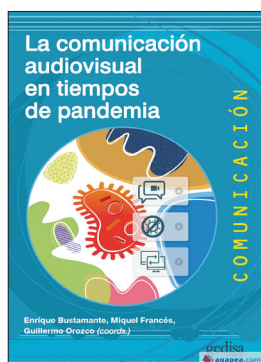


Books Review

BUSTAMANTE, E.; FRANCÉS, M.; OROZCO, G. (COORDS.)
La comunicación audiovisual en tiempos de pandemia.
 Barcelona: Editorial Gedisa, 2021. 440 pages.
 ISBN: 9788418525681



Enrique Bustamante left an invaluable legacy and a huge void after his death this year. His last work, which he coordinated in conjunction with Miquel Francés and Guillermo Orozco, reflects on the role of the audiovisual media in tracking and broadcasting an event that touched social life around the globe in 2020: the COVID-19 pandemic. The publication seeks

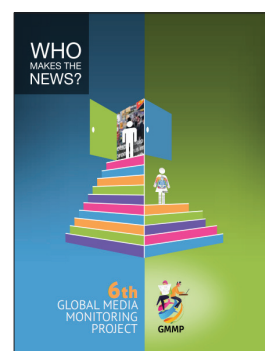
to highlight the scope, opportunities and challenges facing the media system in communicating with and reporting to citizens accurately and ethically.

The book compiles the papers presented at the international gathering of the TVmorfosisCONTD, which was held at the Universitat de València in late October 2020. Enrique Bustamante wrote the prologue, and the book analyses the following topics: access to rigorous, proven news; the risks of the 'infodemic' and the status of the media in the post-pandemic period; the importance of the media and public news models; the media's treatment of the most vulnerable social groups; scientific and cultural information-sharing in the pandemic; the crisis and models of public news; news contents; and the importance of the communication technologies via the Web.

The book also has a final section containing experiences of good practices within the framework of the digital multi-dissemination of audiovisual contents that goes beyond the generalist TV space, with a special emphasis on local contents.

Available [here](#).

MACHARIA, S. (ED.)
Who Makes the News. 6th Global Media Monitoring Project. Final report.
 WACC, 2021. 166 pages.
 ISBN: 9781777803803



The Global Media Monitoring Project (GMMP), on the initiative of the WACC, is publishing its sixth report on the presence and representation of women in the news media around the world. With a special emphasis on the global health crisis prompted by Covid-19 and the heightened inequalities that it brought about, the research in this sixth edition offers an analysis of the representation of gender in the media coverage during the global catastrophe and highlights the increase in the consumption of TV and digital contents, as well as the definitive take-off of on-demand video platforms and majority access to the written press via their websites. Also, for the first time, the report includes data and analyses of the roles of original peoples, individuals with disabilities, groups facing discrimination because of their ethnicity and adults in the news. For the first time, it also analyses the representation of people over the age of 80.

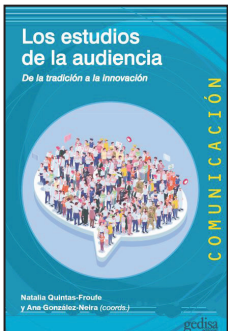
The GMMP 2020 was implemented in 116 countries and covers more than 30,000 pieces published or posted in the written press, TV, radio, digital media and Twitter. The study reveals mixed progress, stagnation and regression in gender biases and stereotypes in the news and other contents, in which women are featured in only 25% of news stories. The report yet again reiterates the need to bear social, legal, cultural and labour aspects in mind to improve the representation and treatment of women in the media.

In addition to the text containing global data, the GMMP also draws up specific reports by regions, such as Europe or Latin America, and by countries.

Available [here](#).

Report on Spain [here](#).

QUINTAS FROUFE, N.; GONZÁLEZ NEIRA, A. (COORD.).
Los estudios de la audiencia. De la tradición a la innovación
 Barcelona: Editorial Gedisa, 2021. 264 pages.
 ISBN: 9788418525872



In this publication, Natalia Quintas Froufe and Ana González Neira compile knowledge, reflection and analysis of the evolution of audiences in such a constantly changing media ecosystem as today's. This book was written in conjunction with the Spanish Media Research Association (AE-IC).

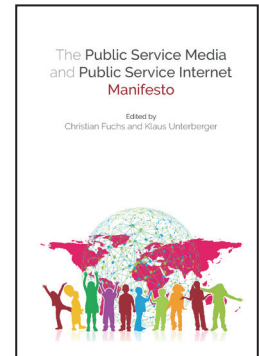
The book has ten chapters with a theoretical approach to the concept of audience; its historical evolution; the main research methodologies, both quantitative and qualitative; and an analysis of current systems to measure audiences in the different media: TV, radio, press and digital. The book is framed within a communicative society in which the audience is partly abandoning its passive role and becoming active (or, as Guillermo Orozco indicates in the introduction, hyperactive) in front of screens and media, and in which data protection regulations give the audience the power to give or withhold their explicit consent to use their data.

The work includes contributions from Amparo Huertas (theories and ways of thinking about audiences); Juan José Igartua (quantitative study of reception); Javier Callejo (research methodologies); Lorena Gómez-Puertas, Mònica Figueras-Maz and Iolanda Tortajada (the fan phenomenon and audience participation); Luis Miguel Pedrero Esteban and José María Legorburu Hortelano (challenges of audience mediation on radio and audio); Ana González-Neira, Eduardo Madinaveitia and Natalia Quintas-Froufe (print media and the audience's power); Ana Isabel Rodríguez-Vázquez (TV audiences and total content rating); Luis Deltell Escolar (cinematographic audiences); and Natalia Papí-Gálvez and Marta Perlado-Lamo de Espinosa (measuring Internet audiences). Finally, the book closes with Vanessa Rodríguez-Breijo and Jorge Gallardo-Camacho's chapter on the challenges of audience studies in the digital age and the culture of convergence.

Available [here](#).

FUCHS, C.; UNTERBERGER, K. (ED.)
The Public Service Media and Public Service Internet Manifesto
 London: University of Westminster Press, 2021. 135 pages.
 ISBN: 9781914386299

The University of Westminster Press is publishing this book after a process of debate and collective work among media experts and professionals who—in light of the attacks on the public media, the rise in fake news online and the evolution of the post-truth culture—are demanding the defence of the existence, financing and independence of the public media, as well as the creation of a public Internet service.



The publication contains the Manifesto on the public media and public Internet service and the materials that gave rise to its creation: the report by Christian Fuchs on the results of the public media survey; the written version of the online talk that Graham Murdock gave on the role of the public media in critical periods; connectivity; the climate crisis and the COVID-19 crisis; and a summary of a discussion by the eComittee platform on the underpinnings of the Manifesto: public media, Internet and the future of communications.

Ultimately, the Manifesto highlights the value of the public media and the creation of a public Internet service for the future of society as non-profit alternatives to the digital giants.

Available [here](#).

JACKSON, D. ET AL. (ED.)

Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport

Austin (USA): Center for Sports Communication. September 2021. ISBN: 9781910042335



The Center for Sports Communication & Media has published this report, in which it analyses the 2020 Tokyo Olympics and Paralympics from the cutting edge of media and sports media studies. The publication aims to become a compilation of thoughts, reflections and immediate knowledge from a broad range of disciplinary influences: media, communication studies, cultural

studies, sociology, political science and psychology.

The research had the support of the International Association for Media and Communication Research and the Asociación Internacional de Estudios en Comunicación Social (IAMCR/AIECS), whose members contributed to it. The report, written by academic experts from all over the world, is organised into five content-based sections. The first section analyses diverse aspects of the Olympics as a major event, with discussions on its impact, as well as the logistical concerns of the organisation in Tokyo in particular; the second focuses on the media coverage and representation, with contributions on identity, gender and stereotypes, among others; the third and fourth sections spotlight the athletes' athletic performance and identity, and the different forms of fandom and national identity generated by the Olympics for both the country organising the event and other countries competing in it; finally, the fifth section addresses the relationship between politics and sport with the goal of evaluating the external political factors that can affect the organisation of the Olympics.

Available [here](#).

SVENSON, J.

Wizards of the Web: An Outsider's Journey into Tech Culture, Programmins, and Mathemagics

Sweden: Nordicom, 2021. 172 pages.

ISBN: 9789188855527

In this book, Jakob Svensson studies the human and cultural aspects of the programmers at the heart of a social scene where algorithms and automated systems are exerting increasing power in connected data societies.

Svensson starts with the idea that we have to understand the people behind the screens in order to understand the changing power relations in societies overtaken by data, digital media and automated systems. In this sense, the publication addresses the rules, ideals, values and imagination guiding the programming professionals in their work. The empirical and academic study is based on interviews with engineering and programming professionals, observations made at their headquarters and at technology conferences in Denmark, Sweden, Brazil, Germany, India and the United States and a case study about the introduction of algorithmic automation on the cover of a Scandinavian newspaper.

Available [here](#).

