


Abstracts

Inaugural Conference 2000-2001

JAY ROSENBLATT AND INDEPENDENT CINEMA IN THE UNITED STATES

BY JAY ROSENBLATT

From his own professional and academic perspective, the author considers diverse aspects of North American independent cinema in order to arrive at a definition of this genre or characterise it. His personal reflection on the subject is followed by an open debate involving the conference attendees. Projection of shorts complements discussion of the most emblematic independent films, financing, the viewpoint of the author, teaching, exhibiting in festivals such as Sundance, and New Technologies.

Scientific session

VIOLENCE AND TELEVISION. CRITERIA FOR DEVELOPING A METHOD OF QUALITATIVE ANALYSIS OF VIOLENCE ON TELEVISION

BY JORDI BUSQUET

This article synthesises some of the most significant results of a study carried out by the research team *Violència i Televisió* of the Facultat de Comunicació Blanquerna. This study is a basic research project aimed at developing a theoretical framework for analysis of violence on television. The research team has now entered a new stage and is carrying out a project in applied theory concerning *la percepció infantil de la violència a la televisió* (child perception of violence on television).

Scientific session

RESEARCH ON THE EUROPEAN AUDIO-VISUAL INDUSTRY (1995-2000): IMPORTANT POINTS, DIFFICULTIES, AND CHALLENGES

BY CARMINA CRUSAFON I BAQUÉS

The author presents the state-of-the-art research on the audio-visual industry in Europe during the 90s. The article first deals with European audio-visual space relative to the industry and European policies in the decade of the 90s and then goes on to cover the state-of-the-art re-

search on the audio-visual sector at the end of the year 2000. The author formulates important points and challenges that present research should address.

Open section

FROM CLASSICAL FINE ARTS TO AUDIO-VISUAL COMMUNICATION AND MULTIMEDIA

BY ANTONI MERCADER

Based on cases from recent art history, the author seeks to identify, analyse and describe the relationship between classical fine arts on the one hand and audio-visual communication and multimedia on the other—a phenomenon resulting from the cultural changes of the last 30 years. Through a synchronic breakdown of the questions *what* (identification), *where + implications* (analysis), and *how* (description), a diachronic contrast is made between fine arts *per se* and the media, in the broadest sense of the term.

Open section

TELEVISED SPORTS AS A SPECTACULAR AND DRAMATIC MEDIA GENRE. THE INFLUENCE OF NEW TECHNOLOGIES ON THE VISUAL IMPACT OF TELEVISED SPORTS BROADCASTS

BY JOSEP M. BLANCO

The author bases his study on the fact that new technologies, used in real time to capture and modify images and journalistic information for use in sports broadcasts, determine the visual impact on the television audience. The author develops his study using televised sports broadcasts, an ideal audio-visual example, in his opinion, for understanding the method involved in and the reason for using these technologies of real-time production.

Open section

CABLE TELEVISION AND TELEVISION CONSUMPTION. THE CHILEAN CASE

BY ENRIQUE VERGARA LEYTON

In the decade of the 90s, the development of cable television had the greatest impact on and caused the greatest transformation in the Chilean television system. The author makes a rather exhaustive run-down of both the principal characteristics of the development of the cable industry in the context of Chilean media as well as the repercussions of cable TV on television consumption.

Open section

STYLES OF RADIO MAGAZINES: TYPES OF REGISTERS AND VALUES FOR TALKING ABOUT SPORTS. ANALYSIS OF THE RADIO SPORTS MAGAZINES *SUPERGARCÍA*, *EL LARGUERO*, *EL PENALTY* AND *RADIOGACETA DE LOS DEPORTES*

BY ÀNGELS ÀLVAREZ VILLA

In this article, the author considers the most important aspects of an extensive study on conventional Spanish radio sports programming. She notes that, at present, professional sports forms one of the pillars of the so-called society of leisure. In this society the mass media act as powerful instruments of reverberation for the sports phenomenon.

Open section

FOUNDATION FUNDRAISING AS A PUBLIC RELATIONS TECHNIQUE

BY MANUEL PALENCIA-LEFLER I ORS

This article deals with the most significant points of a study on fundraising as a type of PR – emphasising, however, the theoretical aspect. Theories of communication, according to the author, offer a basis for understanding the relationship between not-for-profit organisations and their donors. By studying these theories, one can see that techniques used in public relations and fundraising are based on the same objectives of communication.

Open section

THE MODERN DISTRIBUTION SYSTEM AND ITS IMPACT ON THE COMMUNICATION OF BRAND NAMES

BY *EDUARDO LIRIA FERNÁNDEZ*

The author seeks to clarify how the evolution of the so-called mass distribution is eroding the power of brand names and minimising that of manufacturers who are unable to develop brands or keep them alive and up-to-date. During the last 25 years, continues the author, the distribution sector has undergone a total transformation and has become capable of capturing consumers and adapting itself to their expectations and changes. Brands can not stand on their own merits as they did in the past.

Open section

SPEECH, IMAGE, AND SOUND IN BRAZILIAN AND SPANISH TELEVISED NEWSCASTS: A COMPARATIVE STUDY AND ANALYSIS OF AUDIO-VISUAL LANGUAGE IN BOTH TEXT AND NARRATION STYLE

BY *RUTH PENHA ALVES VIANNA*

This study deals with audio-visual language used in televised information—specifically the spoken text, together with the image and sound used in nightly prime time newscasts in Brazil and Spain. The degree of spectator comprehension of the messages is measured and the possible lack of communication on the part of the newscaster is analysed.