

Zeitschriftenlese

AfP

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Pall, Boris P.: Presse-Grosso auf dem Prüfstand: zugl. eine Besprechung von BGH, AfP 2011 S. 569ff. – Grossistenkündigung. – S. 1-9

Cronemeyer, Patricia: Zum Anspruch auf Geldentschädigung bei der Verletzung des allgemeinen Persönlichkeitsrecht: Auswirkungen des Todes des Klägers nach Klageerhebung und Vererblichkeit des Anspruchs. – S. 10-13

Wieczorek, Mirko Andreas: I Share Gossip: Kapituliert die Rechtsordnung vor dem virtuellen Pranger? – S. 14-17

Communicatio Socialis

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Horn, Charlotte: Mehr Vielfalt in die Medien: Journalisten mit Migrationshintergrund in Deutschland – eine qualitative Befragung. – S. 3-18

Kirche im Web 2.0: Schwerpunktthema. – S. 18-53

Communication Research

Jg 39 (2012) Nr 1

Seo, Mihye et al.: Willingness to Help Following the Sichuan Earthquake: Modelling the Effects of Media Involvement, Stress, Trust, and Relational Resources. – S. 3-25

Wang, Xiao: The Role of Attitude Functions and Self-Monitoring in Predicting Intentions to Register as Organ Donors and to Discuss Organ Donation with Family. – S. 26-47

„This project investigates the mechanism underlying one's intentions to register as organ donors and to engage in family discussion about organ donation. Based on survey data collected from 306 undergraduate students, results reveal that for the donor registration model, respondents' utilitarian and value-expressive functions predicted intentions to register, regardless of their self-monitoring tendency. For intentions to discuss organ donation with family, self-monitoring was a significant moderator such that for low self-monitors (vs. high), the utilitarian function was a more important predictor of intentions, whereas for high self-monitors (vs. low), the value-expressive attitudes were more important. The ego-defensive function was negatively associated with intentions to register but was positively associated with intentions to discuss organ donation. Both theoretical and practical implications of the findings are provided.“

La Valley, Angela G.; Guerrero, Laura K.: Perceptions of Conflict Behavior and Relational Satisfaction in Adult Parent-Child Relationships: A Dyadic Analysis From an Attachment Perspective. – S. 48-78

Knobloch-Westerwick, Silvia; Crane, Josselyn: A Losing Battle: Effects of Prolonged Exposure to Thin Ideal Images on Dieting and Body Satisfaction. – S. 79-102

Lefevere, Jonas; De Swert, Knut; Walgrave, Stefaan: Effects of Popular Exemplars in Television News. – S. 103-119

„Common people that are apparently randomly selected by journalists to illustrate a news story (popular exemplars) have a substantial effect on what the audience think about the issue. This effect may be partly due to the mere fact that popular exemplars attract attention and act as attention commanders just like many other speaking sources in the news. Yet, popular exemplars' effects extend well beyond that of other talking sources. Due to their similarity, trustworthiness, and the vividness of their account, popular exemplars have significantly more impact than experts that are being interviewed or, in particular, than politicians that are quoted in the news. We show this drawing on an internet-based experiment that uses fake television news items as stimuli and that systematically compares the effect of these talking sources in the news. We also find that taking into account preexisting attitudes changes the findings substantially. The effects are more robust and yield a more nuanced picture of what type of exemplars have what kind of effect on what type of public.“

Hwang, Yoori: Social Diffusion of Campaign Effects: Campaign-Generated Interpersonal Communication as a Mediator of Antitobacco Campaign Effects. – S. 120-141

Jg 39 (2012) Nr 2

Matthes, Jörg: Exposure to Counterattitudinal News Coverage and the Timing of Voting Decisions. – S. 147-169

„This article investigates the effects of counterattitudinal news coverage on the timing of voting decisions. It is hypothesized that especially citizens with uncertain prior attitudes delay their voting decisions when they are exposed to cross-cutting news coverage. Two studies provide evidence for this hypothesis, using panel data that are combined with an extensive content analysis of news media. There is also some evidence that counterattitudinal coverage accelerates voting decisions when people hold their campaign attitudes with high attitude certainty.“

Knobloch-Westerwick, Silvia; Kleinman, Steven B.: Preelection Selective Exposure: Confirmation Bias Versus Informational Utility. – S. 170-193

Holbert, R. Lance; Hmielowski, Jay D.; Weeks, Brian E.: Clarifying Relationships between Ideology and Ideologically Oriented Cable TV News Use: A Case of Suppression. – S. 194-216

„Much recent debate in political communication has centered on the influence of ideologically oriented media outlets. Some argue that the current media environment is creating partisan echo chambers, while others contend that today's political media afford citizens increased contact with a diverse range of opinion. The current study seeks to clarify relationships between political ideology, conservative cable TV news viewing (i.e., FOX News), and liberal cable TV news viewing (i.e., MSNBC), arguing that ideology serves as a suppressor of the relationship between the two seemingly disparate forms of cable TV news consumption. Analyses of primary 2009-2010 statewide survey data (N = 305) reveal the relationship between FOX News and MSNBC consumption to be positive and this association increases substantially once the role of ideology as suppressor is addressed. A secondary analysis of 2010 PEW data (N = 3,006) reveals a strong replication of the primary analysis results.“

Swol, Lyn Van; Malhotra, Deepak; Braun, Michael T.: Deception and Its Detection: Effects of Monetary Incentives and Personal Relationship History. – S. 217-238

Sias, Patricia M. et al.: Maintaining Workplace Friendships: Perceived Politeness and Predictors of Maintenance Tactic Choice. – S. 239-268

Ledbetter, Andrew M.; Kuznekoff, Jeffrey H.: More Than a Game: Friendship Relational Maintenance and Attitudes Toward Xbox LIVE Communication. – S. 269-290

„Guided by media multiplexity theory, this manuscript reports an empirical investigation of relational maintenance and closeness between friends who communicate via Microsoft's Xbox LIVE service. Attitudes toward self-disclosure and social connection across Xbox LIVE interacted to predict Xbox LIVE relational maintenance, with social connection attitude directly predicting offline communication frequency. Both Xbox LIVE relational maintenance and offline communication frequency interacted to predict relational closeness, with high closeness in the presence of either frequent Xbox LIVE maintenance or offline communication. These results suggest extending media multiplexity theory to account for individual attitudes toward new and existing media.“

Communication Theory

Jg 22 (2012) Nr 2

So, Jiyeon: Uses, Gratification, and Beyond: Toward a Model of Motivated Media Exposure and Its Effects on Risk Perception. – S. 116-138

„This study proposes a theoretical model postulating the impact of audience motivation on risk perception. Drawing from uses and gratifications theory and differential impact hypothesis, the model consists of 5

major propositions. First, an overarching proposition postulating the capacity of audience motivation to serve as a mental frame on media exposure is proposed. Surveillance motivation is postulated to influence social risk perception, whereas enjoyment motivation is postulated to influence personal risk perception to a greater extent. Moreover, the model predicts that mixed motivation of surveillance and enjoyment will result in similar degrees of both social and personal risk perceptions. Lastly, the effect of personal salience on the proposed influences is presented. Theoretical and practical implications of the model are discussed.“

Braun, Joshua; Niederdeppe, Jeff: Disruption and Identity Maintenance in Risk Information Seeking and Processing. – S. 138-163

Souza, Rebecca de: Theorizing the Relationship between HIV/AIDS, Biomedicine, and Culture Using and Urban Indian Setting as a Case Study. – S. 163-187

Kikuchi, Mami; Coleman, Cynthia-Lou: Explicating and Measuring Social Relationships in Social Capital. – S. 187-204

„The authors examine how the construct social capital is explicated and measured by communication scholars in contemporary research and argue that linkages between concepts and measures are not always clear and operationalisations of social capital are far from uniform in empirical studies. The authors also note that the measures of social capital fall along 2 dimensions: a static-dynamic continuum and an informal-formal path, which are largely ignored. The authors challenge communication scholars to reexamine the theoretical underpinnings of social capital research articulated by Pierre Bourdieu and James S. Coleman and to reconsider how the role and functions of communication might drive social capital.“

Scolari, Carlos A.: Media Ecology: Exploring the Metaphor to Expand the Theory. – S. 204-225

„This article introduces media ecology and reflects on its potential usefulness for gaining an understanding of the contemporary mutations of the media system. The first section maps the origins of the field, specifically the development of the ecological metaphor. The second section explores the metaphor by including the concepts of evolution, interface, and hybridization in the media ecology discourse. The concept of evolution creates a theoretical framework for studying the history of media and suggests new concepts and questions about media extinction, survival, and coevolution. The concept of interface focuses on the media, subject, and social interactions. Finally, the analysis of media hybridizations is basic for understanding the appearance of new media that combine different devices, languages, and functions.“

Communication, Culture & Critique
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Fullerton, Lindsaay; Rarey, Matthew: Virtual Materiality: Collectors and Collection in the Brazilian Music Blogosphere. – S. 1-19

Madsen, Ole; Ytre-Arne, Brita: Me at My Best: Therapeutic Ideals in Norwegian Women's Magazines. – S. 20-37

Ashuri, Tamara: Activist Journalism: Using Digital Technologies and Undermining Structures. – S. 38-56

„This article explores how human interactions with networked technologies enable and constrain the emergence of social structures that nourish public knowledge and experience. By adapting Anthony Giddens' (1984) Structuration Theory and extending its perspective to technology (W. J. Orlikowski, 2000), the study endeavors to examine the manner in which engagement with networked technologies by people outside mainstream news organizations reproduces structures that neutralize the power of media institutions to construct social reality, as well as the manner in which their actions simultaneously produce new social structures (N. Couldry, 2000). The study is grounded in analysis of the online activities of members of Machsom Watch – a women's organization that monitors the human rights of Palestinians at checkpoints set up by the Israeli army.“

Dickinson, Elizabeth: Addressing Environmental Racism Through Storytelling: Toward an Environmental Justice Narrative Framework. – S. 57-74

„This study uses communication, critical race theory (CRT), and storytelling to examine environmental racism and environmental justice efforts. In New Mexico's Petroglyph National Monument, a conflict emerged when officials moved protected rock carvings to build a road through the park. When creating the monument, stakeholders evoked cultural and environmental protectionism. Yet, proroad campaigners then used colorblind racist development arguments, while environmental justice activists argued that the road violated Indigenous peoples' wishes and environmental integrity. After analyzing the case, in the tradition of CRT scholarship, I present my own fictional narrative as an environmental justice tool. I advance an environmental justice narrative framework to address environmental racism by exploring through storytelling how racial and environmental inequalities materialize and to what effect.“

Greenberg, David; Miazhevich, Galina: Assimilationism vs. Multiculturalism: U.S. Identity and Media Representations of British Muslims Over a 12-Year Span. – S. 75-98

Olesen, Thomas: Televised Media Performance for HIV/AIDS Sufferers in Africa: Distance Reduction and National Community in Two Danish Fundraising Shows. – S. 99-119

Communications
Jg 37 (2012) Nr 1

Hepp, Andreas: Mediatization and the „Molding Force“ of Media. – S. 1-28

„The aim of this article is to contribute to the discussion surrounding mediatization by presenting some arguments on how we could include questions of media specificity in an appropriate way. The core argument is that we have to do this by integrating ‚media specificity‘ into a theory of communicative practice or action. In doing so, we can grasp media in their institutional and technological sense as ‚molding force‘ of communicative action and research them empirically as part of mediatization processes.“

Hinrichsen, Malte et al.: Priming Religion: The Effects of Religious Issues in the News Coverage on Public Attitudes Towards European Integration. – S. 29-54

Abeele, Mariek vanden; Roe, Keith; Eggermont, Steven: An Exploration of Adolescents' Sexual Contact and Conduct Risks Through Mobile Phone Use. – S. 55-78

Vergeer, Maurice; Eisinga, Rob; Franses, Philip Hans: Supply and Demand Effects in Television Viewing: A Time Series Analysis. – S. 79-98

„In this study we analyse daily data on television viewing in the Netherlands. We postulate hypotheses on supply and demand factors that could impact the amount of daily viewing time. Although the general assumption is that supply and demand often correlate, we see that for television this is only marginally the case. Especially diversity of program supply, often deemed very important in media markets, does not affect (positively or negatively) television viewing behavior. Most variation in television viewing can be attributed to habit and to regular events (e. g. weekends, Christmas) and to unexpected events (e. g. the 9/11 WTC attack). We also find that weather conditions interact with program types, so that, for example, in winter times people favour entertainment programs even more, suggesting that people use television for mood management.“

Jackob, Nikolaus: The Tendency to Trust as Individual Predisposition: Exploring the Associations between Interpersonal Trust, Trust in the Media and Trust in Institutions. – S. 99-120

„Trust in the media has become an increasingly important issue in communication research. Traditional credibility research and modern media scepticism studies have bred a multiplicity of empirical findings illustrating the attitudes of the recipients toward the mass media, possible reasons for trust or scepticism, and possible consequences of media trust for the individual and society. However, the psychological causes of trust in the media have not attracted much attention in communication research. This is especially true for personality traits such as individual level of interpersonal trust, which, as a global attitude, might be considered as one possible reason for the development of

further trust relationships. In this paper it is assumed that the individual level of generalized social trust is one possible reason for the development of trust in the media. It is assumed that people tending to generally trust their fellow humans also express high levels of trust in the media and in other institutions. Based on a representative telephonic survey of the German population, it was found that there are positive correlations between interpersonal trust, trust in the media, and trust in other institutions.“

Computer Law Review

Jg 13 (2012) Nr 1

Bräutigam, Peter: Second-Hand Software in Europe: Thoughts on the Three Questions of the German Federal Court of Justice Referred to the Court of Justice of the European Union. – S. 1-8

Bäumer, Ulrich; Mara, Prashant; Meeker, Heather: IT Outsourcing and Offshoring: A Comparative Legal Analysis Under UK, Indian, US and German Law. – S. 9-18

Witzel, Michaela: Legal Challenges for US-based IT Providers Entering the DACH Market: On the Significant Differences between Germany [D], Austria [A] and Switzerland [CH] for US IT-Providers Targeting German Speaking Countries. – S. 19-25

Computer und Recht

Jg 28 (2012) Nr 2

Diedrich, Kay: Nutzungsrechte für Systemsicherungen nach § 69d UrHG: eine Auslegung des Begriffs der Sicherungskopie in § 69d Abs. 2 UrHG. – S. 69-74

Kühling, Jürgen; Schall, Tobias: Die (Nicht-)Berücksichtigung von Gemeinkosten bei der Entgeltregulierung für Mobilfunk-Terminierungsleistungen: sollte die BNetzA der Empfehlung 2009/396/EG folgen? – S. 82-88

Schmid, Alexander: Neue Generic Top-Level Domains: eine Auslegeordnung. – S. 99-103

Bartsch, Michael: Softwarerechte bei Projekt- und Pflegeverträgen: Urheberrechtlicher Schutz für Leistungsgegenstände in drei Fallkonstellationen. – S. 141-146

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Kreutzer, Till: Firmware, Urheberrecht und GPL: Zu den Folgen einer Verwendung von GPL-lizenzierten Open-Source-Software-Komponenten auf die Durchsetzung von Urheberrechten an Firmware. – S. 146-152

Dienstbühl, Christian: Haftungsbegründete Verkehrspflichten: jetzt auch für Telekommunikationsunternehmen, die Rufnummern zur Verfügung stellen?. – S. 159-165

Becker, Philipp; Nikolaeva, Julia: Das Dilemma der Cloud-Anbieter zwischen US Patriot Act und BDSG: Zur Unmöglichkeit rechtskonformer Datenübermittlung für gleichzeitig in USA und Deutschland operierende Cloud-Anbieter. – S. 170-176

Spindler, Gerald: Störerhaftung des Host-Providers bei Persönlichkeitsrechtsverletzungen: Impulse aus dem VI. Zivilsenat des BGH – Zugleich Anmerkung zu BGH, Urt. v 25.10.2011 – VI ZR 93/10 – Blogger. – S. 176-179

Jg 28 (2012) Nr 4

Frank, Christian; Wehner, Johanna: Design von Tablet Computern – Klonkriege oder die dunkle Seite der Macht?. – S. 209-216

Brandi-Dohrn, Anselm et al.: Schicksal der Software-Lizenz bei nachträglicher Insolvenz des Lizenzgebers: Warum der Ansatz „Insolvenz olé, Lizenz passée“ nicht passt. – S. 216-221

Neumann, Andreas: Abtretung von Telekommunikationsentgeltforderungen an Inkassounternehmen: Zur Auslegung von § 97 Abs. 1 S.3 TKG und Art. 6 der Richtlinie 2002/58/EG nach dem Vorlagebeschluss des BGH vom 16.02.2012. – S. 235-245

Lehmann, Michael: E-Commerce in der EU und die neue Richtlinie über die Rechte der Verbraucher. – S. 261-265

Convergence

Jg 18 (2012) Nr 1

Popat, Sita: Keeping it Real: Encouraging Mixed Reality in Igloo's SwanQuake: House. – S. 11-27

Reinhard, CarrieLynn D.; Dervin, Brenda: Comparing Situated Sense-making Processes in Virtual Worlds: Application of Dervin's Sense-Making Methodology to Media Reception Situations. – S. 27-49

„What happens when a person engages with a virtual world? Are there unique processes of engaging that occur? One approach to understanding how a person makes sense of a virtual world is to compare the engaging processes with other media technologies, focusing on situated performative and interpretive sense-makings. This article reports on a study conducted to compare how novices make sense of four

media technologies: film, console videogames, massively multiplayer online role-playing games, and social virtual worlds. Using Dervin's Sense-Making Methodology (SMM) and our conceptualization of media reception situations, we extracted five potential overlapping sense-making concepts to make comparisons that do not presume a priori the influences of characteristics of technologies and other structures. The five comparative concepts all focus on situated sense-making processes. Our purpose in this article is not to present a full study report but rather to illustrate the methodological approach used in the data collection/production and analysis of the study. Results of our analyses indicate the complexity of media reception situations, how they converged and diverged, and how they involve multiple potential influences on media reception outcomes."

Plesner, Ursula; Horst, Maja: Selling the selling point: How Innovation Communication Creates Users of Virtual Worlds Architecture. – S. 49-71

Vanacker, Bastiaan; Heider, Don: Ethical Harm in Virtual Communities. – S. 71-84

"This article analyzes under which conditions ethical relevant avatar harm occurs in virtual worlds. The authors argue that this is most likely to occur when there are some norms of acceptable behavior in a virtual world and when players see avatars as constitutive to their identity. Other than online environments characterized by a 'caveat emptor' approach, Second Life is governed by certain norms of acceptable behavior. While Second Life inhabitants do not see a need for an additional code of ethics for their community, they do have notions of wrong and right behavior. However what exactly constitutes norm violating behavior and ethically relevant avatar harm is often times contested, as the example of online reactions to an avatar upskirt gallery in Second Life illustrate. Players who see their avatars as extensions of themselves are more at risk of ethical harm when a norm violation occurs than players for whom their avatar constitutes an entity distinct from the self."

Bäcke, Maria: Make-believe and Make-belief in Second Life Role-Playing Communities. – S. 85-93

Frölunde, Lisbeth: Animated War: Perspective on resemiosis and Authorship applied to two DIY film Projects. – S. 93-105

European Journal of Communication Jg 27 (2012) Nr 1

Quandt, Thorsten: What's left of Trust in a Network Society?: An Evolutionary Model and Critical Discussion of Trust and Societal Communication. – S. 7-22

"There seems to be dwindling trust in media and public authorities in highly developed, democratic societies, with a common fear that audiences are being manipulated. At the same time, people in these countries

increasingly turn to alternative information sources, like social networks, blogs and other forms of online communication that they deem to be more authentic. This article discusses the role of trust in parallel to the development of society and media. On the basis of an evolutionary model of societal communication, the author develops a concept of network trust vis-a-vis institutionalized trust and personal trust. He argues that a widespread loss of trust in media and institutions might pose a danger to democratic societies – and that various forms of (participatory) network communication might not be an adequate solution to this problem."

Aupers, Stef: „Trust No One“: Modernization, Paranoia and Conspiracy Culture. – S. 22-35

Coleman, Stephen: Believing the News: From Sinking Trust to Atrophied Efficacy. – S. 35-46

"It is not that people disbelieve the news that they consume, but that its long-term impact upon their political confidence is corrosive. They come to believe that if the world is as they see and read about it, scope for making a positive difference is slim. In the context of three recent crises – financial, political and media – this article sets out an argument for thinking about trust and efficacy as closely related concepts."

Campus, Donatella: Political Discussion, Opinion Leadership and Trust. – S. 46-56

Zoonen, Liesbet van: I-Pistemology: Changing Truth Claims in Popular and Political Culture. – S. 56-68

"This article introduces the notion of I-pistemology to capture a contemporary cultural process in which people from all walks of life have come to suspect the knowledge coming from official institutions and experts, and have replaced it with the truth coming from their own individual experience and opinions. While, at present, such personal experiences are successfully mobilized by the new right in Europe, the author argues that I-pistemology is also the result of critical theory and movements that have identified „knowledge“ as an instrument of power that needs to be contested. In addition online and offline popular culture have raised personal experience to the level of the only relevant truth. In conclusion, the article discusses the repercussions of I-pistemology for policy and progressive politics."

Sandvoss, Cornel: Enthusiasm, Trust and Its Erosion in Mediated Politics: On Fans of Obama and the Liberal Democrats. – S. 68-82

International Journal of Digital Television Jg 3 (2012) Nr 1

Wheeler, Mark: European Union State Aid, Public Subsidies and Analogue Switch-off/Digital Switchover. – S. 7-22

"This article considers the European Union's (EU) role in the media and communications field concerning analogue switch-off/digital switchover. It focuses on

the EU Competition Directorate's approach concerning the application of the State Aid mechanism with regard to those Member States who have used public subsidies for digital switchover. Therefore, this analysis considers how the Directorate has sought to balance its market-driven set of rules with the need to be adaptable to the Member States' specific requirements. In turn, this account will discuss how the demand to achieve the 2012 completion deadline, alongside the requirement to release analogue spectrum to realize a digital dividend, impacted upon the EU's principles of competition. Finally, this analysis will reflect on how the employment of State Aid in relation to digital switchover refers to a wider debate concerning the EU's neo-liberal agendas against Member States' interests to promote their national cultures."

Ma, Wenjuan et al.: *Getting Ready for Digital Broadcasting: Factors Contributing to Consumer Readiness.* – S. 23-38

Denicoli, Sergio; Sousa, Helena: *The Implementation of DTT in Portugal: A Case of Public-Private Interplay.* – S. 39-52

Evens, Tom; Prario, Benedetta: *Mobile Television in Italy: The Key to Success, the Cause of Failure.* – S. 53-68

„Several years ago, the mobile and audio-visual industry was betting on Digital Video Broadcasting – Handheld (DVB-H) and mobile television as the newest growth opportunity. But today, commercial deployments are scarce and end-user adoption is below expectations. This article focuses on developments within the Italian market, known as the best developed market for mobile television services in Europe. Making a case study analysis, the article aims to provide an in-depth overview of the Italian mobile television market, and a better insight into the business model design issues mobile service providers face with regard to mobile television. Such an understanding of the pioneering Italian mobile market makes it possible to identify the key factors of the initial success and eventual failure of DVB-H services, setting perspectives for future mobile television services and industries all over the world.“

Javnost
Jg 19 (2012) Nr 1

Sicakkan, Hakan G.: *Diversity, Polity, and the European Public Sphere.* – S. 5-19

„This article proposes a conceptual and analytical framework for analysing the ongoing structuring of the European public sphere. It views the public sphere as being in a symbiotic, but non-deterministic relationship with polity forms and diversity accommodations. Operationalising the public sphere as a four-dimensional matrix of governance levels, networks, discourses, and collective actors, which takes into account the aforementioned relationship, it identifies the elements of the public sphere that should be focused on research about the European public sphere and locates

the individual articles in this issue of Javnost -The Public within this matrix.“

Kutay, Acar: *Europeanisation of Civil Society through the Sponsored European Publics.* – S. 19-35

Bruell, Cornelia; Mokre, Monika; Siim, Birte: *Inclusion and Exclusion in the European Public Sphere: Intersections of Gender and Race.* – S. 35-51

„Can transnational public spheres be envisaged for Europe, which, in fact, create accountability – that is, spaces of critical articulations, control mechanisms, and political correctives to the governing levels? Can the political, as a critical force and the willingness to struggle and decide, be re-introduced into the public sphere? In which ways are race/ethnicity, class and gender cleavages being (re)presented and articulated in the public sphere and how do they intersect? In attempting to answer these questions, we aim this article at exploring the potential for a European discursive space pertaining to issues of gender and diversity. The empirical focus is on the views of political parties and social movements that are participating in public debates. Addressing the inclusions and exclusions in the European public sphere at the intersections of gender and racial/ethnic minorities, we look at the shifts in rhetoric, discourses and policies. As a result, we find common discursive patterns on the intersections between ethnicity and gender which, however, can at best be interpreted as a sign of the emergence of broader European public spheres. Only if these debates can be generalised, European public spheres fulfilling the functions of creating accountability and control mechanisms can develop.“

Sata, Robert: *Political Parties and the Politics of Diversity in European Public Sphere.* – S. 51-67

Zografova, Yolanda; Bakalova, Yolanda; Mizova, Bistra: *Media Reporting Patterns in Europe: The Cases of Construction of the EU and Reform Treaty.* – S. 67-85

„The mass media are key social actors in the articulation of themes of common concern in the European public space, nowadays. Through mediation of messages, symbols and visions on important issues the media may influence on which themes to dominate the European public sphere. In this article we examine the patterns of media reporting on important EU-related issues, particularly the issues of Construction of the EU and Reform Treaty, in 16 European countries, incl. Turkey. We analyse the EU-related content of 77 print and broadcast media actors by focusing on two dimensions of media reporting: the frequency of reporting and the attitudes manifested by the media actors while reporting on EU-related issues. Our general findings suggest that at the time of data collection (May-October 2008) there was a prevailing country-specific, instead of a unified pattern of media reporting in Europe. Significant interdependencies between the types of state membership (old, new and non-member) and the articulation of both discussed cases, as well as

other topics of the EU integration in media are outlined.“

Klicperová-Baker, Martina; Kostal, Jaroslav: Ethno-national, Ideological, and Sexual Diversity: European Elite and Citizen Views Compared. – S. 85-103

Sicakkan, Hakan G.: Trans-Europeanising Public Spaces in Europe. – S. 85-103

„Are there any trans-border interactions and networking patterns, any common systems of competing political discourses, and/or any common channels, platforms, or arenas of communication or action that can be regarded as the beginnings of a European public sphere? If so, how is this embryonic European public sphere being structured? Based on a comparative analysis of discursive configurations and networking patterns of more than 240 civil society organisations in sixteen European countries and eight European civil society networks, this article finds discursive gaps between the views of member state-level and European-level civil society organisations on diversity, the future of the EU polity, and who they see as their legitimate addressees. Networking patterns indicate this gap is not only in discourses but also in interactions. Considering the current segmentation along national lines, this may imply the beginnings of a development toward the emergence of a horizontally and vertically segmented European public sphere.“

Journal of Children and Media Jg 6 (2012) Nr 1

Fletcher, Renee; Rich, Michael: Product-Based Television on Young Children's Pretend Play in Australia. – S. 5-18

Harrison, Kristen; Liechty, Janet M.: US Preschoolers' Media Exposure and Dietary Habits: The Primacy of Television and the Limits of Parental Mediation. – S. 18-37

Barlett, Natalie D. et al.: Sleep as a Mediator of Screen Time Effects on US Children's Health Outcomes: A Prospective Study. – S. 37-51

„There is growing concern regarding the influence of media exposure on American children's health and development. The current prospective study tested the direct relations between media exposure, sleep, and various health outcomes (e.g. attention problems, aggression, and body composition) and the indirect effect of media exposure through sleep disturbances. Child participants (N = 1,317) completed measures of media consumption and sleep. Teachers reported on children's attention problems and use of physical aggression. Results showed that media exposure at Time 1 was indirectly related to attention, physical aggression, and Body Mass Index at Time 3 (13 months later), mediated by sleep at Time 2. Overall, these results support the hypothesis that screen time is negatively related to health outcomes, and that displaced sleep is one of the mediating mechanisms underlying these relations.“

Harris, Jennifer L. et al.: US Food Company Branded Advergaming on the Internet: Children's Exposure and Effects on Snack Consumption. – S. 51-69

„Public health researchers express concern about branded computer games on food company websites (i.e. advergaming) that enable marketers to engage children for unlimited lengths of time to promote calorie-dense nutrient-poor foods. Study 1 examines children's exposure to US food company websites with advergaming: 1.2 million children visit these sites every month and spend up to 1 hour per month on some. They primarily promote candy, high-sugar cereals, and fast food. Study 2 demonstrates their potential impact. After playing unhealthy food advergaming, children consumed more nutrient-poor snack foods and fewer fruits and vegetables. Children who previously played advergaming were affected the most; older and younger children were similarly affected. Advergaming encouraging healthy eating did increase fruit and vegetable consumption: however, only one website in our analysis used advergaming to promote primarily healthy foods. These findings support the need for restrictions on companies' use of advergaming to market nutritionally poor foods to children.“

Lwin, May O.; Malik, Shelly: The Role of Media Exposure, Peers, and Family on Body Dissatisfaction amongst Boys and Girls in Singapore. – S. 69-83

Byrne, Sahara et al.: Caring for Mobile Phone-based Virtual Pets Can Influence Youth Eating Behaviors. – S. 83-100

„This study tests the effects of feedback from a virtual pet on behavior change. A randomized field experiment with 39 adolescents in the US examined how a mobile phone game influenced their likelihood to eat breakfast. Manipulations included varying positive and negative visual feedback in response to participants' photos of breakfast meals. Results indicate that participants with a virtual pet that provided both positive and negative feedback were twice as likely to eat breakfast than those with a pet that provided only positive feedback or participants in the control condition.“

Huang, Grace C. et al.: Effects of Media and Social Standing on Smoking Behaviors Among Adolescents in China. – S. 100-119

Bobkowski, Piotr S.; Brown, Jane D.; Neffa, Deborah R.: Hit Me Up and We Can Get Down: US Youths' Risk Behaviors and Sexual Self-disclosure in MySpace Profiles. – S. 119-135

„Young people's sexual self-disclosures in social media profiles can be problematic for those who produce them and for those who consume them. This study merged a content analysis with survey data to identify the characteristics of youth who engaged in online sexual self-disclosure. MySpace profiles belonging to 560 National Study of Youth and Religion respondents in the United States (18 to 23 years old) were

analysed (56,462 content units). A third of the profiles contained at least one sexual self-disclosure; their average incidence was less than one per profile. Online sexual self-disclosure was associated with offline sexual risk behaviours (e.g., sex with casual partners), and with increased frequency of alcohol consumption. Among sexually active females, it was associated with early sexual debut. In light of problem behavior theory, these findings suggest that online sexual self-disclosure may be considered a sexual risk behavior.“

Journal of Communication
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Cooren, Francois: Communication Theory at the Center: Ventriloquism and the Communicative Constitution of Reality. – S. 1-20

Benson, Rodney et al.: Media Systems Online and Off: Comparing the Form of News in the United States, Denmark, and France. – S. 21-38

Webster, James G.; Ksiazek, Thomas B.: The Dynamics of Audience Fragmentation: Public Attention in an Age of Digital Media. – S. 39-56

„Audience fragmentation is often taken as evidence of social polarization. Yet the tools we use to study fragmentation provide limited information about how people allocate their attention across digital media. We offer a theoretical framework for understanding fragmentation and advocate for more audience-centric studies. This approach is operationalized by applying network analysis metrics to Nielsen data on television and Internet use. We find extremely high levels of audience duplication across 236 media outlets, suggesting overlapping patterns of public attention rather than isolated groups of audience loyalists.“

Schuck, Andreas R. T.; Vreese, Claes H. de: When Good News Is Bad News: Explicating the Moderated Mediation Dynamic behind the Reversed Mobilization Effect. – S. 57-77

Toma, Catalina L.; Hancock, Jeffrey T.: What Lies Beneath: The Linguistic Traces of Deception in Online Dating Profiles. – S. 78-97

„This article investigates whether deceptions in online dating profiles correlate with changes in the way daters write about themselves in the free-text portion of the profile, and whether these changes are detectable by both computerized linguistic analyses and human judges. Computerized analyses (Study 1) found that deceptions manifested themselves through linguistic cues pertaining to (a) liars' emotions and cognitions and (b) liars' strategic efforts to manage their self-presentations. Technological affordances (i.e., asynchronicity and editability) affected the production of cognitive cues more than that of emotional cues. Human judges (Study 2) relied on different and nonpredictive linguistic cues to assess daters' trustworthiness. The findings inform theories concerned with deception, media, and self-presentation, and also expound on how writing style influences perceived trustworthiness.“

Heide, Brandon Van Der; D'Angelo, Jonathan D.; Schumaker, Erin M.: The Effects of Verbal Versus Photographic Self-Presentation on Impression Formation in Facebook. – S. 98-116

Krakoviak, K. Maja; Oliver, Mary Bath: When Good Characters Do Bad Things: Examining the Effect of Moral Ambiguity on Enjoyment. – S. 117-135

Tamborini, Ron et al.: The Influence of Morality Subcultures on the Acceptance and Appeal of Violence. – S. 136-157

„Two studies examined how disposition theory-based morality subcultures predict the acceptance and appeal of violence. Study 1 used groups formed by median splits of individual difference variables (religiosity, aggression, and sex) thought to be trait correlates of morality subcultures in three 2x 2 x2 designs varying trait, perpetrator disposition (positive, negative), and motive (justified, unjustified) to predict the acceptance of violence in story resolutions for a scenario. Study 2 extended this design using domain-specific dimensions of morality from moral foundations theory (MFT) to predict perceptions of violent content and its appeal. The results suggest that morality subcultures predict response to violent drama and that dimensions of morality based on MFT offer a framework for defining morality subcultures.“

Hong, Traci; Rice, Janet; Johnson, Carolyn: Ethnic Group and Temporal Influences of Social Norms: Smoking Behavior among a Panel of Adolescents. – S. 158-174

Meeks, Lindsey: Is She „Man Enough“?: Women Candidates, Executive Political Offices, and News Coverage. – S. 175-193

„This study analyzes news coverage of 4 female political candidates – Elizabeth Dole, Claire McCaskill, Hillary Clinton, and Sarah Palin – and their male competitors, as each competed in 2 elections between 1999 and 2008. Analysis focused on novelty labelling, and „feminine“ and „masculine“ political issues and character traits to determine whether the coverage of women and men differed in general, and across the offices of Senator, Governor, Vice President, or President. Overall, women received more news coverage, and the gendered gap in coverage was especially large for novelty, issue, and trait coverage when women sought the „executive“ offices of Governor and in the White House. These findings provide insight into the evolving gender dynamics of women running within the masculinized domain of politics.“

Journal of Communication Inquiry
Jg 36 (2012) Nr 1

Sikka, Tina: Karl-Otto Apel and the Study of Communication. – S. 6-24

Powers, Matthew: „In Forms that are Familiar and Yet-to-be-Invented“: American Journal-

ism and the Discourse of Technologically Specific Work. – S. 24-44

„Changes in the technologies of news production do not simply modify journalistic practices; they also introduce what might be considered technologically specific forms of work. These work forms are rooted in the affordances of novel technical capacities while also making claims about the journalistic nature of such work. How do journalists discuss the emergence of these technologically specific forms? When are new work forms seen as contributing to the practices of journalism and when are they seen as threatening it? Drawing on archival research of industry discussions, this article argues that such work is discussed in three distinct ways: (1) as exemplars of continuity; (2) as threats to be subordinated; and (3) as possibilities for journalistic reinvention. Each mode, it is argued, points to different understandings of the relationship between journalistic work and technology and carries different implications about the changing nature of journalistic work in the digital age.“

Rossing, Jonathan P.: Deconstruction Postracialism: Humor as a Critical, Cultural Project. – S. 44-62

Crymble, Sarah B.: Contradiction Sells: Feminine Complexity and Gender Identity Dissonance in Magazine Advertising. – S. 62-85

„Changes in the technologies of news production do not simply modify journalistic practices; they also introduce what might be considered technologically specific forms of work. These work forms are rooted in the affordances of novel technical capacities while also making claims about the journalistic nature of such work. How do journalists discuss the emergence of these technologically specific forms? When are new work forms seen as contributing to the practices of journalism and when are they seen as threatening it? Drawing on archival research of industry discussions, this article argues that such work is discussed in three distinct ways: (1) as exemplars of continuity; (2) as threats to be subordinated; and (3) as possibilities for journalistic reinvention. Each mode, it is argued, points to different understandings of the relationship between journalistic work and technology and carries different implications about the changing nature of journalistic work in the digital age.“

Journal of Health Communication Jg 16 (2011) Nr 9

Choi, Won Joo; Kim, Hung Kyu: Health Claims for Food Products Advertised on Korean Television and Their Regulation: A Content Analysis. – S. 925-941

Coleman, Renita; Thorson, Esther; Wilkins, Lee: Testing the Effect of Framing and Sourcing in Health News Stories. – S. 941-955

„This study examines whether changing the way news stories report on health can induce shifts in readers' perceptions of problems of obesity, diabetes, immi-

grant health, and smoking. The authors manipulated two variables in a controlled experiment: the quality of sourcing—the number of sources and their expertise—and the framing—changing from an episodic, traditional frame to a thematic frame that incorporated information on context, risk factors, prevention strategies, and social attributions of responsibility. The authors found that a thematic frame made readers more supportive of public policy changes and encouraged them to improve their own health behaviours. However, it did not alter their attributions of responsibility for health problems from one of blaming individuals to seeing the larger social factors. Adding richer sourcing to the thematic frame did not increase these effects, nor did readers find the thematic stories to be more interesting, relevant, believable, important, and informative. In addition, there were differential results because of story topics that represent uncontrolled effects. The implications for improving health reporting to encourage positive change in society are discussed.“

Siminoff, Laura A.; Traino, Heather M.; Gordon, Nahida H.: An Exploratory Study of Relational, Persuasive, and Nonverbal Communication in Requests for Tissue Donation. – S. 955-976

Heuer, Chelsea A.; McClure, Kimberly J.; Puhl, Rebecca M.: Obesity Stigma in Online News: a Visual Content Analysis. – S. 976-988

Shafer, Autumn et al.: Asking Mom: Formative Research for an HPV Vaccine Campaign Targeting Mothers Adolescent Girls. – S. 988-1006

Lee, Seungyoon; Chib, Arul; Kim, Jeong-Nam: Midwives' Cell Phone Use and Health Knowledge in Rural Communities. – S. 1006-1024

„This study developed and tested a theoretical model that explains the underlying process through which the use of cell phones can facilitate the capacity of community health care workers in developing regions. On the basis of a study conducted on 223 midwives in rural regions of Indonesia, the results showed that cell phone use was positively associated with midwives' access to institutional and peer information resources. Access to institutional resources was positively associated with midwives' health knowledge. Further, access to peer resources was associated with higher self-efficacy, which was positively associated with health knowledge. The study provides implications for technology intervention strategies targeted to community health workers in rural communities.“

Davis, Kevin C. et al.: Effectiveness of a Mass Media Campaign in Promoting HIV Testing Information Seeking Among African American Women. – S. 1024-1039

Jg 16 (2011) Nr 10

Schonlau, Matthias et al.: Patients' Literacy Skills: More Than Just Reading Ability. – S. 1046-1055

„Limited literacy contributes to suboptimal care and outcomes for patients. The Institute of Medicine noted that future work in health literacy should consider multiple literacy skills. However, lacking empirical evidence of the relationship between different literacy skills, reading skills are often used as proxies of literacy in research and practice. Using a community-based sample of 618 individuals residing in Boston, Massachusetts, and Providence, Rhode Island, the authors conducted a principal component analysis on measures of four literacy skills—reading, numeracy, oral (speaking), and aural (listening)—to examine whether and to what extent literacy can, or should, be represented by a single measure. The first principal component represented overall literacy and could only explain 60 % of the total variation in literacy skills among individuals. The second principal component differentiated between numeracy/reading and the oral/aural exchange. While reading and numeracy best represent overall literacy, patients' relative strengths may vary. Those with moderate reading ability may have high oral and aural language skills. Conversely, people who have difficulties speaking with or understanding a provider may read well. Effective communication with patients should rely on the oral exchange and written health information, and not rely on a single literacy skill.“

Neuberger, Lindsay et al.: Concern as Motivation for Protection: an Investigation of Mothers' Concern about Daughters' Breast Cancer Risk. – S. 1055-1072

Lang, Annie; Yegiyani, Narine: Individual Differences in Motivational Activation Influence Responses to Pictures of Taboo Products. – S. 1072-1088

„In this article, the authors investigated responses to pictures of products whose use is socially or legally restricted for teens and young adults (e.g., beer, liquor, cigarettes). The authors theorized and found that these pictures are motivationally relevant and therefore elicit automatic activation in the appetitive/approach or aversive/defensive motivational systems, which leads to increased attention, arousal, emotional response, and memory for the risky products. The authors also found that these responses are mediated by individual differences in motivational reactivity. The authors suggest that placing images of these products in prevention messages may work against the prevention goal by increasing appetitive activation and positive emotion in populations more inclined to take risks.“

Chiao, Chi; Mishra, Vinod; Ksobiech, Kate: Spousal Communication about HIV Prevention in Kenya. – S. 1088-1106

Kim, Eunhyung et al.: Predictors of Supportive Message Expression and Reception in an Interactive Cancer Communication System. – S. 1106-1122

„Social support in computer-mediated settings is an important variable in health communication research, yet little is known about the factors that influence the amount of social support one gives and receives in on-

line support groups. To shed some light on this issue, the authors examined demographics, disease-related factors, psychosocial factors, and strategies for coping with breast cancer as potential determinants of which patients provide support to others and which ones consume it. Data collected from 177 participants in the Comprehensive Health Enhancement Support System „Living With Breast Cancer“ program revealed that individuals who are younger, have higher levels of positive reframing, and lower levels of self-blame are more likely to provide emotional support in online settings. In contrast, individuals who are more educated, have less perceived availability of social support, and have lower levels of religious coping are more likely to receive emotional support from others. The authors discuss the theoretical and practical implications for providing effective psychosocial support for women with breast cancer.“

Adeleye, Omokhoa Adedayo; Aldoory, Linda; Parakoyi, Dauda Bayo: Using Local Culture and Gender Roles to Improve Male Involvement in Maternal Health in Southern Nigeria. – S. 1122-1135

Journal of Media Economics Jg 24 (2011) Nr 4

Hong, Ahreum; Lee, Daeho; Hwang, Junseok: Metafrontier Production Function Analysis of Horizontal and Vertical Integration in Korea's Cable TV Industry. – S. 221-237

Ksiazek, Thomas: A Network Analytic Approach to Understanding Cross Platform Audience Behavior. – S. 237-252

„This article explains and implements a network analytic approach to the study of cross-platform audience behavior. It begins by conceptualizing large-scale patterns of media use in network terms, treating media outlets as nodes and the levels of audience duplication among them as links. Following that, it explains 2 common measures of audience duplication, Absolute Duplication and Primary Duplication, and offers a new measure, Deviation-from-Random Duplication. In doing so, techniques for converting duplication data into network data are discussed. This approach is then applied to analyse patterns of audience fragmentation, media publics, and audience polarization using data from Nielsen's TV/Internet Convergence Panel. The findings show the value of using a network approach, by contributing to an alternative understanding of these patterns. Economic and policy implications are discussed, as well as broader reflections on the use of network analysis in the study of audience behavior.“

Agostini, Claudio; Saavedra, Eduardo H.: The Effects of Vertical Integration on the Release of New Films. – S. 252-269

Journal of Media Economics
Jg 25 (2012) Nr 1

Cunado, Juncal; Perez, Fernando de Gracia: Does Media Consumption Make Us Happy?: Evidence for Spain. – S. 8-34

Koschat, Martin A.: The Impact of Movie Reviews on Box Office: Media Portfolios and the Intermediation of Genre. – S. 35-53

„For experience goods, such as motion pictures, consumers rely on third-party endorsements as quality signals. Often, other media are used to disseminate such endorsements. As a result, their impact on a consumer is likely to depend on the consumer's type and frequency of media choices – that is, his or her media portfolio. This article argues that viewers who prefer literary genre motion pictures have distinct media portfolios that make them more responsive to professional reviews. The article demonstrates this effect through an analysis of the impact of professional reviews on box office receipts for the 750 leading titles released in the United States between 2004 and 2008.“

Fernandez-Blanco, Victor; Gil, Ricard: Underneath the Red Carpet: Government Intervention in the Spanish Movie Industry. – S. 54-72

„Despite its glamour and elevated social status, the movie industry receives much assistance from governments around the world. Governments mainly use both direct (subsidies and tax credits) and indirect (screen quotas or censorship) tools to help their own domestic motion picture industries. This article presents evidence of an indirect government intervention in the Spanish movie industry. In 1999, the Spanish government mandated that operating TV networks invest 3 % of their receipts on the production of movies in the Spanish language. Using a new dataset of Spanish movies produced between 2000 and 2008, this article studies the empirical relation between TV network participation on movie production and box office success. Private TV network participation (as opposed to public networks) through production (and not distribution) was found to be associated with higher box office revenues and gross profitability rates, even after controlling for movie production budgets.“

Journal of Media Psychology
Jg 23 (2011) Nr 4

Montag, Christian et al.: Internet Addiction and Personality in First-Person-Shooter Video Gamers. – S. 163-174

„The present study investigated the influence on Internet addiction of numerous variables ranging from personality to psychological and physical well-being, in a large and highly ecologically valid sample of mainly male adolescent online computer gamers (first-person-shooter video gamers) in Germany. Low Self-Directedness could be linked to a high Internet Addiction Test score in the present study, and the data yielded a continuum model indicating that low Self-Directedness is highly correlated with Internet Addiction

Score, not only in students but also in first-person-shooter video gamers.“

Igartua, Juan-José; Moral-Toranzo, Felix; Fernandez, Itziar: Cognitive, Attitudinal, and Emotional Effects of News Frame and Group Cues, on Processing, News About Immigration. – S. 174-186

Ratnasingam, Malini; Ellis, Lee: Sex Differences in Mass Media Preferences across Four Asian Countries. – S. 186-191

Jucks, Regina; Bromme, Rainer: Perspective Taking in Computer-Mediated Instructional Communication. – S. 192-200

„This article examines which features of computer-mediated communication make perspective taking more demanding in online instructional settings compared with face-to-face situations. The first part presents the theoretical basis: It uses research on expertise to gain insights into the instructor's perspective, and research from psycholinguistics and research on writing to describe the cognitive demands of communicating expert knowledge to nonexperts. The second part reports empirical results from online health counseling. This reveals that the persistence of artifacts makes the expert perspective more prominent and seems to hinder experts' engagement in perspective taking during instruction. Two central variables that emerge in computer-mediated communication are discussed: The availability of texts and graphics as well as the nonexpert's use of technical jargon. Both influence an expert's choice of words and selection of content for a particular explanation. Hence, features of the learning environment, the communication platform, or the information provided by users at help desks play a crucial role in forming the expert's perspective taking. Conclusions are drawn on how to improve perspective taking in computer-mediated instructional communication.“

Journalism & Mass Communication
Quarterly
Jg 89 (2012) Nr 1

Vraga, Emily K.: The Correspondent, the Comic, and the Combatant: The Consequences of Host Style in Political Talk Shows. – S. 05-23

„Tailored within the increasingly competitive news environment, political talk shows have adopted a range of styles, heralding a rise in „combatant“ and „comic“ hosts to complement the conventional „correspondent.“ Using an experimental design to rule out self-selection biases, this study isolates the impact of host style on media judgments. In comparison to the other styles, the correspondent host increases perceptions of informational value, enhances host and program credibility, and reduces erosion of media trust, while a comic host mitigates some of the negative impact compared to a combatant host. Implications for media accountability and democratic functioning are discussed.“

Vraga, Emily K. et al.: Perceptions of News Media, External Efficacy, and Public Affairs Apathy in Political Decision Making and Disaffection. – S. 23–40

„A telephone survey of 416 randomly selected registered voters examined the distinctive contributions of cynicism and skepticism to citizens' media satisfaction, external political efficacy, and apathy. Results suggest that cynicism and skepticism reflect dissatisfaction with media coverage, but have opposite effects on external efficacy. Cynicism has no relationship with apathy, while skepticism decreases it. Satisfaction with news media increases efficacy and apathy. Although cynicism's relationship to efficacy is of concern, these findings undercut the argument frequently made that dissatisfaction with media coverage is responsible for cynicism and political apathy.“

Jensen, Eric: Scientific Sensationalism in American and British Press Coverage of Therapeutic Cloning. – S. 40–55

Simmons, Charlene: Will You on Your Board of Directors?: We need Help; Media Corporations, Environmental Change, and Resource Dependency Theory. – S. 55–73

Andaleeb, Syed Saad et al.: Credibility of TV News in a Developing Country: The Case of Bangladesh. – S. 73–91

„Television has recently experienced unprecedented expansion in Bangladesh. Given its popularity and influence, and with more people using it for their information, research on the credibility of TV news is warranted. Perceived independence of TV channels, their social role, source expertise, objectivity, and audiovisual quality were hypothesized to influence credibility perceptions of TV news. Based on factor analysis and multiple regression analysis, four of these five factors had a significant effect. Implications of TV news credibility in Bangladesh's development efforts are discussed.“

Kommunikation und Recht **Jg 15 (2012) Nr 3**

Lang, Markus: Reform des EU-Datenschutzrechts. – S. 145–151

„Die Europäische Kommission hat Ende Januar 2012 ihre Vorschläge für eine umfassende Reform des EU-Datenschutzrechts veröffentlicht, die weitreichende Konsequenzen zur Folge hätte. In diesem Beitrag werden wesentliche Aspekte der von der EU-Kommission vorgeschlagenen Regelungen vorgestellt und bewertet. Im Mittelpunkt steht dabei die insbesondere auch für Unternehmen relevante „Datenschutz-Grundverordnung“, die in den EU-Mitgliedstaaten unmittelbar und direkt gelten würde.“

Moos, Flemming: Die Entwicklung des Datenschutzrechts im Jahr 2011. – S. 151–160

Schlömer, Uwe: ebay & Recht – Rechtsprechungsübersicht zum Jahr 2011. – S. 160–169

Hengstler, Arndt; Pfitzer, Clemens: Das wettbewerbsrechtliche Dilemma bei hybriden Softwareprojekten. – S. 169–174

„Bei der Umsetzung von Softwareprojekten ist die Arbeit mit Open Source Software-Komponenten zwischenzeitlich weit verbreitet und etabliert, insbesondere der kombinierte Vertrieb von „proprietärer“ Software mit OSS-Komponenten. Dieser Beitrag soll im Folgenden die nach deutschem Wettbewerbsrecht problematische Einbeziehung von OSS-Lizenzbestimmungen in Projekte im B2B-Bereich aufzeigen und Möglichkeiten aufzeigen, diesen Risiken aus Sicht des IT-Unternehmens bereits im Stadium der Vertragsgestaltung vorzubeugen. Hierbei wird als Beispiel der Umgang mit grundsätzlich kostenlos zur Verfügung stehender OSS aufgegriffen, die von IT-Unternehmen im Rahmen von Softwareprojekten kostenfrei an Kunden weitergegeben wird und deren Lizenzbestimmungen nicht dem deutschen Rechtsraum entstammen, was für die meisten OSS-Lizenzen zutreffen dürfte.“

Feiler, Thomas; Wieczorek, Mirko Andreas: Vom Profifußball als fragmentierter Öffentlichkeit. – S. 174–177

„Auf dem Fußballplatz wird seit jeher ein rauer Umgangston gepflegt. Während des Spielgeschehens entstandene Konflikte werden zunehmend auch nach dem Abpfiff des Schiedsrichters mit verbalen Mitteln fortgeführt. Dies stellt einerseits ein „gefundenes Fressen“ für die Medien dar. Andererseits ist aber auch nicht zu übersehen, dass Profisportler bzw. Funktionäre bei Auseinandersetzungen mit Konkurrenten vermehrt und bewusst den Weg über die Medien gehen. Selten fanden jene bisher aber den Weg vor die ordentlichen Gerichte.“

Jg 15 (2012) Nr 4

Gounalakis, Georgios; Helwig, Richard: AC-TA und die Meinungsfreiheit. – S. 233–236

„Seit einigen Monaten steht das Anti-Counterfeiting Trade Agreement (kurz ACTA) im Fokus des öffentlichen Interesses. Der zunächst nur im Internet vortragene Protest ist auf der Straße angekommen und hat die Bundesregierung dazu veranlasst, die Ratifizierung des Abkommens einstweilen auszusetzen. Die Kritik an dem Abkommen ist vielfältig. Es ist die Rede von „Geheimdiplomatie“, Verletzung von Menschenrechten und Rechtsstaatlichkeit sowie Schäden für Handel und Innovationskraft. Der Beitrag geht insbesondere der ebenfalls aufgeworfenen Frage nach, ob das Abkommen eine Gefahr für die Meinungs- und Informationsfreiheit im Internet darstellt.“

Meyer, Sebastian: Aktuelle Rechtsentwicklungen bei Suchmaschinen im Jahre 2011. – S. 236–244

Roßnagel, Alexander; Johannes, Paul C.; Kartal, Aliye: Die TKG-Novelle 2012. – S. 244–251

„Die Novelle des TKG dient der Umsetzung der EU-Richtlinien 2009/140/EG „Bessere Regulierung“ und 2009/136/EG „Rechte der Bürger“. Sie betrifft die Ziele und Grundsätze der Regulierung (III.), einzelne Marktregelungen (IV.), die Netzneutralität (V.), den Breitbandausbau und die Netze der nächsten Generation (VI.), den Kunden- und Verbraucherschutz (VII.) sowie Datenschutz und Datensicherheit (VIII.). Weitere Änderungen betreffen u. a. die Regulierungsinstrumente der BNetzA, den digitalen Hörfunk und die Frequenzordnung (IX.).“

Nacimiento, Grace: Telekommunikationsrecht: Rechtsprechungsbericht 2011. – S. 251-261

Hain, Karl E.; Wierny, Thomas: Zulässigkeit einer partiellen Werberbefinanzierung von Germany's Gold?. – S. 261-264

„In diesem Beitrag wird die Annahme von Vertretern des privaten Rundfunks, eine partielle Werberbefinanzierung des seitens des öffentlich-rechtlichen Rundfunks geplanten kommerziellen Video-on-Demand-Portals „Germany's Gold“ sei unzulässig, einer kritischen Betrachtung unterzogen.“

Härtig, Nico: Kommunikationsfreiheit im Netz: „Internet Freedom“ im Lichte des Art. 5 GG. – S. 264-267

„Kommunikation im Netz: Jüngste Diskussionen um Google und Facebook zeigen, wie zwiespältig das Internet wahrgenommen wird. Einerseits prägen negative Schlagzeilen das mediale Bild, es geht um „Abzocke“, Betrug, Raubkopien, Geschäftemacherei, „Datenkraken“ und „Datenlecks“. Andererseits ist das Internet aus der Alltagskommunikation nicht hinwegzudenken. Und die „Netzgemeinde“ reagiert zunehmend empfindlich, wenn – etwa im Zusammenhang mit ACTA und einem Leistungsschutzrecht für Preserverlage – Maßnahmen ergriffen werden sollen, die die freie und ungehinderte Kommunikation beeinträchtigen. Im Zeichen der „Internetfreiheit“ („Internet Freedom“) wehren sich Aktivisten gegen staatliche Eingriffe in die Netzvielfalt. Diese Vielfalt steht unter dem Schutz des Art. 5 GG. Zwei wesentliche Gefahrenbereiche für die freie Kommunikation lassen sich unterscheiden: die staatliche Kontrolle der Kommunikation im Zeichen des Urheberrechtes und die Einschränkungen, die im Zeichen des Datenschutzes postuliert werden.“

Jg 15 (2012) Nr 5

Schwenke, Thomas: Das virtuelle Hausrecht als Abwehrmaßnahme gegen „Shitstorms“ innerhalb von Social Media Plattformen. – S. 305-309

„Mit dem Aufkommen der sozialen Medien wandelte sich die Kommunikation zwischen Kunden und Unternehmen. Die Unternehmen bauen innerhalb sozialer Netzwerke zunehmend eigene Präsenzen auf, auf denen sie Nutzer zur Diskussion einladen. Die Schattenseite dieser Annäherung sind so genannte „Shitstorms“, eine Anhäufung von negativen Nutzerbeiträgen, die die Präsenzen der Unternehmen lahmlegen

können. Dieser Beitrag zeigt, in welchem Umfang Betreiber solche Empörungswellen mit Hilfe des virtuellen Hausrechts eindämmen und verhindern können. Als Vorlage dient der Fall der Bank ING-DiBa, die einen Shitstorm auf ihrer Facebook-Seite erfahren und rechtlich vorbildlich gelöst hat.“

Meyer, Sebastian: Facebook: Freundfinder und AGB rechtswidrig. – S. 309-312

Sujecki, Bartosz: Internationales Privatrecht und Cloud Computing aus europäischer Perspektive. – S. 312-317

Ladeur, Karl-Heinz: Das europäische Telekommunikationsrecht im Jahr 2011. – S. 317-324

Säcker, Franz Jürgen: Zur Rundfunkfähigkeit der staatlichen Unternehmen und der von ihnen abhängigen Gesellschaften am Beispiel der Deutschen Telekom AG. – S. 324-332

„Privater Rundfunk trägt wesentlich zur gesellschaftlichen Meinungspluralität bei. Seine Freiheit ist nur dann gesichert, wenn ausgeschlossen ist, dass der Staat zu seinen Gunsten Einfluss auf die Programmgestaltung nimmt. Gesellschaftsrechtliche oder langfristige vertragliche Verflechtungen können im Einzelfall zu erheblichen Abhängigkeiten zwischen Staat und Rundfunkbetreiber führen. Dies wirft die Frage auf, ob und wann eine von einem staatlichen Unternehmen abhängige Gesellschaft rundfunkfähig ist und Gewähr für eine vom Staat weder direkt noch indirekt beeinflusste Programmgestaltung bietet.“

Mass Communication & Society Jg 15 (2012) Nr 1

Cuillier, David: Subconscious Gatekeeping: The Effect of Death Thoughts on Bias Toward Outgroups in News Writing. – S. 4-24

Namkoong, Kang; Fung, Timothy K. F.; Scheufele, Diетram A.: The Politics of Emotion: News Media Attention, Emotional Responses, and Participation During the 2004 U.S. Presidential Election. – S. 25-45

„This study examines the mediating role of emotions toward presidential candidates in the relationship between news media attention and political campaign participation. Numerous studies have investigated the effect of news media attention on political participatory behavior. Research in this area, however, focused mostly on cognitive variables as influences on people's behavior. We hypothesize that emotional reactions to candidates can mediate the effect of news media attention on political campaign participation. Using the 2004 American National Election Studies, we test this hypothesis employing structural equation modelling. Results show that both news media attention and the amount of emotions toward candidates are positively associated with political campaign participation. The relationship between TV news attention and political

participation is fully mediated by the emotions toward both candidates, whereas the relationship between newspaper attention and political participation is partially mediated. In other words, TV news only has an indirect effect on political participation through emotional reactions toward candidates.“

Liu, Yung-I: *The Influence of Communication Context on Political Cognition in Presidential Campaigns: A Geospatial Analysis.* – S. 46-73

Cummins, R. Glenn; Keene, Justin R.; Nutting, Brandon H.: *The Impact of Subjective Camera in Sports on Arousal and Enjoyment.* – S. 74-97

Chidester, Phil: „Open-Mouth Awe“: ESPN’s „Streetball“ and the „Transcendent Simultaneity“ of the Media Sublime. – S. 98-114

„An impressive body of research on the subject suggests that the seeds of the sublime experience are rooted either in the aesthetic qualities of the viewed object or in the cultural and contextual characteristics of the viewing subject. In this article, I contend that sublimity is, rather, the product of the relationship between subject and object, a relationship that defies representation and therefore provides the „excess of experience“ that is the hallmark of the sublime encounter. Turning to ESPN’s Streetball: The AND 1 Mix Tape Tour as evidence, I conclude that mediation as a process invites sublimity in audiences by immersing the viewer in the „transcendent simultaneity“ of subjectivity and objectivity.“

Chen, Gina Masullo et al.: *Male Mammies: A Social-Comparison Perspective on How Exaggeratedly Overweight Media Portrayals of Madea, Rasputia, and Big Momma Affect How Black Women Feel About Themselves.* – S. 115-135

Park, Sung-Yeon: *Mediated Intergroup Contact: Concept Explanation, Synthesis, and Application.* – S. 136-159

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Neumann, Rico; Fahmy, Shahira: *Analyzing the Spell of War: A War/ Peace Framing Analysis of the 2009 Visual Coverage of the Sri Lankan Civil War in Western Newswires.* – S. 169-201

Yang, Aimej; Fahmy, Shahira: *Assessing Global Inequality of Bribery for News Coverage: A Cross-National Study.* – S. 201-225

„Bribery for news coverage has a negative impact on the credibility of media; it also restricts the free flow of information and violates the public’s right to know. Further, research showed that there exists considerable inequality among countries in terms of the extent to which bribery for news coverage exists in media system. This study provides the first quantitative cross-national assessment of a set of predictors of the

likelihood that bribery for news coverage exists in a country’s media system and tested competing arguments derived from the literature. Data of this study are drawn from 66 nation states. The analysis shows that 5 groups of political, economic, cultural, educational, and technological variables have direct or indirect impacts on a country’s media bribery level. The interactions between these variables are also analyzed. The study concludes by discussing how analyses of the nature of the international media bribery problem contribute to finding multiple approaches to solutions to this problem.“

Min, Seong-Jae; Kim, Young Mie: *Choosing the Right Media for Mobilization: Issue Advocacy Groups’ Media Niches in the Competitive Media Environment.* – S. 225-245

„Issue advocacy groups play a central role in today’s political system, and the choices they make concerning media and communication have lately been a scholarly concern. This study investigates how issue advocacy groups choose media and communication technologies from the perspective of uses and gratifications approach and the niche theory. Drawing upon a national telephone survey of 209 randomly chosen advocacy groups in the United States, the findings suggest that new communication technologies (including e-mail and websites) are perceived to be competitively superior to traditional media and provide more gratifications when it comes to extending public mobilization. Grassroots-oriented advocacy groups in particular more actively utilize new technologies in public mobilization than do professional associations.“

Kaylor, Brian T: *Cartoonish Claims: Editorial Cartoon Depictions of Religion.* – S. 245-261

Wilson, Christopher; Robinson, Tom; Callister, Mark: *Surviving Survivor: A Content Analysis of Antisocial Behavior and Its Context in a Popular Reality Television Show.* – S. 261-284

Hill, Megan R.; Tchernev, John M.; Holbert, R. Lance: *Do we need to Go Cellular?: Assessing Political Media Consumption Using a Single-Frame Landline/Cellular Survey Design.* – S. 284-304

„Much research has been published on cellular phone only households and the challenges posed by cellular phones to traditional survey methodologies that attempt to generate representative samples using only landline telecommunications. This study reports analyses comparing two separate survey strata (N landline = 152, N cellular = 153) collected simultaneously and nested within a single-frame survey of a state in the American Midwest for differences in demographics, political orientations, individual differences, and a variety of political media consumption variables. Focus is also given to differences among audience variables that predict various forms of political media use across the two survey strata.“

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Ridanpää, Juha: The Media and the Irony of Political Serious Situations: Consequences of the Muhammed Cartoons in Finland. – S. 131-146

Kang, Tingyu: Gendered Media, Changing Intimacy: Internet-mediated Transnational Communication in the Family Sphere. – S. 146-162

„This article explores the ways in which migrants use the internet to maintain family relationships and how the difference in digital knowledge and skills between men and women serves to transform the power dynamics in the family sphere transnationally. It examines the intersection of the research areas of transnationalism, digital inequality and family. While the discussion of digital inequalities is seldom embedded in the context of transnational families, research on migrants and their families rarely investigates the impacts of digital inequality on gendered power dynamics. Focusing on the context of Chinese migrants in London and their ageing parents in China, this study identifies how the supposedly feminine role of care and intimacy is now increasingly reassigned to male family members in a transnational process as the internet has largely replaced other media to become the most significant tool in transborder family communication. Women in transnational families are thus silenced. Three modes of coping skills have been adopted by these women; that is, absence, assistance and empowerment. By identifying modes of resistance, this article highlights spaces of agency under the gendered structure of family communication and their potential limits.“

Donders, Karen; Raats, Tim: Analysing National Practices After European State Aid Control: Are Multi-Stakeholder Negotiations Beneficial for Public Service Broadcasting? – S. 162-181

„This article analyses the increasing emphasis on multi-stakeholder approaches in the development of public broadcasting policies. The European Commission, in particular, reinforces this trend, having pointed to the necessity of ‘third parties’ being involved in procedures that allow public broadcasters to expand activities to new media markets. The article’s research question is twofold. First, what type of multi-stakeholder approach has been advocated for by the Commission? Second, are multi-stakeholder approaches, implemented by Member States after an encounter with the Commission, adding to more democratic (understood as more inclusive) decision-making on public service broadcasting or, rather, simply providing an additional forum for private sector interests? Evidence derives from two case studies in the Netherlands and Flanders, where some form of ex ante evaluation has been developed and a multi-stakeholder consultation has been set up in preparation for management contract renewals. Findings show that the newly developed multi-stakeholder policy practices are far from inclusive and fail to meet several aspects of deliberative democracy. Essentially, they have been created in response to market pressures (and, hence, over-

focus on market questions) and rarely take as their starting point the improvement of public service broadcasting as a democratic policy project.“

Cola, Marta; Prairo, Benedetta: New Ways of Consumption: The Audiences of Public Service Media in Italy and Switzerland. – S. 181-195

Nash, Kate: Modes of Interactivity: Analysing the Webdoc. – S. 195-211

„The webdocumentary positions itself as documentary re-mediated for the internet age. Not only does the name webdocumentary consciously reference film and television documentary but it is possible to trace continuities in representational strategies, purpose and production practices that situate the webdoc within the documentary tradition. In spite of this family resemblance, however, the webdoc challenges current thinking about documentary representation. Interactivity in particular has consequences for theorizing in relation to modes of representation and user engagement. This article considers interactivity as a representational strategy, suggesting three dimensions for assessing its contribution to documentary. Following on from this it is suggested that, like film and television documentary, webdocs exhibit patterns of textual organization. It is suggested that there are at least three interactive structures found in webdocs: the narrative, the categorical and the collaborative. Each can be further divided – indicating the diverse uses of interactive features. A challenge of researching interactive texts is that the whole text is never completely available for analysis. Each viewing has the potential to be different from the last. Although necessarily provisional, this article seeks to demonstrate what might be achieved through close reading of the interactive documentary text.“

Carter, Neil; Williams, John: „A Genuinely Emotional Week“: Learning Disability, Sport and Television – Notes on the Special Olympics GB National Summer Games 2009. – S. 211-228

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Zoonen, Lisbet van; Wring, Dominic: Trends in Political Television Fiction in the UK: Themes, Characters and Narratives, 1965-2009. – S. 263-280

„British television has a long tradition of broadcasting ‘political fiction’ if this is understood as telling stories about politicians in the form of drama, thrillers and comedies. We identify and discuss three genres in which UK political TV fiction has been shaped throughout the decades: comedy, thriller and drama. We examine the characters, themes and narratives in these genres and assess whether they invite political engagement from their audiences. Across time and genre, the main characters turn out to be mostly plain men of uncertain age – around 40 or over – somewhat grumpy, somewhat clumsy and hardly ever in full control of their situation. The dominant themes across time and genre link closely to these types of main characters: in most thrillers they are overwhelmed by

sinister outside forces or inside political machinations. The narrative of the political machinery that exerts its inescapable corruption over all individual politicians runs strongly through the three genres across the whole time period. A further similarity across time and genre is that most series are firmly linked to real-life politics. It is this particular aspect that produces their potential relevance for affecting people's political understandings, judgements and engagement.“

Su, Chiaoning: One Earthquake, Two Tales: Narrative Analysis of the Tenth Anniversary Coverage of the 921 Earthquake in Taiwan. – S. 280-296

Dekavalla, Marina: Constructing the Public at the Royal Wedding. – S. 296-312

Lee, Hun-Yul: At the Crossroads of Migrant Workers' Class, and Media: A Case Study of Migrant Workers' Television Project. – S. 312-328

Fairchild, Charles: Alan Freed Still Casts a Long Shadow: the Persistence of Payola and the Ambiguous Value of Music. – S. 328-343

„Politicians in contemporary societies constantly appear in and talk to the media. While media appearances constitute opportunities to communicate ideas and images, politicians can damage their own reputation through making statements that transgress political and/or cultural norms. Politicians' transgressive utterances not only attract negative media coverage – they may also be recycled in media discourses. Drawing upon the theoretical concepts of „talk scandal“ and „news icon,“ this article develops a three-stage life-cycle for analyzing the media construction, contestation, and recycling of politicians' transgressive utterances. The media first construct the utterance concerned as transgressive by serving as the platform for the articulation and expression of opprobrious discourses. In the second stage, intensive public discussion of the significance of the transgressive utterance ensues. In the third stage, the transgressive utterance can become an „iconic sound bite“ decontextualized from the original event. This article illustrates and elaborates upon the arguments with a case study in Hong Kong.“

Media Perspektiven (2012) Nr 1

Mende, Annette; Oehmichen, Ekkehardt; Schröter, Christian: Medienübergreifende Informationsnutzung und Informationsreperitoires: Fernsehen, Radio, Zeitung und Internet im Vergleich. – S. 2-18

„Das Angebot an Information zu allen möglichen Themenfeldern differenziert sich immer weiter aus, die Mediennutzer haben viele Möglichkeiten, sich Informationen zu beschaffen. Der vorliegende Aufsatz konzentriert sich auf das intermediale Wettbewerbsfeld Information bzw. Informationsnutzung. Im Zentrum steht die Frage: Welche Rolle spielen das Fern-

sehen, das Radio, die Tageszeitung und das Internet aus Sicht der Rezipienten bei der Vermittlung aktueller Ereignisse aus der Region, aus den Bundesländern, aus Deutschland sowie aus Europa und der Welt? Empirische Grundlage der Analyse ist die ARD/ZDF-Onlinestudie 2011. Zur Differenzierung der Bevölkerungsgruppen wird auf die MedienNutzerTypologie zurückgegriffen.“

Hasebrink, Uwe; Schröder, Hermann-Dieter; Schuhmacher, Gerlinde: Kinder- und Jugendmedienschutz aus Sicht der Eltern: Ergebnisse aus einer repräsentativen Befragung. – S. 18-31

„Das Wissen darüber, welchen Schutzbedarf Eltern wahrnehmen und inwieweit sie die Ziele des Jugendmedienschutzes teilen, konkrete Regelungen kennen und entsprechend im Alltag umsetzen, war bislang sehr begrenzt. Ziel der Studie war es, einen aktuellen und repräsentativen Überblick darüber zu liefern, welche Risiken und Schutzbedarfe Eltern im Hinblick auf die verschiedenen Medien erkennen und wie sie die Maßnahmen zur Sicherung des Kinder- und Jugendmedienschutzes wahrnehmen und bewerten.“

Wild, Christoph: Die Bedeutung des GRP für den Werbeerfolg: Einflussfaktoren der Radio-werbewirkung. – S. 31-40

Neuberger, Christoph: Journalismus im Internet aus Nutzersicht: Ergebnisse einer Onlinebefragung. – S. 40-56

(2012) Nr 2

Engel, Bernhard; Best, Stefanie: Stream, Audio und Page: die Rezeptionsformen in der konvergenten Medienwelt. – S. 62-72

„Konvergenz und Fragmentierung sind wesentliche Merkmale der Medienentwicklung. Dies wird besonders deutlich im Medium Internet, das zugleich Content- und Verbreitungsplattform ist. Bernhard Engel und Stefanie Best versuchen in ihrem Beitrag, auf der Basis von Daten der Langzeitstudie Massenkommunikation die zunehmend zersplittert erscheinende Mediennutzung wieder analytisch zusammenzuführen. Um den plattformübergreifenden Charakter zu verdeutlichen, verwenden sie die griffigen Bezeichnungen Stream, Audio und Page für die sinnlichen Wahrnehmungskategorien Sehen, Hören und Lesen. Bei Stream und Audio dominierten auch im Jahr 2010 jeweils die Leitmedien Fernsehen und Radio im Tagesablauf; für Page deutet sich an, dass das Lesen von Nachrichten im Internet zunehmend eine relevante Rolle als Zwischendurchinformer übernimmt.“

Peters, Bärbel; Niederauer-Kopf, Kerstin; Eckert, Matthias: Die individualisierte Fernsehnutzung: Analysen zur Verweildauer und zum Relevant Set. – S. 72-78

„Der Beitrag von Bärbel Peters, Kerstin Niederauer-Kopf und Matthias Eckert befasst sich mit dem Trend zur Individualisierung der Fernsehnutzung und stützt sich dabei auf eine Sonderauswertung von Nutzungs-

daten aus dem AGF/GfK-Fernsehpanel. Ein Ergebnis ist, dass die Fernsehzuschauer in Deutschland durchschnittlich über ein Relevant Set von nur rund fünf Sendern verfügen, die zusammen 80 Prozent der jeweiligen individuellen Fernsennutzung erklären. Die Anzahl täglich genutzter Sender nimmt sogar kontinuierlich ab. Dennoch zeigt sich eine große Vielfalt persönlicher Senderportfolios. Bei Betrachtung der drei individuell am häufigsten genutzten Sender wurden 247 unterschiedliche Senderkombinationen in den Relevant Sets ermittelt.“

Krüger, Udo Michael: InfoMonitor 2011: Fernsehennachrichten bei ARD, ZDF, RTL und Sat1: Themen, Ereignisse und Akteure. – S. 78-107

„Udo Michael Krüger fasst in seinem Artikel die Ergebnisse des InfoMonitors, der regelmäßigen Untersuchung der sechs wichtigsten Nachrichtensendungen im deutschen Fernsehen, für das Jahr 2011 zusammen. Die Berichterstattung wurde stark durch die Umwälzungen in einigen arabischen Ländern, die Euro- bzw. Griechenland-Krise sowie die Reaktorkatastrophe im japanischen Fukushima geprägt. Der Anteil politischer Themen lag bei allen Sendungen höher als im Vorjahr. Die charakteristischen Strukturunterschiede in den Nachrichtenprofilen zwischen den öffentlich-rechtlichen und den privaten Nachrichtenangeboten blieben im Wesentlichen unverändert.“

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Zubayr, Camille; Gerhard, Heinz: Tendenzen im Zuschauerverhalten: Fernsehgewohnheiten und Fernsehreichweiten im Jahr 2011. – S. 118-133

„Die Bedeutung des Mediums Fernsehen blieb 2011 ungebrochen hoch. Im Durchschnitt sahen die Bürger täglich 225 Minuten fern. Damit wurde der 2010 erzielte Spitzenwert noch einmal um zwei Minuten übertroffen.“

Busemann, Katrin; Engel, Bernhard: Wandel der Mediennutzungsprofile im Zeitalter des Internets. – S. 133-147

„Auch wenn das Internet die anderen Medien nicht verdrängt, ist die Frage von Interesse, ob sich in der zeitlichen Entwicklung des Internets das Profil der Nutzungsmotive der tagesaktuellen Medien verändert hat. Analysen auf Basis der ARD/ZDF-Langzeitstudie Massenkommunikation zu den drei Hauptnutzungsmotiven Information, Entspannung und Spaß weisen jedenfalls darauf hin. Ein Teil der Veränderungen geht auf die Verbreitung des Internets in den letzten zehn Jahren und dem damit verbundenen Penetrationswachstum zurück. Andererseits kann das Internet durch neue technische Qualitäten und neue Inhalte mehr Nutzungsmotive bedienen. Insbesondere in der jüngeren Zielgruppe hat das Internet Eingang in das Portfolio der Informationsmedien gefunden. Im Unterhaltungsbereich (Nutzungsmotive Entspannung und Spaß) bleiben Fernsehen und Radio die führenden Medien.“

Martens, Dirk: Intelligente EPGs: Empfehlungssysteme in digitalen Medien. – S. 147-158

„Durch die Digitalisierung des Fernsehens ist das Angebot an empfangbaren Programmen drastisch gestiegen. Darüber hinaus bieten die aktuellen DVB-Empfänger auch Zugang zu webbasierten Bewegtbild-Inhalten wie zum Beispiel den Mediatheken über HbbTV, Video-on-Demand-Angeboten, Videoportalen und anderem mehr. Die Bedienung der internetfähigen Fernsehgeräte (Smart-TV), Set-Top-Boxen, DVD- und Festplattenrecorder, die ihren Benutzern immer mehr Möglichkeiten bieten, fällt mit der herkömmlichen Fernbedienung jedoch zunehmend schwer. Neuartige Bedienkonzepte sollen hier Abhilfe schaffen.“

Vogel, Andreas: Online als Geschäftsfeld und Vertriebskanal der Pressewirtschaft: Auf dem Weg zum zweiten Standbein ?. – S. 158-173

„Im Zentrum der Untersuchung stehen die digitalen Strategien der großen Verlagsgruppen für den deutschen Markt. Dies umfasst Strukturveränderungen, Internetgeschäftsfelder und Unternehmensbeteiligungen. Erkennbar werden zwei Digitalstrategien: Konzerne, die das Digitalgeschäft als zweite Umsatzsäule anstreben, sind bereit, sich erheblich in den verlagerten Sektoren E-Commerce, Venture Capital und Internettechnologien zu bewegen und sich hier auch deutlich transnational aufzustellen. Springer, Burda sowie Georg von Holtzbrinck sind auf diesem Weg.“

Media Psychology Jg 14 (2011) Nr 4

Rozendaal, Esther et al.: Reconsidering Advertising Literacy as a Defence against Advertising Effects. – S. 333-355

Chock, Makana T.: It is Seeing or Believing? Exposure, Perceived Realism, and Emerging Adults' Perceptions of Their Own and Others' Attitudes about Relationships. – S. 355-387

Takatalo, Jari et al.: User Experience in 3D Stereoscopic Games. – S. 387-415

„New display technologies, such as 3D stereoscopic displays, provide opportunities to enhance the user experience (UX) in digital games. A widely-held belief is „the more stereo, the better experience.“ The purpose of this study is to examine this belief and evaluate the added value of 3D stereo to the UX in games. Stereo separation in a display was varied, and a multi-dimensional UX was measured using a psychological Presence-Involvement-Flow Framework2 (PIFF2) in a between-subjects design. The PIFF2 findings were further supported by both qualitative and objective measures. Users' descriptions of the game were included as well as adverse symptoms, open-ended negative aspects of 3D stereo, basic eye physiology, objective performance metrics, and fundamental background variables. This hybrid qualitative-quantitative methodology shows that more stereo does not lead to better UX. It was shown that a moderate level of stereo separation affected the UX most by increasing the

sense of presence among the users. These results deepen the previous findings in investigating the stereo effect in different media. The advantage of using multidimensional measures to evaluate UX, the added value of 3D stereo, and the practical implications of the results are further discussed.“

Chang, Chingching: Opinions from Others Like You: The Role of Perceived Source Similarity. – S. 415-442

Giessner, Steffen R et al.: The Power of Pictures: Vertical Pictures Angles in Power Pictures. – S. 442-461

„Conventional wisdom suggests that variations in vertical picture angle cause the subject to appear more powerful when depicted from below and less powerful when depicted from above. However, do the media actually use such associations to represent individual differences in power? We argue that the diverse perspectives of evolutionary, social learning, and embodiment theories all suggest that the association between verticality and power is relatively automatic and should, therefore, be visible in the portrayal of powerful and powerless individuals in the media. Four archival studies (with six samples) provide empirical evidence for this hypothesis and indicate that a salience power context reinforces this effect. In addition, two experimental studies confirm these effects for individuals producing media content. We discuss potential implications of this effect.“

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Baumgartner, Susanne E.; Wirth, Werner: Affective Priming during the Processing of New Articles. – S. 1-19

„The present study investigates the role of affective priming during the processing of news articles. It is assumed that the valence of the affective response to a news article will influence the processing of subsequent news articles. More specifically, it is hypothesized that participants who read a positive article will recall subsequent positive information better than negative information. Similarly, participants who read a negative article will recall subsequent negative information better. To test this assumption, an experimental study was conducted (N = 87). Findings show that participants who read an initial positive article recalled more positive than negative information from six subsequent news articles. Participants who read an initial negative article recalled more negative information than positive information from subsequent news messages. Findings suggest that affective states induced by a news article influence how subsequent articles are processed and which information is learned.“

Wirth, Werner: The Role of Emotional Involvement and Trait Absorption in the Formation of Spatial Presence. – S. 19-44

„This study (N = 111) sought to assess the roles of emotional involvement and trait absorption in the formation process of spatial presence in a virtual environment. A 2 × 2 between-subjects design was em-

ployed with emotional involvement (low vs. high) as an experimental factor and trait absorption (low vs. high) as a quasi-experimental factor. The results indicate that both emotional involvement and trait absorption contribute to the formation of spatial presence. Furthermore, a positive interaction effect between emotional involvement and trait absorption on spatial presence was found. When controlling for other well-known contributing factors (cognitive involvement, the spatial situational model, and suspension of disbelief), the effects of emotional involvement and trait absorption remain stable. Regarding presence as a broad construct, these other factors are often conceptualized as part of the presence experience. Treating them instead as contributing factors and, thus, applying a narrow conceptualization of spatial presence, provides a clear insight of its formation process.“

Cruea, Mark; Park, Sung-Yeon: Gender Disparity in Video Game Usage: A Third-Person Perception-Based Explanation. – S. 44-68

Wang, Zheng; Lang, Annie: Reconceptualizing Excitation Transfer as Motivational Activation Changes and a Test of the Television Program Context Effects. – S. 68-93

Shapiro, Michael A.; Kim, HyeKyung: Realism Judgments and Mental Resources: A Cue Processing Model of Media Narrative Realism. – S. 93-120

„Based on research on truth claims in the psychology literature, many scholars believe that readers and viewers of narratives start with an assumption of realism and adjust that judgment to the extent mental resources are available. Three studies reported here investigate the relationship between mental resources and realism judgments. Experiment 1 shows that realism depends on what kinds of cues to realism are in a story and the mental resources available to process those cues. Using hierarchical linear modeling, Experiments 2 and 3 indicate that the relationship between mental resources and realism judgments for commercial advertisements depends in systematic ways on initial judgments about realism so that increasing resources sometimes increase perceptions of realism and sometimes make ads seem less realistic. The results support a model in which initial expectations anchor realism judgments that may be modified away from the anchor if there are sufficient mental resources to process cues in the story.“

medien + erziehung Jg 56 (2012) Nr 2

Theunert, Helga; Lange, Andreas: „Doing Family“ im Zeitalter von Mediatisierung und Pluralisierung. – S. 10-22

„Bedingt durch Veränderungen in der Medienwelt und im Sozialsystem Familie ist auch das Verhältnis der beiden Instanzen zueinander ein anderes geworden. Dieses zu verstehen ist eine Herausforderung, der sich die medienpädagogische Forschung gemeinsam mit anderen Disziplinen wie der Jugend- oder Fami-

lienforschung stellen muss. Die Erkenntnisse können dazu beitragen, Familien dabei zu unterstützen, einen souveränen Medienumgang auszubilden.“

Alt, Christian; Teubner, Markus: Geschwister und Eltern: Lehrmeister und Helfer für Kinder beim Umgang mit digitalen Medien. – S. 22-29

Falckenreck, Dorothee; Bahr, Simone: Jeder nach seiner Fassung und doch gemeinsam: Über die Herstellung der Familiengemeinschaft beim Fernsehen. – S. 29-36

„Der Artikel thematisiert an einem Beispiel aus der Familienforschung die soziale Praxis des gemeinsamen Fernsehens. Dabei wird nicht der Umgang der Individuen mit dem Medium fokussiert, sondern der Vergemeinschaftungsprozess der Familie durch Interaktion und Kommunikation vor dem und über das Medium.“

Demmler, Kathrin: Die medienkompetente Familie: Eine Herausforderung für eine ganzheitliche, zeitgemäße Medienpädagogik. – S. 36-42

Schachtner, Christina: Digital vernetzt: Beziehungen in virtuellen Räumen. – S. 42-49

„Durch die Zunahme der Nutzung von virtuellen Räumen ergeben sich ganz neue Arten von Beziehungen zwischen jungen Menschen. Wie genau sehen diese aus? Welche Bedeutung haben Beziehungen für Jugendliche und inwieweit unterscheiden sie sich von Online-Beziehungen? Was spielt in virtuellen Räumen eine wichtige Rolle für die betreffenden Personen?“

Weichenrieder, Birgit: Jugendliche in virtuellen Welten: Der methodische Einsatz virtueller Welten in der Gewaltprävention. – S. 49-55

Hajok, Daniel: Kinder und Werbung im Internet: Regelungen und Realität. – S. 55-62

Zembala, Anna: Die museale Nutzung digitaler Medien. – S. 62-68

„Dieser Artikel beschäftigt sich mit der Rolle der digitalen Medien im Rahmen von Wissensvermittlung. Ausgesucht wurden aktuelle exemplarische Objekte eines Science Centers und weiterer überwiegend technisch und naturwissenschaftlich ausgerichteter Häuser. Gegenwärtige Ausstellungskonzepte stimmen immer öfter mit den Gestaltungsprinzipien neuer Medien überein. Zugleich werden die digitalen Medien für Vermittlungsstrategien in unterschiedlichen Rollen genutzt. Der Einsatz digitaler Medien im Ausstellungswesen kann als ein experimentelles Feld für multimediale und intermediale Wissensvermittlung gesehen werden.“

Medien & Zeit **Jg 27 (2012) Nr 1**

Pöttker, Horst: Verstehender Journalismus: Warum Geschichte zur digitalen Medienwelt passt – und wie sie aktuell gemacht werden kann. – S. 5-14

Duchkowsch, Wolfgang; Vogl, Erich: Reden über den „Anschluss“: Zeitzeugen berichten von ihren Erinnerungen, sowie von der Bedeutung medialer Vermittlung während Austrofaschismus und Nationalsozialismus. – S. 14-22

Gajek, Eva Maria: Abseits der klassischen Bilder: Dokumentationen über den Holocaust 2000-2010. – S. 22-32

Multimedia und Recht **Jg 15 (2012) Nr 2**

Solmecke, Christian; Dam, Annika: Wirksamkeit der Nutzungsbedingungen sozialer Netzwerke: rechtskonforme Lösung nach dem AGB- und dem Urheberrecht. – S. 71-75

Wildmann, Claudia; Castendyk, Oliver: Fußball im europäischen TV: Informationfreiheit gegen Verwertungsinteressen. – S. 75-80

Ladeur, Karl-Heinz; Gostomzyk, Tobias: Vom Benehmen zum Einvernehmen?: Mischverwaltungsverbot und Absicherung rundfunkbezogener Belange im TK-Recht. – S. 80-85

Krüger, Thomas: Fernabstimmung bei Vereinen: Zulässigkeit und Wege der Beteiligung ohne persönliche Anwesenheit. – S. 85-89

Jg 15 (2012) Nr 3

Vianello, Mirko: Handel mit gebrauchter Software für Schüler, Studenten und Lehrkräfte: Die aktuelle Rechtsprechung des BGH. – S. 139-144

Krüger, Stefan; Apel, Simon: Haftung von Plattformbetreibern für urheberrechtlich geschützte Inhalte: Wie weit geht die Haftung und wann droht Schadenersatz?. – S. 144-152

Ranke, Johannes; Roßnagel, Alexander: Dienstleistungsfreiheit, Wettbewerbschutz und Urheberrecht im Satellitenfernsehen: Auswirkungen des EuGH-Urteils zu territorialen Exklusivitätsvereinbarungen von Lizenzen.. – S. 152-157

Bornemann, Roland: Der „Verbreitensbegriff“ bei Pornografie in audiovisuellen Mediendiensten: Straferweiternd im Internet und strafverkürzend im Rundfunk. – S. 157-161

Jg 15 (2012) Nr 4

Vogt, Aegidius; Rayermann, Marcus: Die Haftung des Mobiltelefon-Anschlussinhabers nach dem TKG: Anwendbarkeit des § 45i Abs. 4

TKG auf die Abrechnung mobiler Mehrwertdienste von Drittanbietern. – S. 207-211

Liesching, Marc: Alkoholwerbung in Rundfunk und Telemedien: Anforderungen des § 6 Abs. 5 JMStV. – S. 211-215

König, Michael; Börner, Thomas: Erweiterter Minderjährigenschutz im rechtsgeschäftlichen Verkehr?: Gefahr körperlicher und seelischer Schäden als unverzichtbares Tatbestandsmerkmal des § 6. – S. 215-220

Kment, Martin: Verwaltungsrechtliche Instrumente zur Ordnung des virtuellen Raums: Potenziale und Chancen des E-Government. – S. 220-225

Political Communication Jg 29 (2012) Nr 1

Ridout, Travis N. et al.: Separation by Television Program: Understanding the Targeting of Political Advertising in Presidential Elections. – S. 1-23

Richey, Sean: Campaign Advertising and the Stimulation and Activation of the Authoritarian Personality. – S. 24-43

„This research examines whether authoritarianism can be stimulated and activated by politicians. The traditional belief is that psychological traits are basically quasipermanent structures that consistently determine behavior, but newer research suggests that these traits can be stimulated. This research tests whether campaigns can stimulate traits with targeted messages. I do so by exposing subjects in an experiment to political television advertising that was designed to stimulate known correlates of authoritarianism, such as fear. The results show that authoritarianism is stimulated in treatment groups that watched advertising designed to invoke threat and the strong-father metaphor and the treatment effect is greater on conservatives. I also show that watching these commercials leads to an activation of authoritarianism that influences its predictive power over support for torture. This suggests that politicians can use emotional appeals to stimulate advantageous personality traits, and that these ads also influence the public's attitudes through activation.“

Jenkins, Alexander; Nikolaev, Alexander; Porpora, Douglas V.: Moral Reasoning and the Online Debate About Iraq. – S. 44-63

Claibourn, Michele P.: Hearing Campaign Appeals: The Accountability Implications of Presidential Campaign Tone. – S. 64-85

Morey, Alyssa C.; Eveland, William P.; Hutchens, Myiah: The „Who“ Matters: Types of Interpersonal Relationships and Avoidance of Political Disagreement. – S. 86-103

„Research consistently finds that we discuss politics most often with our strong ties (i.e., our close, intimate others). As our strong ties tend to be more politically similar to us than not, the conclusion is that everyday political discussions are overwhelmingly characterized by real or perceived political agreement. However, this scenario may paint only a partial portrait of everyday political discussion. Neglected is the distinction between politically similar discussion partners, on the one hand, and similarity of views expressed during conversation, on the other. Although our strong ties may be more politically similar to us than not, they may, paradoxically, be just the people with whom we are likely to express disagreement. Indeed, this study illustrates that although discussion with strong ties increases the probability of agreement, it simultaneously increases the likelihood of discussing disagreement.“

Public Opinion Quarterly Jg 76 (2012) Nr 1

Schumann, Howard; Corning, Amy: Generational Memory and the Critical Period: Evidence for National and World Events. – S. 1-31

„We bring together survey data from sources both new and old in order to test the generational hypothesis that national and world events experienced during a „critical period“ of later childhood, adolescence, and early adulthood have a disproportionate effect on memories, attitudes, and actions in later life. We also consider competing explanations for the same evidence, especially interpretations based on period and recency effects. Our data come from nine surveys, mostly national, carried out in the United States between 1985 and 2010, and from surveys in six other countries (China, Germany, Israel, Japan, Lithuania, and Russia). The hypothesis is largely supported for recall of past events, and also for commemorative behavior connected to World War II and to the Vietnam War. The evidence is mixed with regard to attitudes toward the Gulf War and the Iraq invasion, emphasizing the distinction between generational effects that result from lifetime experience and those due to a critical period. In the course of our analysis, we consider most of the major events faced by Americans over the past 80 years, ranging from the Great Depression to current issues, and including such national traumas as the assassination of President Kennedy, the Vietnam War, and the 9/11/01 terrorist attack. We also examine comparable events in other countries. Our major goal throughout remains theoretically driven: testing the proposition that national and world events experienced early in life are likely to be remembered and to be especially influential in shaping future attitudes and actions.“

Jann, Ben; Jerke, Julia; Krumpal, Ivar: Asking Sensitive Questions Using the Crosswise Model: An Experimental Survey Measuring Plagiarism. – S. 32-49

Hopkins, Daniel J.: Whose Economy?: Perceptions Of National Economic Performance During Unequal Growth. – S. 50-71

Smidt, Corwin D.: Not All News Is the Same: Protests, Presidents, and the Mass Public Agenda. – S. 72-94

„Few studies examine whether the public agenda responds to different types of issue coverage in the same way. After outlining why such differences are likely, this study takes advantage of daily polling data and a rare sequence of news cycles surrounding the issue of gun control to compare how coverage of different political actors and events drives an issue's placement on the public agenda. Coverage generated by the citizen activist group, the Million Mom March, is estimated to have a greater influence on public opinion compared to coverage of a string of school shootings or, finally, President Clinton's campaign. Tests show that group or political biases do not drive these results but, along with evidence from the 2009 health care protests, coverage of citizen demonstrations consistently outperforms presidential news in its association with the mass public agenda. Although elected officials are granted greater access to news media coverage, the findings suggest that such access does not grant a corresponding influence on the public agenda. More generally, it demonstrates that news storyline content has measurable implications for news media agenda setting at the national level.“

Publizistik Jg 57 (2012) Nr 1

Dudenhöffer, Kathrin; Meyen, Michael: Digitale Spaltung im Zeitalter der Sättigung: Eine Sekundäranalyse der ACTA 2008 zum Zusammenhang von Internetnutzung und sozialer Ungleichheit. – S. 7-27

„Diese Studie zeigt mit Hilfe der Habitus-Kapital-Theorie von Bourdieu und eines repräsentativen Datensatzes, dass die soziale Position den Umgang mit dem Internet beeinflusst, und knüpft damit an die Forschung zum Themadigital divide an. Die Sekundäranalyse der ACTA 2008 (n = 7.623, Grundgesamtheit: Deutsche zwischen 14 und 64 Jahren, die Internet nutzen) belegt zum einen, dass es bei der Internetnutzung weiter erhebliche Klüfte gibt (gender, generation und education gap). Zum anderen deuten die Ergebnisse auf eine capital gap hin. Da die Kapitalakkumulation im Internet sowohl mit der Bildung als auch dem ökonomischen Status zusammenhängt, besteht die Gefahr einer Abwärtsspirale: Wer über wenig Kapital verfügt (Bildung, Geld), sammelt weniger Internet-Wissen. Da sich dieses kulturelle Kapital wiederum auf die soziale Position auswirkt, verstärkt die Internetnutzung die soziale Ungleichheit.“

Koenen, Erik: Wie und nach welcher Richtung entwickelte sich das Lesebedürfnis der Arbeiterschaft: Eine historisch-empirische Fallstudie zur „Entfesselung“ der Mediennutzung im 19. Jahrhundert. – S. 27-55

„Die Mediennutzung zu Beginn des 20. Jahrhunderts ist eingebettet in eine Epoche, die Jürgen Wilke als Zeitalter der Entfesselung der Massenkommunikation beschrieben hat. In diesem Sinne ist es Ziel meiner his-

torisch-empirischen Fallstudie, fundierte Erkenntnisse über Art und Umfang von Mediennutzung, insbesondere der Nutzung der Massenpresse, zu Beginn der Entstehung eines modernen Mediensystems in Deutschland zu gewinnen. Grundlage dieser Untersuchung ist eine Quelle der frühen empirischen Sozialforschung in Deutschland: Adolf Levensteins. Die Arbeiterfrage (1912). Wie andere Studien aus dem Quellenkorpus der frühen Sozialforschung ist auch diese Umfrage ein hochinteressantes Zeugnis der Geschichte der Mediennutzung in der Zeit um die Wende zum 20. Jahrhundert. So offenbart die Interpretation von Levensteins Studie reichhaltige Erkenntnisse über den Konsum von Büchern, Broschüren, Zeitschriften und Zeitungen, vor allem also über die präkommunikative Phase im (Massen-)Kommunikationsprozess, über die Kosten (finanziell, kognitiv, zeitlich) und Motive (Bedürfnisse, Erwartungen, Funktionen, Interessen, Routinen) der keineswegs selbstverständlichen Zuwendung zu modernen Massenmedien.“

Eckhardt, Stefanie: Statistenrolle als Migrant zu vergeben: Konzeption einer Aktiv-Passiv-Bilanz zur medialen Repräsentation von Migranten mit netzwerkanalytischen Befunden. – S. 55-75

„Studien zur Mediendarstellung von Migranten unterscheiden bisher die Akteursrollen aktiver Sprecher und passiver Objekte. Zudem erheben Einzelindikatoren die medialen öffentlichen Debatten nicht in ihren diskursiven Zusammenhängen. Über das Verständnis der Debatte als symbolisches Netzwerk medial vermittelter Interaktionen integriert diese Studie zusätzlich die diskursiv wichtige Adressatenrolle. Vereint im Konzept der Aktiv-Passiv-Bilanz öffentlicher Repräsentation zeigen die erhobenen netzwerkanalytischen Indikatoren, inwiefern Medien Migranten adäquat oder in bestimmten Rollen über- bzw. unterrepräsentieren. Die relational erhobenen Daten einer Claimanalyse von Presseberichten vom Juni 1999 und 2009 zeichnen für Migranten einen Wandel ihrer Akteursrollen nach. Eine hohe Legitimation von Migranten als Adressaten erhärtet Anzeichen positiver Diskriminierung durch Goodwill-Berichterstattung. Strukturell deuten die medialen Interaktionen, vor allem der Konfliktgrad der Debatte, auf bestehende Abschottungstendenzen im Diskurs der sozialen Kollektive hin.“

Schmidt, Adriane; Donsbach, Wolfgang: „Grüne“ Werbung als Instrument für „schwarze“ Zahlen: Eine Inhaltsanalyse ökologischer Anzeigen aus deutschen und britischen Zeitschriften 1993 bis 2009. – S. 75-95

„Durch die wachsende Bedeutung des Themas Nachhaltigkeit rückt „grüne“ Werbung ins Zentrum der Aufmerksamkeit. Werbetreibende setzen den Öko-Aspekt als Vermarktungsstrategie ein. Dabei stellt sich die Frage, wie sie Umwelt-Werbung gestalten und Umweltschutz für ihre Zwecke instrumentalisieren: Welche Mittel werden eingesetzt, um den Rezipienten zu überzeugen? Wie emotional ist „grüne“ Werbung? Inwieweit könnte sie den Rezipienten irreführen? Zur Beantwortung dieser Fragen werden ökologische Anzeigen aus zwei deutschen (Der Spiegel, Focus) und

zwei britischen (New Statesman, The Spectator) Nachrichtenmagazinen von 1993 bis 2009 analysiert. Damit liefert diese Studie neben der Deskription „grüner“ Werbung auch einen Überblick über Veränderungen im Zeitverlauf sowie einen interkulturellen Benchmark. Zudem bietet sie neben einer Definition ökologischer Werbung sowohl aktuellere Daten auf diesem Gebiet als auch einen ersten Ländervergleich im Trend, in dem auch Deutschland integriert ist. Es zeigt sich, dass „grüne“ Anzeigen der deutschen Nachrichtenmagazine emotionaler und potenziell glaubwürdiger sind, die aus den britischen dagegen ein signifikant geringeres Irreführungspotenzial aufweisen. Letzteres ist möglicherweise auf eine strengere Werberegulierung in Großbritannien zurückzuführen.“

Zeitschrift für Urheber- und Medienrecht Jg 56 (2012) Nr 3

Kreile, Johannes: Ende territorialer Exklusivität – Der EuGH als Totengräber?: Welche Folgen hat der Karen-Murphy-Case? – S. 177-187

Christmann, Sabine: „Murphy“: Zwischen Revolution und Einzelfallentscheidung. – S. 187-189

Vedder, Christoph: Ende der territorialen Exklusivität – Totengräber EuGH –: Welche Folgen hat der „Karen-Murphy-Case?“. – S. 190-194

Trauschel, Carla: Ende der territorialen Exklusivität – Der EuGH als Totengräber?: Welche Folgen hat der „Karen-Murphy-Case?“. Diskussionsbericht zur gleichlautenden Arbeitssitzung des Instituts für Urheber- und Medienrecht am 9. Dezember 2011. – S. 194-201

Stettner, Rubert: Die Stiftung des öffentlichen Rechts: Rechtsnatur, Zweckbestimmung, Nutzbarkeit für den öffentlich-rechtlichen Bundes- und Landesfunk. – S. 202-216

Reinemann, Susanne; Rimmert, Frank: Urheberrechte an User-generated Content. – S. 216-227

Flehsig, Frederike: Harmonisierung der Schutzdauer für musikalische Kompositionen mit Text: Materielle Harmonisierung europäischen Urheberrechts als Folge der Schutzfristangleichung durch die Richtlinie 2011/77/EU. – S. 227-235

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Dreier, Thomas et al.: Museen, Bibliotheken und Archive in der Europäischen Union: Plädoyer für die Schaffung des notwendigen urheberrechtlichen Freiraums. – S. 273-281

Frenz, Walter: Berufsbezogene Vorwürfe und Medienveröffentlichungen. – S. 282-289

Gerecke, Martin: Rechtliche Bewertung von Rückstellungsvereinbarungen in Filmproduktionen. – S. 289-293

Bosbach, Jens; Wiege, Stephanie: Die strafrechtliche Verantwortlichkeit des Usenet-Providers nach dem Urheberrechtsgesetz. – S. 293-299

Ratjen, Eckhard; Langer, Eva: Die räumliche Aufspaltung von Filmlizenzen am Beispiel der Vergabe der Medienrechte der Deutschen Fußball Liga. – S. 299-306

Bäcker, Kerstin: Anmerkung zu EuGH, Urteil vom 16. Februar 2012 – C360/10 – Netlog. – S. 311-313

Ladeur, Karl-Heinz: Anmerkung zu OLG Köln, Urteil vom 14. Februar 2012 – 15 U 123/11. – S. 336-337