

Books Review

LAMELO, C.

Televisión social y transmedia: nuevos paradigmas de producción y consumo televisivo

Barcelona: Editorial UOC, 2016, 206 pages.

ISBN 9788491163657



This book explains how the digital era has led to viewers changing their TV consumption habits and their relationship with content. Growth in the “fan phenomenon” and the strength of social media have transformed viewers into active agents with increasing control over what and when they want to consume. As a result, the media are becoming content-generating

platforms in order to adapt to this new demand.

The author analyses the current situation of television and the signs of a change in model that will affect the medium's future, especially regarding how content is created and consumed. He believes it's necessary to mark out this paradigmatic change in journalistic and communication companies, revealing some of the strategies used by content generators to enhance transmedia television narrative and its interaction with social media and the digital environment.

According to Lamelo, the role played by digital journalism in this new reality should be one of a strong commitment to quality and citizens, and to improving the working conditions of informers. We need to pay attention to what users want and their opinions, but we must also be able to differentiate between news that is interesting or relevant and anecdotal curiosities. It's not a question of demonising the latter but it's fundamental to know how to distinguish between the two and clarify positions so that citizens can decide what to consume and to what extent; only in this way can professionals gain the trust of their users. In the author's own words “Everything seems new but the profession remains the same”.

MEDINA, M. (coord.)

La audiencia en la era digital

Madrid: Editorial Fragua, 2016, 216 pages.

ISBN: 978-84-7074-670-3



This book contains work by different lecturers from the Universidad de Navarra based on surveys carried out in 2008 and 2012, reflecting on TV consumption, viewers' habits and the Spanish population's degree of satisfaction with TV content. It's divided into nine chapters describing the evolution of the media in Spain and the impact caused both by technological innovations and also by modifications in the legal framework.

Although these surveys are relatively dated, the work examines various points of view that can still be considered relevant today.

The first chapter analyses the strategies of the large communication groups to tackle the challenges of digitalisation, while the next chapter describes the growth in the number and variety of information products and services on offer, both free and paid, comparing the quality and players in the audiovisual sector.

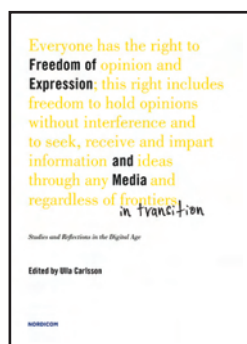
While the third chapter focuses on the behaviour of TV audiences (profile, consumption times, preferred genres, etc.), the fourth is devoted to the content offered by pay-TV and the business strategies that providers need to implement to be able to survive in a world where free access is the order of the day. The fifth chapter analyses user behaviour with regard to advertising, according to socio-demographic characteristics, while the sixth tackles the trend towards multi-screen consumption to interact with audiovisual content, analysing what kind of devices audiences prefer and the difficulties encountered by TV groups in quantifying the attention paid by audiences to their content. The seventh chapter studies the multi-platform strategy of networked TV among Spanish operators while the last two chapters leave television to one side and analyse the effect and influence of the digital revolution on the paradigmatic change in the film industry and printed media.

CARLSSON, U. (ed.)

Freedom of expression and media transition. Studies and reflections in the digital age

Goteborg , Sweden: Nordicom, 2016, 196 pages.

ISBN: 9789187957222



Nordicom presents this book that focuses on four big issues in the digital era: transformations in the media model, changes to free speech and the public sphere, threats to freedom of the press and war reporting.

Two articles make up the first section, entitled “*Rethinking the Nordic Media model: a challenge to democracy*”. Based on an analysis of

the Norwegian media model, the first article argues that the welfare state also depends on the organisation of the media, while the second article focuses on the need of Public Service Media (PSM) to rethink their framework of legitimacy and incorporate digital media within communication rights.

“*In transition: freedom of expression, media and the public sphere*” is the title of the second chapter in this book. Eight contributions discuss whether the public sphere can guarantee free speech and freedom of the press, how pluralism affects the role played by new communication technologies and the challenge of complying, or not, with ethical rules in such an environment.

The third section, “*Threats to freedom of the press: control, surveillance and censorship*”, introduces the idea of a new kind of reporting: drone journalism, where instead of sending a reporter into danger zones a drone is sent to record images. The section also discusses how dictatorships attempt to silence journalists and how the internet is used to weaken this kind of government. Specific cases are presented of countries where journalists have been persecuted, imprisoned and murdered.

Under the title “*Reporting war and conflict: safety and civil rights*”, the texts analyse how international and human rights are violated in international conflicts and how journalists become targets for silencing.

Available at:

<http://www.nordicom.gu.se/sites/default/files/publikationer-hela-pdf/freedom_of_expression_and_media.pdf>

FERRELL LOWE, G.; YAMAMOTO, N.

Crossing borders and boundaries in public service media: RIPE@2015

Goteborg, Sweden: Nordicom, 2016, 251 pages.

ISBN 9789187957215

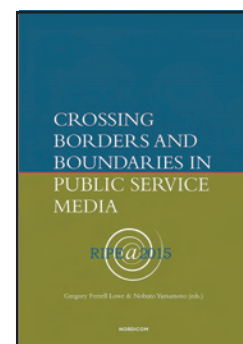
This book contains the studies discussed during the Conference *RIPE@2014: Public Service Media Across Boundaries* that took place in Tokyo. The book is divided into three sections: *Section 1. Broadcasting & networked Communication*; *Section 2. The State, the market & civil society*, and *Section 3. Crossing institutional & operational boundaries*.

The articles in the first section deal with universal access to the media on the internet and the importance of guaranteeing its neutrality. They also highlight the need to take advantage of public service media in current networks, characterised by competitive cooperation. The second section focuses more on presenting case studies and projects carried out on the PSM of various countries. The last section, in some instances based on practical examples, discusses *res publica* as a narrative to legitimise public service media in the digital era and PSM as a citizen alternative in an environment of increasingly commercialised information. It studies search facilities and the need to label content as much as possible in order to personalise, recommend and encourage proactive consumption. It also reflects on copyright issues in transborder markets and the difficulty of creating/applying common regulations. To end, the book emphasises the vital importance of crossing boundaries to achieve innovation in content development for PSM.

The next RIPE conference, to be held in Belgium in September, will focus on public service media in a networked society.

Available at:

<http://www.nordicom.gu.se/sites/default/files/publikationer-hela-pdf/crossing_borders_and_boundaries_in_public_service_media.pdf>



GARCÍA SANTAMARÍA, J. V.

Los grupos multimedia españoles. Análisis y estrategias

Barcelona: Editorial UOC, 2016, 393 pages.

ISBN: 9788490644911



The aim of this book, divided into two parts, is to examine the formation of the major Spanish multimedia groups and their development, as well as analysing their strategies and their impact on the country's media system.

In the first part, the author presents the state of the media industry then looks at the market situation for film, press, radio and television

and the fundamental characteristics that differentiate Spain's communication groups. There's also an analysis of the vertical and horizontal integration processes and the phenomenon of TV market concentration (made up of the duopoly of Mediaset España and Atresmedia) and its potential effect on pluralism.

The second part of the book tackles the evolution of Spain's media system from the 1980s up to the present day, afterwards analysing in depth (history, strategies, financial situation, etc.) Spain's principle multimedia groups: Prisa, Planeta, Telefónica, Vocento, Unidad Editorial, Mediaset España, Mediapro, Godó and Zeta.

The author ends the book with a discussion of the future trends for the media and the need for telecom companies and communication groups to create strategic alliances if they are to survive, considering that the new internet players will also compete in this market and grow in strength.

BUITRAGO, A.; NAVARRO, E.; GARCÍA MATILLA, A. (eds.)

La educación mediática y los profesionales de la comunicación

Barcelona: Editorial Gedisa, 2015, 158 pages.

ISBN: 978-84-16572-02-1



The eight articles in this collection are based on comments made by 120 professionals interviewed by 16 researchers from different universities as part of the sub-project entitled "Communication professionals and competition in audiovisual communication in a digital environment", carried out by the Universidad de Navarra.

The first few articles provide an introduction to the origins of the term "media education", as well as other concepts such as "citizen journalism", "brand journalism", who or what "influencers" are, etc. In these texts, the professionals themselves criticise their training, claiming there's a need for media literacy to be included within compulsory education in order to break down the digital divide. They also discuss, from their own perspective, whether the population is literate enough. Chapter 5 carries out a critical analysis of how researchers into communication education have not sufficiently evaluated the relative influence of advertising in media education. The main weight of this book falls on chapter 6, which criticises the obsolete nature of certain forms of communication, highlighting the difficulties encountered by some professionals in adapting to these new environments and stating the need to update and train. New types of journalism in a more participative environment are also examined, as well as the problems of maintaining a shared code of ethics. The seventh section discusses the digital divide and the lack of support encountered by professionals in the educational system and the lack of interest among the political classes regarding this area. It also discusses the wide range of opportunities offered by today's technological advances. The publication ends with an analysis of the need to renew approaches to teaching and solve the errors committed in teaching communication studies in faculties.