ABSTRACTS / RESUMS

CASERO, Andreu

News coverage of the political crisis of the Valencian Socialist Party: between conflict and personalization

This article analyses how a political crisis process is built through media news. The object of study is the conflict lived during the last years of 1990 decade by the Valencian Socialist Party (Partido Socialista del País Valenciano, PSPV-PSOE). The methodology uses content analysis technique and four newspapers integrate the sample: *Levante-EMV*, *Las Provincias*, *El País* y *El Mundo*. The results suggest predominance of conflict frames and personalization on media coverage and territorial factor incidence as key factor for informative production.

Keywords: Journalism, Political Crisis, Political Communication, Valencian Socialist Party (PSPV-PSOE).

DOMINGUEZ, Martí

Analyzing the Valencian columnism. Opinion genres in the Valencian press

This article analyzes the most outstanding Valencian mass media columnists. Differences between Valencian and Spanish mass media are remarked in order to discriminate what is the influence they play on the government and power statements.

Keywords: Valencian Journalists, Valencian Mass Media Columnism.

DUART, Ignasi

The information processing of a political crisis: The 11th-M in the Valencian press

On the 11th March 2010, thirteen bombs exploded in the commuter rail system of the Spanish capital, causing over two hundred deaths, as well as a serious political crisis. At the time the country was immersed in a bitter electoral campaign, in which many opinion polls predicted the loss of the Popular Party's political majority on election day , as well as their potential difficulties in reaching some post-election pacts with other parties. The decision to enter the Iraq War had placed the Government in direct conflict with many sectors of public opinion. In such a context, the blame for the bombings could easily sway the election results. Thus, news reporting policy became an instrument in the management of the crisis. This study attempts to examine how the Government's own news strategy conditioned the news agenda and how the various newspapers within the Valencia region focused their reporting depending on their ideological bias.

Keywords: Political Crisis, Ideology, Political Agenda, Media Agenda, Symbolic Mediation.

FLOR MORENO, Vicent
The exploitation of the anticalanism by the Media and the Valencian identity
In this article the role of the media, and in particular the newspaper *Las Provincias*, in the conflict of Valencian identity from the democratic transition until now, is analyzed. Some aspects of the exploitation of the anticatalan discourse (and its particular journalistic style) and the role of this in the social growth of "blaverisme" will be introduced.
Keywords: Media, Identity, Democratic Transition, Anticatalanism, Estrangement.

GINÉS, Xavier
The Differential Fact: Alternative Media and Social Movements in the Land of Valencia
The media situation in Land of Valencia has some differences from the scene in the rest of Spain and other western countries. Most of these differences are manifested in the characteristics of alternative media and social movements. This article analyses this focusing on a brief study of the socio-political configuration of the country, the social movements that are the fruit and the role within this social movements of the alternative media in the last 20 years, focusing on the impact of on-line media, and, especially, *L'Avanç* newspaper.
Keywords: Media, Social Movements, Land of Valencia, Alternative Media.

GÓMEZ MOMPART, Josep Lluís
Journalists and Journalism in Spain and Valencian Country. Journalists Professional Policy and Culture
This paper deals with issues such as sociology and the professional culture of our journalists –and more specifically those from Valencia–, with so far little known data and with approaches derived from the evolution of journalism, the communicative ecosystem, and the journalism field and tradition; issues which have been little studied among Spanish researchers. After explaining the precedents and traces of Franco's period which were present in the Transition period, we explain the main sociological factors which shape current journalists, as well as the features of the three generations of professionals and their working and sociocultural conditions in the last thirty years. We will finish by describing the journalism trends which have been settling down and which trace the framework of the emerging journalism of the so-called society of information.
Keywords: Journalists, Journalistic Sociology, Valencia's Journalists, Professional Culture.

GÓMEZ NICOLAU, Emma
News Coverage of Gender Violence on Canal 9
Violence against women in the media has lately turned into something increasingly visible. However, these quantitative changes perceptible in the treatment of a social sickness like this don't always go accompanied of deeper changes preventing the reproduction of patriarchal myths on gender-based violence. That's why this article focuses on the study of the informative treatment that Canal 9 news, the Valencian public television, gives to gender-based violence. This processing combines remarkable improvements in the form with the persistence of patriarchal traces which are often concealed behind journalistic routines and frantic news rooms.
Keywords: Gender Violence, Media, Culture Reproduction, Stereotypes.

HERZOG, Benno

Discursive exclusion of migrants in free daily newspapers

Free daily newspapers as media, which emerged massively during the last decade having a higher daily circulation than the traditional newspapers and a young urban readership, have been rarely researched regarding to their contribution to the creation of public images. The main aim of this paper is to describe and to explain the social images of migrants and ethnic minorities which are produced by free daily newspapers in the city of Valencia. The rise of circulation and the importance of free daily papers for contemporary society is shown. Furthermore, in two empirical parts 213 newspaper articles about migration and ethnic minorities are analyzed with a quantitative and a qualitative approach. The analyzed articles show the making of a negative image of migrant population. This image can be explained by structural reasons of news production as for example the low level of elaboration or the preferred use of administrative and police sources. Furthermore there can be shown the existence of an underlying discursive structure which predetermines public knowledge about migrants.

Keywords: Discourse Analysis, Free Daily Papers, Migration, Racism, Social Exclusion.

LABARTA POSTIGO, María

A critical analysis of the discursive practices with regard to the rehabilitation os the Arab wall in the historic centre of Valencia, Spain. A representation of the social actors involved

In this paper we will focus on the "Plan for restoring the Arabian wall", a plan that attempts to set up a leisure centre for tourism by redeveloping an inhabited area of the old city in Valencia (Barrio del Carmen). Starting from a context of controversial urban planning, which conveys the transformation of a residential area into a leisure area, –a project which meets the residents' opposition–, the discourse practice here focuses on the dialectics encouraged between the two parties: on the one hand, the supporters of the urban plan and, on the other hand, the residents' defensive attitude of exclusion avoidance. Our paper looks into identity construction of the diferent "social actors".

Keywords: Critical Discourse Analysis, Social Conflict, Social Actors, Identity Construction.

LÓPEZ GARCÍA, Guillermo

Digital media in the Valencian Comunity

This article offers an overview about the presence, main characteristics, and evolution, of the Information and Communication Technologies sector at the Spanish region of Valencia. We will focus on the specific study of local digital media, through the comparison of the quantitative data of two successive researches (dated in 2007 and 2009). This analysis combines with a qualitative – based study of the most relevant traits of Internet local communication at Valencia.

Keywords: Digital Media, Internet, Valencian Community, Local Communication.

MARTÍNEZ GALLEGO, Francesc

How We Lost Humour: How we run out of satire in the Valencian media. A Historical point of view

All through the 19th century and one third of the 20th th, the Valencian region became one of the most important areas in the country where we could find a great presence of satirical press. A great deal of that press was written in a colloquial Catalonian full of sentence structures which used Valencian idioms or distorted grammatical structures which came from the Spanish language. In the Second Republic times, a humorous Valencian magazine, called *La Traca*, was on top of the sales of the all humorous press all over Spain, and even thought it had a Valencian version, *La Chala*, which also had a very good acceptance among the local readers. Although this humorous tradition, which diminished significantly in the media because of General Franco's Dictatorship, seems to have disappeared currently in the mass media,

people still talk about the existence of a typical Valencian humour both in the popular surroundings as well as in the academic field.

Keywords: History of the Valencian Journalism Satirical Press, Franco's Period, Transition, Valencian Radio and Television.

MARTÍNEZ SANCHIS, Francesc
The information of proximity of the Valencian country in the environment of the territories of Catalonian language

The presence of the Catalan in the media is conditioned by the situation of social bilingualism that lives the language. The fact of the Catalonian speech community is disintegrated in four states and it was a minorated language in Spain, France and Italy, causes different legal statutes of the language. The Catalan is the only official language in Andorra, while in Spain it has official recognition (next to Castilian) in Catalonia, Balearic Islands and Valencian country. These territories have passed statutes of autonomy and laws of normalization that have propitiated the use of the language in the teaching, the administration and the media, although the degree of normalization differs in each community. The presence of the Catalan in the media is bigger in Catalonia than in Balearic Islands and the Valencian country. In Catalonia there is a bigger identity conscience and develops policies of public communication to foment the use of the Catalan in the media.

Keywords: Communication of Proximity, Local and Regional Media, Linguistic Normalization, Catalan, Valencian.

MOLLÀ, Toni
A Strategic Plan for RTVV

In the last few years, profound economical, socio-cultural and political changes have modified the communication structure of the Land of Valencia. Radiotelevisió Valenciana that started regular broadcasting in 1986, now needs a radical readjustment. The author has analyzed the Valencian public company in two different dimensions. On the one hand, a theoretical and applied approach focused on different spheres of the professional and business activity of the group RTVV. On the other hand, an auto-diagnosis of the actors participating in the diverse societies of RTVV: Executive bodies, Management, Staff.The result is a Strategic Plan with 15 specific spheres of activity and their corresponding strategic lines to be put into practice until the analogue switch-off.

Keywords: Public Service, Public Television, Globalization, Digital Revolution, Management Model, Strategic Lines.

PECOURT, Juan
Tómbola *and the transformation of visibility*

The aim of this work is to analyse Tómbola's effects as a TV programme created by Canal 9 and its influence on the recomposition of the visible class. The visible class shall be defined as a especific group of people who posses an particular variety of symbolic power: the capacity to be seen and perceived by the rest, and who occupy the centre of attention within the media space. In this sense, Canal 9 took over the role previously played by private TV channels and introduced new innovations in the media gossip genre. I shall argue as well that *Tombola* is not an accidental moment in the history of Valencian television, but the result of the media field's constitution, characterised by a low degree of autonomy and a great dependency in relation to external powers.

Keywords: Celebrity Class, Sensationalism, Symbolic Power, Visibility.

VERDEGUER ARACIL, Inmaculada
Press treatment of immigrant women
This article is the result of research work carried out after analyzing news articles printed in four newspapers: *El País*, *El Mundo*, *Las Provincias* and *Levante*, in an aim to investigate the androcentric and ethnocentric nature of the representation of immigrant women in the written press. We are confronted with a lack of perspective of gender in the orientation of news articles concerning immigration, which confirms the invisibility of immigrant women who are portrayed as victims on too many occasions. The image put across by the media will be determinant in forming public opinion, which will contribute to the production and reproduction of stereotyped images of immigrant women.
Keywords: Immigrant Women, Gender and Immigration, Media Culture, The Media, The Press.

VERDÚ CUECO, Yolanda
The treatment of the news concerning urbanism and water resources broadcast by Canal 9
The article explains the mechanisms of journalistic manipulation used in the news programmes of the regional public television of Valencia, channel 'Canal 9', in their treatment of two issues of interest, urbanism and water resources, during the months previous to the autonomous regional elections of 2007. The empirical sample on which the model for bias and framing analysis was tested consists in 140 news items about the two issues. To determine the informational bias we examined in the news: the type of event, the sources, the relevance indicators, the absence or presence of context, the lexicon and the images that were selected. The research proves that, during this pre-electoral period, the channel's expressive and discursive tools were used to promote a biased party-line version of the facts, in a framing that coincided with the reasoning of the governing party (the Partido Popular).
Keywords: TV News, Bias, Framing, Propaganda, Political Communication.

VIADEL, Francesc
Press, power and anticatalanism: the validity of Las Provincias
The Valencian right-wing, mostly represented by the Partit Popular (PP, Popular Party), has made Valencian anticatalanism or blaverisme one of the axes of its political discourse. Anticatalanism, meaning the aversion to the idea of a Catalan nation, using the same Catalan language and culture, has been a very useful tool for the PP, closely linked to Spanish nationalism, to represent itself as the only party which defends majority of the interests and identity of the Valencian people. The silence of the affected sectors and majority of the society suggests that blaverisme, despite its xenophobic character and violence, is perceived by large sectors of local society as a legitimate movement. The role of the newspaper *Las Provincias* has been decisive for this success.
Keywords: *Las Provincias*, Anticatalanism, *Blaverisme*, People's Party, Anticatalanist Violence.

XAMBÓ, Rafael
The Media in the Land of Valencia
This article tries to fix the central issues about the structure that shape the Valencian Media System, describing and analyzing the process of changes. It shows the domination exercised by the political power that involves a series of bad practices in the news production, a strong dependence of the great Spanish media corporations, significant cultural lacks and an important backward step with regard to Catalan use in the media. All of this is considered a handicap against the development of truthful, democratic, public service media system.
Keywords: Valencian Media System, Communications Structure, Press, Radio, Broadcasting Television, Land of Valencia.

XAMBÓ, Rafael

The Immigration in the Mass Media: Discursive Trends

The usual presence of immigration in the media indicates that we are faced with a process that worries to the institutions, generates social controversy, causes the adaptation of the ideological discourses, it is introduced in the social and political debate, and generates an enormous number of news. An empirical approach enables to get away from the limits of the ideological thought. One is to establish main discursive trends that develop mass media before the phenomenon of immigration. This article analyzes with quantitative and qualitative methodology the informative processing of the phenomenon in mass media within reach of the Valencian public.

Keywords: Immigration, Mass Media, Content Analysis, News, Genre, Bias.