

Books Review

CLEMENTE, M. *Violencia y medios de comunicación. La socialización post-moderna*. Madrid: Eos, 2005
ISBN: 978-84-9727-185-1

Based on the premise that the mass media are the nervous system by which society's information and values circulate, the author studies how new individuals shape their corpus of values and beliefs. With quite a literary style, Clemente tackles advertising as a behaviour model for minors through its fundamental role in social learning. Imitative behaviour, claims the author, is a basic element in child socialisation and cultural dissemination and, ultimately, it can lead to the reproduction of value constructs.

And it is within a context of post-modern society that the fragmented and ephemeral discourse of advertising truly stands out. We move within a paradigm of diversity and individualism, an almost nihilist relativism where the most important decision-making processes occur in the sphere of the market and consumption and not in the political sphere.

COUNCIL OF EUROPE. *La liberté d'expression en Europe. Jurisprudence relative à l'article 10 de la Convention européenne des Droits de l'Homme*
Estrasburg: Editions du Conseil de l'Europe, 2006
ISBN: 978-92-8716-087-4

The Council of Europe has published a collection of the European Court of Human Rights' jurisprudence regarding free speech during its almost 50 years of existence. The Supreme Court has always affirmed the essential role of free speech within the framework of democratic society. However, it has not considered free speech to be an absolute value and has imposed certain limits to exercising this freedom.

The cases heard concern how to combat racist and xenophobic discourse while respecting each individual's right to free speech, how to preserve presumed innocence without limiting the public's right to be informed, and the limit to media criticism of politicians.

VARIOUS AUTHORS. *La televisió i altres finestres de comunicació audiovisual*
Barcelona: Parliament of Catalonia, 2007
ISBN: 978-84-3937-349-0

The 7th parliamentary seminar on the broadcasting media, held at the Parliament of Catalonia on the 15 May 2006, analysed the new technological platforms for broadcasting. These systems, of recent appearance, mean that we can transmit and receive truly audiovisual content via broadband, such as television by Internet and by mobile phone.

These innovations will affect spheres of social life as diverse as productivity, consumption, communication, citizen involvement, the sociability of individuals and the construction of collective identity. From this point on, we need to see whether the multiplication in supply will lead to an increase in quality and pluralism in the programmes broadcast, or if the real possibility to choose content will help further the rights of citizens. And in the case of Catalonia, a key question that must be tackled for these new platforms is production in Catalan and from a Catalan perspective.

MANOVICH, L. *El lenguaje de los nuevos medios de comunicación. La imagen en la era digital*
Barcelona: Paidós, 2005
ISBN: 978-84-4931-769-9

In this book, Lev Manovich offers a systematic theory of the new media, placing them within the histories of visual and media cultures of the last few centuries. It deals with the reliance of these new media on old media and shows how discourses generated by new technologies address the viewer, represent symbolic space and create the illusion of reality. It also analyses the categories and forms unique to new media, such as interface and database, and their influence on the revision of conventions and the reformulation of new aesthetics.

Manovich uses already existing concepts from film theory, the history of literature and computing and also develops new theoretical concepts, such as cultural interface and spatial montage.

MONTORO FRAGUAS, A. *El derecho de acceso a la radiotelevisión pública*
Madrid: Dykinson, SL, 2007
ISBN: 978-84-9849-013-8

Legal analysis of the right to access public media, as well as the right for those affected by communication processes to be involved in them by means of the management, exploitation and programming of these media. Specifically, the author investigates section 3 of article 20 of the Spanish Constitution, which guarantees "significant social and political groups access to social media depending on the state or on any public organism". One of the points considered in this study refers to the liberalisation of the audiovisual sector and the end of public monopoly. According to Montoro, the possibility of plurality in access to and management of social media is not, strictly speaking, synonymous with pluralism. And, finally, the book compares the different European legislative situations, particularly the "émissions concédées" in Belgium, the "émissions d'expression directe" in France, the Italian "parità de condizioni" and the "de-reito de antena e de réplica política" in Portugal.

MONTOYA VILAR, N. *La influencia de la publicidad audiovisual en los niños: estudios y métodos de investigación*
Barcelona: Bosch, 2007
ISBN: 978-84-9790-292-2

In this work, the researcher analyses the new advertising formats filtered via children's programming that are present in the everyday lives of children. The audience of children is subjected to all kinds of persuasive messages but, in the opinion of the expert, it is advertising (via slogans, brands, logos, etc.) that exercises most influence on the infant population.

Thanks to a systemised explanation, information is provided on how advertising influences minors, what short-term and medium-term effects it has, what techniques are used by advertisers and what aspects of audiovisual advertising appeal to children, as well as those research methods and techniques whose main object of study is children.