

2013 · VOLUME 38 · NUMBER 2

COMMUNICATIONS

THE EUROPEAN JOURNAL OF
COMMUNICATION RESEARCH

EDITORS

Friedrich Krotz

Responsible Editor
ZeMKI, Centre for Media,
Communication and
Information Research
Faculty of Cultural Studies
University of Bremen
Linzer Str. 4
28359 Bremen, Germany
Fax: +49 421-218-98 67603
e-mail: communications@
uni-bremen.de

Keith Roe

School for Mass Communi-
cation Research, K. U.
Leuven, Belgium
e-mail: Keith.Roe@soc.
kuleuven.be

ASSOCIATE EDITORS

Helena Bilandzic

Institute of Media and
Educational Technology,
University of Augsburg,
Germany

Maren Hartmann

Faculty for Architecture,
Media and Design, Berlin
University of Arts, Germany

Leen d'Haenens

Centre for Media Culture and
Communication Technology,
K. U. Leuven, Belgium

BOOK REVIEW EDITORS

Heidi Vandebosch

University of Antwerp,
Belgium

Stijne Joye

Ghent University,
Belgium

EDITORIAL MANAGEMENT

Leif Kramp

ZeMKI, Centre for Media,
Communication and
Information Research,
University of Bremen,
Germany

DE GRUYTER
MOUTON

EDITORIAL ASSISTANCE

Annalena Oeffner Ferreira
ZeMKI, Centre for Media,
Communication and
Information Research,
University of Bremen,
Germany

EDITORIAL BOARD

Hanna Adoni
Interdisciplinary Center (IDC)
Herzliya, Israel
Francis Balle
University of Paris II, France
Roland Burkart
University of Vienna, Austria
Akiba Cohen
Tel Aviv University, Israel
Cecilia von Feilitzen
Södertörn University, Sweden
Andreas Hepp
University of Bremen, Germany
John L. Hochheimer
Southern Illinois University,
USA

Frank Huysmans

University of Amsterdam,
The Netherlands

Klaus Bruhn Jensen

University of Copenhagen,
Denmark

Klaus Krippendorff

University of Pennsylvania, USA

Philippe Maarek

Université Paris EST-UPEC,
France

Ekkehard Mochmann

Central Archive for Empirical
Research, Cologne, Germany

Hillel Nosssek

College of Management
Academic Studies

Rishon Lezion, Israel

Jan Servaes

University of Massachusetts,
USA

EDITORIAL HOMEPAGE

www.communicationsonline.eu

Contents

Articles

Eva A. van Reijmersdal, Karolina Tutaj and Sophie C. Boerman

The effects of brand placement disclosures on scepticism and brand memory — 127

Amir Hetsroni and Zachary Sheaffer

Assessing the tone of televised economic messages during economic recovery: Positive and negative, global and local — 147

Christian Burgers and Anneke de Graaf

Language intensity as a sensationalistic news feature: The influence of style on sensationalism perceptions and effects — 167

Sophie Lecheler, Andreas R. T. Schuck and Claes H. de Vreese

Dealing with feelings: Positive and negative discrete emotions as mediators of news framing effects — 189

Cornelia Brantner and Petra Herzceg

‘The life of a new generation’: Content, values and mainstream media perception of transcultural ethnic media – An Austrian case — 211

Book Reviews

Enny Das

Sinclair, J. (2012). *Advertising, the media, and globalization: A world in motion*. Abingdon: Routledge. 168 pp. — 237

Keith Tester

Chouliaraki, L. (2013). *The ironic spectator: Solidarity in the age of post-humanitarianism*. Cambridge: Polity. 238 pp. — 238

Peter Thijssen

Holtz-Bacha, C. and Strömbäck, J. (Eds.) (2012). *Opinion polls and the media. Reflecting and shaping public opinion*. Houndmills: Palgrave Macmillan. 291 pp. — 241

