

# Contents

|                            |           |
|----------------------------|-----------|
| <b>Series Introduction</b> | <b>IX</b> |
|----------------------------|-----------|

|                |           |
|----------------|-----------|
| <b>Preface</b> | <b>XI</b> |
|----------------|-----------|

|                     |             |
|---------------------|-------------|
| <b>Introduction</b> | <b>XIII</b> |
|---------------------|-------------|

## Part One

### **Reaching Out for the Public: The Political Elites and the Media**

|   |    |
|---|----|
| 1.1 Political Broadcasting in the 2002 French Presidential Election:<br>Appeals and Effects for Young Voters<br><i>Nathalie Gagnère &amp; Lynda Lee Kaid</i>  | 3  |
| 1.2 National Conditions Perceived As “Purple Ruins”:<br>Shifts in Voting and the Origins and Effects<br>of Issue Considerations<br><i>Anita M. J. van Hoof, Jan Kleinnijenhuis, Dirk Oegema, &amp;<br/>Jan A. de Ridder</i> | 23 |
| 1.3 Debates, Media and Social Networks;<br>How Interpersonal and Mass Communication Affected the<br>Evaluation of the Televised Debates in the 2002 German Election<br><i>Jürgen Maier &amp; Thorsten Faas</i>              | 43 |
| 1.4 The Impact of Information and Communication Technologies<br>on the Communication of Parliamentary Information<br>in the United Kingdom<br><i>Rita Marcella, Graeme Baxter, &amp; Nick Moore</i>                         | 63 |
| 1.5 Politics by Trial Balloon:<br>An Increasingly Important Media Strategy of Policymakers<br><i>Dave Gelders</i>   | 79 |
| 1.6 In the EU’s Image:<br>Transformation of Broadcasting in Five Central<br>and Eastern European Countries<br><i>John Rosenbaum</i>   | 93 |

## **Part Two**

### **Information Content in Traditional and New Media**

- 2.1 The Editorial Gap Between Ideal and Real: 127  
Do Television News Editors/Journalists Broadcast  
What They Believe Their Audience Wants?  
*Tiki Balas & Sam Lehman-Wilzig*
- 2.2 Infotainment for Breakfast: 149  
The Production of Early Morning News Shows  
*Mervi Pantti & Jan Wieten*
- 2.3 The U.S. via the Net: The Death of (Critical) Distance? 167  
*Giovanna Dell'Orto*
- 2.4 Patriotism as a News Value in Transitional Nations 183  
*Byron T. Scott*
- 2.5 How Big Is Their World? 197  
U.S. Adolescents' News Media Consumption  
*Carol J. Pardun, Jane D. Brown, & Tara Kachgal*
- 2.6 School Violence, Crisis Management, and the Media 211  
*Richard K. Long*

## **Part Three**

### **Entertainment in Non-Interactive, Interactive, and Mixed Media Environments**

- 3.1 The Psychology of Romantic Love 231  
and the New German Telenovelas:  
A Functional Analysis  
*Angela Schorr*
- 3.2 The Interactive Sublime: 273  
Obstacles to Dialogue in Digital Broadcasting  
*Lars Nyre*

|  |     |
|--|-----|
| 3.3 Digital Games:   | 287 |
| The Relevance of a New Media Genre<br>for Communication Research               |     |
| <i>Swaran Sandhu</i>   |     |
| 3.4 Interactivity as Entertainment Content:                                    | 305 |
| Conceptual Roots, Definitions, and a Pilot Study                               |     |
| <i>Angela Schorr</i>   |     |
| 3.5 Action in Hybrid Environments:   | 359 |
| Why Technical Interferences<br>Do Not Necessarily “Break” the Virtual Presence |     |
| <i>Anna Spagnolli &amp; Luciano Gamberini</i>                                  |     |

## Part Four

### Communication in Educational and Organizational Contexts

|  |     |
|--|-----|
| 4.1 Technological and Pedagogical Considerations in<br>Online Learning   | 379 |
| <i>Mihai C. Bocarnea, Linda D. Grooms,<br/>    &amp; Kathaleen Reid-Martinez</i>   |     |
| 4.2 Participation, Negotiation, and Sociability:<br>Building Online Communities of Practice in<br>Preservice Teacher Education | 393 |
| <i>Melissa J. Poole</i>  |     |
| 4.3 A Garbage Can Model of Information/Communication/<br>Technology Choice   | 417 |
| <i>Larry Davis Browning, Jan-Oddvar Sørnes, Alf Steinar Sætre,<br/>    &amp; Keri Stephens</i>                                 |     |
| 4.4 Computer-Mediated Communication and Leadership<br>in Organizations (E-Leadership)  | 441 |
| <i>Stefan Seltsmann</i>  |     |
| 4.5 Generativity: The Key to Marketing Strategies Targeting<br>Female Midagers   | 469 |
| <i>Angela Schorr</i>   |     |

VIII *Contents*

**Contributors** 495

**Subject Index** 503