

# **ABSTRACTS**

## **COMMUNICATIONS HERITAGE**

### **TOWARDS CATALAN DICTIONARY OF CINEMA, TELEVISION AND VIDEO**

---

by JOAQUIM ROMAGUERA I RAMIÓ  
TOMÀS PLADEVALL I FONTANET  
EUGENI BONET I ALBERO  
JORDI ARTIGAS I CANDELA

The authors formally propose, in this article, the creation and publication of a dictionary which would provide an invaluable work of reference. Throughout the course of the present text they indicate the form this dictionary would have, the approximate number of references, the criteria for the inclusion and distribution of each of the entries and the timescale for the completion of the project. At the same time, the authors offer here a summary of the project's history and evolution, the phases and the mechanisms involved in compiling the dictionary and obtaining data, the advisory role played by TERMCAT, and conclude by describing the difficulties and pitfalls besetting the process of compiling a dictionary from start to finish.

### **TOWARDS A CATALAN PERIODICALS ARCHIVE POLICY**

---

by JOSEP MARIA FIGUERES I ARTIGUES

The paper begins by analyzing the importance of the existing patrimony of periodical publications in Catalan. Figueres makes the case for a heightening of sensibility with respect to this issue,

indicating the urgency the which it should be regarded in order to improve research into and conservation of this heritage. Here he offers an assessment of the present situation and calls for an increased budget to allow improvements to the documentary archive, incorporating, amongst other elements, information technology into the process as a basis for the subsequent drawing up of a general census of the Catalan press. At the same time, Figueres sets out the requirements which he feels a periodicals archive policy should meet; a policy in which the author sees historians having a fundamental part to play. In conclusion, he stresses the importance of conseving the patrimony as part of the country's social and cultural identity, and the need to move away from a reliance on private collections to public archives.

## **JOURNALISTIC DIPLOMACY. A NEGLECTED FIELD IN PLANS FOR THE DOCUMENTARY HERITAGE OF COMMUNICATION**

---

by JOSEP MARIA CASASÚS I GURI

The article sets out to define and explain in generic terms the concept of diplomacy, essentially emphasizing the importance, the objectives and the current state of this discipline. Casasús proceeds to present diplomacy as a legitimate and useful discipline for the understanding of the text, incorporating a variety of sources which he progressively defines. At the same time, the author is critical of the neglect of this facet of our communications heritage, and voices the need to promote a sensibility geared to the conservation of the texts used in the journalistic materials with which he is concerned.

## **FILM PRODUCTION IN CATALONIA**

---

by CARLES JOSÉ I SOLSONA

The article is developed as a structured analysis of film production in Catalonia in recent years. The author alerts us to the crisis affecting the cinemas, with the resulting reduction in variety and choice, the



continuing closure of cinemas in rural areas and the progressive concentration of cinemas in the major towns and cities, accompanied by the disappearance of local distributors and the increasing dominance of the large companies. José i Solsona goes on to describe the principal causes motivating this crisis, such as the expansion of private television, an increase in audiovisual productions and the consolidation of the domestic video recorder. The write gives quantitative data on film production, elucidating the decline in the number of films produced, together with other examples which indicate the recent history and the precarious position of the majority of companies operating in the sector, who are forced into mergers or collaborative groupings in order to make the most of their limited resources. Finally, the article presents a number of statistical tables which outline the evolution of production, coproduction, audiences and box office takings.

## **HISTORY OF JOURNALISM**

### **OCCASIONAL SATIRICAL PUBLICATIONS**

---

by JOSEP MARIA CADENA I CATALÁN

Cadena offers a profound historical analysis of this class of publication, its significance and some of the more noteworthy functions it exercises. The author describes a number of representative examples, explaining the way in which certain social and political events of widespread significance are reflected in the press at the level of satire. The article also reproduces some pages from the communications media featuring examples of the work of the humorists commented on.

### **THE PRESS AND THE TRANSITION: MAGAZINES AND PERIODICALS IN THE PROVINCE OF GIRONA**

---

by JAUME GUILLAMET I LLOVERAS

Guillamet considers, in this short article, the character and tone of the leading periodicals published in the province of Girona during the

last years of Franco's dictatorship. The author offers a very welcome reflection on the journalistic tradition in the Girona region during the political transition to the modern Spanish state, listing all the most important publications which, under the protection of the Catholic church and the Movimiento, existed in the towns and villages. At the same time he describes the effect on the regions newspapers and magazines of the change to a democratic system, and the private publications which emerged during this period. Guillaumet finally considers the viability of a large number of present-day publications and the difficulties confronting many of them in the struggle to survive and consolidate their circulation.

## **XAVIER ALEMANY'S TAKIFOTÓFONO: A VISIONARY FORERUNNER OF THE TELEVISION**

---

by JOAN MANUEL TRESSERRAS I GAJU

Tresserras's article sets out to visualize the thought-provoking interpretations of reality to be found in the illustrated papers of the early years of the 20th century. By way of example he describes a satirical piece taken from the periodical *L'Almanac*. As he explains, in one of the issues of the magazine there is a description by the journalist Xavier Alemany of a forerunner of the modern television, referred to as a «Takifotófono». Tresserras goes on to list the qualities of this satirical text, in that it offers a sketch portrait of the everyday life of the time, and thus of the customs of the period. The author concludes with a comparative assessment of Alemany's writings and a brief biographical note on the «inventor» of the Takifotófono.

## **THEORIES OF JOURNALISM**

### **INVESTIGATIVE JOURNALISM. TYPOLOGY AND METHODOLOGICAL CLASSIFICATION**

---

by MONTSERRAT QUESADA I PÉREZ

This text sets out to redefine the concept of investigative journalism. The author stresses the importance of the reporting and inves-



tigative work to be found in the various branches of the mass media, situating this type of journalism in the context of the profession, the area or field it is found in and the methodology it adopts (the degree of difficulty in gaining access to sources, etc.). Quesada then goes on to establish a set of five types of journalistic treatment, which help to define and differentiate what the author regards as investigative journalism. She follows this up with a distinction between in-depth journalism, documentary journalism, exclusive stories, exposure journalism and, finally, eye-witness or participative journalism. She explains these different modes of journalism, offering definitions, analyzing the uses to which they are currently put and distancing them from what she understands as generically constituting investigative journalism.

## **CHANGES IN EUROPEAN PUBLIC TELEVISION**

---

by MARCIAL MURCIANO I MARTÍNEZ

Murciano offers a global analysis of the collapse of the public model of radio and television broadcasting, which has seen its power and influence steadily reduced over recent years. The author provides a schematic outline of the configuration of this model and the principle causes of its failure. Technological developments, the decisive potential of advertising and the intentions shaping programme production are the key elements identified by the author as responsible for the crisis affecting the public networks. At the same time, the article addresses itself to a new force in the world of communications, in which an ever-increasing numbers of interests and contributors are involved, and where new perspectives are constantly opening up. Murciano concludes by offering a reflection on the existing dualities, the problems which must be resolved, and the principal challenges which can be identified in present-day broadcasting, less stable now than ever.

## **NOW TECHNOLOGIES IN THE FIELD OF COMMUNICATIONS**

### **NOW THEY ARE IN EMPÚRIES! FROM THE INSTANT REPLAY TO THE PLANETARY SPECTACLE**

---

by ANTONI MERCADER I CAPELLÀ

This document adopts as its point of perspective the arrival of the Olympic flame in Empúries. From this starting point, Mercader takes us on a guided tour of the history of communications relations of a cultural and political nature as established between human beings prior to the great industrial revolution, a point in time which the author identifies as the beginning of a new era not only on the level of technology but also of communications, both interpersonal and collective. At the same time, he analyzes the values currently promoted by the media, the capacity these have to influence social behaviour and the technology bombardment with which they respond to historic events.

### **ON THE INFLUENCE OF THE NEW TECHNOLOGIES IN THE COMMUNICATIONS PROCESS**

---

by JOAN IGNASI RIBAS I TORRABADELLA

As its title clearly indicates, Ribas' document sets out to confront the significance and /or influence of the new technologies on the communications process. The author emphasizes the capacity of presentday communications systems to engage the participation and active involvement of the spectator, an interactive approach also to be found in information technology. He discusses here the phenomenon of Hypertext, a concept drawn from the field of IT, as a relevant example of the active reading position on the part of the user. Thus, Ribas goes on to comment in the latter section of his text on a number of new challenges facing communications such as the concept of domoptics and other elements which involve the interaction of the spectator/user and which, for the author, seem set to put the habits and customs of the consumer to the test.



## **INTERACTIVE TELEVISION. A NEW SYSTEM OF COMMUNICATIONS**

---

by JOSEP NIETO I TRULLÀS

Nieto begins his article with a review of the historical process that has led to the present need for interactive television, in making possible the viewer's participation in and relationship with the programmes broadcast. After noting certain precedents for the phenomenon of interactive broadcasting, the author gives some early examples which made it possible to create, ready for commercial exploitation, a sophisticated television system, marketed by the company Interactiva Televisió, S.A. Nieto records the changes in programming and technology, the phenomenon of zapping, the latest marketing techniques and so on as elements intended to make an impact on the viewer and modify his or her behaviour and attitude towards the television set. The second part of the text considers the principal constituents of the new apparatus, its possible functions and applications and how it might influence the viewer. After a discussion of the forthcoming appearance on the market of the new hardware and the companies involved in producing it, the author concludes his introduction of the interactive system by giving a complete inventory of the uses to which it might be put, clarifying a number of issues and identifying others for future resolution.

## **RICARD BLASCO, HONORARY MEMBER OF THE SCC**

### **A BIBLIOGRAPHICAL OUTLINE OF RICARD BLASCO**

---

by JOAN MANUEL TRESSERRAS I GAJU

The author commences his article on the figure of Ricard Blasco with a personal account of the process of sourcing and compiling data relating to his subject, all of the exploratory work and the itinerary which, as tresserras observes, he had to follow in order to apprehend and isolate the principal virtues of Blasco's oeuvre. The second part of the document is a generic evaluation of Blasco's multifaceted

professional activities, pointing out his fields of specialization, his unique contributions and pioneering research. Tresserras lists the major works and outlines the characteristics and functional qualities of his subject, while underlining his contributions to the field of communications. At the same time he seasons his text with quotations which serve to externalize the professional commitments and the personality of this writer, journalist, historian ... and Valencian.

## **RICARD BLASCO, FILMMAKER**

---

by JOAQUIM ROMAGUERA I RAMIÓ

The author starts by noting the part played by the publication *L'Aiguadolç* in the description of the work of Ricard Blasco, before going on to situate his discourse within a reflection on the cinematic activities of this Valencian intellectual. Romaguera sets out to describe Blasco's career in the audiovisual field, explaining his work as scriptwriter and his collaborations with producers and directors. The document notes the importance of his apprenticeship and his commitment as a filmmaker involved in producing seven films, in seven headings which describe the period of his links with genre cinema. The article also draws attention to Blasco's involvement, some years later, in television production, where he was responsible for documentaries of a historical character, something which allowed him to pursue his investigative work as a researcher into our historical past. Romaguera complements his discourse by making reference to Blasco's considerable gifts as a narrator and writer of articles, and to his contribution to the historiography of the cinema, which has made him one of the key figures in the study of the cinema in the Valencia region. Finally, the article posits the need for a publication dedicated to the study of the history of the cinema throughout the Spanish state, for which this Valencian scholar would be an indispensable point of reference.



# THE INAUGURATION OF THE ACADEMIC YEAR 1991-1992

## MASS MEDIA AND INTERNATIONAL POLITICS IN TIME OF WAR

---

by IGNACIO RAMONET

The object of Ramonet's exhaustive document is to offer a reflection on the presentation of information on television since 1989. The author claims this date as the starting point, on account of three primordial historic events (the collapse of the Ceausescu regime, the fall of the Berlin wall and the war in the Persian Gulf) for a progressive change in the structure of televisual space. The text analyzes how, from that year on, television showed itself to be an extremely agile, rapid and independent medium, benefitting above all from technological advances in the communications field, which have served to accentuate these capacities. Ramonet explains in the course of his article the new functional characteristics which television as a medium now possesses, as an apparatus which invades us and bombards us with images, without interpreting them, with a constant velocity and instantaneity. The writer goes on from here to put forward three events as prime examples of this, centring his analysis above all on the role of television as witness, on the part played by presenters, correspondents and television news programmes as a whole (differentiating them from previously established models), and so on. Ramonet concludes by insisting on television's great potential, with its predominance of «hardware», excitement and fiction, and where, the author warns, a disturbing loss of credibility is taking place as a result of the deception practised in certain broadcast information, a situation which calls for urgent consideration.

## II CYCLE OF REPORTS

### SOME REFLECTIONS ON POLITICAL COMMUNICATION

---

by MANUEL PARÉS I MAICAS

Parés commences his article by giving a complete definition of the concept of politics, which enables him to enter directly into the phenomenon of political communication. He defines this concept in two ways: citing references to academic studies on the one hand, and giving a personal analysis on the other. The author examines in depth the definitive characteristics of political communication as one branch of social communication, detailing one by one the transmitters and receivers involved in this interdisciplinary phenomenon. At the same time, Parés appraises the role and attitude of the communications media as social mediators with regard to political events, those actively involved in such events, and the populace, as well as the type of language utilized in political communication. The text also includes an exercise in separating and differentiating of what is understood by the terms political marketing and electoral propaganda. Parés considers the significance of these processes in electoral campaigning and other political initiatives, and concludes his article with an outline sketch of the current state of political communication, its importance and the effects it has on civil society.