
Introduction

A new chapter

Ever faithful to its desire to encourage critical analysis and debate concerning culture and audiovisual media in today's world, **Quaderns del CAC** has started to renovate its format and content, culminating in the first edition of 2010. Gradual changes have been made throughout 2009 with a new design and format, as well as a renewed editorial board and international advisory board made up of experts, researchers and professionals of great prestige in their respective areas.

The journal's founding goals continue to apply and these changes are aimed at enhancing the quality of the research published and its dissemination. On the one hand, such aims result in an approach to the field of communication and audiovisual culture from different disciplinary perspectives (social, political, legal, economic, humanistic and technological) and, on the other hand, a call for particular attention to be paid, within the context of European and international investigation, to research closer to the Consell de l'Audiovisual de Catalunya's own areas of competence (in geographical and thematic terms). The journal will continue to be published online in Catalan, Spanish and English and will also publish an offline version in Catalan.

In this new chapter, the journal will include a guest article to start each issue; the "Monographic theme" section remains and the "Observatory" section will be extended with articles from high quality research by academic and professional centres and groups. The "Observatory" articles will be subject to a blind review procedure.

Quaderns del CAC therefore invites audiovisual researchers to submit and publish their research findings in this section of the journal.

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Electoral processes are undergoing significant transformations due to the impact of new information and communication technologies and especially the Internet. Access to and control of the screen, which is shifting from being a transmitter of images and messages to an increasingly more active and interactive interface in the Web 2.0 era, are the object of renewed interest both in terms of political and communicative action and also in terms of research.

In its 33rd edition, **Quaderns del CAC** has dedicated its "Monographic theme" to "The Internet and electoral communication". The aim is to present a state of affairs concerning the new forms and practices of communication via the Internet in election campaigns. It is interesting to examine and evaluate the new uses and trends detected in the behaviour of the three main actors of online electoral communication: parties and candidates; the media; and citizens and social movements.

A first block of three articles deals with the general state of affairs. **Eva Anduiza** reviews the literature specialising in the Internet and how it affects electoral processes and campaign planning ("The Internet, election campaigns and citizens: state of affairs"). **Teresa Turiera-Puigbò** examines how the emergence of the Internet and its growing use have led to drastic changes in how politics is communicated and "consumed" ("How is Internet use changing the way in which politics is carried out and communicated?"). **Maria del Carmen Echazarreta** and **Sílvia Lloveras** claim that the emergence of Web 2.0 has transformed the uses and strategies of political communication to the extent of now being able to speak of "Politics 2.0" ("Politics 2.0 with the Nintendo generation").

The next two collaborations analyse in detail the new contributions made by Obama's recent campaign. **M. Dolores Montero** studies and compares how citizens were mobilised via the Internet by Ségolène Royal in France and how this mobilisation was further enhanced by Obama a year later ("Political e-mobilisation and participation in the election campaigns of Ségolène Royal (2007) and Barack Obama (2008)"). **Pere-Oriol Costa** provides an in-depth investigation of Obama's online electoral strategy and claims that it might change campaigning forever ("Barack Obama's use of the Internet is transforming political communication").

The next two articles focus their attention on the role of political communication blogs in recent campaigns in Spain. In the general elections of 2008, **Guillermo López García** and **Tiscar Lara** study and compare the network of citizen and journalist blogs ("Weblogs and electoral processes: the Spanish political blogosphere with regard to the 2008 general elections"), while **Félix Redondo** is interested in how political leaders in Galicia used and managed their own blogs in the campaign ("The 2009 Galician elections through political leaders' blogs").

The last three monograph contributions correspond to research carried out in three countries with notable differences in terms of Internet penetration: Norway (high), Greece (medium) and the Philippines (low). **Øyvind Kalnes** deals with the process and degree of adaptation of Norway's political parties to the emergence of Web 2.0, especially in the local elections of 2007 and the 2009 national elections ("E-ruptions in Party Politics? The case of Web 2.0 and Norwegian Parties"). **Kostas Zafiropoulos** and **Vasiliki Vrana** studies how blogs helped to generate political debate concerning two important political events in 2007 and 2008 in relation to the election of the president of the Pan-Hellenic Socialist Movement (PASOK) and the subsequent forced resignation of the parliamentary spokesperson ("The impact of political events on blog conversational patterns: two cases from Greece"). And **Kavita Karan**, **Jacques D.M. Gimeno** and **Edson Tandoc, JR** investigate how, within a context of little Internet penetration (the Philippines), two civic movements, the Gabriela Women's Party and Bayan Muna (People First), won two parliamentary seats each in 2007 ("Grassroots Organizations Go Online: The Case of Party-List Winners and New Media Technologies in the 2007 Philippines Elections").

Finally, in the "Observatory" section, we have published four articles on Catalan communication research. **Dolors Comas d'Argemir** presents the findings of the report produced by the Consell Audiovisual de Catalunya on the presence and visibility of women in the news programmes of six Catalan television channels in the last quarter of 2008 ("Women on TV news programmes"). **Fabiola Alcalà**, **Salvador Alsius** and **Francesc Salgado** advance some initial findings from a survey among journalists concerning the use of images of dead people in the media ("The use of images of dead people on television and other media. The opinion of the journalists of Catalonia"). **Margarita Rivière** summarises the conclusions from her doctoral thesis on the media construction of fame ("Fame, the media and public opinion"). And **Sílvia Espinosa** also provides some of the findings from her doctoral thesis on the history of women's contribution to Catalan radio ("The first radio presenters in Catalonia, from the invention's beginning to the early days of Franco's regime").

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