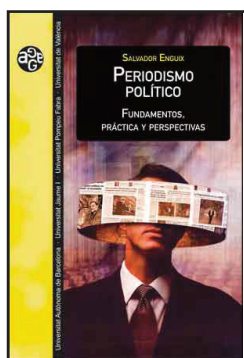


## Books review

ENGUIX, S.

*Periodismo político. Fundamentos, práctica y perspectivas* Bellaterra; Castelló de la Plana; Barcelona; Valencia: Universitat Autònoma de Barcelona, Universitat Jaume I, Universitat Pompeu Fabra i Universitat de València, 2014, 160 pages. ISBN: 978-84-490-4856-2 / ISBN: 978-84-15444-66-4/ISBN: 978-84-370-9511-0



As explained by the author in the introduction, *Periodismo Político. Fundamentos, práctica y perspectivas* has arisen out of a personal need from his work as a teacher and journalist. The aim of Enguix is to help augment the limited academic bibliography on political journalism, a fact that contrasts with the great importance often given to the politics section

by the media, although the author focuses on the printed press. For the first time in Catalonia, this book provides a global, structured view of political journalism, its relationship with theoretical models, the practice of this speciality and the impact of the digital environment on it. There are equal parts of academic theory combined with the practice of journalism as a profession and concepts are also analysed such as political journalism and democratic quality, the difference between political communication and political journalism, the agents and spheres of political journalism and digital journalism and social politicisation after the appearance of social media.

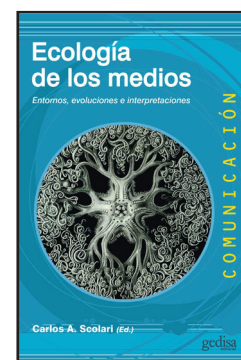
The book has been published jointly by the Universitat Autònoma de Barcelona, Universitat Jaume I, Universitat Pompeu Fabra and Universitat de València and is divided into six chapters. The first differentiates between political journalism and political news while the second establishes the difference between political journalism and political communication. The focus of the third chapter is the relationship between journalism and democracy and the fourth reflects on political journalism as a speciality while the professional aspects of political journalism are studied in the fifth chapter. The sixth and last chapter deals with the issue of the new routines in political journalism via digital media. The book provides a pedagogical, academic and practical view of two spheres, politics and journalism which, as Enguix states, have a tense but also complicit relationship. The book's prologue, entitled 'Straw for horses', is written by the journalist Enric Juliana.

SCOLARI, C.A. (Ed.)

*Ecología de los medios. Entornos, evoluciones e interpretaciones*

Barcelona: Editorial Gedisa, February 2015, 297 pages  
ISBN: 978-84-9784-826-8

Different authors analyse communication theories via Media Ecology Theory. A theory that, according to Scolari, the editor, is *transmedia* and does not focus on a specific period of time given that media ecology begins with the very appearance of language, followed by the oral tradition and then writing and up to the digital environment surrounding us, also proposing future scenarios.

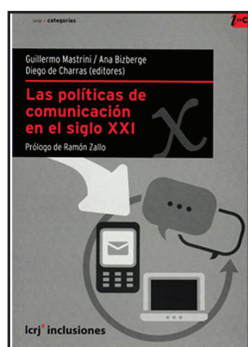


*Ecología de los medios. Entornos, evoluciones e interpretaciones* is divided into three parts. The first is entitled "Founding fathers" and opens with an interview with the now legendary Marshal McLuhan, published by *Playboy* magazine in March 1969. It also contains the inaugural speech given on 16 June 2000 by Neil Postman to the *Media Ecology Association* which represented a watershed in this area of study. This initial chapter also includes an article by Jesús Octavio Elizondo Martínez contextualising media ecology and providing a detailed description of the Toronto School within the McLuhan context, as well as an article by Thom Gencarelli relating media ecology and education.

"Disciples" is the title introducing the second part of the book, dedicated to the institutionalisation of media ecology. Here we can find texts by Lance Strate, one of the key people in placing media ecology within contemporary communication studies, as well as articles by Paul Levinson and Robert K. Logan. Levinson provides an evolutionary analysis while Logan tackles the multidisciplinary tradition of McLuhan's ideas and outlines different views of the future for media ecology.

The third part of the book is entitled "New frontiers" and explains the latest contributions in the field, characterised by a critical view of the theory as can be read in the articles by Indrek Ibrus, Denis Renó, Sergio Rocallo Dow and Diego Mazorra.

MASTRINI, G.; BIZBERGE, A.; DE CHARRAS, D. (ED)  
*Las políticas de comunicación en el siglo XXI. Nuevos y viejos desafíos*  
 Buenos Aires, Argentina: La Crujía Ediciones, April 2013,  
 284 pages  
 ISBN: 978-987-601-187-7



Ramón Zallo provides the prologue for this book which states that it's vital to rethink new models of social communication. In this publication the articles share a common goal, namely to thoroughly examine the key debates still raging today related to communication policies in the world. The authors form part of the team of the Chair of Communication Policy and Planning at the Universi-

dad de Buenos Aires. Each chapter conceptually analyses key aspects of the sector such as diversity, pluralism and deconcentration, and investigates issues that affect it directly and which, to date, have been little studied by the academic world. The book offers an examination across the board of all the elements of the communication ecosystem at a global level.

The first chapter analyses the relationship between the democratic system and media systems and reflects on the creation of a communication space from the perspective of citizen rights in the digital environment. The second describes the characteristics of public service broadcasting from a Latin American point of view, within the context of how such services have developed in Europe and the challenges now imposed by digitalisation. The third chapter explains how international organisations (WTO, UNESCO, ITU) have an increasing presence in communication policies and warns of the growing commodification of the criteria regulating such policies worldwide. The future of the management of radio waves, until now seen as a public good but now being classified using criteria of efficiency and profitability, is the focus of the fourth chapter. The fifth analyses the repercussions of growing media concentration from an economic and political perspective and how this affects pluralism and diversity. The sixth chapter looks at DTT, the digital dividend, its financing and new formats while the seventh covers regulation of the internet and the last chapter, the eighth, examines the management of intellectual copyright in cultural industries and the challenges posed in this area by technological convergence.

GÓMEZ PÉREZ, F.J. (COORD.)  
*Políticas de impulso a las industrias audiovisuales. Ley Audiovisual y Plan de Ordenación e Impulso del Sector Audiovisual en Andalucía*  
 Salamanca: Comunicación Social Ediciones y Publicaciones, 2015, 173 pages. ISBN: 978-84-15544-85-2

This book is the result of the seminar 'Promoting the Andalusian audiovisual sector' held by the Faculty of Communication and Documentation of the Universidad de Granada with the support of the government of Andalusia, which at the time set up the 'Board to Organise and Promote the Audiovisual Sector of Andalusia' (MOISA) in order to turn audiovisuals into a strategic, economic, political and social industry in this autonomous community. MOISA, via consensus, produced two master documents: the 'Plan to Organise and Promote the Audiovisual Sector' (POISA) and preliminary draft legislation that would serve as the backbone to draw up the Audiovisual Bill in the Andalusian parliament.



The participative nature of MOISA, made up of more than forty associations, companies and institutions and by nine representatives from different departments of Andalusia's government, has ensured a wide range of opinions, maximum representation and a high degree of involvement and collaboration on the part of many sectors in civil society.

The future Audiovisual Act and the Plan to promote the audiovisual sector in Andalusia will contain some of the initiatives arising from MOISA. As noted in the prologue to the book, this Act should guarantee public service, both at the level of Andalusia and more locally. Moreover, as proposed by MOISA, this Act will also contain aspects such as the working and professional conditions in the sector in order to encourage the hiring of technicians and specialists living in Andalusia and the drawing up of an up-to-date directory of companies. It also proposes setting up expert committees related to the Audiovisual Council of Andalusia.

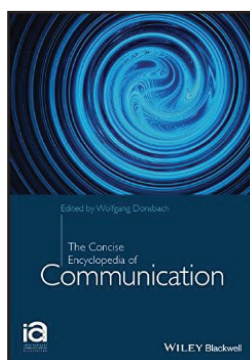
Donsbach, W. (ed.)

*The Concise Encyclopedia of Communication*

Chichester, West Sussex, UK: John Wiley & Sons, 2015,  
704 pages

ISBN: 978-1-118-78930-8 (cloth-bound)

ISBN: 978-1-118-78932-2 (paperback)



*The Concise Encyclopedia of Communication* updates, condenses and summarises the entries of the *International Encyclopedia of Communication* (IEC) published in 2008 in a 12-volume edition.

The editor of this new concise edition of the IEC, Wolfgang Donsbach, states in the introduction that, at a time of initiatives such as Wikipedia, it might seem that

the time of encyclopedias is over but Donsbach claims that encyclopedias are important as an authority and proven source, guaranteed and thorough, of knowledge.

Wolfgang Donsbach has contacted the hundreds of authors who originally wrote entries for the IEC in 2008 in order to update and enhance their entries and the majority accepted the challenge. These are renowned experts of international prestige and benchmarks in their particular fields with scientific sources and references that ensure the high quality and thoroughness of the original publication is more than preserved.

The seven years separating the first edition of the *International Encyclopedia of Communication* from this new edition of *The Concise Encyclopedia of Communication* are a sign of the versatility, dynamism and interdisciplinary nature of communication science.

The first entry in this concise version of the IEC is *Accountability of Media* and the last entry is *Youth Culture*, an essential encyclopedia for all those interested in the field of Communication who are looking for the ultimate authority, consensus, plurality and expertise in the subject.