

Journals Review

Comunicación y sociedad

Pamplona: Navarre University

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In this edition of the journal from Navarre University, of particular note are the articles by Mercedes Medina, "Explotación económica de las series familiares de televisión" (Economic exploitation of family television series) and by Alejandro Salgado Losada, "La credibilidad del presentador de programas informativos en televisión. Definición y cualidades constitutivas" (The credibility of news programme presenters on television. Definition and constitutive qualities). The contribution by lecturer Medina focuses on the possibilities for commercial exploitation of the Spanish produced series of *Médico de familia*, *Cuéntame cómo pasó* and *Los Serrano*. With regard to the article by Salgado Losada, the concept of presenter credibility is analysed, a quality on which the communicative effectiveness of the whole news programmes depends. Consequently, in addition to a bibliographical review of the area, the author also looks at lesser qualities, including the concept and adds an evaluation of twelve presenters on Spanish television.

European Journal of Communication

London: SAGE Publications

Vol. 22, no. 2, June 2007

ISSN: 0267-3231

Two articles in this edition, from diverse perspectives and methodologies, analyse how news programmes are received in the United Kingdom and Germany, respectively. Marcel MacHill, Sebastian Köhler and Markus Waldhauser have written the article "The Use of Narrative Structures in Television News. An Experiment in Innovative Forms of Journalistic Presentation", based on a reception study of 215 participants. On the other hand, Rodrigo Uribe and Barrie Gunter are responsible for "Are 'Sensational' News Stories More Likely to Trigger Viewers' Emotions than Non-Sensational News Stories? A Content Analysis of British TV News". In this second case, it is concluded that sensationalist news (apart from that related to crime) does not necessarily awaken stronger emotions than conventional news (such as political analysis).

Human Communication Research

Malden, MA, US: Blackwell

Vol. 33, no. 3, July 2007

ISSN 0360-3989

This journal by the International Communication Association (ICA) publishes an article by Narine Yeghyan and Maria Elisabeth Grabe, with the findings from empirical research on advertising and political information in the United States. Three types of political messages are analysed: electoral propaganda ads, news-like political ads (produced by political and social forces where votes are not requested explicitly and with the appearance of news) and political news per se. It should be noted that the second type is a format banned in Europe, where regulations on political advertising are much stricter and where free time is given to political forces that are represented. The conclusion of the research is that, one week after showing the pieces, the participants correctly remembered the type of format where the information had been taken from, except news-like political ads, which were attributed to news items.

Journal of Communication

Malden, MA, US: Blackwell
Vol. 57, no. 2, June 2007
ISSN 0021-9916

The ICA's second largest publication offers a miscellaneous selection of articles, of note being the contribution by Israeli Amir Hetsroni ("Three Decades of Sexual Content on Prime-Time Network Programming. A Longitudinal Meta-Analytic Review"). In this paper, Hetsroni reviews 25 studies on the frequency of sexual content on the prime time programming of the main networks in the United States from 1975 to 2004. His analysis shows that the frequency per hour of this kind of reference falls considerably throughout this period, particularly with regard to heterosexual sex, illegal relations and messages about the risk involved in sex. The exception to this trend is homosexuality, the appearances of which have increased over the last two decades.

Media, Culture & Society

London: SAGE Publications
Vol. 29, no. 1, March 2007
ISSN: 0163-4437

A relevant piece of information from this edition of *Media, Culture & Society* is that all the articles published are written by researchers from universities in Europe, the United States and Oceania. The only exception is Peter Lunt, co-author of the article "Citizens and Consumers: Discursive Debates During and After the Communications Act 2003", written together with Sonia Livingstone and Laura Miller. This article analyses the creation of the Office of Communications (Ofcom), the regulatory body and authority responsible for competition in the communications sector (audiovisual and telecommunications) in the United Kingdom. One of the conceptual innovations in this new period has been the creation of the term citizen-consumer, a carrier of ideological loads and ambivalent (and sometimes contradictory) values.

Sociologia della comunicazione

Milan: Franco Angeli
Year XX, no. 38, 2nd semester of 2005
ISSN: 1121-1733

This edition of *Sociologia della comunicazione*, printed in May 2007, dedicates a single-themed edition to the technological experience of the world. It reviews the new technologies for transmitting information and values, particularly reticular technologies: virtual communities, new forms of democracy, online learning, music, etc. Specifically, the technological experience of music is the object of study of Rosario Ponziano, from the Università della Calabria. In the article by Ponziano, the new forms of creating, playing, recording, producing and consuming music are analysed from a sociological perspective. Thanks to the new digital applications, there is a more direct relationship between the composer and the listener, without the intermediation of the large industrial groups for production and distribution.