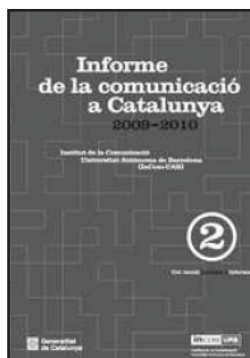


Books review

MORAGAS, M.; CIVIL, M.; FERNÁNDEZ, I.; BLASCO, J. J.; LÓPEZ, B. *Informe de la comunicació a Catalunya*. Barcelona: Generalitat de Catalunya. Colección Lexikon, 2011, 407 pages. ISSN: 2014-2773



Sixth edition of the biennial study produced by the *Institut de la Comunicació* of the Universitat Autònoma de Barcelona (InCom-UAB), corresponding to the period 2009-2010 and whose aim is to describe and analyse the different sectors of Catalan communication and to become a support tool for researchers, professionals and those responsible for communication policies. This reference work in the

area of Catalan communication is a collective volume edited by Miquel de Moragas, Marta Civil, Isabel Fernández, José Joaquín Blasco and Bernat López, which maintains the same structure as previous editions with three different large sections. The first, “La situació dels mitjans” [The situation of the media], is made up of 12 chapters and analyses the situation of various broadcast media (press, radio, television and cinema), non-broadcast media (“cultural industries of discontinuous publication”) and several issues across the board that affect the Catalan communication system as a whole (communication policies, communication groups, internet and telecommunications), as well as dealing with two specific points of local communication and language. The 12 chapters of the second section, “Prospectiva en comunicació. Grans tendències” [Communication prospects. Great trends], has a more essay-based focus and delves further into the most characteristic features of the communication industry during the two years analysed (2009-2010): the economic crisis and accelerated technological transformation with new multiplatform formats and particular emphasis on citizen participation. Finally, the third section, “Estudis i recerca” [Studies and research] outlines, in three chapters, the state of communication research and studies in Catalonia with the commencement of the so-called Bologna Plan. Of note among the Report’s conclusions is, on the one hand, how the economic crisis, which is also affecting the media, is reducing news quality and, on the other, the widespread increase in demand for information, communication and culture. The Report also highlights the growing use of Catalan on the internet, showing the important contribution of the *catosphere* to the normalisation of Catalan. Among the challenges for future communication policies, the Report notes that the imbalance must be corrected between increasing supply (without increasing production resources) and the rise in demand.

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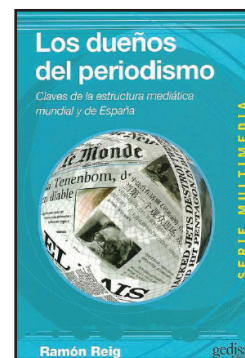
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REIG, R. *Los dueños del periodismo. Claves de la estructura mediática mundial y de España*.

Barcelona: Editorial Gedisa, 2011, 311 pages.

ISBN: 978-84-9784-618-9

The director of the Journalism Department II at Universidad de Sevilla, Ramón Reig, presents his latest work on the structure of communication that, as he describes it himself in the introduction to the volume, is a complement to his previous book, *La telaraña mediática* (2010). The author does not aim to list and detail the balance sheets of companies but to relate and investigate what is hidden behind business dynamics, especially the relations of these



news firms with other sectors unrelated to communication. Divided into five blocks, the first section provides an introduction to the theory and method used and defends a structural focus. Reig then offers an introduction to the structure of world news, describes the main communication groups and the power relations behind the world’s media systems, particularly mentioning alternative media, in which the author includes the Arab channel Al-Jazeera TV. He points out that the triad (United States, Japan and Europe) do not only reign supreme in the world’s financial and media system but that their economic model is also being imitated by emerging countries (China, India, Brazil and Russia). The author underlines that the most important thing is not the presence of conglomerates and large media groups but rather the alliances between them. The third part of the book is dedicated to Latin America and the fourth to emerging countries: China, Russia and India. Most of the volume focuses entirely on the case of Spain. Reig describes the characteristics of the main groups, the connections between Spanish groups and other non-Spanish groups and carries out a detailed sector analysis (publishing and press, the configuration of the audiovisual structure of news, internet and advertising). In this analysis, the author highlights the importance of printed media to understanding Spain’s media structure and the importance of Spanish banks in this structure. The author concludes by stating that it is not scientifically correct to talk of a Spanish “news structure” because foreign capital is also present in this structure.

SCOTT, M. *Guía para radios y televisiones. Sobre la promoción del contenido generado por el usuario y la alfabetización mediática e informacional*. Barcelona: Editorial UOC, 2011, 125 pages. ISBN: 978-84-9788-442-6



These guidelines, produced by Martin Scott and commissioned by UNESCO, were translated and adapted by the Communication and Education Office of the Universitat Autònoma de Barcelona (UAB) from the original entitled *Guidelines for Broadcasters on Promoting User-generated Content and Media and Information Literacy*. It is a short, easy to use document that becomes

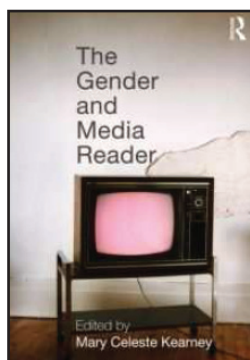
a useful and suitable reference for radio and television companies, as well as for their audiences. Its objective is to promote media education among television and radio audiences and also to motivate citizen journalism. As described in the introduction, the guide aims to provide assistance to broadcasters to better meet the changing needs of audiences and the media industry. The main part of the volume starts by defining the two concepts around which this document revolves: user-generated content (UGC) or citizen journalism and the concept of media and information literacy (MIL). It also deals with the potential benefits and hazards of promoting media and information literacy among citizens and society, the type and treatment of user-generated content, the profile of those people who collaborate with content in the media, the situations and conditions that stop an audience from participating (the digital divide, lack of technological skills and knowledge, psychological explanations), promoting media and information literacy, user-generated content in formal and informal education, and partnerships with community media and other local organisations. The *Guidelines* also contain a section of advice on how to get the most out of technology. The volume is complemented with research carried out by a group of researchers from the Communication and Education Office regarding how Latin American TV channels use user-generated content, proposing four recommendations: systemising and enriching the different channels that allow audience participation, establishing a protocol and legal framework to encourage participation, creating links between communities and channels and establishing bridges between children, families and educators. The volume concludes with a glossary of terms of interest, such as *narrativa digital* [digital narrative], *contingut cooperatiu* [cooperative content], *periodisme interactiu* [interactive journalism] and *tallers comunitaris* [community workshops].

STROUD, N.J. *Niche News. The Politics of News Choice*. New York: Oxford University Press, 2011, 257 pages. ISBN: 978-0-19-975551-6



In *Niche News*, Natalie J. Stroud investigates how people navigate among the wide range of news programmes on offer and the political implications of their choices. Three questions form the basis of this volume: to what extent do citizens' political beliefs guide their choice of news? What leads citizens to choose news based on their political beliefs? And what are the consequences of partisan selective exposure? The book looks at the extent to which partisanship influences media choices. At the heart of this volume is the concept of *partisan selective exposure*, a behaviour that leads individuals to select news sources that agree with their own opinions and that helps to explain how political forces behind media consumption work. The author finds that selective exposure influences how citizens engage with politics in general: citizens can become more divided as a result of using media akin to their political beliefs but, on the other hand, partisan selective exposure can encourage participation. Stroud also points out the connection between the media and the world of politics, a connection with significant implications for the practice of democracy. The volume is divided into seven blocks. It starts with an introductory chapter about partisanship in the news. Chapter two lays the foundations to examine partisan selective exposure. It then explores the extent to which partisan selective exposure takes place and suggests that people use media with similar political information. Chapter four evaluates how media news is perceived and considers what leads citizens to form an impression regarding partisanship in the media. Chapter five investigates whether selective exposure affects or is affected by party participation, a commitment to vote for a candidate and political polarisation. Chapter six deals with the notion of *agenda setting* and explores whether partisan selective exposure influences citizens' priorities. Finally, the book returns to the questions regarding the implications of a partisan use of news, both in terms of future research and for the progress of democracy.

KEARNEY, M. C. (ed.). *The Gender and Media Reader*. Londres [United Kingdom]: Taylor & Francis Group, 2011, 512 pages. ISBN: 978-0415993463

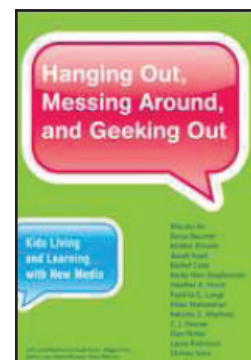


This volume represents the first exhaustive, interdisciplinary anthology of the most renowned and influential writings about gender and media studies. This is an essential text for those interested in how gender and media studies have evolved, the most current debates and theoretical approaches. With Kearney as editor, the book examines media culture not only by analysing women and

femaleness but also men and maleness, as well as making room for other identities that interact with gender, particularly race and sexuality. Gender is explored through a variety of converging media, including videos, music, radio, magazines, advertising, music videos, videogames and the internet. The volume's main aim is to provide readers with knowledge of how gender operates within a media culture by reading classic texts as well as contemporary studies. Starting with a multi-perspective approach that considers gender in very wide terms and examines media texts through their production and consumption, the volume provides readers with a critical reflection of how gender is constructed and questioned in media culture. The volume is divided into five sections. The first is an introduction to the relationship between gender and the media. Of note is the article by Liesbet van Zoonen, presenting different feminist perspectives on the media, as well as the classic text by Gaye Tuchman on the symbolic annihilation of women by the mass media and the contribution by Judith Butler with the theory of performativity. The second section deals with production aspects. Of note in the next block, on identities and representation, is the article by Annabelle Mooney on the normalisation of pornography and an article on the invisibility of lesbianism in the media. The fourth section focuses on narrative strategies, such as reality TV and beauty pageants, and their relationship with post-feminism, with an interesting article by Henry on wrestling programmes, considered to be masculine melodrama. The last section deals with media consumption, of note being the article by the feminist bell hooks on black female spectators.

ITO, M.; BAUMER, S.; BITTANTI, M. et al. *Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media*. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning: The MIT Press, 2010, 432 pages. ISBN: 978-0-262-01336-9

This volume forms part of the series from the MacArthur Foundation on the relationship between new tools, digital networks and new forms of learning. The first chapter, "Media Ecologies", is framed in the technological and social context in which young people consume, share and produce new media. This chapter introduces a map of where research and data gathering methods took



place, as well as collaborative analysis. It also presents the three genres of new media participation, which are an alternative to the traditional ways of categorising how the media are accessed: hanging out, messing around and geeking out. The next two chapters focus on friendship practices on social networks (how teenagers use instant messaging, social networks and mobile phones to negotiate friendship or the concept of intimacy). The fourth chapter, "Families", describes how parents and children negotiate media access and participation by using the physical space of the home, routines, rules and shared production and play. This chapter also examines how the limits of the home and of the family are extended by using new media. The fifth chapter, "Gaming", examines the different gaming practices: killing time, recreational and addictive, among others. The aim of this part is to examine games in a social context with different learning outcomes. Chapter six deals with creative production and analyses the different case studies of youth production, including podcasting, videoblogging, video remix, hip-hop production, fan fiction and fansubbing. The last chapter, "Work", examines how young people take part in economic activities and other forms of production using new media. The chapter suggests that new media provide channels to make what young people produce more visible, either via online publication, freelancing or the various forms of nonmarket work. In the conclusions, parents, educators and policymakers discuss the implications of this research.

Version available online:

<http://mitpress.mit.edu/books/full_pdfs/Hanging_Out.pdf>