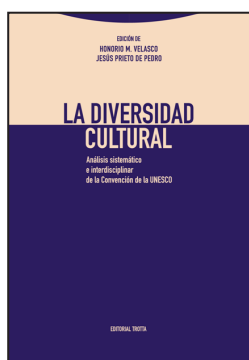


## Books Review

**VELASCO, H.M.; PRIETO DE PEDRO, J. (eds.)**  
***La diversidad cultural: análisis sistemático e interdisciplinar de la Convención de la UNESCO***  
 Madrid: Editorial Trotta, 2016, 372 pages.  
 ISBN: 978-84-9879-657-5



This book is designed as an interdisciplinary study that aims to address different relevant scientific fields (law, communication, economics, politics, education, anthropology...) and especially the right to culture, covered by the UNESCO *Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, adopted in 2005.

In the book, we find two different sections. The first is an introduction that consists of several studies. One study situates the Convention within the collection of documents in which UNESCO has addressed cultural diversity. Another contextualises it within international law. Two of the studies analyse the Convention's relevance in terms of the relationship between states and indigenous peoples, presenting the perspective of representatives from such peoples and reviewing international law in relation to indigenous peoples and minorities. The last study in the introduction discusses the Convention's prevalence over other international treaties.

The second part contains a systematic analysis of the Convention and of each of its articles, following a common pattern: their content is presented and, using different sources, both the terminology used and the formulation of precepts or proposals for action and intervention are discussed. In particular, it examines the principles underlying the Convention's objectives and the field in which it is applied, the appropriateness of the terms and the definition of the concepts used, as well as the nature and expected effects of the promotion and protection measures.

**SUÁREZ VILLEGAS, J.C.; CRUZ ÁLVAREZ, J. (eds.)**  
***Desafíos éticos en el periodismo digital***  
 Madrid: Dykinson, 2016, 205 pages.  
 ISBN: 9788490859780

This monograph was funded by the Spanish Ministry of Economy and Competitiveness and involved the participation of researchers from the Universidad de Sevilla, the Universidad de Málaga and the Université de Namur in Belgium. It is divided into nine chapters. The first provides an analysis of the digital revolution that has altered the dynamics of professional



journalism, exploring its pros and cons. The second chapter stresses the relationship between users and the media and how the former, thanks to social media, influence the production stages that shape news.

User-generated content results in ethical dilemmas and conflicts, as chapter three explains. The media consider it necessary to formulate new rules to address this new type of journalism.

Next, the policies adopted by the media in relation to readers' participation in digital media are analysed: they are no longer just readers but users that have taken on a fully active role.

After this analysis, the book presents a fifth, more reflective chapter that addresses the emotions of Spain's online press, the attitudes of professionals and ethical challenges.

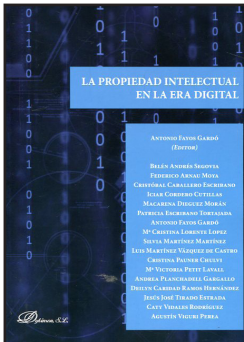
Chapter six looks at the use made of the media by political powers and how this is reflected in digital journalism.

The seventh chapter provides information on the bibliographic content of leading academic media journals (2000-2015), based on the thesaurus of journalism ethics prepared by Salvador Alsius and his team.

Reflections on the relationships between journalism, violence against women and the digital environment are the focus of chapter eight.

The final chapter reflects on the changes in the communication process caused by the digital ecosystem and how it affects deliberative democracy.

**FAYOS GARDÓ, A. (eds.)**  
***La propiedad intelectual en la era digital***  
 Madrid: Dykinson, 2016, 431 pages.  
 ISBN: 9788490858448



*La propiedad intelectual en la era digital* is divided into 14 chapters addressing the main topic (intellectual property) from different perspectives such as cinema, collaborative journalism and the internet, among others. The book attempts to deal comprehensively with the subject and therefore involves the participation of experts from disciplines as diverse as

law and communication. The authors of the monograph are professors from the Universitat Jaume I in Castelló (including the book's editor: Professor Antonio Fayos), researchers and professors from the Universitat de València, the Universidad de Burgos and the Universitat Oberta de Catalunya, as well as practising lawyers.

As a starting point, the authors present a study on Spain's 2014 intellectual copyright law (*Ley 21/2014 de Propiedad Intelectual*) and highlight some legal loopholes and challenges in the digital era that have arisen mainly through the role played by the internet and have yet to be resolved.

Other noteworthy contributions include a study that addresses the reform of article 270 of Spain's Criminal Code (*Código Penal*), which criminalises the activity of websites offering downloads; an analysis of the impact of the "Google tax" on Spain's digital media; as well as an article that addresses the issue from a more general point of view, exploring regulatory trends.

The book also looks at the different possible crimes against intellectual property after the 2015 reform of the Criminal Code, civil liability for copyright infringement on the internet, and creators' property rights and their limitations, among other issues. A look at the state of current legislation relating to intellectual copyright in the United States concludes the book.

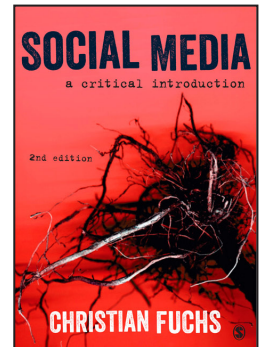
**FUCHS, CH.**  
***Social media: a critical introduction***  
 London: SAGE, 2017.  
 ISBN: 978-1-4739-6682-6

This book by Christian Fuchs, professor at the University of Westminster, aims to provide the foundations for critical knowledge on the controversies and contradictions that exist in the field of social media.

Through 12 chapters, the author develops this issue using different contexts and topics. The first part of the book lays the foundations, studying and presenting social media from three perspectives. On the one hand, it provides a conceptual analysis of the meaning of the term "social" and existing theories on the subject, as well as social media's relationship with big data; on the other hand, it presents social media as a participative culture. Lastly, it tackles the issue from the point of view of the power of communication.

In the second part, under the title "Applications", Fuchs analyses the power and political economy of social media and, next, he presents specific case studies. This section is devoted to an analysis of the strengths and weaknesses of Google as a search engine, the study of Facebook as a surveillance tool in the era of Edward Snowden, of Twitter as a new public sphere, of Weibo as an example of social media in communist China, and of collaborative consumption and work platforms such as Airbnb, Uber and Wikipedia.

The current reality of social media, the possible alternatives and future expectations are the focus of the book's final section, entitled "Futures".



CAPPELLO, M. (ed.)

***VOD, platforms and OTT: which promotion obligations for European works?***

**Strasbourg: European Audiovisual Observatory, 2016.**

**IRIS Plus 2016-3**



*VOD, platforms and OTT: which promotion obligations for European works?* is a publication by the European Audiovisual Observatory coordinated by Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece and Sophie Valais, analysing changes in the audiovisual sector and the new regulations implemented.

The study is divided into six sections and the authors open by setting the scene in Europe. This first part addresses the structure of the European audiovisual market, defines and divides the different existing on-demand services by themes and presents the variations of the concept “media” in the regulations. The legal framework at a European and international level takes up the second part of the publication. Here the authors analyse, among other topics, the effects of the Audiovisual Media Services Directive (AVMSD) on the production and promotion of European works.

The third part of the study compares the current legal frameworks for new digital services in different European Union member states and provides a country-by-country analysis. “The role of self and co-regulation is the focus of the fourth chapter, which presents the Directive's definition of self-regulation (understood as “a type of voluntary initiative which enables economic operators, social partners, non-governmental organisations or associations to adopt common guidelines amongst themselves and for themselves”) and its definition of co-regulation (understood as the creation of a legal link between self-regulation and the legislator “in accordance with the legal traditions of the Member States”).

Current case law and the state of play occupy the last two parts of the study. The authors analyse the rules adopted by certain European countries to regulate operators offering VOD services and, to close, they look at the revision process of the Directive (AVMSD) and the proposed rules concerning European works.

Available at:

<http://www.obs.coe.int/documents/205595/8351541/IRIS+plus+2016-3+VOD%2C%20platforms+and+OTT+which+promotion+obligations+for+European+works.pdf/417220bb-ee3-4d82-94ce-da818a447ae7>