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SENDÍN GUTIÉRREZ, José Carlos (Universidad Rey Juan Carlos)

**Building Reality on TV: An Analysis of *Televisión Española's* Coverage of Ruandan Genocide (Sp)**

This paper explores the results of Televisión Española's international information coverage in terms of construction of reality process. The case study shown is the TVE coverage of Rwandan genocide of April 1994.

Conclusions show that the crisis was poorly covered by TVE despite the tremendous implications for this African country. Besides, the paper explains how stereotyping and framing strategies were employed, taking into account that various relevant facts of the tragedy remained untold. Finally, the paper describes the strategies used in the coverage regarding event construction.

**Keywords:** Mass Media · Representation Of Foreign Cultures · Stereotyping · Construction of Reality

CALLEJO GALLEGO, Javier (UNED)

**Civil Society Presence in Public Television** (*Sp*)

From different fields, the sociological theory has put of relief the importance of the social groups in the configuration of the democratic societies. The objective of the article is to know which is the presence of such social groups in mass media. Of such aim, reference to the results of different investigations centered in the daily news from the public television is taken. Empirical approach done as much from the quantitative perspective, like from the qualitative perspective, serving this one as base for the interpretation that acquires the inclusion of the groups in the informative discourse of the public television.

**Keywords:** Social Groups · Political Pluralism · Civil Society · Public Television · Content Analysis

WALZER, Alejandra (Universidad Carlos III de Madrid)

**Television and Minors. Programming and Reception Flow Analysis. Compared Study: 2003-2007** (*Sp*)

This proposal is part of a research carried out in 2003 and 2007. Some relevant changes occurred in the spanish mediatic panorama, justifies this update four years later. The main objective this research is to identify and analyze the relations between tv broadcasting programmes and young audience reception. We focus the study on the spanish television programming and young consumers ratings. It is an approximation to a sujet that concerns to the Spanish society, as it is expressed by different social instances.

**Keywords:** Children · Young · Television · Programming · Audiences · Regulation

CASADO, Miguel Ángel (Universidad del País Vasco/Euskal Herriko Unibertsitatea); PEÑAFIEL, Carmen (Universidad del País Vasco/Euskal Herriko Unibertsitatea); FERNÁNDEZ DE ARROYABE, Ainhoa (Universidad del País Vasco/Euskal Herriko Unibertsitatea) & GÓMEZ, Leire (Universidad del País Vasco/Euskal Herriko Unibertsitatea)

### **International Channels: A Projection Abroad (En)**

The study reveals that Spanish international channels are important links with their local reality for citizens that live abroad . In addition, international television companies make important efforts to be in as many cable and satellite platforms all around the world as they can, while working on improving the quality of their internet broadcasts. However, this effort is not the matched in the area of content: most of the content is a re-broadcast of programs from other channels of the communication group, often from the archives, and we also point out that there are hardly any slots specifically dedicated to communities living abroad.

**Keywords:** Transnational television · International Communication · Regional Television

DÍEZ, Emeterio (Universidad Camilo José Cela)

### **The Censorship of The Radio in the National Spain (1936-1939) (Sp)**

The article establishes the norms of radio censorship dictated by the press and propaganda organisms of Franco between 1936 and 1939. The text shows the prohibitions that affect to the informative programs in news of war, interior politics and foreign policy. The article also mentions the norms and limitations of music's programs, children programs, drama and to the opening and closing of the emissions.

**Keywords:** Radio · Censorship · Propaganda · Spanish Civil War

JIMÉNEZ IGLESIAS, Estefanía (Universidad del País Vasco/Euskal Herriko Unibertsitatea) y SOLÍS TERRAZAS, M<sup>a</sup> Eloísa (Instituto Tecnológico de Monterrey)

**Televisioners and their Participation on the Internet. An Analysis of a Promotional Blog: “House vs Grey” at *Cuatro* (Sp)**

This report analyzes pieces of comments expressed in a blog promoted by Cuatro, a Spanish television channel which had broadcasted the series “House M.D.” and “Grey’s Anatomy” during the last two years. This blog permits to observe some of the reactions showed by the receptors: phenomena as the identification, the adscription and the valorative perceptions about the protagonists of the series, and also about the broadcasting station. This can be a way to improve the knowledge about the behaviour of the receptor and a manner of observe an interesting promotional mechanism.

**Keywords:** Blog · Fiction · Internet · Reception · Television

SÁNCHEZ GONZÁLEZ, María (Universidad Internacional de Andalucía)

**Cibermedia with Open Access and Confidential Information in Spain as a New Modality of Online Confidential Journalism (Sp)**

The phenomenon of called “confidenciales digitales”, cibermedia without press edition with open and free access between whose contents the confidential information occupies a relevant place, has reached in spanish case a wide public notoriety in the most recent times. The dissertation shows main results from a research motivated, from the analyzes of the most significant cases and the summary of perceptive opinions from several actors, with the objective of defining their characteristics and functions versus genuine restricted confidenciales and also the use value that their audiences give them, including segments property of those formula.

**Keywords:** Ciberjournalism · Cibermedia · Confidential digitals · Confidential information

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MUELA MOLINA, Clara (Universidad Rey Juan Carlos)

**The Interactive Advertising: Current Situation and Tendency on the Communication with the Consumer** (*Sp*)

The following article has as main objective describing the current situation of the interactive advertising in Spain analyzing the connection of this with the proper Internet user, as well as the favourite way of the advertiser when he decide to communicate with his real or potential consumer. Also and like an important content, it shows the trends which the trademarks send trade messages to its target audience and the advertising tools more innovative which are increasing in our country.

**Keywords:** Internet · Interactive Advertising · Advertising Formats · Digital Communication · Interactive Communication

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SANTILLÁN BUELNA, José Ramón (Universidad Rey Juan Carlos)

**The Journalistic Construction of the Democracy in Mexico. From 1988 to 2000** (*Sp*)

As result of an ample doctoral investigation on “the Mexican press and the political change”, the objective of this article is to know the journalistic treatment that made the newspapers Excélsior, Jornada and Reforma in their pages of opinion of the political subject democracy during the elections form 1988 to the 2000. In this text some results are analyzed that allow to demonstrate the influence of the press, of journalists and writers in the formation of a climate of favorable opinion to the democratic, legal and pacific change.

**Keywords:** Press · Power · Democracy · Public Opinion · Political Information

ZUMALDE, Imanol (Universidad del País Vasco/Euskal Herriko Unibertsitatea)

**Multicultural Prints. The Troubles of the Contemporary Filmic Text in front of the Postmodern Critic Mutations** (*Sp*)

If until now Theory has gone behind Art so that methodological instruments and conceptual weapons have become adapted to the aesthetical fluctuation, nowadays they are the artistical forms that nourish from theoretical paradigms. I'm referring to *Cultural Studies* and the films which are shown all over the world that accept this ideological perspective. The path was open by Hollywood with *puzzle films* that reproduced the utopic neotribal mosaics defended by *Cultural Studies*, but long time ago this phenomenon made metastasis here. However, in Europe disidence is still possible.

**Keywords:** Multiculturalism · Cinema · *Politically correctness* · North America · Europe

CANET, Fernando (Universidad Politécnica de Valencia)

**In Search of Lost Time: The Narrative Bipolarity of Wong Kar-wai in 2046** (*Sp*)

The intention of this text entails the need to immerse oneself within the interior of the cinematographic proposal directed by the film-maker Wong Kar-wai –we are referring to the film that came out in 2004 with the title: *2046*– with the aim of discovering the hidden meanings of this film. To this end we will approach the film text from a narratological point of view, centring principally on the formal aspects that this Asian film-maker deploys, as proof of his own particular style when telling stories through cinematographic language. Thus, essentially we will be exploring the analysis of the narrative mode, voice and time; defending the hypothesis of the dichotomous handling of these elements on the part of Wong Kar-wai, as the mark of a very personal style reached after a process of maturity which embraces almost twenty-odd years of film-making.

**Keywords:** Film Narrative · Asian Contemporary Film · Won Kar-wai

FRAGO, Marta (Universidad de Navarra)

**From Black To Gray: Howard Hawks In The Adaptation Of *The Big Sleep* (Sp)**

This article analyzes *The Big Sleep* (Howard Hawks, 1946) as film adaptation. Through a comparative study with Raymond Chandler's novel, it focuses on the narrative aspects that distinguish the film from its literary source. Most of them are related to the director's decision of introducing a central romantic plot in the story, an issue so essential that dilutes the genre in which the film is usually classified. This fact places the film closer to Hawks' lively filmography than to the hopelessness tone of film noir.

**Keywords:** Film Adaptation · Raymond Chandler · Howard Hawks · Film Noir · Noir Novel · *The Big Sleep*

PERALES BAZO, Francisco (Universidad de Sevilla)

**Pedro Almodóvar: A Classical Cinema' Legacy (Sp)**

The purpose of this article is to establish the relationships between Pedro Almodóvar's work and Classical Hollywood cinema. For this reason I refer to different sequences and titles of the most representative films of Great Studios. The established intertextuality between American films of the Thirties, Forties and Fifties with the fimography of the Spanish film director is a reality. This demonstrates that movies with complex and strong plots are not old fashioned, in opposite to VideoGame and Special Effects industry. The movies are only forgotten by a serial production that damages the future of film industry.

**Keywords:** Pedro Almodóvar · Classical Cinema · Melodramatic Genre · Hitchcock's Influences · Howard Hawks' signature

TORREGROSA, Marta (Universidad de Navarra)

**The Nature of Non-Fiction Film: Carl R. Plantinga and the Pragmatist Legacy of the Sign (Sp)**

During the last years, the production and studies concerning non-fiction cinema have experienced a great increase. However, there is no consensus about its definition and about the key features of this genre. This paper develops the proposal of Carl R. Plantinga on those issues, as it is explained mainly in his work *Rhetoric and Representation in Non-Fiction Film*.

Following this starting point, the article investigates the philosophical roots of his work, and studies in depth the application of Charles S. Peirce's triadic classification of the sign. Finally, the paper tries to point out that the efficacy of the indexical condition of the non-fiction cinema as an key feature to define this genre is valid if it is linked to the two other sign's dimension, the iconic and the symbolic.

**Keywords:** Carl R. Plantinga · Non-Fiction Film · C. S. Peirce · Index · Pragmatism

LUENGO CRUZ, María (Universidad Carlos III de Madrid)

**The Cultural Product: Epistemological Keys Of Its Study (Sp)**

The Cultural approach to communication opens a broad interdisciplinary field that can be identified with the British Cultural Studies tradition. Mattelart has said that cultural studies have “spread like wildfire” to refer to its intromission into several academic fields. It is necessary to open the “Pandora’s box” of cultural analysis, see the elements inside, and estimate if they are useful in exploring the activities of communication and the media product; a difficult project which, as I see it, should be started by defining the cultural product. In the following article I will try to conceptualize the epistemological keys of what we know and how we know it from a cultural perspective, and offer a theoretical frame to study the news as cultural product.

**Keywords:** Cultural Studies · Cultural Product · News · Sign · Symbol

SIERRA SÁNCHEZ, JAVIER (Universidad San Jorge)

**Protocol: A Symbolic, Persuasive Communicative Tool (Sp)**

We have verified that this discipline has traditionally been addressed from Normativist approaches lacking any scientific basis. From this supposition we have detected that Protocol, aided by auxiliary disciplines such as Heraldry, Nobility and Vexilology, can only be discovered from scientific angles that link it to Communication Sciences. As well as establishing and classifying hierarchically the formalities that have been articulated in the acts and people intervening in it, the protocol of the 21<sup>st</sup> century also administers a full communication process. From this premise, in the experimental part of this piece of research, we have formulated an applied empirical method (Delphi method). The proof of the results have led us to affirm that Protocol is an instrument of communication that is both persuasive and symbolic (verbal and non-verbal) and used by institutions or organisations (public/private) to convey a uniform and coherent transmission of their own corporate identity and culture. Protocol becomes the natural personalised extension of corporate communication, presented by any interlocutor in their commercial communication and Public Relations actions.

**Keywords:** Protocol · Persuasion · Symbology · Corporate Communication · Delphi Method

PALENCIA-LEFLER ORS, Manuel (Universitat Pompeu Fabra)

**Corporate Communication: Annual Report versus Social Balance (Sp)**

Although some academics and professionals of the Communication consider that the Annual Report and the Social Balance are the same thing, there are substantial differences to explain in detail both formats. In this way, both formats should receive a scientific, academic and professional treatment differentiated. It is certain that they have similar communicative objectives –to transmit social and financial credibility to certain publics of the organization– but, at the same time, they complete complementary functions, and in some cases, different. It is also certain that in the 70's the Social Balance had in Spain existence reasons, much more ingrained that now, while the Annual Report, with Anglo-Saxon influence, it was imposed in the companies and public institutions throughout the 80's and 90's – the historical vicissitudes also help to understand the current situation–. The reality is that the Annual Report has assumed today a dominant paper in the corporate communication, wasting the big possibilities the Social Balance offers as for rigor and analysis of the private and publics facts of the organization.

**Keywords:** Annual Report · Social Balance · Corporate Communication