

Books Review

AZUNGUI DRALEGA, C. AND NAPAKOL, A. (Eds.)
Health Crises and Media Discourses in Sub-Saharan Africa
 New York: Springer Cham. 283 pages.
 ISBN: 9783030951009
 DOI: <https://doi.org/10.1007/978-3-030-95100-9>



Health Crises and Media Discourses in Sub-Saharan Africa is an open-access book based on the health crises that occurred in sub-Saharan Africa prior to the COVID-19 crisis (Ebola, HIV/AIDS, cholera, malaria and even mental health problems). In any case, COVID-19, which is at the core of the book, is described as an exceptional situation. The

World Health Organization's (WHO) January 2020 declaration of a public health emergency of international concern led governments all over the world to apply exceptional measures, even the media. And sub-Saharan Africa was no exception, although it also had to cope with peculiarities that other countries did not.

Based on this, the book gives a multifaceted vision of the changes and resistances that reporting on the healthcare crises on the continent have had to face from the political, economic, legal, technological and sociocultural standpoints. It explores issues like public health policies, the infodemic, the economic viability of the media affected, threats to journalists and social marginalisation, among others.

The sixteen chapters of the book account for the gaps that had to be addressed, the most important innovations stemming from the COVID-19 crisis in the region and the complexities surrounding the sub-Saharan media system at times of extreme health crisis. The publication is edited by professor Carol Azungi Dralega (University College, Norway) and professor Angella Napakol (Uganda Christian University).

Available [here](#).

MARTÍNEZ PASTOR, E AND BLANCO-RUIZ, M. (Coords.)
Menores y medios sociales: miradas desde la educación, la creación y el consumo mediático
 Madrid: Fragua, 2022. 244 pages.
 ISBN: 9788470749667

The book *Menores y medios sociales: miradas desde la educación, la creación y el consumo mediático* studies the issue of advertising made by and for minors on the social media.

Children's and adolescents' consumption habits have changed compared to past decades, and a new media communication paradigm has sprung up. For some time now, the figure of the influencer has been generating new forms of communication between the content creator and users through messages, posts and/or videos. This phenomenon has fostered the emergence of new business models and, in some cases, the professionalisation of influencers who are minors. Based on this, brands and advertising agencies have developed a new line to ensure that their messages reach this audience which is much more clearly delimited and efficient, because this new figure prescribes not only tastes and fashions but also consumption.

Given this situation, the book coordinated by Martínez Pastor and Blanco-Ruiz, professors at the Universidad Rey Juan Carlos and the Universidad Carlos III, respectively, offers a critical analysis of this new dynamic. Without falling into the apocalyptic trap, they do launch an alert signal on the need to update and protect minors from the new forms of digital creation and consumption, and more generically in this new emerging environment.

Available [here](#).



TRAPPEL, J. AND TOMAZ, T. (Eds.)
Success and Failure in News Media Performance. Comparative Analysis in The Media for Democracy Monitor 2021
 Gothenburg: Nordicom, 2022. 360 pages.
 ISBN: 9188855589.



The Media for Democracy Monitor (MDM) of the Swedish institute Nordicom evaluates the performance of the leading media in mature democracies. Its methodology revolves around three basic dimensions: freedom, equality and control. In a diachronic, large-scale research project lasting 15 years, academic teams from around

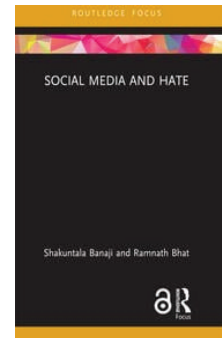
the world led by Nordicom evaluated the social output of the leading media via 30 prime indicators.

So, what impact, in the positive sense of the term, do the main media have in supporting contemporary democracies? Nordicom published individual country reports in two volumes in 2021. This third and last volume focuses on the horizontal results of 18 countries around the world. In 16 chapters, around 30 authors examine the successes and failures of the actions of the leading media.

Underlying challenges predominate, such as gender inequalities in the news, a high concentration in ownership and the dire consequences caused by the rising commodification of the news. Furthermore, new challenges, such as threats against journalists, disinformation and the erosion of resources for investigative journalism characterise the current state of the leading media.

Available [here](#).

BANAJI, S. AND BHAT, R.
Social Media and Hate
 London: Routledge, 2021. 140 pages.
 ISBN: 9780367537272



Social Media and Hate is a study on the relationship between disinformation and hate in social media in contemporary society. This essay claims that in certain contexts, social media like Facebook, TikTok, ShareChat, Instagram and WhatsApp generate discrimination and even extreme violence against certain groups. In

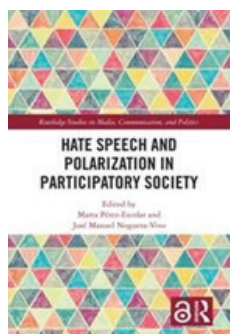
the first part of the book, which is theoretical, the arguments are grounded upon a critical methodological evaluation of prior quantitative and qualitative studies on the practices and consequences of hate and sectarianism.

The practical part provides case studies on hate in social media and its effects on certain groups in India, Brazil, Myanmar and the United Kingdom. These apparently disparate cases highlight the similarities in the communication strategies, technical uses and ideologies of the hate campaigns against groups: people of African and Asian descent, indigenous communities, Muslims, Dalits (the pariahs in the caste system), the Rohingya, migrants, feminists, LGBTI communities and the dissident population in general. The book calls for a coordinated political response to the systematic hate against these vulnerable groups which would make the expertise and know-how developed in each case extrapolatable to others.

The book uses a mixed methodology with expert interviews and focus groups. Its intrinsic value is its multidisciplinary approach, as it contains contributions from cultural studies, community psychology, education, journalism, media studies, political science, social anthropology, social psychology and sociology.

Available [here](#).

PÉREZ-ESCOLAR, M. AND NOGUERA-VIVO, J. M. (Eds.)
Hate Speech and Polarization in Participatory Society
 London: Routledge, 2021. 278 pages.
 ISBN: 9781003109891



Hate Speech and Polarization in Participatory Society is a group study of the role of the media and digital platforms in the construction of the discourse of hate and ideological polarisation.

The book conducts a semantic analysis of the meanings, implications and contexts of extremist discourse and the closed groups who generate

it. As a result, it provides a detailed description of the effects of this phenomenon, which is putting peaceful coexistence at risk. Thus, the 16 chapters in the book analyse the metaphors, phraseology and deceitful rhetoric that are found and recur in different practical cases. The book's goal is to deactivate the harmful effect of these negative practices for society.

The book's multidisciplinary approach enables expert contributors to participate by examining the different forms of hate that appear in both the traditional media and the social media and digital platforms. The contents within the universe studied are the news from major media groups, fiction and social media in a wide variety of contexts.

Available [here](#).

TAMBINI, D.
Media Freedom
 New York: John Wiley & Sons, 2021. 224 pages.
 ISBN: 9781509544684

A professor and senior researcher at the London School of Economics (LSE), Damian Tambini explores the role played by the social media in the latest elections and referenda in the United States, the United Kingdom and continental Europe. Given the new influence they have exerted on electoral behaviour, the author calls for an open debate on the freedom of the social media and to what extent and how they should be regulated for modern democracies. A supporter of an intervention in which public institutions would be the arbiters, Tambini asks that the actions learn from the past on how the press, radio and television were historically regulated.

Through this history-based approach, the author suggests a new social contract on freedom of the press which updates the one that has been in force since the advent of the Internet and the social media. The goal is to update the applicability of international human rights norms in terms of the governance of the media sector. Likewise, one of the ideas that Tambini suggests is questioning what is known as American exceptionalism, an ideological movement which believes that the USA should have its own regulations, on this matter as well.

Available [here](#).

