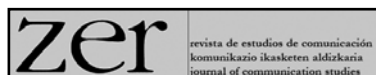


Journal review

ZER. Revista de Estudios de Comunicación

Universidad del País Vasco: Servicio Editorial de la Universidad del País Vasco. Vol. 15 (29), 2010.

ISSN: 1137-1102



In its issue 29, the communication studies journal of the Faculty of Social Sciences and Communication at the Universidad del País Vasco contains various articles of note. The article by Pablo Echart examines the main paths taken by American cinema in the last few years to renew romantic comedy (coarse comedy, retro comedy and alternative comedy). For his part, Manuel Garrido presents research on how violence is represented in the trailers of 23 animated films produced by Walt Disney Pictures and shows that this model of representation could have a harmful effect on minors, such as the learning of or lack of sensitivity towards violence. Continuing with childhood, Lucrezia Crescenzi studies the cognitive skills of child viewers based on a content analysis of four programmes broadcast before the watershed. Terese Mendiguren carries out a comparative analysis of the websites of local TV stations in the county of Gran Bilbao, revealing the relationship between the internet and local television. The research shows that not all websites take advantage of the technological resources offered by the internet to establish a direct relationship between channels and their audience, principally due to a lack of economic and human resources at some of these channels. Planells de la Maza analyses, in his article, the narrative transformations in adventure videogames between 1975 and 1998, and shows a shift from "player-character" to "narrator-character" via the appearance of graphic avatars. Other articles in the volume review the evolution of digital audiovisual technology (Galindo and Nó), the influence of hypertextuality on journalistic genres (Larrondo), the contributions of metajournalism to the study of the press and journalism within limited historical contexts (Meneses) and the application of framing theory to the evolution of different issues on the Spanish public agenda in the legislature of 2004-2008 (Rodríguez and Castromil). Finally, we should also note the interesting article by Huertas, Reguero and Sagarzazu that tackles the behaviour of the immigrant North African population in Catalonia regarding what is offered them in media and cultural terms.

Available online at:

<<http://www.ehu.es/zer/>>

Cuadernos de Información y Comunicación (CIC)

Univ. Complutense de Madrid: Servicio de Publicaciones de la Univ. Complutense de Madrid. Vol. 15, 2010.

ISSN: 1135-1791 / 1988-4001 (electronic)



Aimed at communication professionals and researchers, the last edition in 2010 of *Cuadernos de Información y Comunicación* (CIC) offers us an assortment of articles on political communication. Of note are those by Rodríguez-Virgili, Sádaba and López-Hermida, providing a current perspective of what certain films and series might contribute to political communication. The article by Álvarez García examines the main variables to evaluate the effectiveness of political parties websites. Focusing on the election campaign of the 2008 general elections, the author highlights the growing importance of these new channels within political communication in Spain and stresses the great interest of parties in getting the email addresses of the largest possible number of voters. For his part, Rodríguez Vidales reflects on the series *The West Wing* as a treaty on institutional political communication. The field of study chosen by Valbuena de la Fuente are two series by the BBC (*Yes, Minister* and *Yes, Prime Minister*) and he analyses the importance of humour in political communication. Asunción Bernárdez tackles the media representation of political women, using photographs and pointing out the underlying values or anti-values. López-Galiacho analyses the outsourcing of RTVE's programmes to predominantly Catalan producers and the rise of Mediapro in the article "Catalan oligopoly in the Spanish media: a longitudinal study". Other articles offer an international perspective regarding the first one hundred days of Bulgaria's new government in the press (Dimitrina Jivkova), an analysis of the communicative style of Barack Obama (Paula Requeijo) and a study of the role of the journalist related to legal reporting restrictions (Manuel Cerdán). Finally, the volume concludes with an article by Noelle-Neumann explaining the fundamental proposals of her theory of the spiral of silence.

Available online at:

<http://revistas.ucm.es/portal/modulos.php?name=Revistas2_Ultimo&id=CIYC>

Telos. Cuadernos de Comunicación e Innovación

Madrid: Fundación Telefónica.

No. 85, 2010.

ISSN: 0213-084X



Given the new challenges posed by the digital society, the latest issue of the journal *Telos* focuses exclusively on fundamental rights on the internet. Coordinated by Paloma Llana, the volume analyses the internet's potential to improve and further human rights but also presents the risks and challenges posed by the internet's

most common practices and uses. Of note among the articles in this volume is the one by Celeste Gay, which serves as an introduction to the debate on the need to strike a balance between protecting copyright, citizens' rights and other public interests. From Autocontrol, Pérez de Bes analyses the legal implications of advertising on social networks, specifically the so-called social advertising, based on user behaviour. Meanwhile Natalia Martos reflects in her article on how to manage the participation of minors in social networks. Artemi Rallo, Director of the Data Protection Agency, dedicates his article to the interesting question of the right to remain anonymous and the protection of personal data. The article by Eloy Velasco, a High Court judge, explains how the rule of law can help to pursue new computer crimes while, at the same time, upholding all procedural guarantees. Javier Bustamante presents a new theme: the existence of a "fourth generation" of human rights, arising out of and asserted by the digital ecosystem itself as substantial in order to adapt all previous fundamental human rights to the new technologies and associated networks. The article by Alfonso López and Cristina Corredor studies the relationship between human rights and the internet and points out the risks and opportunities represented by the internet, offering information on the work by Amnesty International in defending human rights through the internet. Finally, we should also note the article by García Castillejo on the legislative modifications of Spanish broadcasting and the article by José María Álvarez and Juan Menor, which reflects on the economic uncertainties of broadcasting in a process of change and cannibalisation of the classic media.

Available online at:

<<http://sociedadinformacion.fundacion.telefonica.com/DYC/TELOS/>>

Journal of Mass Media Ethics

Oxford [United Kingdom]: Routledge.

Vol. 25 (4), 2010.

ISSN: 0890-0523 / 1532-7728 (electronic)

The last edition for 2010 of the *Journal of Mass Media Ethics* presents various issues regarding media ethics that were dealt with at a colloquium that took place at the Saint Louis University School of Law. This colloquium analysed the viability in the 21st century of codes of ethics, of ombudsmen, of news councils and public/civic journalism. The most noteworthy articles include the one



by Chad Painter and Louis Hodges, pointing out how the satirical comedy programme on American television *The Daily Show with Jon Stewart* has become a guardian of journalistic ethics for the rest of the programmes and uses humour to alert the audience to journalistic excesses. Stephen J. A. Ward and Herman Wasserman provide an international perspective of how new technologies are changing the parameters of debate concerning journalistic ethics. The authors claim that the new media help to create *open media ethics* in which journalistic ethics are not merely the concern of media professionals but of all citizens. Mark Cenite and Yu Zhang propose recommendations to guide the publication of online comments from a Habermasian perspective on the discourse ethics developed by Glasser and Ettema. The authors also explore the limitations of this approach in countries where freedom of press is limited. Finally, Ginny Whitehouse deals with the need to expand ethical codes to reflect the changes in the digital era. The volume concludes with three book reviews. The first on how the right to communicate may entail moral demands that exceed human moral capacity (*Ethics and Evil in the Public Sphere: Media Universal Values and Global Development*); there is then a review of the book *Practicing Communication Ethics*, which tackles the need to develop personal ethical standards in human communication, as well as a volume on the role of journalists in representing violence (*Daring to Feel: Violence, the News Media and their Emotions*).

Central European Journal of Communication

Breslau [Poland]: University of Wrocław Press.

Vol. 3 (2), 2010.

ISSN 1899-5101



Published twice a year (spring and autumn) by the Polish Communication Association, the last issue of

2010 of the *Central European Journal of Communication* deals with the development of agenda-setting theory and the research carried out related to this theory from an East-West perspective. The volume benefits from the participation of one of the great theorists in this area, Maxwell McCombs, who, together with Donald Shaw, carried out an initial study by analysing agenda-setting in the US Presidential elections in 1968. Shaw also takes part in the volume with an article on how messages are mixed on the media to create a compatible community in the emerging papyrus society. The articles present studies applying agenda-setting in Spain, Poland, Turkey and Kosovo. Nowak and Riedel apply the interconnected theories of agenda-setting, priming and framing to carry out a comparative analysis of the media coverage of the Polish elections in 2005 and 2007. On the other hand, the article by Camaj shows the effects of the media on a country in transition, Kosovo, analysing the 2007 elections. The visit of Pope Benedict XVI to Turkey is analysed in an article by Oncel and Karagoz. International news is covered in this edition in an article by Wanta and Mikusova. And the local media are also analysed in an article by Rocío Zamora, studying the representation of the candidates' attributes in the local media and the consequences on public perceptions. The new media are also covered in an article by Walczak, analysing the coverage on internet portals of the European Parliament elections in 2009 in Poland, while the article by Raquel Rodríguez focuses on the setting of the professional agenda of students in the classroom. The volume ends with an appendix by Erkan Yuksel, reviewing agenda-setting studies in Turkey.

Canadian Journal of Communication

Vancouver [Canada]: Canadian Journal of Communication Corporation. Vol. 35 (3), 2010.

ISSN 1499-6642

The objective of the Canadian Journal of Communication is to publish research with "a distinct Canadian flavour", either in the choice of the research theme or based on the legacy of this country's theory and research. Along these lines, this edition has different articles, all related to the communication system in Canada. The article by Dwayne Winseck examines in detail the economic health of the Canadian media and highlights the rise and fall of some conglomerates. The author claims that the transition to digital transmission and to new models of interaction has led to a financial crisis in the Canadian media industry. The essay by James Cairns on social deliberation offers an historical view of the media coverage of different legislatures in the province of Ontario, distinguishing between the "social celebration" that characterised coverage up to the 1940s and the "social deliberation" prevalent in today's coverage, where the press focuses more on discourse content. The article by Cross then examines the use of news sources in the TV coverage of the Canadian elections. Cross offers an analysis of news agents: political agents, experts, anonymous citizens and representatives of interest groups, and highlights the fact that the category of anonymous citizens (ordinary people) appears in the news with the same frequency as that of political leaders. The article by Giasson, Brin and Sauvageau is a detailed analysis of news content in which, to describe the overwhelming impact of the event as a story in news, the authors develop and examine the potential and limitations of the metaphor "media tsunami" as an alternative to the frequently used term "media hype". Finally, we should also note the article by Akiyama, which analyses the use of sound to monitor and control access to public spaces, focusing on mosquito technology, a resource that produces frequencies that can physically damage human hearing, used to control groups of young people congregating in public places in the United Kingdom.

