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Cantalapiedra González, M^a José; Meso Ayerdi, Koldo (UPV/EHU. Fac. de CC. Sociales y de la Comunicación. Sarriena, s/n. 48940 Leioa): **Presencia de los medios de comunicación vascos en Internet** (The presence of Basque media in Internet) (Orig. es)

In: *Mediatika*. 10, 9-76

Abstract: This work includes a follow-up of Basque media in the Internet, a task that is always necessarily unfinished, since we should continually list new media, on one hand, and strike out others that disappear from this changing and difficult listing. From the data compiled we can see that our media in the Internet continue the evolution that is to be expected in terms of the general development of new digital media and the characteristics of our information market.

Key Words: Media. Internet. Basque Country.

Díaz Noci, Javier (UPV/EHU. Fac. de CC. Sociales y de la Comunicación. Sarriena, s/n. 48940 Leioa): **Fuentes históricas coetáneas de la Liberación de Hondarribia: La construcción de un acontecimiento en la España de Olivares** (Contemporary historical sources on the liberation of Hondarribia: The construction of an event in the Spain of Olivares) (Orig. es)

In: *Mediatika*. 10, 77-107

Abstract: September 1638 Phillip IV's troops liberate Hondarribia, besieged by French troops. The news is known some time later in Madrid, and the Olivares' propaganda machine is set to work: informative, religious, festive or news reports in prose and verse. We offer a tour of them all, classified by genders, as well as a general panorama of the construction of an event.

Key Words: Hondarribia. Thirty Years War. History of Journalism. Spain. Basque Country. 17th century. Olivares.

Larrañaga Zubizarreta, José (UPV/EHU. Kazetaritza II saila. Sarriena auzoa, z/g. 48940 Leioa): **Euskal enpresarien irudi soziala eta Empresa Vasca telebista programa (ETB2, 1992-2001)** (The social prestige of Basque entrepreneurs and the “Empresa Vasca” television program (ETB2, 1992-2001)) (Orig. eu)

In: *Mediatika*. 10, 109-133

Abstract: The purpose of the study is directly related with the image and social acceptance of Basque entrepreneurs. A group of companies with good management practices played the role of being a model over the last decade of the past century, and still play this role, in order to establish a new culture in various companies. Basque administration, through the SPRI and the EITB public media provided a suitable means for a group of advanced entrepreneurs to divulge their new values and innovative spirit. The program titled Empresa Vasca (Basque Corporations) broadcast by ETB2 in 1992-2001 is a perfect means for this purpose.

Key Words: Audio-visual economic program. Basque Corporations. ETB. Social image of Basque entrepreneurs. New entrepreneurial management culture.

Meso Ayerdi, Koldo (UPV/EHU. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **Los diarios electrónicos de provincias: el caso vasco** (Electronic provincial newspapers: The Basque case) (Orig. es)

In: *Mediatika* 10, 135-195

Abstract: The evolution experimented by Basque newspapers over the last few years make it possible to state that we are in a transition phase, that establishes a new paradigm for Basque journalism. It is because of this that we venture to guess which is the course that Basque cyberjournalism has adopted over the last few years starting from an analysis of the real situation of e-journalism in the Basque Country.

Key Words: Cyberjournalism. Newspapers on line. Basque e-journalism.

Camacho Markina, Idoia (Eusko Ikaskuntza. M^a Díaz de Haro, 11 – 1. 48013 Bilbo): **Hurbileko informazioaren definizioa eta funtzioak. Euskarazko herri aldizkarien azterketa** (Definition and function of proximity information. Analysis of local magazines in Basque) (Orig. eu)

In: *Mediatika*. 10, 199-216

Abstract: It was during the nineteen-seventies that the proximity press, with information for villages, began to stand out within Spain . In the following decade the phenomenon of local press reached a greater relevancy and the Basque Country also witnessed this trend.

Proximity information does not only appear in the local press, as large daily newspapers also have noticed the need for proximity to the reader. For this reason, when defining proximity, in addition to physical area, one must take into account anything that interests people in a concrete area.

Key Words: Proximity press. Periodic publications in villages. Functions. Content. District media.

Etxebarria Gangoit, Joseba Andoni (UPV/EHU. Gizarte eta Komunikazio Zientzien Fak. Ikusentzunezko Komunikazio eta Publizitate saila. Sarriena, z/g. 48940 Leioa): **Publizitatea eta euskara, noranzko biko ahaleginak** (Advertising and Basque, bidirectional efforts) (Orig. eu)

In: *Mediatika*. 10, 217-243

Abstract: When we face the problem of advertising and the Basque language, far too many stereotypes appear in the scene. The greatest of them corresponds to the influence of advertising, concretely, the belief that advertising has an absolute influence in consumption and in the life of consumers. With that point of view in mind, the considerable responsibility of advertising professionals in encouraging the use of the the Basque language in our society is usually mentioned, but these professionals know well who are the main actors in this process: advertisers and consumers.

Key Words: Basque language. Advertising. Media. Bilingual advertising. Advertising in Basque. Media in Basque.

Noguera Carrillo, Félix (Edicions Intercomarcals, S.A.); **Irazusta Iribar, Joxe Mari** (Argia); **Martin Bastarrika, Iñigo** (EITB); **Paniagua Iglesias, Amaia** (Trup Publizitatea); **Irizar, Mikel** (Goiera): **Publizitatea euskaraz egiteko interesik ba al dago?** (Is there any interest for advertising in Basque?) (Orig. eu/es)

In: *Mediatika*. 10, 245-266

Abstract: Because of its size, the local media sector in Basque could well become a powerful communication group. Certainly, a turnover of 2.3 million Euros, 500,000 readers and 200 workers are data that are worth taking into account. To achieve a greater force, this sector should operate as a group. In this way a new leap forward could be made with respect to advertising, offering large advertisers a capillary network that spreads out from village to village, with the opportunity of being able to reach the remotest places. And all of this without prejudicing the general media in Basque.

Key Words: Local media. Local press in Basque. Readers. Advertising.

Landa Montenegro, Carmelo (Eusko Ikaskuntza. María Díaz de Haro 11 – 1. 48013 Bilbao): **Recopilación de tesis doctorales sobre Comunicación en las Universidades del País Vasco (1996-2000)** (Recopilation of doctoral theses on Communication in the Universities of the Basque Country [1996-2000]) (Orig. es)

In: *Mediatika*. 10, 267-295

Abstract: This article lists 152 doctoral theses on Communication as approved in the universities of the Basque Country between 1996 and 2000. After recalling the object is an apology of the projects, we list the theses in the alphabetical order of authors in a General Index. The main data offered in the article are: Author, Title, Department, Faculty or Superior Technical College, University, Year and Director. Also, we classify the doctors in other complementary indexes. This is a work of documentation is a continuation of the articles published in issues no. 6 (1997) and 7 (1999) of *Mediatika. Cuadernos de Medios de Comunicación*. There is also an addendum with various theses that were not listed in the previous articles.

Key Words: Doctoral theses. Communication. Media. Universities. Documentation.