

the publication of this book (*Second Life, Entropia Universe*), the authors' insights are particularly useful.

Missing from this volume is any acknowledgment of the broader community of game creators who are carrying on a lively discussion among themselves about the creation, "theory," and production of games of all sorts. Online sites such as "The Forge," RPG.net, and countless gaming blogs provide forums, articles, reviews, resource libraries, and surprisingly sophisticated views on the "theory" of gaming. Readers interested in this growing area of scholarship should consider examining both "traditional" works such as those in this volume, and the larger world of game culture discourse.

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■ ***Global Journalism Research: Theories, Methods, Findings, Future.*** Martin Löffelholz and David Weaver, eds. Hoboken, NJ: John Wiley & Sons, 2008. 320 pp. \$86 hbk. \$49.95 pbk.

Editors Martin Löffelholz and David Weaver both have impressive records in the field of journalism. Löffelholz, a media studies professor at Ilmenau University of Technology, is one of the leading media and journalism scholars in Germany, having written and edited books on a wide range of topics, including war reporting, journalism theory, online journalism, and journalism education. Weaver, the Roy W. Howard Research Professor in the School of Journalism at Indiana University, has likewise published on a range of topics—agenda setting, journalism and politics, newspaper readership, foreign reporting, etc.—but is perhaps most well-known for his benchmark survey studies of U.S. journalists, co-authored with G. Cleveland Wilhoit.

In this volume, Löffelholz and Weaver aim at no less than "to give a com-

prehensive overview on journalism research and its different approaches, methods and paradigms across the world," and, overall, this book lives up to that promise. These two scholars are well placed to edit a collection on global journalism research, and they have recruited a cadre of established top scholars as contributors, including Wolfgang Donsbach, John Hartley, Stephen D. Reese, Jane B. Singer, and Barbie Zelizer, as well as prominent younger scholars: Thomas Hanitzsch, Thorsten Quandt, Karin Wahl-Jørgensen and Mark Deuze.

The book's twenty-two chapters are organized into four sections, based on the subtitle, i.e., one section on theory, one on methods, one on findings, and one on "futures"—the latter referring primarily to the future(s) of the field of journalism studies rather than future of journalism itself.

The Theories section contains some of the best chapters of the book: Löffelholz's critical, historical overview of theories in journalism studies stands out for its lucidity, as does John Hartley's provocative chapter on journalism as a human right, highlighting how journalism is now escaping its traditional confines in many ways. In contrast, Manfred Rühl's chapter on journalism in a globalizing world society seems somewhat out of place, laying out a grand theory of journalism as a social system within the context of globalization, but without any in-depth discussion of what 'globalization' actually is (though my reading suffered from language difficulties—this chapter could have benefited from closer editing to remove "Germanicisms").

In the Methods section, several of the chapters invite rethinking of now-standard methodologies in journalism studies. Thorsten Quandt offers several interesting points on observational research, suggesting that observational methodologies in journalism studies can and should be taken beyond the ethnographically influ-

enced participant-observation studies of the 1980s. And Thomas Hanitzsch argues clearly and coherently about the methodological challenges of doing comparative journalism research. All chapters also contain helpful hands-on suggestions for scholars.

The Findings section focuses on the development of journalism research in a number of countries (United Kingdom, Germany, South Africa, China, and Mexico). Any selection in a book with "Global" in the title will inevitably draw criticisms for not being inclusive enough, but given the natural constraints, the chapters presented here do provide both solid overviews of the state of journalism research in the respective countries, as well as a sense of the global state-of-the-art of media research as seen through the lenses of the selected countries.

The Futures section, finally, is the most uneven part of the book. While all chapters are solidly written, I would have wished for authors in a book of this scope to be more provocative when assessing the future of the field, and not just repeat truths found almost everywhere in the wider field of media studies (the influence of globalization, the importance of technology but of course we should not fall victim to technological determinism, etc.). Mark Deuze's chapter on the future of journalism education is the best one in the section, looking critically at how journalism training and education have been done in the past and what consequences this will have for the future.

As I have already noted, however, the grand aim of the book is largely fulfilled, which is no mean feat. This book does offer a very comprehensive and clear account of the global state of the field of journalism research. Löffelholz and Weaver's introductory and closing chapters provide a lot of the necessary context and bridging, as well as being very good and concise texts in their own right. The main strength of the book is in its synthe-

sis (as should be the case with a good edited collection) of theoretical perspectives, and of various national research traditions. The latter in particular will be very useful for an international audience. Recommended.

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- *Globalization, Development and the Mass Media.* Colin Sparks. London, UK: Sage Publications, 2007. 258 pp. \$99.95 hbk. \$43.95 pbk.

One of the evident strengths of *Globalization, Development and the Mass Media* is that it can be read as a slice of a larger history of ideas about the theoretical and practical connections between development and communication. The structure of the book emphasizes important contextualization that is often missed in the discipline of mass communication as regards development, even though it does not theoretically reinvent the wheel, so to speak. It also contributes knowledge to academic understanding of the implications of theorizing about the role of media in the world, and helps the reader think about the origin, purpose, and institutional links among those writing about issues of international development and media.

The book discusses ideas about development and the media. It aims to also address practical contemporary concerns shared by activists, journalists, policymakers, diplomats, and the public alike in regards to this issue. In many ways, this task is accomplished.

The author, Colin Sparks, is the director of the Communication and Media Research Institute at the University of Westminster (United Kingdom). His overview of global media and development is well written, well researched, and insightful. One example is the recognition that Schiller's "paradigm" of cultural imperial-

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