

## Abstracts

### **Media in prison: A good report from prison staff and inmates**

Heidi Vandebosch

This article illustrates that mass media play an important role inside prison walls. Television, radio, magazines and newspapers keep inmates informed about events in society and help them to relax. Meanwhile they perform important functions for the institution: supporting its re-integration goals, helping to reduce the negative side effects of imprisonment and maintaining peace and order in the penitentiary.

These findings result from an empirical study of the media use in five Flemish penitentiaries, based on face-to-face interviews with inmates and prison staff.

Key words: prison, uses and gratifications, media use, media (dys)functions.

### **Scientific research as a strategic public relations means to the Belgian Air Force**

Dominiek Saelens

With public relations management the Belgian Air Force endeavours to put the organization in a good light with its target groups. A study of the literature shows that communication research can function as a strategic means to optimize all aspects of public relations. Results of a survey into the possible influence of the tv serial 'Windkracht 10' on the image and recruitment of the Air Force point out that results can generate substantial information to improve management of external relations. An analysis of the business magazine 'Wings' demonstrates that scientific research can also provide strategical useful information about internal communication.

Key words: public relations, issues management, public relations research, medium analysis

### **Comparative advertising: Research on attitudes and meanings in Belgian advertising agencies**

Cécile Dusart

The use of explicit comparative advertising has been forbidden in Belgium for quite some time. Following a European Directive, the Belgian legislator modified the Law on Trade Practices in May 1999, which makes it legal for advertisers to use, under certain conditions, explicit comparisons. In this article, the concept of 'comparative advertising' will be discussed. Its position in the advertising campaign, as well as the use of comparisons in advertisements will be covered. In particular, our attention goes to explicit comparative advertising, as it is this form of comparative advertising that is dealt with in the modified law. Finally, the results of a study into Belgian advertisers' attitudes and opinions about this kind of advertising are being discussed.

Key words: comparative advertising, explicit comparisons, attitudes