

Abstracts

Television in the Life of the Elderly: A Uses and Gratifications Research

Steven Eggermont and Heidi Vandebosch

Television viewing motivations and patterns were examined for a sample of 284 over-60 respondents. Results reveal that a subcategory among this age category considers television viewing as a substitute for a felt communication vacuum resulting out of a lack of companionship and a perceived lack of structuring activities. The subcategory watches television to avoid boredom, to pass time and because of parasocial interaction. In addition, this subgroup feels strongly dependent upon television and has particular preferences regarding soap series. Further correlational analysis demonstrates that this subcategory – in earlier research sometimes referred to as 'embracers' – often consists of women, elderly over 80 and elderly living alone.

Key words: elderly, television, uses and gratifications, disengagement theory, television dependency

Profit Realizes More Than Money Alone: A Research on the Relation Between Economic Performance of Companies and News Coverage in Dutch Newspapers

Marion van Lunenburg

Content analyses of articles in Dutch newspapers show that company profits are related to news coverage. The more the figures distinguish from those of other companies (in a positive or negative way) the more news coverage a company gets. Bigger profits lead to more positive news coverage of a company. The three other variables in this research model, stock value, number of employees and exchange rate were in no way correlated to both the amount of news coverage and the way in which newspapers write about a company. Companies who want to have a frequent media coverage better make a loss, because a loss leads to a chain of articles during a certain period of time.

Key words: content analyses, newspapers, Dutch enterprises, newscoverage, stock value/profit

Is Poverty Ruling? Economic Determinants of Flemish TV Drama Supply

Alexander Dhoest

TV drama is a culturally important programme category, but the drama supply is strongly ruled by economic determinants. In Flanders, the size of the tv-market influences several characteristics of the drama supply, such as the amount, length, broadcasting time and genre of tv-series. The commercialization of the television landscape has strengthened existing tendencies, the aim of which is to maximize audiences with minimal investments. In a European perspective, too, market properties partially explain differences in the drama production. Thus, while their importance should not be exaggerated, economic factors turn out to play a determinant role in the structure of the tv drama supply.

Key words: Flemish television drama, programme supply