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Analytic Summary

Mondragón Ruiz de Lezana, Jaione (UPV/EHU. Dpto. de Ciencia Política y de la Admón. Apdo. de Correos, 644. 48080 Bilbao): **Nuevos instrumentos de gestión pública y participación ciudadana** (New instruments of public management and citizens' participation) (Orig. es)

In: *Mediatika*. 11, 11-21

Abstract: The use of the new information and communication technologies should be placed on a scenario of change within local government. The application of such technologies should be routed towards an improvement of the information and communication with citizens and towards its application in the use of internal management of the organisation, improving governance through new forms of citizens' participation.

Key Words: Administrative modernization. Local government. Citizens' participation. New instruments of information and communication. Local public policies. Public management.

Cornago Prieto, Noé (UPV/EHU. Fac. de CC. Sociales y de la Comunicación. Apdo. 48080 Bilbao): **Democracia y nuevas tecnologías: límites del enfoque tecnocrático para la comprensión de los problemas de la democracia representativa** (Democracy and new technologies: limits of the technocratic approach for the comprehension of the problem of representative democracy) (Orig. es)

In: *Mediatika*. 11, 23-34

Abstract: The new technologies of information are configuring a situation of growing pressure on the public sector to get it to develop new forms of internal organisation, new services, and new forms of relations with citizens. All of this notwithstanding, with respect to its ambivalent effects, the debate on electronic democracy may also be contemplated as a symptom of the serious legitimacy problems that representative democracy is experiencing.

Key Words: Democracy. New technologies. Legitimacy. Local administration.

Nabaskues Pérez, Iker (Eusko Ikaskuntza. Miramar Jauregia. Miraconcha, 48. 20007 Donostia / San Sebastián): **La participación ciudadana en el Ayuntamiento y las nuevas tecnologías** (Citizen's participation in the Town Council and new technologies) (Orig. es)

In: *Mediatika*. 11, 35-42

Abstract: Local administration is turning out to be the key institution in which it is possible to effect a democratic regeneration of the institutions. The policies of citizen's participation by means of the new technologies make an increased transparency possible and provide the town council with more democratic legitimacy. Also, they can be an efficient political instrument to fight against social exclusion in urban spaces.

Key Words: Town council. Citizens' participation. Experiences. Sant Feliú de Llobregat. "e-democracy". Glasgow. "e-governance". Social exclusion.

Marcos Sagarzazu, Iñigo (Ayto. de Irún. Plaza San Juan Arri, s/n. 20304 Irún): **Internet, un nuevo canal de atención ciudadana S.A.C. (on-line)** (The Internet, a new channel of service to citizens S.A.C. (on-line)) (Orig. es)

In: *Mediatika*. 11, 45-52

Abstract: To the traditional channels of attending citizens, that is, the in-person and telephone services, a new channel of citizen attention is now being incorporated that has a considerable potential: the INTERNET. The novelty of this channel is to be able to accede to municipal information and other information related to the town (street map, activities, services, formalities, etc.), consult one's own personal data (municipal census, fiscal data, state of applications, etc.) and carry out other formalities with the Town Council, in complete security, from home, 24 hours a day and 365 days a year.

Key Words: Attending citizens. Internet. Channel. Service. Town Council.

Pazos González, José Manuel (Ayto. de Gijón. Plaza Mayor, 9. 33201 Gijón): **Nuevos canales de prestación de servicios basados en las nuevas tecnologías de la información: la experiencia del Ayuntamiento de Gijón** (New channels of work based on the new technologies of information: the experience of the Town Council of Gijón) (Orig. es)

In: *Mediatika*. 11, 53-60

Abstract: This article offers a positive balance of historiography on the Second Republic in the Basque Country and Navarre published during the last quarter of a century. In this balance, a noteworthy development is observed together with a thematic imbalance and the lack of good biographies and syntheses. It is not a polemical historiography, in contrast with that dedicated to the Civil War.

Key Words: e-Administration. Electronic administration. Citizen's Card. Media library. Indicator.

Valgañón Esnal, Aitor (Príncipe, 3 - 3ª izda. 48001 Bilbao): **Trayectoria del ayuntamiento de Basauri en lo referente a su presencia en internet** (Trajectory of the Town Council of Basauri reference to its Internet presence) (Orig. es)

In: *Mediatika*. 11, 61-64

Abstract: In December 2002, the town council of Basauri launches the second version of the www.basauri.net website, with the intention to solve the problems detected in the version published in December 2000. The objectives pursued are: to open a new channel between the Administration and the citizens, to concentrate and sort out the information, to create a technological culture and to rationalise resources. The project will be a boosting element for the modernisation of our management.

Key Words: Administration. Citizen. Internet. Information. Communication. E-services. Modernization. Management.

Aramberri Miranda, Javier (Eusko Ikaskuntza. María Díaz de Haro, 11 - 1. 48013 Bilbo): **La experiencia del Ayuntamiento de Getxo en la utilización de las tecnologías de la información y de la Comunicación** (The experience of the Town Hall of Getxo in the use of information and communication technologies) (Orig. es)

In: *Mediatika*. 11, 65-69

Abstract: The Town Council of Getxo started its experience in the use of TICs to bring the administration nearer to the citizen in 1989 by starting a Videotex Server Centre. As from 1997 it has maintained the GetxoNet website, to which it is constantly incorporating new services. It has checked, by means of the utilisation statistics, that such services are very well received by the citizens.

Key Words: Videotex. GetxoNet. OPE in Internet. On-Line formalities. Statistics on hits. Observations.

Ramilo Araujo, M^a Carmen (UPV / EHU.Dpto. de Ciencia Política y de la Admón. Sarriena, s/n. 48940 Leioa): **Planificando la sociedad de la información en el ámbito local de la CAPV** (Planning the society of information in the local level in the Basque Autonomous Community) (Orig. es)

In: *Mediatika*. 11, 73-94

Abstract: The objective of this article is to introduce policies for the promotion of the society of information in the Basque Country and the main agents who participate in the development thereof. Following the focus of Governance, the proposal is to analyse up to what point such policies follow dynamics of cooperation and collaboration between institutions and key public, private and social agents for the effective development thereof.

Key Words: Society of Information. Information and Communication Technologies. Pacification. Governance. Critical agents. e-Europe. e-Basque Country. e-Gipuzkoa.

Casillas de León, Itziar; Mesa del Olmo, Adela; Ramilo Araujo, M^a Carmen (UPV / EHU. Dpto. de Ciencia Política y de la Admón. Sarriena, s/n. 48940 Leioa): **El desarrollo del gobierno electrónico en los municipios del País Vasco** (The development of e-Government in the municipalities of the Basque Country) (Orig. es)

In: *Mediatika*. 11, 95-107

Abstract: The purpose of this article is to introduce the degree of development of Electronic Government (e-Government) in the local level in the Basque Country as from a study on the presence of Basque town councils in the Internet bearing in mind various dimensions of analysis of e-Government: e-administration, e-democracy and e-governance.

Key Words: Information and Communication Technologies. Local government. Electronic Government. E-administration. E-democracy. E-governance.

Lazcano Brotóns, Iñigo (UPV / EHU. Fac. de CC. Sociales y de la Comunicación: Sarriena, s/n. 48940 Leioa): **El derecho a recibir información administrativa local** (Freedom of information and Local Government) (Orig. es)

In: *Mediatika*. 11, 111-134

Abstract: The present work analyses the range of a series of faculties citizens have vis-à-vis local entities, that materialise themselves in the procurement or access to certain information, data or documents in the hands of the institutions, and tries to elaborate, as from such elements, the content of a possible right to receive local administrative information.

Key Words: The right to information. Administrative transparency. Local administration.

Larrañaga Zubizarreta, José (UPV / EHU. Kazetaritza II saila. Sarriena auzoa, z/g. 48940 Leioa): **Aproximación a la política municipal en los ayuntamientos de la CAV** (An approximation to municipal politics in the town councils in the Basque Autonomous Community) (Orig. es)

In: *Mediatika*. 11, 135-150

Abstract: The reform of the administration implies a new culture of public administration management and influences the form information and communication are laid out. Institutional identity and communicational policies have a different approach in that they proceed from private corporate marketing and publicity and they are applied in the local institutional communication level.

Key Words: Press cabinet. Institutional information. Communication policies of Basque town councils. Administrative reform.

Sainz Nieto, Lontzo (EITB. 48215 Iurreta): **Comunicación e Información. El trabajo de EITB** (Communication and Information. The work of EITB) (Orig. es)

In: *Mediatika*. 11, 151-155

Abstract: The Communication Cabinet at EITB provides content to the written media and to the Group's own media. Technology allows for the immediate sending of contents and also allows for the use of measuring tools that facilitate the necessary coordination of strategies between Communication, Promotion and Research.

Key Words: Key words: Content suppliers. Internet, the fast way. Measure in order to grow. Coordination. Information Vs Communication. The 11th March.

García Orosa, Berta; Tüñez López, Miguel; López García, Xosé (Univ. de Santiago de Compostela. Fac. de CC. de la Comunicación. Avda. Castelao, s/n. 15782 Santiago de Compostela): **El perfil del periodista de Internet en Galicia** (The profile of the Internet journalist in Galicia) (Orig. es)

In: *Mediatika*. 11, 159-169

Abstract: This article presents the conclusions of research carried out on professional attitudes and labour conditions of the first on-line journalists to work for the media in Galicia. Throughout the study the author tries to describe not only the objective characteristics of the work of the new communicators but also their expectations and reflections on this new environment.

Key Words: Electronic journalism. Digital newspaper. The Internet. Cyber-journalist.

Calvo Bermejo, Lucía (Grup de Periodistes Digitals. Pl. de la Vila, 8. 08080 Vilanova i la Geltrú): **El informe sobre la Situación Laboral y Profesional del Periodista Digital en Cataluña** (A report on the job an professional situation of digital journalist in Catalonia) (Orig. es)

In: *Mediatika*. 11, 171-183

Abstract: This report is on the Labour and Professional Situation of Digital Journalists in Catalonia, and was drafted by the “Grup de Periodistes Digitals”. In it, the authors show which are the main problems affecting journalists in the Internet and define the profile of a digital journalist. This article brings out the most despairing results of the study and gathers some proposals to improve the situation.

Key Words: Professional profile. Digital journalist. Labour situation. Precariousness.

Domingo Santamaría, David (Grup de Periodistes Digitals. Pl. de la Vila, 8.08080 Vilanova i la Geltrú): **Grup de Periodistes Digitals: Una experiència associativa de Catalunya** (The Group of Digital Journalists: an associative experience in Catalonia) (Orig. cat)

In: *Mediatika*. 11, 185-197

Abstract: The Grup de Periodistes Digitals is an open professional association that gathers journalists who work in communication through the Internet. This article reviews the evolution of the Group organisational model, and analyses the advantages of associationism in the sector of digital communication and exhibits the future challenges of a group that, after seven years of history, is beginning to consolidate itself.

Key Words: Digital journalism. Internet. Associationism. Professional regulation.

Moral Pérez, José Antonio del (Eusko Ikaskuntza. María Díaz de Haro, 11 - 1. 48013 Bilbo): **El periodista digital vasco** (The Basque digital journalist) (Orig. es)

In: *Mediatika*. 11, 199-209

Abstract: The job conditions of Basque digital journalists are very similar to those of journalists working in traditional media. The sector is experiencing a slight upward trend due to the appearance of a good number of new media that require professionals related to the world of information. At the same time, new challenges appear which are already well known by traditional journalists, like media consolidation and the consequent decrease in independence that they bring about, as well as abusive practices on collaborators or freelancers.

Key Words: Internet. Digital journalism. Precarious employment. Online media. Search engine Digital newspaper.

Palomino Bilbao, Carlos (Eusko Ikaskuntza. María Díaz de Haro, 11 – 1. 48013 Bilbo): **Aspectos jurídicos de la profesión del periodista digital: contratos y derechos de autor** (Juridical aspects of the profession of a digital journalist: contracts and copyrights) (Orig. es)

In: *Mediatika*. 11, 211-231

Abstract: The juridical relationship between journalists and the digital means is articulated under the same forms as in the traditional means: as a contracted worker or as freelancer. Companies need specific pacts with journalists to disseminate works in digital formats. Personal pages by journalists are susceptible of intellectual protection, both in terms of content and in terms of aesthetic appearance.

Key Words: Salaried workers. Autonomous workers. Fraud. Intellectual property. Cession. Exploitation. Pact. Weblog.

Mendi Forniés, José Francisco (Consejo de Ciento, 19 – 5º centro. 50007 Zaragoza): **El Estatuto del Periodista Profesional, una iniciativa parlamentaria de Izquierda Verde, Izquierda Unida – Iniciativa per Catalunya Verds** (The Statute of the professional journalist, a parliamentary initiative of Izquierda Verde, Izquierda Unida-Iniciativa per Catalunya Verds (the Catalanian section of the United Left coalition)) (Orig. es)

In: *Mediatika*. 11, 233-247

Abstract: The *Izquierda Verde – Izquierda Unida – (Green Left – United Left) Parliamentary Group* has tabled the proposal elaborated by the Journalists' Forum. This has provoked debate and polemics between different opinions in the sector. However, we are without doubt we are before a regulation there was both demand for and need. Mainly in order to be able to determine the rights and duties of the professionals in their various modalities.

Key Words: Journalists' Statute. Information Boards. Editorial Committees. Free Lancer. Professional secret. Deontological code. Conscience clause.

Bañales Regulez, Irune (Eitbnet. Zamudioko Teknologi Parkea. Ibaizabal Bidea, 101 eraikina – 1. pisua. 48170 Zamudio): **Redacción digital eitb.com** (Digital board of editors in eitb.com) (Orig. es)

In: *Mediatika*. 11, 251-255

Abstract: eitb.com was born in 1997, but the digital newsroom was not set up until the year 2000. Since then, a limited number of journalists (3-4) have worked in the website with the collaboration of different departments and editors from EITB.

Key Words: Eitb Group. Digital newsrooms. Exclusive contents. Multimedia. Evolution.

Brizuela Aguayo, Juanjo (Polígono Basabe, EO-8. 20550 Aretxabaleta): **La parte y el todo** (The part and the Whole) (Orig. es)

In: *Mediatika*. 11, 257-263

Abstract: In a context that is as changing as the one in which we find ourselves, the correct management of the brand name and its expression in communication is a fundamental requisite to provide the organisations in our country with a new competitive advantage.

Key Words: Brand. Communication. Management. Press Cabinet. The Basque Country. Small and Medium-sized Companies. AZK group.

Arantzabal Arrieta, Iban (Goiena.net. Irizar Jauregia. Barrenkalea 33. 20570 Bergara): **Kazetari multimeriaren bidean** (Towards a multimedia journalist) (Orig. eu)

In: *Mediatika*. 11, 265-269

Abstract: With the attainment of multimedia journalists what is searched for is a more productive management of time and quality of information. The journalist will cover less topics, but those he will cover he will cover more in depth: for the Internet, in a brief, precise and prompt manner; for the radio, by means of telephone connections; for the television, with interviews and images; for the weekly publication in paper format, more in depth, with photographs and developed texts. The challenge of the future is the management of information, not so much the repetition thereof in different media. The obtainment of the information will have to be guaranteed, together with its organisation and authenticity. This will be carried out by means of the “multimedia journalist”, not with the “multi-task journalist”.

Key Words: Multimedia journalist. Goiena. Goiena.net. Sustatu.com.

Gómez Goikolea, Jon Gurutz (Eusko Legebiltzarra. Becerro de Bengoa, z/g. 01005 Vitoria / Gasteiz): **Zabalik, Interneten bidez Eusko Legebiltzarreko jardueretan parte hartzeko proiektua** (Zabalik, a project of participation through the Internet in the activities of the Basque Parliament) (Orig. eu)

In: *Mediatika*. 11, 271-279

Abstract: The Basque Parliament has started a free public service that allows citizens to get information and participate in its activities through the Internet. Zabalik offers its users the possibility of choosing the matters they are interested in, receive weekly information on the work that is carried out therein and participate in those activities at any time. Direct “à la carte” access for everybody.

Key Words: Participation. Transparency. Electronic democracy. Basque Parliament.

Cuesta Ezeiza, Arantza (Euskomedia Fundazioa. Astasuain 14. 20170 Usurbil): **Euskonews & Media** (Euskonews & Media) (Orig. es)

In: *Mediatika*. 11, 281-284

Abstract: *Euskonews & Media* is a Basque culture journal which was set up in 1998 with the mission of offering quality content on Basque Society and Culture in digital format to users all over the world.

Key Words: Euskonews & Media. Electronic publications. Basque culture.

Alonso López, José Manuel (Eusko Ikaskuntza. María Díaz de Haro, 11 - 1. 48013 Bilbo): **Odisea del periodista en espacio y tiempo digital** (A journalist's odyssey in digital space and time) (Orig. es)

In: *Mediatika*. 11, 287-293

Abstract: With the Internet and its technological revolution, we human beings are witnessing a deep change in society which affects communication and journalists, which needs permanent special adaptation and learning without eluding the traditional values and techniques in mass journalism. To face such an odyssey the author gives journalists some advise.

Key Words: Internet. Technological revolution. Change. Digital journalist. Permanent adaptation.

Ruiz García, José Luis (Uribitarte, 4. 48001 Bilbao): **Periodista digital. Perspectivas laborales y profesionales** (The digital journalist. Job and professional perspectives) (Orig. es)

In: *Mediatika*. 11, 295-301

Abstract: Information and communication technologies are having a tremendous impact on the social, economic and corporate levels, including the media. The professionals who work in such media improve their capacity of communication but also run a serious risk in terms of job conditions reference to which a new regulation of rights is becoming necessary.

Key Words: CC.OO. (the trade union) of the Basque Country. Homologation in labour matters. Subcontracting in the communication field. Qualification and employment. TIC and precariousness. Labour regulations. Confederative syndication and journalism. Multimedia press room.

Martínez Odriozola, Lucía (UPV / EHU. Fac. de CC. Sociales y de Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **Las prácticas habituales** (Usual practices) (Orig. es)

In: *Mediatika*. 11, 303-310

Abstract: Carrying out training periods in companies is an important complement for the preparation of those who in future are going to work in the media. Universities have the duty to manage them in a rational manner in such a way that they are beneficial for all the elements that participate therein: students, companies and faculties.

Key Words: CC.OO. (the trade union) of the Basque Country. Homologation in labour matters. Subcontracting in the communication field. Qualification and employment. TIC and precariousness. Labour regulations. Confederative syndication and journalism. Multimedia press room.

Eskisabel Larrañaga, Idurre (BERRIA. Martin Ugalde kultur parkea. 20140 Andoain): **Prensako kazetaritzatik edizio digitaleko kazetaritzara: pozak, ajeak eta galderak** (From the press journalist to the digital edition journalist: joys, restlessness and questions) (Orig. eu)

In: *Mediatika*. 11, 313-318

Abstract: The Internet and the online editions of classical media contribute great novelties and opportunities to the field of communications, and even to the way journalism is made. The support itself offers considerable opportunities of dissemination for a considerable amount of contents, and also to activate the receiver, who used to be quite passive before. But not everything is positive; there are still considerable challenges to face: like the lack of investment with the excuse of the lack of profitability and the need to habilitate new languages.

Key Words: Internet. Journalism. Communication.

Peña Fernández, Simón (UPV / EHU. Kazetaritza II saila. Sarriena auzoa, z/g. 48940 Leioa): **Kazetarien formazioa aro digitalean** (Journalistic information in the digital era) (Orig. eu)

In: *Mediatika*. 11, 319-326

Abstract: Fully immersed as it is in the digital era, journalism needs to redefine many of the characteristics that it has had up to the present. In the present times, which provide both new possibilities and communication techniques, the profession should receive response from the university to the challenges it has to face: the professionalisation of information and the training of journalists, the end of the monopoly of the mediation process and the supremacy of quality and references, and the consolidation of its own models of business, to name but a few.

Key Words: Journalism. Internet. The digital era. University.