religiosity and ethnic identification should be included in studies examining media use among ethnic groups.“

Media culture & society Jg 32 (2010) Nr 3

Kavada, Anastasia: Email Lists and Participatory Democracy in the European Social Forum. – S. 355-372

„Based on an „organization as ideology“ emphasizing diversity and inclusiveness, the Global Justice Movement is thought to be organized in a non-hierarchical way that respects these ideals. The practice of participatory democracy constitutes an integral part of this meta-ideology and a defining characteristic of the social forums, a process that brings together global justice activists in order to network and share ideas. Focusing on the preparatory process of the London 2004 European Social Forum, this article offers an empirical investigation of the place of email lists within the system of internal decision-making. It examines the role of email lists in relation to the conditions of participatory democracy – equality, inclusiveness and transparency – as well as the process of accountability. It argues that while email lists rendered the organizing system more equal, transparent and inclusive, they also helped to conceal the elements that disturbed this image by making them more informal and less explicit.“

Malin, Brentob J.: Viral Manhood: Niche Marketing, Hardboiled Detectives, and the Economics of Masculinity. – S. 373-390

Balbi, Gabriele; Prario, Benedetta: The History of Fininvest/Mediasset's Media Strategy: 30 Years of Politics, the Market, Technology and Italian Society. – S. 391-410

Brants, Kees; Haan, Yael de: Taking the Public Seriously: Three Models of Responsiveness in Media and Journalism. – S. 411-428

„Until recently, media and journalists have worked in a supply market, ideally providing the public with the kind of information the former thought the latter needed to participate as full citizens in a democracy. The shift to a demand market means that, increasingly, the media are providing what the public wants: what is in the public interest seems to be less important than what the public is interested in. Such a more market-driven approach sits uncomfortably with professional values of independence and functions of information provision. The question, however, is whether this is the only way that journalists are becoming more responsive to their public. The article distinguishes three different ways of how they (are beginning to) take the public into account: civic, strategic and empathic responsiveness. Three separate case studies from the Netherlands also deal with the question of how media and journalists come to terms with, on the one hand, their professional values and, on the other, being more responsive to the public.“

Lundell, Asa Kroon: Dialogues Between Journalists on the News: the Intraprofessional „Interview“ as a Communicative Genre. – S. 429-450

„Journalists engaged in dialogues between themselves on air has become a common feature on the news. The main purpose of this study is to identify the various ways that these 'intraprofessional dialogues' are used and performed on the news, with a specific focus on examples from television. Besides identifying the different uses of intraprofessional dialogues, an extended example of a studio talk between a presenter and a political correspondent serves to problematize the distinction, made by Montgomery, between the discourse of news presentation and report on the one hand and the discourse in these kinds of intraprofessional talks on the other hand. The qualitative data is drawn from a corpus of codings of news and current affairs programming from Great Britain and Sweden totalling approximately 150 hours, including both radio and television, commercial and public service channels. The quantitative findings that accompany the qualitative analysis show that journalists-as-interviewees in news and current affairs broadcasts are even more common than politicians-as-interviewees. This raises interesting questions about the execution of political accountability in contemporary news journalism.“

Jones, Paul Kelvin; Pusey, Michael: Political Communication & „Media System“: the Australian Canary. – S. 451-472

Gunaratne, Shelton A.: De-Westernizing Communication/Social Science Research: Opportunities and Limitations. – S. 473-500

Jg 32 (2010) Nr 4

Toynbee, Jason; Vis, Farida: World Music at the BBC World Service, 1942-2008: Public Diplomacy, Cosmopolitanism, Contradiction. – S. 547-564

Fontenot, Maria; Harriss, Chad: Building a Better PIG: A Historical Survey of the PMRC & Its Tactic. – S. 565-580

„During the 1980s, there seemed to be an increased sensitivity concerning rock music lyrics. These issues particularly concerned a group of Washington wives who decided to take action by forming the Parent's Music Resource Center (PMRC). This historical survey focuses on the tactics used by the PMRC and its influence on the recording industry. The study places the PMRC in a historical context to determine how and why it became one of the most successful and uniquely organized public interest groups (PIGs) in American political history.“

Newman, Michael Z.: New Media, Young Audiences, and Discourses of Attention: From Sesame Street to „Snack Culture“. – S. 581-506

„This article aims to contribute to the critical culture history of American media. It traces the history of an American popular discourse of new media technologies and forms of media content affecting the attention span. By considering popular press discussions of new media and their functions and effects, it argues that this is a technophobic discourse that influences not only popular perceptions of media's social roles, but also the logic of media producers in crafting products to suit viewers' short attention spans. Central examples include Sesame Street, MTV videos and movies and television shows that were influenced by them, and recent and contemporary online „snack“ culture. While skeptical of the dubious claim that media shortens attention span, ultimately the article is more concerned with how the discourse of media affecting attention functions culturally. It concludes that the popular notion that attention spans have shrunk as a product of new media functions to manage difficult social changes and disruptions.“

Ostertag, Stephen: Establishing News Confidence: A Qualitative Study of How People Use the News Media to Know the News-World. – S. 597-614

Jensen, Eric: Between Credulity and Scepticism: Envisaging the Fourth Estate in 21th Century Science Journalism. – S. 615-630

Lam, Sunny S. K.: „Global Corporate Cultural Capital“ as a Drag on Globalization: Disneyland's Promotion of the Halloween Festival. – S. 631-648

„Bourdieu's unilateral*? concept of 'cultural capital' as a power resource to facilitate social and cultural reproduction by the dominant multinational conglomerates like Disney is challenged by a comparative study of Disneyland's cultural homogenization and a local competitor's cultural hybridization in their Halloween promotions and the corresponding activities in Hong Kong. This study explores how Disney's 'global corporate cultural capital' functions as a drag on „globalization“, thus undermining its contingency ability in the global culture-economic struggle. An in-depth cultural analysis of Hong Kong Disneyland's TV commercial to promote its new attraction „The Main Street Haunted Hotel“ during the Halloween Festival in Hong Kong reflects the challenge that Disneyland is facing: how to meet with the competitive pressure posed by a local player and how to protect the cultural integrity of Disney as a global brand. On the one hand, this commercial unprecedentedly incorporates many horrifying and thrilling elements which are at odds with Disneyland's traditional association with children, family and clean wholesome fun. On the other, it continues to embrace the US cultural representation and to utilize the standardized storytelling and promotion strategy historically developed by Disney. This reveals a lower flexibility in contingency planning by Disney in the globally hybridized postmodern consumer societies.“

Zhong, Yong: Relations Between Chinese Television and Capital Market: Three Case Studies. – S. 649-668

Media Perspektiven (2010) Nr 6

Wolf, Markus; Heffler, Michel: Der Werbemarkt 2009: schwieriges Werbejahr mit positivem Trend zum Jahresende. – S. 278-287

Wild, Christoph: Radiowerbung wirkt implizit: Ergebnisse einer Studie von AS&S und Radiozentrale. – S. 288-295

„Damit Werbung in den Medien attraktiv bleibt, muss sie immer wieder den Nachweis ihrer Wirkung erbringen. Dies gilt auch für das Begleitmedium Radio. Christoph Wild stellt eine Studie vor, die zeigt: Auch wenn Radiohörer sich nebenbei mit anderen Tätigkeiten beschäftigen, werden sie effektiv durch Werbespots im Radio erreicht. Zurückzuführen ist dies auf Prozesse im Gehirn, die letztendlich das Kaufverhalten beeinflussen. Radio wirkt außerdem affektiv-emotional, indem sich die Hörer von beworbenen Marken Belohnungen versprechen.“

Vogel, Andreas: Zeitschriftenmarkt: WAZ-Gruppe schließt zu dominierenden Konzernen auf: Daten zum Markt und zur Konzentration der Publikumspreise in Deutschland im 1. Quartal 2010. – S. 296-315

Turecek, Oliver; Bärner, Helmut; Roters, Gunnar: Videomarkt und Videonutzung 2009: Vi-

deobranche übersteht Finanzkrise bisher unbeschadet. – S. 316-325

(2010) Nr 7-8

Eimeren, Birgit van; Frees, Beate: Fast 50 Millionen Deutsche online – Multimedia für alle?: Ergebnisse der ARD/ZDF-Onlinestudie 2010. – S. 334-349

„Zum 14. Mal wurde 2010 die ARD/ZDF-Onlinestudie durchgeführt. Birgit van Eimeren und Beate Frees stellen in ihrem Beitrag fest, dass sich das Internet nach Jahren des rasanten Wachstums nunmehr in einer Phase der Konsolidierung befindet. Hierauf weisen vor allem deutlich geringere Steigerungsraten in der Onlinenutzung hin. In manchen Bevölkerungsgruppen ist inzwischen eine Sättigung erreicht, so bei den 14- bis 19-Jährigen, die zu 100 Prozent Onlinenutzer sind. Insgesamt nutzten im Frühjahr 2010 69,4 Prozent der deutschsprachigen Erwachsenen wenigstens gelegentlich das Internet. Dies entspricht hochgerechnet 49,0 Millionen Menschen ab 14 Jahren. Frauen haben bei der Internetverbreitung aufgeholt, allerdings nutzen Männer nahezu alle Internetanwendungen häufiger. Knapp die Hälfte der von Onlinern im Netz verbrachten Zeit entfällt auf Kommunikation, zu den meistgenutzten Inhalten im Netz gehören aktuelle Nachrichten.“

Eimeren, Birgit van; Frees, Beate: Bewegtbild im Web: Multioptional im digitalen Zeitalter; Ergebnisse der ARD/ZDF-Onlinestudie 2010. – S. 350-358

Busemann, Katrin; Gscheidle, Christoph: Web 2.0: Nutzung steigt – Interesse an aktiver Teilhabe sinkt: Ergebnisse der ARD/ZDF-Onlinestudie 2010. – S. 359-368

Mende, Annette: Das Radio in der digitalen Welt: Ergebnisse der ARD/ZDF-Onlinestudie 2010 und einer qualitativen Untersuchung. – S. 369-376

Media psychology Jg 13 (2010) Nr 2

Appel, Markus; Richter, Tobias: Transportation and Need for Affect in Narrative Persuasion: A Mediated Moderation Model. – S. 101-135

Hummer, Tom A. et al: Short-Term Violent Video Game Play by Adolescents Alters Prefrontal Activity During Cognitive Inhibition. – S. 136-154

„Prior research has indicated an association between exposure to violent media and aggressive thoughts, feelings, and behavior, potentially as a result of effects on inhibitory mechanisms. However, the role of violence in video games in modulating subsequent neural activity related to cognitive inhibition has received lit-

tle attention. To examine short-term effects of playing a violent video game, 45 adolescents were randomly assigned to play either a violent or a nonviolent video game for 30 minutes immediately prior to functional magnetic resonance imaging (fMRI). During the fMRI procedure, participants performed a go/no-go task that required them to press a button for each target stimulus and withhold the response for non-target stimuli. Participants who played the violent game demonstrated a lower BOLD response in right dorsolateral prefrontal cortex (DLPFC) when responses were appropriately inhibited. The DLPFC is involved with executive functioning, including suppression of unwanted thoughts and behaviors. In addition, responses in the DLPFC demonstrated stronger inverse connectivity with precuneus in the nonviolent game players. These results provide evidence that playing a violent video game can modulate prefrontal activity during cognitive inhibition.“

Riddle, Karyn: Always on My Mind: Exploring How Frequent, Recent, and Vivid Television Portrayals Are Used in the Formation of Social Reality Judgments. – S. 155-179

Moyer-Gusé, Emily: Preference for Television Programs About Sexual Risk: The Role of Program Genre and Perceived Message Intent. – S. 180-199

„Entertainment-education television programming may offer an effective way to reach audiences by embedding health and social issues into television shows people already choose to watch. Although research has examined the effects of these narrative-based messages on viewers, little is known about the ways in which different types of programs might motivate or inhibit voluntary exposure in the first place. To address this question, 137 young adults read a series of descriptions of television shows about sexually transmitted infections (STIs) and then indicated their interest in viewing each one. In a 2 times 2 between-subjects experiment, participants were told that the programs they read about were either (a) scripted dramas or (b) news programs and that they had been produced either (a) purely for entertainment or (b) to promote healthy behavior. Results reveal that program genre and perceived message intent interact to influence preference for television programs about sexual health. Discussion of implications and directions for future research are presented.“

medien + erziehung Jg 54 (2010) Nr 4

Düssel, Mareike: Familiäre Mediennutzung: Einsam oder gemeinsam?; Forschungsergebnisse zu Medienerziehung im Kontext sozialer Benachteiligung. – S. 11-18

„Gibt es wirklich eine Kluft im Medienhandeln von Eltern und ihren Kindern? Wie wird mit Mediennutzungsmustern im familiären Umfeld umgegangen und haben Eltern überhaupt Einfluss auf die Medienvorlieben ihrer Kinder? Aktuelle Studien zur Mediennutzung von Heranwachsenden werden im Hinblick auf

diese Fragestellungen untersucht. Besonderes Augenmerk gilt dabei Aspekten sozialer Benachteiligung.“

Paus-Hasebrink, Ingrid: Fernsehen als Familienmittelpunkt: Eine Panelstudie zum Medienhandeln sozial benachteiligter Eltern und Kinder. – S. 19-25

„Vor allem in sozial benachteiligten Familien nehmen Medien eine bedeutende Rolle ein. In diesem Beitrag gilt der Blick speziell dem Medienhandeln von Eltern und Kindern im Alter zwischen fünf und sieben Jahren. Welche Gemeinsamkeiten und Unterschiede lassen sich im Umgang mit Medien zwischen sozial benachteiligten Eltern und ihren Kindern identifizieren? Wo zeigen sich spezifische mit der sozialen Lage der Familien verknüpfte Handlungsweisen?“

Hartung, Anja: Medienkulturen des Miteinanders: Ansätze und Möglichkeiten intergenerativen Medienhandelns. – S. 26-32

„Die Rede vom Generationendialog hat Hochkonjunktur. Das Postulat eines tiefgreifenden Wandels im Verhältnis der Generationen hat nicht allein dazu geführt, dass die Generationenthematik (wieder) Einzug in die erziehungswissenschaftlichen Diskursarenen gefunden hat, sondern zugleich umfangreiche Bemühungen zur Folge, in der sozial- wie medienpädagogischen Praxis den Generationendialog zu stärken. Im Beitrag werden Perspektiven und Handlungspotenziale eines solchen Unterfangens am Beispiel eines Modellprojektes ausgelotet und diskutiert.“

Ziesel, Elisabeth; Schmidt da Silva, Angelika: ELTERN TALK bringt Eltern ins Gespräch: Lebensweltorientierte Elterngespräche zu Medien, Konsum, Sucht und Familie. – S. 33-37

„ELTERN TALK greift das Bedürfnis vieler Mütter und Väter auf, sich über Erziehungsfragen rund um Medien, Konsum und Suchtvorbeugung auszutauschen, ihre Erfahrungen im Erziehungsalltag mit anderen Eltern zu teilen und von- und miteinander zu lernen – unabhängig von Bildung und Herkunft. Seit Projektbeginn 2001 steigt die Nachfrage kontinuierlich: So beteiligten sich 2009 circa 7.000 Eltern an den Gesprächskreisen, insgesamt wurden bisher circa 25.000 Eltern erreicht. Elisabeth Ziesel und Angelika Schmiedt da Silva, die Projektleiterinnen von ELTERN TALK, beantworten im Interview Fragen zu Konzeption, Methoden und Ansatz des Projektes und leiten aus ihrer langjährigen Erfahrung Hinweise und Forderungen für eine gelingende medienbezogene Elternarbeit ab.“

Kloos, Nadine: Orientierungs- und Informationsbedarf von Eltern. – S. 38-44

„Eltern haben einen Informations- und Orientierungsbedarf was Erziehung im Allgemeinen und Medien(-erziehung) im Speziellen betrifft. Wie sieht dieser heute vor dem Hintergrund der gesellschaftlichen Bedingungen von Erziehung aus? Welche Bedarfe haben sie? Gegenüber welchen Informationswegen sind sie aufgeschlossen und wie können medienpädagogische Materialien Eltern in Sachen Medienerziehung adäquat unterstützen und begleiten? Ausgewählte

Beispiele zeigen unterschiedliche Herangehensweisen und Konzepte auf.“

Medien & Zeit
Jg 25 (2010) Nr 2

Mayer, Magdalena: „Do The 80ies Yourself“: Österreichische Fanzines als Sprachrohr einer Gegenöffentlichkeit der 1980er. – S. 4-11

Oswald, Elisabeth: „...man hat das gar net so ernst genommen...“: Informationsmanagement und kommunikatives Verhalten innerhalb einer burgenländischen Gemeinde nach der Atomkatastrophe in Tschernobyl. – S. 12-19

Fröhlich-Kriechbaum, Johanna: Die Oberösterreichische Friedensbewegung und ihre Kommunikationsmaßnahmen von 1985 bis 1988. – S. 20-24

Sodtke, Petra: Aufreger – und zeitloser Anreger: Journalismuskultur der 1980er Jahre vor dem Hintergrund der Waldheim-Affäre. – S. 25-34

Anderer, Anna-Claudia: Verschmelzung von Literatur und Magazinjournalismus: New Journalism/ Gonzo Journalism am Beispiel der „Zeitgeist-Zeitschrift“ Wiener-Österreich (1982-1986). – S. 35-41

Madner, Kerstin: Themen und Werte des ORF-TV-Jugendmagazins „Okay“ 1980 und 1986. – S. 42-49

Medien Concret
(2010)

Fuchs, Max: Von den Wonnen der Gewöhnlichkeit: eine kulturphilosophische Annäherung an das Thema. – S. 6-9

„Das aktuelle Themenheft des medienpädagogischen Magazins MEDIENCONCRET Gute Unterhaltung? – Erlebnis · Entspannung · Beteiligung · Lernen (106 S.) beschäftigt sich mit dem Wandel der Unterhaltungsinteressen junger Leute und mit neuen Trends im Unterhaltungssektor. Jugendliche schreiben, was sie unter „Guter Unterhaltung“ verstehen, Experten untersuchen das heutige Unterhaltungserleben. Zahlreiche Analysen und Hintergrundbeiträge nehmen neue Angebote und beliebte Formate im Bereich des medialen Entertainments unter die Lupe. Populäre Medien bieten vielfältige Chancen auf Kommunikation, Lernen und Erleben; so wirft das Heft einen Blick auf eine pädagogische Praxis, die die Unterhaltungspotenziale der Medien gezielt zu nutzen und kritische Aspekte zu thematisieren weiß. Ein umfangreicher Serviceteil bietet Unterstützung bei der praktischen Arbeit.“

Medien Wirtschaft
Jg 7 (2010) Nr 2

Mundt, Andreas: Das Medienkartellrecht ist hinreichend flexibel: Interview mit dem Präsidenten des Bundeskartellamts. – S. 6-11

Sjurts, Insa: Internationalisierungsstrategien deutscher Medienkonzerne. – S. 12-22

Multimedia und Recht
Jg 13 (2010) Nr 7

Hoeren, Thomas: Die Online-Erschöpfung im Softwarebereich: Fallgruppen und Beweislast. – S. 447-450

„Die Rechtsprechung zur Online-Erschöpfung im Softwarebereich ist unübersichtlich geworden. Die Fallkonstellationen überschlagen sich – ebenso wie die Einzelurteile. Im Folgenden werden einzelne Typen von Erschöpfungsfällen herausgearbeitet. Auch wird die Darlegungs- und Beweislast für die Erschöpfung bei IT-Produkten thematisiert.“

Möschel, Wernhard: Investitionsförderung als Regulierungsziel: Neuausrichtung des Europäischen Rechtsrahmens für die elektronische Kommunikation. – S. 450-454

„Der deutsche Gesetzgeber hatte durch § 9a TKG versucht, Investitionen in moderne TK-Netze mittels Regulierungserleichterungen zu befördern. Der EuGH hat ihn in einem von der Kommission angestregten Vertragsverletzungsverfahren zurückgepfiffen. Der Ende 2009 novellierte Europäische Rechtsrahmen für die elektronische Kommunikation hat das genannte Anliegen jetzt als ein gemeinschaftsrechtliches aufgenommen. Man kann insoweit von einer echten Neuausrichtung dieses Rechtsrahmens sprechen. Das deutsche TKG wird noch in diesem Jahr entsprechend novelliert werden. Der Weg einer „regulativen Feinststeuerung“, den die Kommission eingeschlagen hat, wird an Grenzen dessen stoßen, was rechtsstaatlich noch leistbar ist. Der nationale Gesetzgeber ist von Brüssel faktisch ausgeschaltet, die nationale Regulierungsbehörde durch Konsultationszwänge an die Leine gelegt worden. Der gebotene Übergang von der sektorspezifischen Regulierung auf die Anwendung der allgemeinen Wettbewerbsgesetze ist noch nicht erreicht.“

Lerch, Hana et al: Social Bookmarking-Systeme – die unerkannten Datensammler: Ungewollte personenbezogene Datenverarbeitung?. – S. 454-459

Reislhuber, Anna Maria: Rundfunkgebührenpflicht für internetfähige PCs: eine Übersicht über die aktuelle Rechtsprechung. – S. 459-463

Jg 13 (2010) Nr 8

Fetzer, Thomas: Next Generation Regulierung für Next Generation Networks: Juristische und

ökonomische Anforderungen an die Novellierung des TKG. – S. 515-520

„Der Telekommunikations(TK)-Sektor befindet sich vor einem Paradigmenwechsel. Anwendungen wie Internetfernsehen und Cloud Computing erfordern Übertragungsgeschwindigkeiten, die mit der vorhandenen Festnetzinfrastruktur nicht erreicht werden. Festnetzbetreiber haben daher mit der Migration ihrer Netze auf glasfaserbasierte Next Generation Networks (NGN) begonnen.--- Der Beitrag untersucht, inwieweit der aktuelle Rechtsrahmen geeignet ist, Infrastrukturinvestitionen so zu stimulieren, dass das von der Bundesregierung vorgegebene Versorgungsziel, d.h. bis zum Jahr 2014 eine Versorgung von mindestens 75 % der Bevölkerung mit einem Internetzugang, der eine Bandbreite von mindestens 50 MBit besitzt, erreicht werden kann (dazu I.). Dabei wird auch der Frage nachgegangen, inwieweit eine Anwendung des geltenden Regulierungsinstrumentariums auf NGN erforderlich ist, um den Missbrauch von Marktmacht zu verhindern. Im abschließenden Teil wird untersucht, wie der Gesetzgeber bei der anstehenden Novellierung des TKG einen Rechtsrahmen schaffen kann, der einerseits Infrastrukturinvestitionsanreize schafft und andererseits den Missbrauch von Marktmacht verhindert (dazu II.)“

Kaufmann, Noogie C.: Für immer und ewig beschuldigt?: Verdachtsberichterstattung im Internet und Onlinearchive. – S. 520-524

„Die Befriedigung des öffentlichen Informationsinteresses gehört zur vornehmlichsten Aufgabe der Presse – auch im World Wide Web. Nach der jüngsten Entscheidung des BGH umfasst das Interesse auch die Bereitstellung von Altmeldungen in Internetarchiven, soweit die erste Meldung (sog. Erstpublikation) rechtmäßig erfolgte. Auf Grund der Aktualität der Verdachtsberichterstattung im WWWV gibt dies Anlass, die genauen Voraussetzungen für eine namensidentifizierende Verdachtsberichterstattung zu analysieren. Im Fokus steht dabei die Untersuchung des Kriteriums des Strafausspruchs als Synonym für das Vorliegen des berechtigten Informationsinteresses der Bevölkerung. Ein Abstufungskatalog soll dabei aufzeigen, ab wann Schwerekriminalität, mittlere Kriminalität und Kleinkriminalität vorliegt.“

Peifer, Markus: Neue Regeln für die Datennutzung zu Werbezwecken: die Reform des BDSG. – S. 524-528

„Der Gesetzgeber hat im vergangenen Jahr nach langwierigen Debatten drei Änderungsgesetze zum Bundesdatenschutzgesetz (BDSG) verabschiedet. Praxisrelevante Bedeutung erlangt hierbei insbesondere die sog. Datenschutznovelle II, die neben der Einführung von Kündigungsschutzvorschriften für Datenschutzbeauftragte und Neuregelungen zum Arbeitnehmerdatenschutz allem voran das Listenprivileg für die Nutzung von personenbezogenen Daten zum Zweck der Werbung und des Adresshandels rechtlich neu gestaltet. Der Gesetzgeber hat sich dabei nicht auf Korrekturen am Rande beschränkt, sondern die Anforderungen an die Datennutzung grundlegend neu gefasst. Der vorliegende Beitrag stellt die zum 1.4.2010 abschließend in Kraft getretenen Vorschriften für die

Verwendung von Daten zum Zweck der Werbung und des Adresshandels dar und zeigt unter besonderer Berücksichtigung der aktuellen Rechtsprechung des BGH zum Formerfordernis der Einwilligung die Systematik und Ausnahmetatbestände des reformierten Listenprivilegs auf.“

Knackstedt, Ralf et al: Forschungsportal für Rechtsinformatik und Informationsrecht: Weg zu einer disziplinenübergreifenden Forschungsübersicht. – S. 528-532

„Die Entwicklungen der Rechtsinformatik und des Informationsrechts zeigen, dass diese Disziplinen aktuell vor der Herausforderung stehen, eine interdisziplinäre Zusammenarbeit zwischen ihnen und anderen Disziplinen zu etablieren. Unterschiedliche Publikationskulturen erschweren die Erreichung dieses Ziels. Forschungsportale stellen themenspezifische, internetbasierte Verzeichnisse dar, die bereits vorhandene Informationen strukturiert zugänglich machen. Sie können die Beziehungen zwischen den Disziplinen fördern, indem sie bereits erzielte Arbeitsergebnisse disziplinenübergreifend bekannt machen und dadurch dazu beitragen, Synergiepotenziale und mögliche Kooperationspartner zu identifizieren.“

Jg 13 (2010) Nr 9

Blankenburg, Daniel: Quo vadis §§ 106, 108a UrhG?: Strafrechtlicher Urheberrechtsschutz nach dem BVerfG-Urteil zur Vorratsdatenspeicherung. – S. 587-591

Brink, Stefan; Schmidt, Stephan: Die rechtliche (Un-)Zulässigkeit von Mitarbeiter screenings: vom schmalen Pfad der Legalität. – S. 592-595

Schrey, Joachim; Frevort, Tobias: Muss die Bundesnetzagentur die Netzneutralität verteidigen?: eine Standortbestimmung zur Zulässigkeit des Bandbreitenmanagements. – S. 596-600

Heinemann, Oliver; Wäßle, Florian: Datenschutzrechtlicher Auskunftsanspruch bei Kredit scoring: Inhalt und Grenzen des Auskunftsanspruch nach § 34 BDSG. – S. 600-604

new media & society

Jg 12 (2010) Nr 3

Gillespie, Tarleton: The Politics of „Platforms“. – S. 347-364

„Online content providers such as YouTube are carefully positioning themselves to users, clients, advertisers and policymakers, making strategic claims for what they do and do not do, and how their place in the information landscape should be understood. One term in particular, ‘platform’, reveals the contours of this discursive work. The term has been deployed in both their populist appeals and their marketing pitches, sometimes as technical ‘platforms’, sometimes as ‘platforms’ from which to speak, sometimes as ‘platforms’ of opportunity. Whatever tensions exist in serving all

of these constituencies are carefully elided. The term also fits their efforts to shape information policy, where they seek protection for facilitating user expression, yet also seek limited liability for what those users say. As these providers become the curators of public discourse, we must examine the roles they aim to play, and the terms by which they hope to be judged.“

Conatser, Trey: *There's No 'I' in Information: Some Naysayings for New Media Studies.* – S. 365-378

Moon, Shin-Il; Barnett, George A.; Lim, Yon Soo: *The Structure of International Music Flows Using Network Analysis.* – S. 379-400

„Using network analysis, this study examines the current structure of international music trade flow and its determinants. International music trade data from the United Nations Commodity Trade Statistics database are employed to describe the international music flow network and how it changed between 2002 and 2006. Network analysis reveals the imbalance of international music trade between the core and the periphery. Specifically, the USA and European countries including Germany, the UK and the Netherlands are at the core, dominating international trade of music products. Over the five-year period, the international music trade network remained relatively stable. Regression analysis indicates that a country's economic development, the language(s) its people speak and technological development are influential factors that determine the global structure of international music flows.“

Massanari, Adrienne L.: *Designing for Imaginary Friends: Information Architecture, Personas and the Politics of User-Centered Design.* – S. 401-416

Hundley, Heather L.; Shyles, Leonard: *US Teenagers' Perception and Awareness of Digital Technology: A Focus Group Approach.* – S. 417-434

„Scholars have recently begun investigating teenagers' perceptions of digital devices and awareness of the functions they serve in their lives (Campbell, 2007; Cheong, 2008; Heim et al., 2007; Ling, 2004). This article aligns with research on adolescents' uses of digital media devices by conducting focus groups with 80 middle- and high-school teenagers. The chief objective of this research was to further our understanding of what young people think about digital devices (e.g. cell phones, video game systems, the internet) and the functions they serve in their lives. Four themes emerged from 11 focus group interviews: (1) an awareness of digital devices; (2) a sense of temporal displacement; (3) social functions; and (4) a palpable sense of risk associated with using them. These themes resonate with the current literature.“

Campbell, Scott W.; Kwak, Nojin: *Mobile Communication and Social Capital: An Analysis of Geographically Differentiated Usage Patterns.* – S. 435-452

„Drawing from a representative sample of adults in the USA, this study explored the links between mobile communication and select indicators of social capital, while also accounting for usage patterns regarding the proximity of mobile contact. Overall, the findings show that mobile phone use intersects with proximity in distinctive ways that are related to spending leisure time with others in a face-to-face context and being active in organized groups and clubs. For individuals with primarily local usage patterns, both voice calling and text messaging were positively associated with social leisure activity. For those who primarily used the mobile phone to contact others from a distance, text messaging was positively related to social leisure activity, and for those whose mobile contacts were balanced between local and distant, voice calling was positively associated with active membership in organizations. Interpretation of these findings and directions for future research are offered in the discussion.“

Takahashi, Toshie: *MySpace or Mixi?: Japanese Engagement With SNS (Social Networking Sites) in the Global Age.* – S. 453-476

Waal, Ester De; Schoenbach, Klaus: *New Sites' Position in the Mediascape: Uses, Evaluations and Media Displacement Effects Over Time.* – S. 477-496

„By means of a two-wave representative panel survey of adults in the Netherlands, this study examines changes in the profile of the online-news audience, how it uses and evaluates online news and how this eventually affects the use of traditional media. The analyses reveal interesting differences in the use of newspaper websites and other, non-paper, news sites. Displacement effects become visible: online newspapers gradually substitute for printed newspapers, other news sites for textext and non-paper news sites for newspaper sites.“

Goode, Joanna: *The Digital Identity Divide: How Technology Knowledge Impacts College Students.* – S. 497-514

Jg 12 (2010) Nr 4

Tomasello, Tami K.; Lee, Youngwon; Baer, April P.: *„New media“ Research Publication Trends and Outlets in Communication, 1990-2006.* – S. 531-548

„Applying Fidler's (1997) principles of mediamorphosis and Rogers's (2003) diffusion of innovations, this study examines a 17-year timeframe to assess publication patterns in and outlets for new media research that examines the internet and related digital technologies within the communication discipline. The five primary findings reveal that: 1) publication of new media research continues to diffuse, with the subfield likely to have reached a critical mass and passed through an adoption 'take off' phase; 2) authors favor a concentrated set of title keyword terms to describe their research; 3) media-oriented journals publish approximately half of all new media articles; 4) a core set of 14 communication-related journals currently publishes

new media research; and 5) the principles of mediomorphosis and diffusion of innovations help to explain the emergence of the new media concentration within the communication discipline. We conclude that new media research focusing on the internet and related digital technologies is currently a formalized and self-sustaining area of study within the discipline.“

Zainudeen, Ayesha; Iqbal, Tahani; Samarajiva, Rohan: *Who's Got the Phone?: Gender and the Use of the Telephone at the Bottom of the Pyramid.* – S. 549-565

McQuire, Scott: *Rethinking Media Events: Large Screens, Public Space Broadcasting and Beyond.* – S. 567-582

„The current deployment of large screens in city centre public spaces requires a substantial rethinking of our understanding of the relationship of media to urban space. Drawing on a case study of the Public Space Broadcasting project launched in the UK in 2003, this article argues that large screens have the potential to play a significant role in promoting public interaction. However, the realization of this potential requires a far-reaching investigation of the role of media in the construction of complex public spaces and diverse public cultures.“

Doorn, Niels van: *The Ties That Bind: The Networked Performance of Gender, Sexuality and Friendship on MySpace.* – S. 583-602

Mejias, Ulises A.: *The Limits of Networks as Models for Organizing the Social.* – S. 603-618

„Social network services exhibit dual processes that enable both the creation of new public spaces and the controlling and monitoring of these spaces through mechanisms facilitated by the architecture of the network itself. This article explores how network science informs the design of for-profit networking services by providing templates for organizing the social. As the case of social networking websites illustrates, networks have gone from scientific frameworks or even mere descriptive metaphors to actualized models that normalize a particular kind of privatized sociality. In an attempt to theorize forms of resistance to these templates of social organization, I suggest two concepts crucial to the articulation of a critical theory of networks: nodocentrism and paranodality. The goal of such a critique is not a complete rejection of networks as models for organizing sociality but rather a shift in our ways of knowing the world through the epistemological exclusivity of the node.“

Kvasny, Lynette; Lee, Roderick: *The Paradoxical Consequences of the White House Faith-based and Community Initiative for Black Churches.* – S. 619-636

Wojcieszak, Magdalena: *„Don't Talk to Me“: Effects of Ideologically Homogeneous Online Groups and Politically Dissimilar Offline Ties on Extremism.* – S. 637-656

Breen, Marcus: *Digital Determinism: Culture Industries in the USA-Australia Free Trade Agreement.* – S. 657-676

„The USA-Australia Free Trade Agreement was one of several bilateral free trade agreements signed in the early to mid-2000s that explicitly incorporated free trade in digital content. This article argues that Australian policymakers failed to recognize the consequences of the agreement for national culture industries such as film, television and popular music. The agreement introduced a complex range of policy considerations. These included the circumvention of multilateral cultural policymaking and the US assertion of Intellectual Property Rights which reduced Australia's ability to develop and enhance its culture industries in the face of the dominating power of US media, communications and entertainment industries. The result is digital determinism. The Free Trade Agreement negatively impacts national culture industries in the global networked context, reducing employment and creative opportunities for artists and producers, thereby challenging the human rights of workers in these sectors.“

Jg 12 (2010) Nr 5

Faiola, Anthony; Davis, Stephen Boyd; Edwards, Richard: *Extending Knowledge Domains for New Media Education: Integrating Interaction Design Theory and Methods.* – S. 691-710

„Over the last 10 years, new media has ascended to a prominent place in many fields that utilize communication technologies. At the same time, new media education has evolved in such a way that students are often not prepared to understand the social context of new media design and development. To produce new media professionals who are adequately prepared to meet the needs of an online hyper-social marketplace, new media curricula must reflect those human-centered theories and practices found within the discipline of interaction design, in addition to formal new media technical knowledge. The authors propose a new three-by-three theoretical model, referred to as Knowledge-Operators-and-Domains (KOD). Applying this model suggests an approach that extends the practical boundaries of new media to include a range of human-centered theories and practices, such as ethnography and usability-based studies.“

Lee, Junghee; Lee, Hyunjoo: *The Computer-Mediated Communication Network: Exploring the Linkage Between Online Community and Social Capital.* – S. 711-728

Howard, Robert Glenn: *Enacting a Virtual „Ekklesia“: Online Christian Fundamentalism as Varnaular Religion.* – S. 729-744

Davis, Aeron: *New Media and Fat Democracy: the Paradox of Online Participation.* – S. 745-762

„This piece speculates on the internet's wider influences on the shape of institutional politics in representative „actually existing democracies“. Findings, based on 100 semi-structured interviews with political actors (politicians, journalists and officials) operating around the UK Parliament, suggest two contrasting trends. On the one hand, more political actors at the immediate edges of the UK institutional political process are being further engaged in a sort of centrifugal movement going outwards from the centre. At the same time, the space between this extended political centre and its public periphery is increasing. This latter, democratic elitist shift in UK politics may be interpreted as „new“ and ICT-driven. It might equally be argued that new media is exacerbating pre-existing political party and media trends in mature democracies which fail to engage ordinary citizens.“

Humphreys, Lee: Mobile Social Networks and Urban Public Space. – S. 763-778

„The development and proliferation of mobile social networks have the potential to transform ways that people come together and interact in public space. These services allow new kinds of information to flow into public spaces and, as such, can rearrange social and spatial practices. Dodgeball is used as a case study of mobile social networks. Based on a year-long qualitative field study, this article explores how Dodgeball was used to facilitate social congregation in public spaces and begins to expand our understanding of traditional notions of space and social interaction. Drawing on the concept of parochial space, this article examines how ideas of mobile communication and public space are negotiated in the everyday practice and use of mobile social networks.“

Lee, Michael Sangyeob; Heeter, Carrie; Larose, Robert: A Modern Cinderella Story: A Comparison of Viewer Responses to Interactive vs Linear Narrative in Solitary and Co-viewing Settings. – S. 779-796

Broadfoot, Kirsten J.; Munshi, Debashish; Nelson-Marsh, Natalie: COMMUNECation: A Rhizomatic Tale of Participatory Technology, Postcoloniality and Professional Community. – S. 797-812

Brandtweiner, Roman; Donat, Elisabeth; Kerschbaum, Johann: How to Become a Sophisticated User: A Two-Dimensional Approach to E-Literacy. – S. 813-834

Graf, Arndt: Electronic Orientalism?: The Afterlife of Syed Hussein Alatas' „The Myth of the Lazy Native“ in Online Database. – S. 835-854

Political Communication Jg 27 (2010) Nr 3

Clayman, Steven E. et al: A Watershed in White House Journalism: Explaining the Post-1968

Rise of Aggressive Presidential News. – S. 229-247

„Presidential journalism is known to have grown substantially more aggressive through the 1970s and beyond, but a definitive explanation for this trend remains elusive. Some suggest that events surrounding Vietnam and Watergate transformed the professional norms of journalism. However, the trend could also be a more superficial and transitory response to other circumstantial factors that converged in the same time period, such as president-level characteristics (the prevalence of Republicans, Washington outsiders, and more vigorous news management efforts), the political environment (the rise of official discord), and the economic environment (a downturn in the business cycle). This study disentangles these various factors and assesses their relative success in explaining trends in journalistic conduct in the postwar era. Data are drawn from a large sample of presidential news conferences from 1953 through 2000, focusing on the aggressiveness of journalists' questions. The results strongly support the normative shift hypothesis, although economic factors have also been consequential. These results suggest a punctuated equilibrium model of journalistic change in relations between the White House press corps and the presidency.“

Lazer, David et al: The Coevolution of Networks and Political Attitudes. – S. 248-274

Lowrey, Wilson; Erzikova, Elina: Institutional Legitimacy and Russian News: Case Studies of Four Regional Newspapers. – S. 275-288

Anderson, C. W.: Journalistic Networks and the Diffusion of Local News: The Brief, Happy News Life of the „Francisville Four“. – S. 289-309

Aelst, Peter van; Sehata, Adam; Dalen, Arjen van: Members of Parliament: Equal Competitors for Media Attention? ; An Analysis of Personal Contacts Between MPs and Political Journalists in Five European Countries. – S. 310-325

„Power relations between politicians and journalists are often depicted as an ongoing tango with one actor leading the other. This study analyzes interactions between politicians and journalists not by posing the question of who leads whom, but rather by investigating which politicians are invited to dance in the first place, and which are better positioned to take the lead. Building upon theories and past research into press-government relations, comparative politics, and an economic perspective on journalist-source relations, three groups of hypotheses on a personal, party, and political system level are derived and tested using a unique survey with members of parliament (MPs) in five democratic corporatist countries (Belgium, The Netherlands, Sweden, Norway, Denmark). The results display a similar pattern in all five countries where parliamentary experience and institutional position increase the frequency of contacts that MPs have with journalists. While these party variables have a

more modest influence on the frequency of contacts, it is also shown that there are clear differences between countries attributed to parliament size in general and higher inter-MP competition in particular.“

Publizistik Jg 55 (2010) Nr 3

Dogruel, Leyla; Reineck, Dennis; Beck, Klaus: Wirtschaft Online: Zweitverwertung oder publizistischer Mehrwert?; eine Analyse aus Kommunikatorsicht. – S. 231-252

„Die vorliegende Studie analysiert die Bedeutung wirtschaftspublizistischer Berichterstattung im Internet. Um deren publizistische Vielfalt systematisch zu erfassen und zu evaluieren, wurden in einem mehrstufigen Verfahren zunächst 16 Internetangebote identifiziert, die aus Sicht der Nutzer als relevanteste redaktionelle Wirtschaftsangebote im Internet gelten können. Anschließend wurde eine Kommunikatorbefragung (Redaktionsleitung) der ausgewählten Onlineplattformen durchgeführt, um die Struktur und Qualität der Online-Wirtschaftsberichterstattung zu analysieren. Die Ergebnisse zeigen, dass sich originäre wirtschaftspublizistische Online-Angebote bislang nicht etabliert haben und die Bedeutung von traditionellen Medienmarken in der Onlinekommunikation untermauert werden kann. Dieses Bild bestätigt auch die Analyse der Organisationsstrukturen. Trotz der rechtlichen und organisatorischen Unabhängigkeit der Mehrzahl der Online-Angebote erstellt keiner der befragten Anbieter sein Online-Angebot vollständig unabhängig vom „Muttermedium“. Dies ist sowohl auf die eingeschränkte Ressourcenausstattung als auch auf die differenzierte, themenabhängige Verwertungsstrategie für Informationsinhalte der Medienmarken zurückzuführen, die sich überwiegend an der Exklusivität der Themen und nicht am Verwertungskanal orientiert.“

Ruddigkeit, Alice: Der umgekehrte Werther-Effekt: eine quasi-experimentelle Untersuchung von Suizidberichterstattung und deutscher Suizidrate. – S. 253-274

„Seit langem wird befürchtet, dass mediale Berichterstattung über Suizid zu Nachahmung führt. Klare Belege für den so genannten Werther-Effekt liegen jedoch nicht vor; er wurde für Deutschland auch kaum untersucht. Diese Studie revidiert zwei klassische Annahmen zum Werther-Effekt und diskutiert, weshalb sich diese Annahmen für Kausalschlüsse und die Ableitung praktischer Handlungsempfehlungen an die Adresse von Journalisten wenig eignen. Sinnvoller erscheint es, bestehende Widersprüche in Befunden der Werther-Forschung mit der Überlagerung gegenläufiger Effekte zu erklären. In einer Studie wurden 140 Berichterstattungsfälle der Jahre 2001 bis 2003 aus überregionalen Zeitungen inhaltsanalytisch erfasst und dann die jeweiligen Effekte auf die deutsche Suizidrate quasi-experimentell geprüft. Bis auf einen Einfluss der Modellähnlichkeit auf die Suizidrate junger Männer bestätigten sich die Annahmen nicht. Da zahlreiche Konfundierungen die Kausalassage des Quasi-Experiments schwächen, wurden anschließend mit ei-

ner Clusteranalyse vier natürliche Typen von Suizidberichterstattung identifiziert, die alle konfundierenden Aspekte zusammenfassen. Nach Berichten, die vage Prominenz nutzen, zeigte sich ein klassischer Werther-Effekt mit kurzfristig steigender Suizidrate. Dagegen sanken die Suizide nach Berichten über anonyme Täter, was die Erwartung eines umgekehrten Werther-Effekts bestätigt. Die anderen beiden Typen verursachten keine erkennbaren Unterschiede.“

Peter, Christina; Brosius, Hans-Bernd: Grenzen der Wirksamkeit von Fallbeispielen?. – S. 275-288

„Die in der Fallbeispielforschung mehrfach postulierte Wirkungslosigkeit der summarischen Realitätsbeschreibung, die im Gegensatz zur starken Wirkung von Einzelfallschilderungen – so genannten Fallbeispielen – auf die Urteile der Rezipienten steht, soll in der vorliegenden Untersuchung überprüft werden. Da bisher kaum eine systematische Variation der summarischen Realitätsbeschreibung erfolgte, war auch keine Wirkung dieser Information nachzuweisen. In einem Experiment mit 214 Versuchspersonen untersuchten wir die Wirkung beider Informationsarten im Kontext politischer Kommunikation. Dabei wollten wir die Frage klären, welchen Einfluss Voreinstellungen der Rezipienten auf die Wirkung dieser Informationsarten ausüben können. Die Ergebnisse zeigen, dass sich die Versuchspersonen in ihren Urteilen stark an der summarischen Realitätsbeschreibung orientieren, nicht aber an den Fallbeispielen. Voreinstellungen scheinen hierbei eine untergeordnete Rolle zu spielen.“

Blake, Christopher; Klimmt, Christoph: Geschlechtergerechte Formulierungen in Nachrichtentexten. – S. 289-304

„Im vorliegenden Beitrag wird vergleichend analysiert, wie gut generisch maskuline Personenbezeichnungen (z. B. die Studenten) und alternative geschlechtergerechte Formen (z. B. die Studentinnen und Studenten) für Nachrichtentexte geeignet sind. Dabei ist von Interesse, ob die Verwendung der jeweiligen Formen zu einem angemessenen gedanklichen Einbezug der am berichteten Ereignis beteiligten Frauen führt, ob der Text gut lesbar bleibt und ob das Publikum die Textästhetik positiv beurteilt. Die Befunde zweier experimenteller Studien deuten darauf hin, dass der Einsatz bestimmter geschlechtergerechter Personenbezeichnungen im Vergleich zur Verwendung generisch maskuliner Formulierungen zu einer angemesseneren gedanklichen Berücksichtigung von Frauen beiträgt, ohne dabei die Lesbarkeit und sprachliche Ästhetik zu beeinträchtigen. Die Ergebnisse werden im Hinblick auf Möglichkeiten des Einsatzes geschlechtergerechter Sprache in Pressemедien diskutiert.“

TelevIZion Jg 23 (2010) Nr 1

Hüther, Gerald: Lernen mit Begeisterung: ein Gespräch. – S. 4-6

Götz, Maya: Was nebenbei noch so hängen bleibt. – S. 6-11

„Es ist hinlänglich bewiesen, dass Kinder und Jugendliche vom Fernsehen lernen, Förderliches und auch so manches, was nicht unproblematisch ist. Vieles davon kann explizit abgefragt werden und die Lernprozesse werden bewusst wahrgenommen. Anderes findet in Prozessen statt, die dem Bewusstsein zumindest nicht direkt zugänglich sind. Dieser Artikel versucht anhand eingängiger Beispiele und spielerischer Metaphern zentrale Phänomene nachzuzeichnen.“

Stern, Elsbeth; Schumacher, Ralf: Wie lernt man unbewusst?. – S. 12-13

Wellershoff, Irene: Moral im Kinderfernsehen. – S. 21-23

„Moralvermittlung‘ oder ‘ethische Erziehung‘, das klingt nach der Pädagogik der 1950er-Jahre. Im Grunde handelt es sich aber um eine immer aktuelle Fragestellung an das Kinderprogramm. Als Fernsehmacher kann man sich dem Thema nicht entziehen, da man mit jedem Programm auch Werte vermittelt – wenn nicht bewusst, dann unbewusst.“

Aufenanger, Stefan; Mertes, Kathrin: „Coole Flecken – alles klar?“. – S. 37-40

„Kinder mögen nicht nur Fernsehwerbung, sie können dabei auch etwas lernen. In einer Studie wurden über 200 Kinder im Alter zwischen 6 und 12 Jahren nach ihrem Verständnis von Werbespots befragt. Es wurde untersucht, was sie dabei direkt oder indirekt lernen.“

Holler, Andrea; Reiter, Stefanie: Nebenbei noch Deutsch lernen. – S. 41-45

„Kindersendungen bieten Chancen, auf die Sprachförderung von Vorschulkindern, besonders von Vorschulkindern mit Migrationshintergrund, unterstützend zu wirken. Wie dies konkret umgesetzt werden kann, wird anhand von Beispielen aus aktuellen Kinderprogrammen aufgezeigt.“

Götz, Maya; Gather, Johanna: Wer bleibt drin, wer fliegt raus?. – S. 52-59

„Germany’s Next Topmodel (PRO7) und Deutschland sucht den Superstar (RTL) zählen zu den bei Kindern und Jugendlichen beliebtesten Formaten. Eine IZI-Studie untersuchte, was Heranwachsende an diesen Shows fasziniert und was sie daraus lernen.“

Zeitschrift für Urheber- und Medienrecht Jg 54 (2010) Nr 7

Spoerr, Wolfgang; Luczak, Jan-Marco: Die Digitalisierung der Rundfunkübertragung in Ka-

belnetzen 2010-2020: staatliche Handlungsoptionen. – S. 553-563

Frenz, Walter; Götzkes, Vera: Öffentlich-rechtliche Rundfunkanstalten als Beihilfeempfänger?. – S. 563-567

Dietrich, Nils: ASP: öffentliche Zugänglichmachung oder unbekannte Nutzungsart?. – S. 567-572

Pomorin, Kerstin: Rundfunkstrukturen im Wandel: Tagungsbericht zum 11. Symposium Medienrecht der Bayerischen Landeszentrale für neue Medien. – S. 573-576

Jg 54 (2010) Nr 8-9

Gercke, Marco: Die Entwicklung des Internetstrafrechts 2009/2010. – S. 633-645

Braml, Birgit; Hopf, Kristina: Der neue Jugendmedienschutz-Staatsvertrag: Fort- oder Rückschritt für den Jugendmedienschutz?. – S. 645-655

Brandenburg, Christoph; Lammeyer, Philipp: Steht der Kommission für Jugendmedienschutz ein Beurteilungsspielraum zu?. – S. 655-670

Ujica, Matej; Loef, C. J.: Quod licet jovi, non licet bovi: was darf die Kunst, was die Medien nicht dürfen?. – S. 670-677

Kellerhals, Miriam; Lehmkuhl, Carolina: Wer profitiert von der Übertragungsfiktion des § 137 1 Abs 1 UrhG in der Lizenzkette?: Bedeutung des § 137 1 UrhG für Lizenzverträge zwischen Buchverlagen und Filmproduzenten bei zu Grunde liegenden Verlagsverträgen aus der Zeit zwischen dem 1.1.1996 und dem 1.1.2008. – S. 677-686