

Reviews

Henry JENKINS

Convergence Culture: Where Old and New Media Collide
New York University Press, 2008

Henry Jenkins is the founder and Director of the Comparative Media Studies Program at MIT. His area of academic interest spans over a wide range of different popular media genres, teaching courses such as Comics, Animation and Graphic Storytelling; Theories of Media; Masters of Film Comedy; Popular Culture in the Age of Media Convergence; Introduction to Media Studies, Media in Transition; Science Fiction; Children's Literature; Comedy; The Film Experience; Forms of Western Narrative; Popular Narrative: Horror and the Supernatural; Popular Narrative: Gender, Sexuality and Popular Culture; American Television: A Cultural History; Studies in Film and Media Studies: Film Analysis, Theory and Practice; Major Directors: Alfred Hitchcock and the Art of Suspense.

His newest book focuses on a very hot topic at the moment – convergence media. Despite the existing misconceptions about the term of convergence in the field of media studies, Jenkins insists on clarifying what he calls the *black box fallacy*: “sooner or later, ... all media content is going to flow through a single black box into our living rooms (or, in the mobile scenario, through the black boxes we carry around with us everywhere we go).” The author deems that technological convergence cannot offer an accurate account of the state of contemporary media consumption.

Jenkins' new book focuses instead in providing an alternate explanation of media convergence. As the title suggests, his understanding of convergence is primarily cultural, convergence culture in the media describing sets of new practices revolving around media consumption that emerge out of the development of media channels and technologies and the ease with which content flows across them.

Jenkins discusses reality television show such as Survivor, American Idol or The Apprentice, which rely on affective economics and their success is mainly based on fueling gossip. From here, Jenkins moves to fan culture, a topic he broadly discussed in his 1992 book *Textual Poachers: Television Fans and Participatory Culture*. Fan cultures have become able to negotiate content with media producers to some extent by turning into an essential part of a successful popular media franchise.



Convergence Culture allows Jenkins to approach a new important aspect of fan cultures, i.e. forums and virtual communities that are rapidly developing since the advent of new media. Here are some of the topics Jenkins breaks down into an enjoyable smart prose, making his study engaging and sure to become a best-seller: *Spoiling Survivor: The Anatomy of a Knowledge Community*, *Searching for the Origami Unicorn: The Matrix and Transmedia Storytelling*, *Quentin Tarantino's Star Wars?* *Grassroots Creativity Meets the Media Industry* and *Photoshop for Democracy: The New Relationship between Politics and Popular Culture*.

Radu-Mihai MEZA

Elena ABRUDAN

Symbolic Valences of the Advertising Discourse

Accent Publishing House, 2007

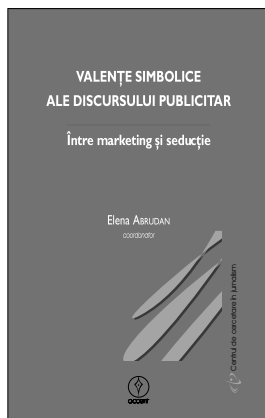
The present book, coordinated by Assoc. Prof. PhD. Elena Abrudan, consists of a total of seven articles which concentrate on a main theme: symbolism in advertising. Therefore, amongst the articles presented in the book we mention the following: *Symbolist and archetypical representations in the advertising discourse*, *The importance of symbols and traditions in advertising*, *The symbolism of shape and color*, *The image of the woman in advertising*, *The hypostases of flight in ad-print*.

The articles approaches the topics both from a theoretical as well as a practical point of view, the concrete examples helping to understand and to establish some coordinates based on the theory.

The first article of the book, *Symbolist and archetypical representations in the advertising speech*, by Viviana Ioniță, deals with the myth, the archetype, starting from ideas expressed by Mircea Eliade and by Victor Kernbach. There is also a practical analysis; the archetypical primordial symbol, WATER, is taken as an example. The author presents an analysis of the most known Romanian brands of mineral water.

Another interesting article is that of Georgiana Gavriș, *The importance of symbols and traditions in advertising*. It speaks about symbolic communication models, about coding and decoding messages, about tradition and about body language. In order to complete this theoretical information, the author continues with the presentation of some advertising campaigns which have failed; one example is the failure of Coca-Cola's campaigns in China and in the Islamic countries.

The book is first of all a documentary material for those interested in the advertising field, but it can also be a pleasant and interesting reading for the persons who did not enter the sphere of advertising.



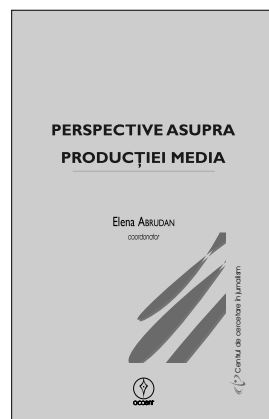
Ioana LEPĂDATU

Elena ABRUDAN

Perspectives on Media Production

Accent Publishing House, 2007

The foreword is written by the coordinator of the book, Assoc. Prof. Ph.D. Elena Abrudan, who presents at great extent some aspects of the theme discussed, i.e. media production. “The complexity of the proposed theme requires an approach with various different shades and one that is applied to the main direction of the markets’ development at a global level. In the process of establishing a common, global market, an essential role is attributed to the communication aspect, in all of its forms.”



The book consists of nine articles, each article presenting a different approach on the main theme. Subjects like *The journalistic style and its configuration in the press texts*,

The structure of property versus the editorial policies, Case study: Romania and France, The digital television and the satellite transmissions, the new frontiers of the audio-visual, the video journalism – more content, more direct, cheaper – the solution of the future? and The television industry – or about media corporations, the niches and digitalization are those which capture our interest in reading this book, therefore entering the world of mass-media in the digital era. For those with an interest in new media, the articles of Andrei Costina, Constatin Trofin and Rareș Beuran are concentrated on this topic. The other articles speak more about the traditional media, and some case studies are also discussed, such as the terrorist attack of 11th September 2001, public relations management during crisis situations; case study: Danone, etc.

The volume is one of public interest and aimed at a wide audience, its theme being of real interest.

Ioana LEPĂDATU

Kádár Magor

Planning and the evaluations of the advertising campaigns

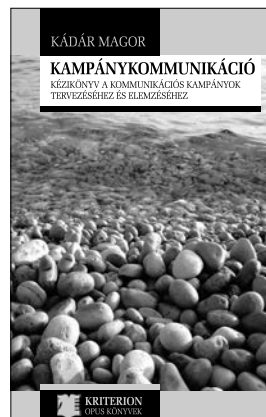
Kriterion, 2008

The theory of the campaigns is a special domain of the communication market. It is used by most of the organizations, as a necessary instrument of the efficient mass communication. Practically, there is no scientific domain or activity where we could not find coordinated activities, which is not based on systematic, comprehensive models, with a well defined purpose. These purposes can be different, from attracting attention, to informing, or persuasion, but the essence is the same, i.e. to get the attention of the target-group and to send the message to it. The main theme of the

book is the presentation of the theoretical background of communication campaigns. Different types of campaigns are identified and described, important criteria being both the analysis of the segmentation of the target-groups and also the analysis of the role and the effect of different communication mediums. At the same time, in what the purpose and the application domains are concerned, we notice how the communication campaigns have individual structures, mediums and methods.

The book is structured in four chapters. The first chapter presents the framing of the theme, specifies the theme, speaks shortly about the evolutions of the campaigns and the difficulties encountered while researching these. The second chapter speaks about opinion management. An important part of the chapter describes the method of preparation for the campaign project, starting with the market study, the formulation of the problem and all the way to its evaluation. In chapter three the typology and the characteristics of the advertising campaigns are presented. Because it is a comparative study, the author defines seven types of campaigns, fundamentally different, and he describes the characteristics of each type on the basis of the segmentation of the target groups and on the anticipated reactions.

Chapter four analyses the media and the methods of the campaign studies. The first part presents study models and the forming of the main tendencies, and then the basic principles in the proper evaluation are presented. Also in this last chapter the methods of measuring the modification of opinions and of behaviour are presented. The chapter, and at the same time, the book, ends with conclusions referring to the research techniques of the campaigns.



Ioana LEPĂDATU

Nicoleta Dorina RACOLȚA-PAINA

Management Marketing. Cultural, Organizational and Decisional Interferences,
EFES, Cluj-Napoca, 2007

In this book Nicoleta Dorina Racolța-Paina makes a vast presentation of the marketing processes in an organisation from a cultural, economic and social perspective. The concept of organisational culture, a concept that is also used in communication sciences is a relevant issue for the book. The volume is a proof of the relation between marketing and communication (in the large concept of Integrated Marketing Communication, both public relations and advertising are integrated).



The author describes the role of national culture in the organizational culture especially for the multinational company.

The marketing mix, the specific of the decision making process in the multinational company are presented in a separate chapter. As the title reveals, the volume includes references to management, one of the last chapters being dedicated to the development of the management in the 21st century. The aim of the book is not only to be useful to the students but it can be also used by anybody interested in the theoretical and practical side of marketing.

Delia Cristina BALABAN

Senta PFAFF-RÜDIGER/ Michael MEYEN (Hg.)
Alltag, Lebenswelt und Medien. Qualitative Studien zum subjektiven Sinn von Medienangeboten /
Mass media and the daily life. Qualitative studies on the subjectivity of the media content
Lit, Berlin, 2007



The volume is coordinated by the two German researchers from Ludwig-Maximilian-Universität-München, and includes eleven studies on the role of the media on the life of the receiver. Senta Pfaff- Rüdiger is the author of the first chapter that refers to the methodology of the studies. Myriam Altman analyses the way in which the internet influences the life of the older people in the process of the global communication. Carmen Heubuch's article has as its central issue the use of the magazine by children between eight and eleven years. The consumer behaviour of the German migrants to exotic countries is analysed by Arne Hörmann, using the case study of German living in the island of Bali. The way media is used by women with nutrition problems is the central issue of the work of Sarina Märschel. Barbara Fuhrmann's contribution is concerned with the typologies of educational media and Barbara Zmeck speaks about a phenomenon of contemporary pop culture: *Sex and the City*. The way young men with ages between 16 and 25 years use media in order to inform themselves with the help of the local press is the issue analysed by Christian Thonhauser. Local media and the way it is used is in the centre of David Berndt's analysis. The profile of the readers of the left-wing publication *Tageszeitung (TAZ)* is presented by Nora Münz. The reasons behind the consumption of the publication *Neues Deutschland*, a publication from East Germany are presented by Andreas Scheu and Anna Heyl.

Mirela ABRUDAN

Michael JÄCKEL

Medienwirkungen. Ein Studienbuch zur Einführung /
Media Effects. An Introductive Manual, 4th edition
VS, Wiesbaden, 2008

Even if the volume is a textbook, its presentation is a complex one. It includes large descriptions of theories such as the stimulus-response theory and everything related to media's strong effects, but also the agenda-setting model, the framing theory, the priming effect, the knowledge gap hypothesis and other theories about cognitive effects. The cultivation hypothesis and the analysis of the communication networks are also presented. The concept of public opinion of N. Luhman, E. Noelle-Neumann and that of J. Habermas are presented in a comparative way. The question of news making, the theory of the gatekeeper and the information values of events are other issues that are included in the volume. Marshall McLuhan's technological determinism is presented from a different perspective, that of the media effects. The last chapter is dedicated to the future development of media and its effects on communicators, on people and generally on society.

Delia Cristina BALABAN

