

Journal of Media Research

■ **no. 4/2009**

Editorial board

Director: Assoc. prof. Ph.D. Elena ABRUDAN

Executive director: Assoc. prof. Ph.D. Delia Cristina BALABAN

Editor-in-chief: Assistant Mirela ABRUDAN

Members: Ioana LEPĂDATU, assistant Veronica CÂMPIAN,
assistant Radu-Mihai MEZA, George PRUNDARU

Review board

Prof. Ph.D. Mihai COMAN, FJSC, Bucharest University
Prof. Ph.D. Michael MEYEN, Ludwig Maximilian Universität München
Prof. Ph.D. Ilie RAD, Babeş-Bolyai University, Cluj-Napoca
Prof. Ph.D. Ludwig HILMER, Fachhochschule Mittweida
Prof. Ph.D. Hans Peter NIEDERMEIER, Fachhochschule Mittweida
Prof. Ph.D. Wilfried KOEPKE, Fachhochschule Hannover
Assoc. prof. Ph.D. Flaviu Călin RUS, Babeş-Bolyai University, Cluj-Napoca
Assoc. prof. Ph.D. Dan PETRE, SNSPA Bucharest
Assoc. prof. Ph.D. Marian PETCU, FJSC, Bucharest University
Assoc. prof. Ph.D. Dan STOICA, Al.I. Cuza University, Iaşi
Assoc. prof. Ph.D. Ilie FĂRTE, Al.I. Cuza University, Iaşi
Lecturer Ph.D. Ioan HOSU, Babeş-Bolyai University, Cluj-Napoca
Ph.D. Renate NIMTZ-KOESTER, Der Spiegel
Ph.D. Francesco MARINOZZI, University of Milano

Contents

- Hans Peter NIEDERMEIER*
- 3 The role of the media in the elections
- Simone SCHMIDTS*
- 8 Mediale Vermittlung von Wahlchancen und des Meinungsklimas vor der Bundestagswahl 2005
- Gerd STOHMEIER*
- 37 The Pope in the public eye. Distortions as a result of communication deficiency
- Veronica CÂMPIAN*
- 49 Die Anzeichen der Anwesenheit des Journalisten im meinungsbetonten Presstext
- Helena BÄHR*
- 56 The world economy crisis and its actors in the online-publications of German newspapers and journals
- Mădălina MORARU*
- 65 The mythical transfer in the advertising field
- 76 *Reviews*
- 81 *Events*