

Journal Review

Anàlisi. Quaderns de comunicació i cultura

Bellaterra: Autonomous University of Barcelona

Núm. 34, 2006

ISSN: 0211-2175

The journal *Anàlisi*, in its issue number 34, is dedicated entirely to public relations. Many of the articles discuss the difficulty of defining and quantifying these as a scientific discipline because it is well-known that they have been constructed from contributions from other sciences. In the words of columnist Jordi Xifra, from Girona University, this results in "a diversity of conceptual perspectives dominated by the marketing perspective". In any case, the definition proposed by Manuel Parés i Maicas is interesting, in "Ethics and deontology of public relations", where the main communicative principles of the discipline are also explained, as well as its areas of action and the different kinds of people involved. This edition ends with an article entitled *In Memoriam* of Frederic Roda, written by Antoni Noguero.

Comunicación y sociedad

Pamplona: Navarre University

Vol. XIX, No. 2, December 2006

ISSN: 0214-0039

The latest edition of the journal by the Faculty of Communication at Navarre University includes a number of articles on different themes but of particular note is the contribution by lecturer María Isabel Mínguez González, from the Faculty of Social Sciences and Communication (Vigo University). This markedly academic study reviews and classifies some recent research into situational theory. This theory aims to describe the communicative behaviour of individuals: why people communicate and in which contexts they are more likely to do so. So *situationism* allows us to determine when and which are the most probable determining effects of the communicative message on an audience. This line of research has been used quite extensively in analysing the effect of violent content on children and other at-risk groups. However, the article concludes that most of the research does not provide subsequent empirical data to confirm its validity.

Comunicar. Revista científica iberoamericana de comunicación y educación

Huelva: Comunicar Group

Vol. XV, No. 26, Era II, September 2006

ISSN: 1134-3478

Comunicar. Revista científica iberoamericana de comunicación y educación presents, in this edition, a special dedicated to communication for health. It therefore explains the intersection between two areas of knowledge that influence the social and individual perception of the contemporary world. The analysis covers different contexts and situations, such as specific experiences, research, historical notes and current problems. The aim of this edition is, in the words of its director, José Ignacio Aguaded Gómez (Huelva University), "to reflect on education in the media (...) and first and foremost to consider what kind of citizens we want to be in an increasingly more global and more provincial world." *Comunicar* is pioneering in the area of thought in Spain, Portugal and Latin America.

European Journal of Communication

London: SAGE Publications

Vol. 21, No. 4, December 2006

ISSN: 0267-3231

The *European Journal of Communication* opens this edition with an article on the exclusion of women from the information society in Turkey. According to lecturer Nurcan Törenli, from Ankara University, this group is without informational resources (it is "information poor") because of its low economic and socio-cultural level and the weight of tradition. Consequently, the liberal perspective (according to which, within a context of effective competition and transparency of information, production-consumption is spontaneously regulated) is only applicable to a thin layer of women from the urban upper classes. With regard to the rest of the females in the country, it is necessary to implement active public policies, given that the market is visibly inefficient in integrating women into the information society.

Media, Culture & Society

London: SAGE Publications

Vol 28, No. 6, November 2006.

ISSN: 0163-4437

In this edition of *Media, Culture & Society*, of note is the article dedicated to the broadcasting industry in far eastern countries such as Taiwan, South Korea and the People's Republic of China. According to conventional western analyses, these countries have added commercial difficulties in exporting broadcasting content. On the one hand, they do not share a reference system with the West and, on the other hand, they do not have a large internal market that allows them to realise their investment and cannot benefit from economies of scale. Michael Keane (Queensland University of Technology) maintains that this analysis is erroneous, as their industrial model is different to that of the USA and Europe. To prove this, he attempts to establish links between the critical pessimism of western academia and Asian regional studies, a lot less ideological and with knowledge of empirical cases.

Zer. Revista de estudios de comunicación

Bilbao: Faculty of Social and Communication Science

Vol 11. No. 21, November 2006

ISSN: 1137-1102

The journal from the Faculty of Social and Communication Science of the University of the Basque Country covers all areas of the communication sector (press, magazines, television, Internet, etc.). Of particular note is the article on the North American cable chain, HBO, and its production of quality dramas. This is the work of the lecturer at Seville University, Concepción C. Cascajosa Virino, and she analyses the production of quality series by HBO as a strategy to increase subscriber loyalty to the pay channel. Three basic characteristics of this strategy are studied: collaboration with renowned authors, inclusion of taboo content and renovation of narrative formulae and of genre. In this respect, the slogan "*It's not TV, it's HBO*" has catapulted the brand.