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Analytic Summary

Etxebarria Gangoiti, Joseba A. (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Comunicación Audiovisual y Publicidad. Sarriena, s/n. 48940 Leioa): **Situación y evolución de las agencias de comunicación del País Vasco: perfil de las agencias, expectativas para el negocio y estrategias de desarrollo** (Situation and evolution of communication agencies in the Basque Country: Profile of agencies, expectations for business and development strategies) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 5-33

Abstract: The current economic crisis is having a considerable effect on the whole of the companies and the Basque Country that offer commercial and institutional communication services. With the objective of coming out of the crisis as soon as possible and in the best possible conditions it is necessary to carry out studies that contribute to making a correct diagnosis of the situation of the sector and propose criteria for its ulterior development.

Key Words: Publicity Agency. Basque Country. Profile of local agency. Business expectations. Development strategies. Publicity crisis.

Zabaleta Urkiola, Iñaki (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC.SS. y de la Comunicación. Dpto. de Periodismo. Apdo. 644. 48080 Bilbao): **Los vascos en la prensa internacional: cobertura e imagen en el *The New York Times*, 1997-2007** (Basques in the International Press: Coverage and Image in *The New York Times*, 1997-2007) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 35-55

Abstract: 91.1% of the news on the Basques and the Basque Country published by the *The New York Times* between 1997-2007 corresponded to “conflict/violence” (mainly on terrorism), a similar percentage to that between 1950-1996 (94%). Journalistic coverage by that newspaper from New York contains a political discourse, even in the denomination of ETA.

Key Words: Basques. *The New York Times*. International press. Journalistic coverage. Image. Terrorism.

Iturregi Mardaras, Leire; Mendiguren Galdospin, Terese; Pérez Dasilva, Jesús A.; Peña Fernández, Simón; Genaut Arratibel, Aingeru (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **La transformación de la actividad informativa de los bancos y cajas de ahorro de la CAV y Navarra en Internet: de los servicios financieros a la información de actualidad** (The transformation of the informative activity of the financial institutions in the Basque Country and Navarre: from the financial services to the information) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 57-103

Abstract: The new technologies have allowed the financial entities to enter the world of the media. The content of its websites is halfway between the customer and the citizen, and its products and services shares spaces with information of public interest. This research analyses the communication strategies of the main financial entities of the Basque Country and Navarre in their websites.

Key Words: Media. Financial entities. Basque Country. Internet.

Peña Fernández, Simón; Pérez Dasilva, Jesús A.; Genaut Arratibel, Aingeru (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **Tendencias en el diseño de los diarios vascos y navarros en Internet** (Tendencies in the design of online newspapers in the Basque Country and Navarre) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 105-137

Abstract: Cyber media do not only pursue having an attractive and modern visual aspect but they also try to have pages with an intuitive and simple navigation. In this research and analysis is made of the main characteristics of journalistic design in the most important digital newspapers in the Basque Country and Navarre.

Key Words: Media. Journalistic design. Basque Country. Internet.

Urrutia Izagirre, Santi (Univ. del País Vasco/Euskal Herriko Unib. Gizarte eta Komunikazio Zientzien Fakultatea. Soziologia Saila. Sarriena, s/n. 48940 Leioa): **Errepresentazio bisualen mugak: sexua eta biolentziaren irudiak hedabideak eta zineman = Los límites de las representaciones visuales: imágenes de sexo y violencia en los medios y en el cine** (The limits of visual representations: images of sex and violence in media and films) (Orig. eu/es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 139-212

Abstract: This work classifies the visual representations of sex and violence in the public and private spheres analysing products coming from the Basque environment: the media, cinema and the Internet. It also explains practices observed in concepts such as “public space”, which demands that the images are «politically correct» and have «good taste». The rest of the visual representations will only be apt for the private sphere.

Key Words: Visual representations. Sex. Violence. Public sphere. Private sphere. Dual morality. Voyeurism. Compassion before suffering.

Cantalapiedra González, M^a José; Genaut Arratibel, Aingeru; Peña Fernández, Simón; Pérez Dasilva, Jesús A. (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **Interactividad y participación ciudadana en los medios vascos en Internet** (Interactivity and Citizen's Participation in the Basque Media on Internet) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 213-256

Abstract: Internet allows audiences to create new forms of dialogue with the media, either by means of the channels they have established for that purpose, or as creators of their own contents. This study shows a detailed panorama of the way in which Basque online media have channelled possibilities of interacting with citizens and having them participate during the first quarter of 2007.

Key Words: Interactivity. Citizens' participation. Internet. Basque Country. Media.

Irigoyen Artetxe, Alberto (Eusko Ikaskuntza. Miramar Jauregia. Miraconcha, 48. 20007 Donostia – San Sebastián): **La difusión radiofónica del ideario nacionalista vasco en Uruguay: la Comisión Pro Fomento Euskal Ordua de Montevideo. 1932-1936** (The radio broadcasting of the Basque nationalist ideology in Uruguay: *Comisión Pro Fomento Euskal Ordua* of Montevideo. 1932-1936) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 257-299

Abstract: Founded in 1932, *Euskal Ordua* was the first attempt to disseminate nationalist doctrine by radio in Uruguay. It was practically a *batzoki*, which published journals and organised patriotic and religious events, and was responsible for the introduction and dissemination of the Basque flag, the *ikurriña*. After its disappearance, it was succeeded by *Solidaridad Eusko Americana*, an ambitious initiative that intended to become a universal movement.

Key Words: Nationalism. Uruguay. *Euskal Ordua*. *Solidaridad Eusko Americana*. *Batzoki*.

Meso Ayerdi, Koldobika; Díaz Noci, Javier; Larrondo Ureta, Ainara (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa); **Salaverría Aliaga, Ramón; Sadaba Chalezquer, M^a Rosario** (Eusko Ikaskuntza. Miramar Jauregia. Miraconcha, 48. 20007 Donostia – San Sebastián): **Presencia y uso de internet en las redacciones de los diarios vascos y navarros** (Presence and use of the Internet in the edition of Basque and Navarran newspapers) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 301-319

Abstract: This study analyses the degree of penetration of the Internet in Basque and Navarran media with Web editions and studies up to 1 .the Internet is modifying journalists' professional routines. For this purpose the authors draw on the results obtained from a poll carried out both to directors and journalists working in electronic editions of the mentioned newspapers.

Key Words: Internet. Journalism. Journalist routines. Basque Country. Navarre.

Meso Ayerdi, Koldobika (Univ. del País Vasco/Euskal Herriko Unib. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena, s/n. 48940 Leioa): **Los confidenciales, nuevos medios auxiliares del periodista. El caso vasco** (The confidential media, a new auxiliary means for journalists. The Basque case) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 12, 321-356

Abstract: The phenomenon of the so-called confidential digital media, among whose contents confidential information occupies a relevant space, in case of Spain has recently become publicly and notoriously widespread. This article presents the main results of a research, based on the analysis of significant cases, with the objective of defining their characteristics and functions in comparison to the genuine restricted confidential media, as well as analysing the value of their use as attributed by their readers.

Key Words: Cyber journalism. Cyber media. Digital confidential media.