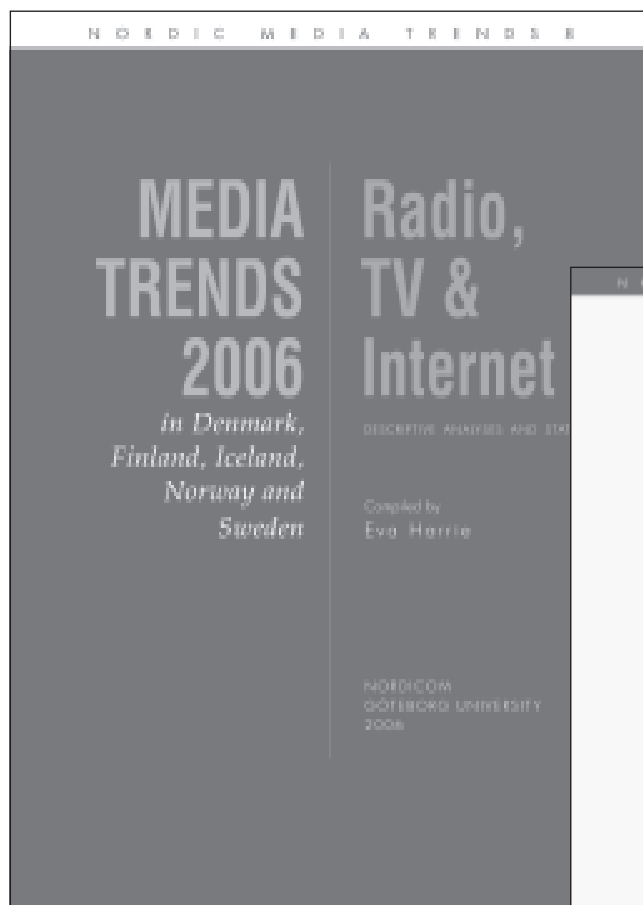


# New Literature

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<b>Denmark</b>	<b>137</b>
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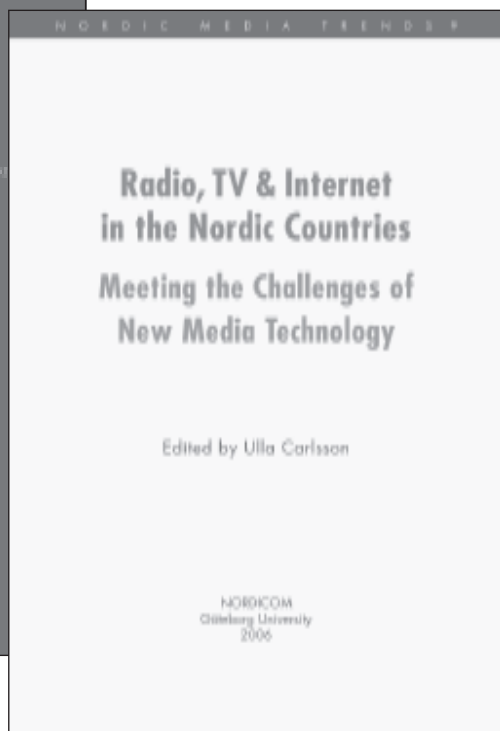
# NORDIC MEDIA TRENDS 8 & 9



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## Denmark

Documentalist: **Ditte Laursen**

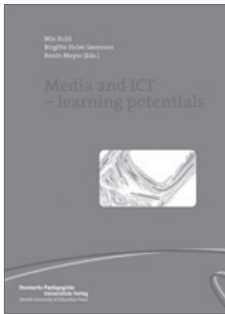
### ***The Impact of the Brazilian Soap Opera, “O Cloné”, on the Attitudes and Behavior on its Fans in Kyrgyzstan. A qualitative Analysis***

**Bakyt A. Azimkanov**, Bishkek, Kyrgyzstan, Department of Journalism, American University-Central Asia, 2005, 71 p. Note: Ph.D. thesis.

For the last fifteen years, after the collapse of the Soviet Union, Kyrgyz citizens witnessed how people get deeply involved in soap operas. For some people soap operas became part of their daily lives or some kind of addiction without which they cannot survive. Hereby Brazilian, Mexican, Argentinian, Colombian and Moroccan cultures are having a great impact on shaping post-Soviet Kyrgyzstani culture.

### ***Media and ICT: Learning Potentials***

**Mie Buhl & Birgitte H. Sørensen & Bente Meyer** (eds.), Copenhagen, Danish University of Education Press, 2006, 218 p., ISBN 87-7684-040-9. Note: <http://www.dpu.dk/Everest/Publications/udgivelser/forlag/20070131114252/currentversion/media%20and%20ict.pdf>



Media and information and communication technologies (ICTs) have in the past decades been placed firmly on the educational agenda, and will continue to maintain this position, not least as catalysts for educational change. This issue is reflected in the anthology as it aims to respond to the question of how the presence of media and ICT in and outside schools both change and qualify educational practice as well as how the cooperation between media, cultures, aesthetics and social relations affect and support new demands on education. The book represents different academic perspectives. The multi- and transdisciplinary perspective is reflected in the learning theories of

the articles, which are based on constructivist, situated and systems theories that in various ways relate to shared knowledge, workplace learning, collaborative learning and virtual learning communities

### ***Virtual Project Teams: Distant Collaborative Practice and Groupware Adaption***

**Pernille Bjørn**, Roskilde University, Datalogi, 2006, 258 p. (Datalogiske skrifter; 108), ISSN 0109-9779. Note: Ph.D. thesis.

Humans have been collaborating across geographical boundaries for thousands of years. Nevertheless, distant collaboration today remains problematic, complicated and prone to failures. This thesis investigates distant collaborative practice in a particular setting: closely coupled collaboration in virtual project teams whose members are spread across various geographical locations. The aim is to understand the specific factors, conditions and challenges underpinning such situations. This thesis describes, analyses and discusses three in-depth empirical studies on the practices and use of groupware technology in six real-life virtual teams, two in industry and four in education, applying interpretative research and ac-

tion research methods. Two main lines of investigation are pursued: the first involves an examination of the organisational issues related to groupware adaptation in virtual project teams, while the second looks at the social context and practices of virtual project teams. Two of the key findings are 1) that the process of groupware adaptation by virtual project teams can be viewed as a process of expanding and aligning the technological frames of the participants, which includes mutual changes in both the technology structures and the collaborative practice; and 2) that establishing the social context within virtual project teams comprises negotiations of shared meaning bridging discontinuities typically associated with geographical distribution such as culture, work practices, professional disciplines, time differences and technology. This thesis comprises a general introduction, referred to as the summary report, and seven research papers, which deal in detail with the results and findings of the empirical cases. The summary report provides a general introduction to the research methods used, the empirical cases conducted, the research field on virtual teams and, last, it relates the findings and results across cases and papers in respect to the two main lines of investigation: organisational issues of groupware adaptation and the challenges of establishing and developing the social context within virtual project teams.

***Digital Governance: //Networked Societies:  
Creating Authority, Community and Identity in a Globalized World***

**Hans Krause Hansen & Jens Hoff** (eds.), Frederiksberg, Samfundslitteratur, 2006, 349 p., ISBN 87-593-1145-2, (Modinet book series).



The book explores the role of the Internet in the creation and reconfiguration of political authority, community and identity in a globalizing world. A string of case studies demonstrates how the Internet and connectivity facilitate the creation of political authorities ‘within’ and ‘beyond’ the nation state, and how it lies at the core of the formation of automated forms of power and the emergence of a plethora of communities with global reach and outlook, affecting identity formation processes and social dynamics. These developments have important repercussions for politics and democracy. Politics in the Information Age becomes a ‘politics of presence’ and a ‘politics of becoming’, as expressed through multiple practices, connections and organizational forms,

as well as the complex formation of political identities. In such a setup, democracy comes to depend more ethics and less on procedures. The book lays the foundation for further work on politics and democracy in the Information Age. Includes the following articles: Jens Hoff and Hans Krause Hansen and Flemming Bjerke: *Introduction*; Anne Loft and Christopher Humphrey: *IFAC.ORG: organizing the world of auditing with the help of a website*; Mikkel Flyverbom and Hans Krause Hansen: *Technological imageries and governance arrangements: global networks in the service of development*; Bolette M. Christensen: *Mediating dialectics of diversity: networking the field of alterglobalization movements*; Dorte Salskov-Iversen: *Global interconnectedness: the case of Danish local government in the network society*; Flemming Bjerke: *The social and powerful computer*; Charlotte Kira Kimby: *Communicating the breast cancer experience on the Internet: shaping the patient identity*; Kresten Storgaard: *Networking actors in virtual praxis: digital media, collaborative planning and the sharing of agreements in local urban areas*; Leif Olsen and Olaf Rieper and Lars Torpe: *E-participa-*

tion in local governance in Denmark; Jens Hoff, Jens and Hans Krause Hansen: *Conclusion – perspectives on politics and democracy*.

### ***Plans and Purposes. How Video Games Shape Player Behavior***

**Jonas Heide Smith**, Copenhagen, Center for Computer Games Research. The IT University of Copenhagen, 2006, 257 p. Note: Ph.D. thesis. <http://jonassmith.dk/weblog/wp-content/dissertation1-0.pdf>

Games shape player behaviour by presenting goals which players attempt to fulfil. This is the most common “folk” theory of the relationship between game design and player behaviour. It is also one central to most game design literature and to much work within the game studies field. In this dissertation, the simple idea that players try to win is explicated through a “Rational Player Model”, a tool for understanding the relationship between game goals and the behaviour of players who try to reach these goals.

### ***European Film and Media Culture***

**Lennard Højbjerg & Henrik Søndergaard** (eds.), København, Museum Tusulanum Press, 2006, 289 p., ISBN 87-635-0427-8, (Northern Lights. Film and Media Studies Yearbook; 2005), ISSN 1601-829X, (Københavns Universitet, Humanistisk Fakultet; Københavns Universitet, Institut for Film- og Medievidenskab; Det Danske Filminstitut).



The theme of the yearbook is European film and media culture. The contributors examine this area from both historical and contemporary perspectives. The book deals with media politics, media technology and the cultural and aesthetics dimensions of European film and television (in a number of case studies from: Turkey, East Central Europe, Germany, England, Netherland and Denmark). The articles also analyze relations between European and American media culture. Furthermore the yearbook deals with most of the important genres in the European film and TV-culture. Contains the following articles: Fickers, Andreas: National Barriers for an Imag(e)ined European Community: the technological frames of postwar television; Casado, Miguel Angel: EU media programmes: little investment, few results; Gulyás, Ágnes: European integration and the East Central European media: post-communist media transformation; Leeuw, Sonja de: Television fiction and cultural diversity: strategies for cultural change; Lustyik, Katalin: Going global?: children’s television in transition in Central-eastern Europe; Bulck, Hilde van den; Sinardet, Dave: The nation: Not yet the weakest link?: the articulation of national identity in a globalized popular television format; Christensen, Miyase; Christensen, Christian: Genre blending in Turkish television; Agger, Gunhild: Format trade and TV drama – friends for life?: Danish TV drama in a global context; Bondebjerg, Ib: European art television and the American challenge; Schepele, Peter: The American connection: inspiration and ambition in the new Danish cinema; Højbjerg, Lennard: Subjectivity in film and television; Haastруп, Helle Kannik: Popular European art film: challenging narratives and engaging characters.

## **Special Issue: Danish TV Commercials and Advertising Films**

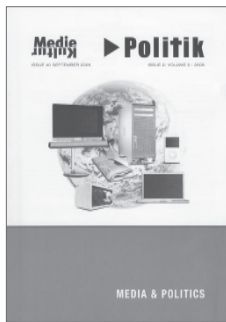
**Richard Raskin** (ed.), *P.o.v.: A Danish journal of film studies* (2007)23, ISSN 1396-1160

Contains the following articles: Jørgen Bang: *Short Narrative Advertising and Cultural Heritage. New Options for Cultural Study Research via Digitalisation*; Edvin Vestergaard Kau: *A Media-Industrial Complex. Dimensions of Danish Commercials*; Stine Liv Johansen and Nicolai Jørgensgaard Graakjær: *The sound of children's television – or why it makes sense to watch television facing away from the screen*; Anna Marit Waade: *Imagining Paradise Image Schemata and Affective Participation in Commercials as Exemplified by Bacardi and The Danish National Lottery*; Richard Raskin: *Kitchen Counter: A Case Study of a Recent Danish TV Commercial*; Richard Raskin: *Storytelling and Promotional Properties of the Audi Ad, Tracks*; Isabelle Meerstein: *An Interview with Documentary Filmmaker Ken Wardrop on Undressing My Mother*.

Note: All issues of p.o.v. can be found at: <http://pov.imv.au.dk/>

## **Special Issue: Media & Politics**

**Jens Hoff & Ib Bondebjerg** (eds.): *Mediekultur* (2006)40, 104 p., special issue, ISSN 0900-9671. Note: This theme issue is a joint venture between two Danish journals: *Mediekultur* and *Politic*, (Vol. 2, 2006, no. 9, Institute of Political Science, University of Århus)



The media and politics are increasingly fused in what some refer to as “mediatization of politics”. This fusion has a real, material as well as a theoretical dimension. In order to fully understand these processes and locate them within the context of the challenge they pose for democracy and the nation-state in a globalized world as well as for the traditional mass media, established cultural institutions and the journalistic profession, it has become increasingly clear that there is a strategic demand for theories and research methods capable of integrating the traditional fields of political science and media studies. An initiative to develop such theories and methods and to investigate this rapidly expanding field has been formulated in the project: *Media and Democracy in Network Society (MODINET)*. The ten articles in this issue is primarily based on presentations made at the MODINET conference in August 2005. Contains the following articles: Eli Skogerbø: *MODINET: challenges and achievements*; Jens Hoff.: *Virtual capital?: Internet competence and political participation in Denmark*; Frands Mortensen: *Catch 22: the privatization of Danish TV2 vs. EU rules on state aid*; Niels Ole Finnemann: *Public space and the coevolution of digital and digitized media*; Nete Nørgaard Kristensen: *Spin in the media: the media in a (self-)spin*; Ib Bondebjerg: *Politics backstage: television documentaries, politics and politicians*; Lars Torpe: *Online citizens: does the Net add something new to the local public and local politics*; Hans Krause Hansen; Dorte Salskov-Iversen: *Global interconnectedness: local authorities and transnational networking*; Anker Brink Lund: *Domesticating the Simpsons: four types of citizenship in Monitorial democracy*; Michael Schudson: *New technologies and not-so-new democracies*.

## ***Ethics in Cyberspace. Explaining the Moral Difference between Interaction Inside and Outside of Cyberspace***

**Thomas Ploug**, Odense, University of Southern Denmark, 2006, 257 p. Note: English and Danish summary. Ph.D. thesis. <http://www.humaniora.sdu.dk/phd/dokumenter/filer/Afhandlinger -83.pdf>.

Information technology has over the last decades come to play an increasingly prominent role in our dealings with other people. The computer in particular has made available a host of new ways of interacting which we have increasingly taken advantage of. In the wake of this development a number of ethical questions has been raised and debated. The work presented in this dissertation focuses upon the consequences for ethical agency of mediating interaction by means of computers. In slightly other words it centers around the question of how interaction by means of interconnected computers differs from face-to-face interaction, and how this difference may affect the actions of agents in an ethically relevant way. In a more overall academical characterisation the work presented lies within the field of moral philosophy and draws upon a more general analytical framework found within the anglo-saxon literature on moral philosophy.

## ***100 years of Nordisk Film***

**Lisbeth Richter Larsen & Dan Nissen** (eds.), Copenhagen, Danish Film Institute, 2006, 231 p., ISBN 87-87195-57-7.



100 years of Nordisk Film marks the 100th anniversary of Nordisk Films Kompagni – one of the oldest existing film companies in the world. It is a collection of papers presented at the Danish Film Institute at a seminar held in June, 2006 and includes the material from two lectures held in November in the same year. This anthology highlights important aspects of the company throughout its 100 years of existence: the significant periods and events, the important people and the films that made an impact, including lesser-known areas of the company's history, such as early screenwriting, post production of short films and documentaries in the 1940s and 1950s. An overview of the company's history throughout the century is provided by the editors as an introduction to the 10 essays in this book. Contains the following articles: Ib Bondebjerg: *Film realism and Nordisk*; David Bordwell: *Nordisk and the tableau aesthetic*; Thomas C. Christensen: *Post-production at Nordisk*; Niels Jørgen Dinesen og Edvin Vestergaard Kau: *The Sound of Nordisk*; Marguerite Engberg: *Plagiarism, and the birth of the danish multi-reel film*; Lisbeth Richter Larsen: *Nordisk Short-film production in the 1940s and 1950s*; Lisbeth Richter Larsen og Dan Nissen: *100 years of Nordisk Film*; Peter Schepelern: *The last Tycoon: Erik Balling and the survival of Nordisk*; Stephan Michael Schröder: *Screenwriting for Nordisk 1906-1918*; Isak Thorsen: *The rise and fall of the Polar Bear*; Casper Tybjerg: *Nordisk during the occupation*.

## ***Computer Games, Players, Ethics***

**Miguel Sicart Vila**, Copenhagen, IT University of Copenhagen, 2006, Note: Ph.D. thesis.

The main objective of this dissertation is to define the ethics of computer games. This means to define what kind of ethical discourses we find in computer games, in which ways or where do we find those discourses, and which ethical theories can be applied to the study of the ethics of computer games. This dissertation will define computer games' ethics and methods for their analysis and development.

## ***As We May Feel***

**Martin Sønderlev Christensen**, Copenhagen, IT University of Copenhagen, 2006. Note: Ph.D. thesis.

This dissertation offers a cultural theoretical interpretation of the emergence of personal affective mobile media [PAMM]. By interpreting the apparent cultural changes and representation of mobile devices, the dissertation provides a description that emphasizes a conceptual shift from understanding technology as efficiency to using it affectively. This shift is becoming apparent due to mobile and wireless information technology proliferating into everyday life.

## **Other new literature**

Bjørn, Pernille: *Virtual Project Teams: Distant Collaborative Practice and Groupware Adaption*. Roskilde University, Datalogi, 2006, 258 p., (Datalogiske skrifter; 108), ISSN 0109-9779. Note: Dissertation: Ph.d.-afhandling.

COMMUNICATION • INFORMATION  
• INFORMATION TECHNOLOGY • DENMARK

Buhl, Mie; Sørensen, Birgitte H.; Meyer, Bente (ed.): *Media and ICT: learning potentials*. Copenhagen, Danish University of Education Press, 2006, 218 p., ISBN 87-7684-040-9. Note: <http://www.dpu.dk/Everest/Publications/udgivelser/forlag/20070131114252/currentversion/media%20and%20ict.pdf>.

Media and information and communication technologies (ICTs) have in the past decades been placed firmly on the educational agenda, and will continue to maintain this position, not least as catalysts for educational change. This issue is reflected in the anthology as it aims to respond to the question of how the presence of media and ICT in and outside schools both change and qualify educational practice as well as how the cooperation between media, cultures, aesthetics and social relations affect and support new demands on education. The book represents different academic perspectives. The multi- and transdisciplinary perspective is reflected in the learning theories of the articles, which are based on constructivist, situated and systems theories that in various ways relate to shared knowledge,

workplace learning, collaborative learning and virtual learning communities.

COMMUNICATION • INFORMATION  
• INFORMATION AND COMMUNICATION  
TECHNOLOGY • MEDIA • DENMARK

Bøjlerehauge, Dorrit: *One village – one fashion: a discourse analysis and discussion of six fashion producer websites from a social constructionist angle*. Aarhus, Aarhus School of Business, Department of Language and Business, 2006, ISBN 8791523389. Note: Dissertation: Ph.d.-afhandling.

DISCOURSE ANALYSIS • COMMUNICATION  
• FASHION • WORLD WIDE WEB • DENMARK

Sønderlev Christensen, Martin: *As We May Feel*. Copenhagen, IT University of Copenhagen, 2006. Note: Dissertation: Ph.d.-afhandling

This dissertation offers a cultural theoretical interpretation of the emergence of personal affective mobile media [PAMM]. By interpreting the apparent cultural changes and representation of mobile devices, the dissertation provides a description that emphasizes a conceptual shift from understanding technology as efficiency to using it affectively. This shift is becoming apparent due to mobile and wireless information technology proliferating into everyday life.

INFORMATION TECHNOLOGY • MEDIA USE  
• INTERACTIVE MEDIA • COMMUNICATION  
• DENMARK

Maier, Carmen Daniela: *The promotional genre of film trailers: persuasive structures in a multimodal form*. Århus, Det Erhvervsøkonomiske Fakultet, Århus School of Business, 2006, 195 p., ISBN 87-91523-26-5, (Det Erhvervsøkonomiske Fakultet, Århus School of Business, 1995; 2006:10; volume 1), ISSN 1601-653X. Note: Dissertation: Ph.d.-afhandling.

FILMS • FILM GENRES • MEDIA ECONOMY  
• DENMARK

Ploug, Thomas: *Ethics in Cyberspace: Explaining the Moral Difference between Interaction Inside and Outside of Cyberspace*. Odense, University of Southern Denmark, 2006, 257 p. Note: English and Danish summary. Dissertation: Ph.d.-afhandling <http://www.humaniora.sdu.dk/phd/dokumenter/filer/Afhandlinger-83.pdf>

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CYBERSPACE • ETHICS • COMMUNICATION  
• INFORMATION • DENMARK

Rai, Sudhanshu: *Exploring the internal dynamics of software development teams during user analysis: a tension enabled institutionalization Model; Where process becomes the objective*. København, Institut for Informatik, 2007, 355 p., (PhD Series; 2007-3). Note: Dissertation: Ph.d.-afhandling.

INFORMATICS • INFORMATION SYSTEMS  
• SOFTWARE • DENMARK

Smith, Jonas Heide: *Plans and Purposes: How Video Games Shape Player Behavior*. Copenhagen, Center for Computer Games Research, 2006, 257 p. Note: Dissertation: Ph.d.-afhandling: <http://jonassmith.dk/weblog/wp-content/dissertation1-0.pdf>.

Games shape player behaviour by presenting goals which players attempt to fulfil. This is the most common “folk” theory of the relationship between game design and player behaviour. It is also one central to most game design literature and to much work within the game studies field. In this dissertation, the simple idea that players try to win is explicated through a “Rational Player Model”, a tool for understanding the relationship between game goals and the behaviour of players who try to reach these goals.

COMPUTER GAMES • MEDIA • SOCIOLOGY  
• DENMARK

Vila, Miguel Sicart: *Computer Games, Players, Ethics*. Copenhagen, IT University of Copenhagen, 2006. Note: Dissertation: Ph.d.-afhandling.

The main objective of this dissertation is to define the ethics of computer games. This means to define what kind of ethical discourses we find in computer games, in which ways or where do we find those discourses, and which ethical theories can be applied to the study of the ethics of computer games. This dissertation will define computer games’ ethics and methods for their analysis and development.

COMPUTER GAMES • ETHICS • INTERACTIVE MEDIA  
• DENMARK

## Finland

Documentalist: Eija Poteri

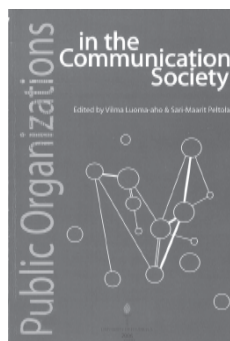
### *Innovation, Journalism and Future: Final Report of the Research Report Innovation Journalism in Finland*

**Erkki Kauhanen & Elina Noppari** (eds.) Helsinki, Tekes, 2007, 92 p., ISBN 952-457-355-5, (Technology review 2007, 200), ISSN 1239-758X. Available on the Internet: [http://www.tekes.fi/julkaisut/innovation\\_journalism\\_and\\_future.pdf](http://www.tekes.fi/julkaisut/innovation_journalism_and_future.pdf)

In the study a large body of material of innovation-related items in several major Finnish newspapers and magazines and two TV channels in May-June 2005 was collected and a series of theme interviews was conducted with journalists and innovation entrepreneurs. The material was subjected to quantitative and qualitative content analysis. The study was carried out in the Journalism Research and Development Centre at the University of Tampere.

### *Public Organizations in the Communication Society*

**Vilma Luoma-aho & Sari-Maarit Peltola** (eds.) Jyväskylä, University of Jyväskylä, 2006, 170 p., ISBN 951-39-2373-8, (Publications of the department of communication; 29), ISSN 0782-7172, (University of Jyväskylä, Department of Communication).



The book portrays the new demands of the changing environment in which public organizations operate today. The articles approach the topic from different standpoints to form a comprehensive discussion of the kinds of communication and public relations public organizations need to survive in current society. The writers of the book are Finnish and Estonian communication scholars. Vilma Luoma-aho writes about intangibles of public organizations. Helena Kantanen examines higher education institutions in search for dialogue. Sari-Maarit Peltola presents involvement-based communication strategies. Estonian approaches are written by Kristina Reinsalu and Kaja Tampere. Reinsalu writes about information technology in communication of public sector organizations. Tampere examines bureaucracy and internal communication.

## ***Joukkoviestimet 2006 [Finnish mass media]***

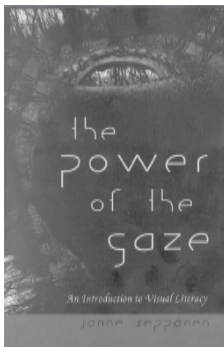
**Tuomo Sauri & Rauli Kohvakka** (eds.) Helsinki, Tilastokeskus, 2007, 359 p., ISBN 978-952-467-668-7, (Culture and the media). Note: English introduction pp. 103-116 and English titles on the tables.



The book is a compilation of articles (in Finnish) and mass media statistics. Statistics concern mass media economy and consumption, television production and television viewing, radio production and radio use, phonographs, video, film production and film viewing, books and libraries, reading and content of newspapers and magazines, and Internet. The book consists also of some international comparisons.

## ***The Power of the Gaze. An Introduction to Visual Literacy.***

**Janne Seppänen**, New York, Peter Lang, 2006, 145 p., ISBN 0-8204-8139-4, (New literacies and digital epistemologies; 20), ISSN 1523-9543.



This textbook on visual literacy entices readers to seek significant structures in everyday visual reality, which are called visual orders. Visual orders can be found in representations, visible surroundings, or in nonverbal interaction that rely on gaze. Visual literacy is defined as the critical understanding of the meanings what one looks at. The author uses examples mostly from advertising and mass media. He also examines the issues of digitalization and truth.

## **Other new literature**

Akdogan, Itir: *What is the importance of nationality for e-citizens in the globalized world?*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 6), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP6.pdf>

INFORMATION AND COMMUNICATION  
TECHNOLOGY • INTERNET • CITIZENS  
• NATIONALITY • NATIONAL IDENTITY

Juholin, Elisa: *Searching paradigms for communication of work organisations*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 7), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP7.pdf>

ORGANIZATIONAL COMMUNICATION  
• WORKING LIFE • COMMUNICATION THEORY

Kantola, Anu: *Transforming political imaginaries: the uses of competitiveness*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 3), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP3.pdf>

POLITICS • COMPETITION • CONCEPT ANALYSIS  
• CAPITALISM

Lounasmeri, Lotta: *Globalization discussion in the Finnish national newspaper Helsingin Sanomat: birth and rise of a new political concept and the struggle over it: the power and powerlessness of journalism in modern democracy*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 4), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP4.pdf>

GLOBALIZATION • JOURNALISM • DISCOURSE  
• POLITICAL POWER • HELSINGIN SANOMAT  
• FINLAND

Lounasmeri, Lotta: *Journalism as an institution of knowledge formation: case of the Finnish globalisation debate*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 8), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP8.pdf>

JOURNALISM • GLOBALIZATION • KNOWLEDGE  
• DISCOURSE • FINLAND

Mörä, Tuomo: *Boundaries of public sphere ideals*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 9), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP9.pdf>

PUBLIC SPHERE • CITIZENS • MASS MEDIA

Nieminen, Hannu: *On the formation of the national public sphere*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 1), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP1.pdf>

PUBLIC SPHERE • CONCEPT ANALYSIS  
• POLITICAL THEORY

Puustinen, Liina: *The age of consumer-audience: conceptualising reception in media studies, marketing, and media organisations*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 5), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP5.pdf>

AUDIENCES • CONSUMERS • MARKETING  
• ADVERTISING • COMMERCIALIZATION

Puustinen, Liina: *The most desirable target group: an analysis of the construction of gender and age in advertising business*. Helsinki, University of Helsinki, 2006, (Working paper; 2006, 2), (University of Helsinki, Department of Communication). Only on the Internet: <http://www.valt.helsinki.fi/comm/fi/english/WP2.pdf>

ADVERTISING • GENDER • DISCOURSE  
• CONSUMERS

## Articles

Aarnio, Eeva; Isotalus, Pekka: A model for televised election discussion: the Finnish multi-party system perspective. *Javnost – the Public* 13(2006)1, pp. 61-72, ISSN 1318-3222. Note: Available also on the Internet. <http://www.javnost-thepublic.org/issue/2006/1/>

POLITICAL COMMUNICATION • ELECTION  
GAMPAIGNS • TELEVISION PROGRAMMES  
• SPEECH COMMUNICATION • FINLAND

Harju, Auli: Citizen participation and local public spheres: an agency and identity focussed approach to the Tampere postal services conflict. In: Cammaerts, Bart (ed.); Carpentier, Nico (ed.): *Reclaiming the media*, Bristol, Intellect, 2007, p. 92-106, ISBN 978-1-84150-163-5, (European Communication Research and Education Association series).

JOURNALISM • CITIZENS • PARTICIPATION  
• COMMUNITIES • FINLAND

Heikkilä, Heikki; Kunelius, Risto: Journalists imagining the European public sphere: professional discourses about the EU news practices in ten countries. *Javnost – the Public* 13(2006)4, pp. 63-80, ISSN 1318-3222. Note: Available also on the Internet: <http://www.javnost-thepublic.org/issue/2006/4/>

PUBLIC SPHERE • JOURNALISTS • JOURNALISM  
• NEWS CRITERIA • POLITICAL COMMUNICATION  
• DISCOURSE

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• DEMOCRACY • POLITICAL POWER • DISCOURSE  
• FINANCIAL TIMES

Karppinen, Kari: Making a difference to media pluralism: a critique of the pluralistic consensus in European media policy. In: Cammaerts, Bart (ed.); Carpentier, Nico (ed.): *Reclaiming the media*, Bristol, Intellect, 2007, pp. 9-30, ISBN 978-1-84150-163-5, (European Communication Research and Education Association series).

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• MEDIA STRUCTURE • DISCOURSE  
• CONCEPT ANALYSIS

Kunelius, Risto: Good journalism: on the evaluation criteria of some interested and experienced actors. *Journalism studies* 7(2006)5, pp. 671-690, ISSN 1461-670X.

JOURNALISM • PUBLIC SPHERE • NEWS  
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SOCIAL INTERACTION • COMMUNICATION TECHNOLOGY • INTERNET • ELECTRONIC MAIL • SOLOMON ISLANDS

Mäkinen, Maarit: Digital empowerment as a process for enhancing citizens' participation. *E-learning* 3(2006)3, pp. 381-395, ISSN 1741-8887. Note: Only for the registered subscribers: [http://www.wwwwords.co.uk/elea/content/pdfs/3/issue3\\_3.asp#10](http://www.wwwwords.co.uk/elea/content/pdfs/3/issue3_3.asp#10)

ACCESS TO INFORMATION • INFORMATION AND COMMUNICATION TECHNOLOGY • INTERNET • PARTICIPATION • CITIZENS • COMMUNITIES

Nieminen, Hannu: Disobedient media – unruly citizens: governmental communication in crisis. In: Cammaerts, Bart (ed.); Carpentier, Nico (ed.): *Reclaiming the media*, Bristol, Intellect, 2007, pp. 176-191, ISBN 978-1-84150-163-5 (European Communication Research and Education Association series).

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PUBLIC SPHERE • COMMUNICATION THEORY • CITIZENS • PARTICIPATION

Nordenstreng, Kaarle: 'Four theories of the press' reconsidered. In: Carpentier, Nico et al. (ed.): *Researching media, democracy and participation*, Tartu, Tartu University Press, 2006, pp. 35-45, ISBN 9949-11-463-2, (The researching and teaching communication series)

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Paasonen, Susanna: Email from Nancy Nutsucker: representation and gendered address in online por-

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ELECTRONIC MAIL • PORNOGRAPHY • ADVERTISING • INTERNET • SPAM

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Tapper, Helena: Visiting the digital divide: women entrepreneurs in Central America. *E-learning* 3(2006)3, pp. 271-278, ISSN 1741-8887. Note: Only for registered subscribers: [http://www.wwwwords.co.uk/elea/content/pdfs/3/issue3\\_3.asp](http://www.wwwwords.co.uk/elea/content/pdfs/3/issue3_3.asp)

INFORMATION AND COMMUNICATION TECHNOLOGY • DEVELOPING COUNTRIES • WOMEN • ENTERPRISES • INTERNET • ACCESS TO INFORMATION • INFORMATION GAP • CENTRAL AMERICA • BOLIVIA

Zoonen, Liesbet van; Aslama, Minna: Understanding Big Brother: an analysis of current research: review essay. *Javnost – The Public* 13(2006)2, pp. 85-96, ISSN 1318-3222. Note: Available also on the Internet <http://www.javnost-thepublic.org/issue/2006/2/>

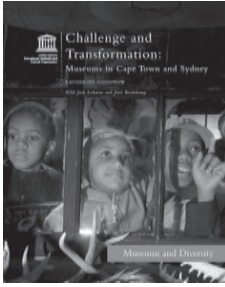
TELEVISION PROGRAMMES • MEDIA CULTURE • AUDIENCES • REALITY TELEVISION • BIG BROTHER

## Norway

Documentalist: Håvard Legreid

### *Challenge and Transformation. Museums in Cape Town and Sydney*

Katherine Goodnow, UNESCO, London, 2006, 221 p., ISBN 92-3-202816-6.



*Challenge and Transformation: Museums in Cape Town and Sydney* is the first book in a series titled *Museums and Diversity* which is devoted to issues of diversity and intercultural dialogue. This first book looks at how change takes place in museums. The book is built around a series of case studies outlining the way museums have come to terms with issues of diversity and change within ethnographic museums, historic sites and art galleries.

The case studies by Katherine Goodnow are complemented by an introduction by Jack Lohman, Director of the Museum of London, and an epilogue by the current CEO at Iziko Museums, Cape Town, Jatti Bredekamp. It includes also a preface by Dr. Colin Jones, Archbishop Desmond Tutus Special Envoy who writes: “The first in the series *Museums and Diversity* is ... critical beyond the import it holds for the museum community. It is a vital contribution to the wider discourse so sadly lacking in the complex and fragmented world of our day, searching as we are for new words and meaning and for creative dialogue in our yet-to-be global community.”

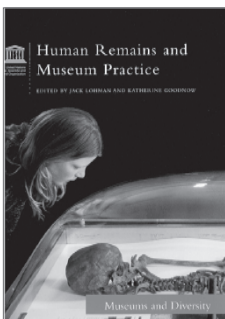
In the Foreword to *Challenge and Transformation*, the Director General of UNESCO, Koïchiro Matsuura, explains the import of the series as UNESCO sees it: “UNESCO considers that the series, by presenting scholarly and innovative approaches towards delicate and often neglected topics, will be a stimulus for constructive intercultural dialogue both within museums and amongst museums. In addition, we hope that the series will encourage countries sharing a common history to reinterpret their past links through joint efforts of mutual enrichment in order to achieve a clearer presentation and more accurate interpretation of their collections.”

The series is a co-publication between UNESCO, The University of Bergen, IZIKO Museums of South Africa, Bergen National Academy of the Arts and The Museum of London.

For further information, see: <http://portal.unesco.org/>

### *Human Remains and Museum Practice*

Jack Lohman and Katherine Goodnow (eds.), UNESCO, London, 2006, 136 p., ISBN 92-3-104021-9



*Human Remains and Museum Practice* is the second book in the UNESCO series *Museum and Diversity* – a series devoted to exploring diversity and promoting intercultural dialogue in museum practice.

*Human Remains and Museum Practice* explores fundamental issues of collecting and displaying human remains, including ethics, interpretation and repatriation as they apply in different parts of the world. This volume reflects the controversial discussions that were held at the Museum of London as part of an international symposium on the political and ethical dimensions of the collection and display of human remains in museums.

Koïchiro Matsuura, Director-General of UNESCO states that: “In reporting on good practices in the treatment of human remains, this publication will be useful to institutions seeking to learn from others’ experience and draw upon the latest developments in contemporary interpretative practice.”

For further information, see: <http://portal.unesco.org/>

## Other new literature

Arboleda, Patricia Bermúdez: *Information and communication technology appropriation: Ecuador*. Bergen, University of Bergen, 2006, 314 p., ISBN 82-308-0211-4, (University of Bergen, Department of information science and media studies). Note: Dissertation: Ph.D.

This thesis argues that ICTs do not generate transformations in society themselves. They are not neutral. They are designed and implemented by people in their social, economic, political, cultural and technological contexts. ICT – dissemination, appropriation and use differ between and within countries. In some countries ICTs have led to broad changes in society. In others, change has happened only within some sectors of the population.

INFORMATION AND COMMUNICATION  
TECHNOLOGY • DEVELOPING COUNTRIES  
• SOCIAL CHANGE • TECHNOLOGICAL CHANGE  
• LATIN AMERICA • ECUADOR

Gymnild, Astri: *Creative cycling in the news profession: a grounded theory*. Bergen, University of Bergen, 2006, 298 p., ISBN 82-3080229-7, (University of Bergen, Department of Information Science and Media Studies). Note: Dissertation: PhD.

Throughout more than eighty years of academic research on news media, surprisingly little attention has been paid to news reporters. For many decades, the influence of the individual on news making was more or less objectified and therefore the subject of little attention. With respect to studies relating to news reporters, the research has primarily served as a source to deepen the understanding of news as a product. Consequently, there has been an overwhelming tendency to take the central, individual aspects of creative news processing for granted and this facet has therefore been largely left unexplored. Creative cycling in the news profession is a grounded theory about the individual’s need for creative discovery and development with respect to both daily work and career development. Creative cycling consists of going in and out of and back and forth between work tasks and roles. Such cycling is only possible through breaks and shifts. Awareness of the importance of breaks and shifts is therefore vital to ensure devel-

opment and growth in a newsroom. The theory also explains the individual survival patterns that are activated when sufficient shifts and breaks do not take place. The most important dimensions of creative cycling are motivational cycling, role cycling, temporal-spatial cycling, collaborative cycling, feedback cycling, skill cycling and career cycling. Creative cycling depends on both inner and outer framings for work, and changes in one dimension influence the others. Which dimensions of creative cycling are in focus at any given time is highly individual and apt to change frequently. Creative cycling is experimental and developable; thus, no two professional careers will be similar or easily compared. Consequently, quality development in the news profession depends on both individual and organizational competence in creative cycling. The theory of creative cycling has been developed in accordance with classic grounded theory methodology, and it has emerged from a wide array of data sources: in-depth interviews, arranged group discussions, newsroom observations, on-the-spot talks with people in that know, telephone interviews, books, articles and journalistic meetings and conferences. The list of in-depth interviews and on-the-spot talks includes writers, photographers, managers, editors and other people in newsrooms, and most respondents work cross-media or multi-media.

NEWSPAPERS • JOURNALISTS • JOURNALISM  
• EDITORS • MULTIMEDIA • PRODUCTION  
• INTERNET

Klevjer, Rune: *What is the Avatar?: fiction and embodiment in avatar-based singleplayer computer games*. Bergen, University of Bergen, 2007, 229 p., (University of Bergen, Department of information science and media studies). Note: Dissertation: Dr.polit.

In the dissertation the author suggest a theory of the avatar in singleplayer computer games, and discuss how avatar-based games are different from other kinds of computer games as well as from other kinds of media. The notion of the avatar that is am suggested addresses how players engage

with singleplayer gameworlds through fictional and vicarious embodiment. In computer games, the vicarious body can take different forms; a character, a racing car, a rolling ball, a camera, a gun. This type of avatar emerges from the tradition of action-, racing- and action adventure computer games – from Spacewar! to Halo or Super Monkey Ball. The relationship between the player and the avatar is a prosthetic relationship; through a process of learning and habituation, the avatar becomes an extension of the player’s own body. Via the interface of screen, speakers and controllers, the player incorporates the computer game avatar as second nature, and the avatar disciplines the player’s body. However, this does not mean that the computer game avatar is to be understood as a tool (in the phenomenological sense) or merely as a sophisticated mouse cursor; the avatar, unlike a tool, gives the player a re-oriented subject-position within a simulated environment, a vicarious body through which the player belongs to and is submitted to the gameworld. The avatar is the embodied manifestation of the player’s engagement with the gameworld; it is the player incarnated.

COMPUTER GAMES • USER INTERFACES  
 • SEMANTICS • INTERACTIVE MEDIA  
 • INTERACTIVITY • NARRATOLOGY • AVATAR  
 • PLAYER

Mangen, Anne: *New narrative pleasures?: a cognitive-phenomenological study of the experience of reading digital narrative fictions*. Trondheim, Norwegian University of Science and Technology / NTNU, 2006, 312 p., ISBN 82-471-8213-0, (Doctoral theses at NTNU; 217), ISSN 1503-8181, (Norwegian University of Science and Technology / NTNU, Faculty of Arts, Departement of Art and Media Studies). Note: Dissertation: Dr.art.

Many theorists in recent and current (new) media studies claim that “the materiality of the medium matters” – that in order to grasp the essential differences between our experiences when interacting with different media and technologies, we must pay attention to the material – physical – dimension of the medium. However, most stop at these claims and continue to focus primarily on the content of the medium in question. This study is the first large-scale and thorough exploration of the impact of media materiality on our reading of digital, interactive, hypermedia narrative fictions (GUI fictions, for short). Focusing on the features of digitality, interactivity, and multimodality, the study combines psychological theories of atten-

tion and perception, cognitivism, phenomenology, and philosophy of technology. Such a combination allows addressing questions of different kinds and degrees of generality, such as why we tend to read in a shallow and “dismembered” way when we read texts on screen, and why print still seems to better sustain a more focused and “deep” reading; or, what are the experiential differences between the immersion that we feel when playing a computer game (e.g., technological immersion), compared to the immersive experience afforded by a riveting detective story (e.g., phenomenological immersion)? And why does the computer readily support and sustain the one type of immersion (playing computer games), while it seems to be less compatible with the other (reading narratives)?

NARRATOLOGY • HYPERTEXT • HYPERMEDIA  
 • READING • INTERACTIVITY • DIGITALIZATION

## Articles

Hofmann, Bjørn: When means become ends: technology producing values. *seminar.net: media, technology and lifelong learning* 2(2006)2, 12 p., ISSN 1504-4831. Note: Only on the Internet <http://www.seminar.net/current-issue/when-means-become-ends-technology-producing-values>

Technology has become the symbol of our culture. The claim that we are subject to a technological imperative is therefore a fundamental cultural critique: we do not control technology, rather technology controls us. An alternative way to formulate this is to claim that technology cannot be “made down” when it is made up; we just have to make the best of it. Accordingly, it has been argued that technology has evolved from being merely a means to becoming an end in itself. This article investigates this claim by analyzing the relationship between technology and values. The examples stem from the technologies of medicine and weapons because they clarify this relationship.

PHILOSOPHY • TECHNOLOGY  
 • INFORMATION AND COMMUNICATION  
 TECHNOLOGY • VALUES

Rolland, Asle: Commercial news criteria and investigative journalism. *Journalism Studies* 7(2006)6, pp. 940-963, ISSN 1469-9699 Note: Available on demand HTML and PDF <http://www.informaworld.com/smpp/content~content=a759298732~db=all~order=page>

Since the 1980s, the commercialisation of the media in Norway has prompted two opposing theo-

ries concerning the impact of commercial news criteria; the first suggests it restrains, the second that it stimulates, investigative journalism. But the two theories draw the same normative conclusion, namely that commercialisation has negative implications for the contribution of media to democracy. This article presents the two theories, and puts their empirical assumptions to the test, using the distribution of awards for outstanding investigative journalism as a yardstick. The test results are discussed in the light of economic theory. It seems that critics of media commercialisation have placed too much emphasis on the cost-cutting aspect of a capitalist economy, and too little on capitalism as “the free-market innovation machine”. The conclusion is that commercial news criteria stimulate investigative journalism more than they restrain it, and that investigative journalism’s contribution to democracy is more positive than negative.

COMMERCIALIZATION • NEWS CRITERIA  
• JOURNALISM • DEMOCRACY  
• INVESTIGATIVE JOURNALISM • NORWAY

Rolland, Asle; Monsen, Catherine B.: Norway: The clicks-and-bricks have taken the lead. In: Loisa Ha (ed.) / Richard J. Ganahl III (ed.): *Webcasting worldwide: Business models of an emerging global medium*, London, Lawrence Erlbaum Associates, 2007, pp. 221-231, ISBN 0-8058-5916-0, (LEA’s Media Management and Economics Series; 2). Note: Chapter 11, part III.

WORLD WIDE WEB • MARKET • ECONOMICS  
• MANAGEMENT • MEDIA INDUSTRY • NORWAY

Rolland, Asle: The Norwegian Editors’ code: The Magna Carta or The King’s Mirror to become public law. *Communication law and policy* 12(2007) 1, pp. 1-35, ISSN 1081-1680.

MEDIA POLICY • LAW • EDITORS  
• FREEDOM OF THE PRESS • NORWAY

Skogseth, Egil G.: Towards fair participation: recruitment strategies in Demostation. In: Cammaerts, Bart (ed.); Carpentier, Nico (ed.): *Reclaiming the media*, Bristol, Intellect, 2007, pp.

107-129, (European Communication Research and Education Association series). Note: ISBN 978-1-84150-163-5.

RADIO • WORLD WIDE WEB • INTERNET  
• CITIZENS • PARTICIPATION • PUBLIC SPHERE  
• DEMOSTATION • NORWAY

Syvertsen, Trine: TV and multi-platform media hybrids: corporate strategies and regulatory dilemmas. In: Marcinowski, Frank (ed.) / Meier, Werner A. (ed.) / Trappel, Josef (ed.): *Medien und Demokratie: Europäische Erfahrungen*, Bern, Stuttgart, Wien, Haubt Verlag, 2006, pp. 253-273, ISBN 3-258-07028-8. Note: ISBN 13: 978-3-258-07028-5.

PARTICIPATION • DIGITALIZATION  
• CONVERGENCE • AUDIENCES • PRODUCTION  
• MULTIMEDIA

Ytreberg, Espen: Premeditations of performance in recent live television: a scripting approach to media production studies. *European journal of cultural studies* 9(2006)4, pp. 421-440, ISSN 1367-5494. Note: Available on demand HTML and PDF <http://ecs.sagepub.com/current.dtl>

The article discusses the ways that performances in television are premeditated. Its focus is on practices of scripting performances in current interactive and reality TV. With a basis in empirical material on television production, the article describes concretely some cases of scripting in international television formats. Its focus is particularly on forms of scripting that are seldom recognized as such, thus contributing to a feel of the real, the authentic and the immediate. Three forms of scripting are discussed: “cueing”, scripting of social settings and scripting of temporal sequencings. The article shows how current television formats that strive for the unscripted feel in fact could be said to involve radical extensions of scripting beyond conventional practices. In more general theoretical terms, the article suggests looking to the scripting of mediated performances as an alternative approach to the tradition of media production studies.

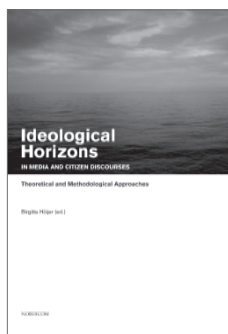
REALITY TELEVISION • PRODUCTION • TELEVISION  
• INTERACTIVE MEDIA

## Sweden

Documentalist: Roger Palmqvist

### *Ideological Horizons in Media and Citizen Discourses. Theoretical and Methodological Approaches*

Birgitta Höijer (ed.): Göteborg, Nordicom, 2007, 165 p., ISBN 978-91-89471-45-0.



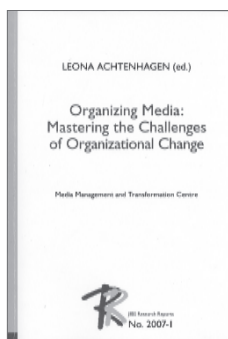
In which ways does the media discursively make sense of contemporary society? In which ways does the public, through the media, deal with and negotiate ongoing changes in society? How can we study this?

Such questions are addressed in this volume. The authors consider societal changes not only as structural, material processes, but also as deeply ideological. They further consider ideologies to be observable in various discursive practices. A new concept, ideological horizon, is introduced, and its theoretical and methodological fruitfulness is developed. The analytical richness of the concept is demonstrated and different methods are suggested for empirically studying ideological horizons in the media and among citizens. Areas of current interests, such as “the global war on terrorism”, drug trafficking, crises events, mental illness and violence, health and healthism, and contemporary working life, are analysed.

The volume includes following articles: *Introduction* (Birgitta Höijer), *Ideological Horizons. Outline of a Theory on Hegemony in News Discourse* (Stig A. Nohrstedt), *A Socio-Cognitive Perspective on Ideological Horizons in Meaning-Making* (Birgitta Höijer), *The Ideological Horizons of Citizenship. National Media as Discursive Bridge* (Ulrika Olausson), *Border Journalism and the Articulation of National Horizons* (Johan Östman), *Ideological Horizons in the Media. Mental Illness and Violent Crime* (Joel Rasmussen), *Mediatization of Health and “Citizenship-Consumerism” (Con)Fusion* (Tanja Kamin), *The Making of an Employable Individual* (Marinette Fogde), and *For a Transnational Mode of Journalistic Writing* (Peter Berglez).

### *Organizing Media. Mastering the Challenges of Organizational Change*

Leona Achtenhagen (ed.): Jönköping University, Jönköping International Business School, Media Management and Transformation Centre/MMT Centre, 2007, 162 p., ISBN 91-89164-73-3, (JIBS Report Series; 2007-1), ISSN 1403-0462.



How companies are organized to carry out their activities is influenced by the types of products and services they produce, the nature of their value chains, and their relations with suppliers, distributors, and customers. These factors, perceptions of the firm and its markets, internal processes, personalities of leaders, and company history combine to create company cultures that influence how business is conducted, how threats and opportunities are viewed, and the how firms respond to market changes.

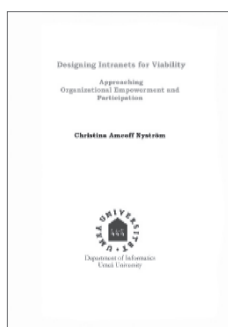
This publication explores the issues of organizing from institutional theory, structuration theory, duality management, and sense-

making perspectives. It focuses on the reorganization of organizational fields, cultural issues in managing organizational change, and the effects of restructuring. Interest in organizational structures has been driven by difficulties media organizations have had in integrating additional types of media activities, gaining benefits from cross-media, cross-divisional, cross-business unit activities, and changing attitudes and behavior to accommodate new market conditions. This book explores the roots of those challenges, offers understanding about how and why they occur, and shows the needs for managerial competence in address them. This book, developed out of the MMTC workshop “Organizing Media” held in Gothenburg, Sweden, in October 2006, introduces contemporary theories and approaches to organizational analysis and design and shows their application to entertainment and news media.

The book includes following articles: *Introduction: Organizing (in) media companies* (Leona Achtenhagen), *Reorganizing a field: the case of music* (Paola Dubini & Elena Raviola), *Convergence on the inside: organizational change in music firms* (Patrik Wikström), *Firestorm in the newsroom: Cultural issues in altering media organizations* (Frank E Fee Jr.), *Framing change: Who’s in charge in the newsroom* (George Sylvie & Soo Jung Moon), *Organizing internal tension: Duality management of media companies* (Leona Achtenhagen & Elena Raviola), and *Organizing entertainment acquisition and production in the TV busines: Flowing networks between markets and hierarchy* (Klaus-Dieter Altmeppen, Katja Lantzsch & Andreas Will).

### ***Designing Intranets for Viability. Approaching Organizational Empowerment and Participation***

**Christina Amcoff Nyström**, Umeå universitet, Institutionen för informatik, 2006, 240 p., ISBN 91-7264-002-2, (Research reports in informatics; RR 06.01), ISSN 1401-4572. Note: Dr. diss., incl. dissertation summary 74 p. + 7 papers. PDF available on the <http://urn.kb.se/resolve?urn=urn:nbn:se:umu:diva-714>.



Intranets appeared in the mid-1990s and were perceived as the answer to the need for the integration of existing Information Systems into organisations. Despite the fact that there has been extensive research regarding implementation, development processes, policies standardisation vs. creativity and so forth, the potentiality of Intranets has not been fully exploited. Intranets offer many advantages in the form of working networks that support and enable empowered employees to participate in the development of the organisation, to enable the measurement of essential functions and to monitor undesired conditions and find suitable functions that support daily work.

The research approach in this thesis has alternated between analysis empirical studies, and design. Current literature, research findings in the form of articles, etc., are analysed, an empirical study of five organisations is conducted and finally a design of possible functions is accomplished. In the analysis of the state-of-the-art, current research can be grouped into four topics partly overlapping each other; questions concerning informatics, organisation theory, knowledge management, and design. Urgent issues for further research are identified as mainly belonging to the topics informatics and organisation theory; management and strategy, empowerment, further development processes, use, and roles.

## ***The Materiality of Media Discourse. In Capitalism and Journalistic Modes of Writing***

**Peter Berglez**, Örebro universitet, Humanistiska institutionen, Medie- och kommunikationsvetenskap, 2006, 223 p., ISBN 91-7668-483-0, (Örebro studies in media and communication; 4), ISSN 1651-4785. Note: Dr. diss.



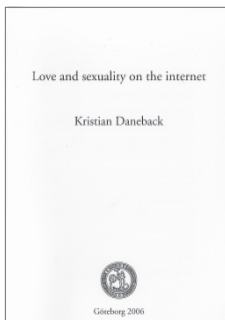
The purpose of the study is to analyse the relationship between the capitalist hegemonic order and the mass media, with the latter restricted to two elite newspapers (Swedish DN and Slovenian Delo) and the selection of news materials from three bodies of international media coverage: NATO's military intervention in former Yugoslavia, 1999, the political demonstrations against the IMF and the World Bank in Prague, 2000, and 9/11, 2001.

There are two sub-purposes, one theoretical-methodological and one political-democratic. The first sub-purpose is to accomplish an integrative kind of media analysis (Williams 1977) in which the approaches of political economy (emphasising the economic/material) and cultural studies/discourse analysis (emphasising the symbolic/discursive) are supposed to interact. The hypothesis is that such a 'third way' approach is possible to achieve through the qualitative analysis of journalistic modes of writing. The second sub-purpose (the political-democratic one) takes an interest in the modes' political dimensions. In what manners do the identified modes counter-act, or co-produce, miscellaneous political struggles? In addition, the purpose of the study also includes a more practical dimension. In the light of the results, how should one nowadays imagine an emancipating kind of journalism that tries to explain, unmask, or even counteract the mechanisms of the contemporary global capitalist system?

The news media material consists of 438 items (articles, photos etc.), which are analysed by means of a cultural materialist CDA (critical discourse analysis). An identified journalistic mode is analysed as: (1) a practice with certain cognitive, discursive and linguistic characteristics, (2) a structural product (as constituted by underlying social and material structures), and (3) a dialectical force, being a potentially active part of an ongoing mode of production (the capitalist or another mode). The last analytical moment is the central one.

## ***Love and Sexuality on the Internet***

**Kristian Daneback**, Göteborgs universitet, Institutionen för socialt arbete, 2006, 72 p. + 5 articles 15, 7, 5, 15, and 121 p., ISBN 91-86796-58-5, (Publication series; 2006:2), ISSN 1401-5781. Note: Dr. diss.



The thesis study comprehensively love and sexuality on the internet, for example user demographics, usage patterns, and descriptions of the arenas that constitute the sexual landscape on the internet. Instead of using more traditional ways of data collection, quantitative and qualitative data were collected through the internet.

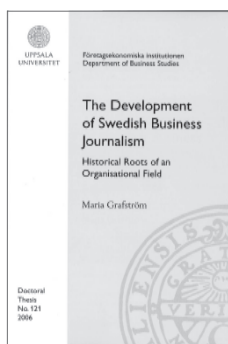
A review of prior research in the field shows that the studies conducted are fragmented, specialized, and clustered around specific topics. In addition, prior studies are predominantly empirical with little connection to social theory. In this thesis, empirical findings are related to both prior research and theory.

The theoretical starting points are Bauman and his concept of liquid modernity, Goffman and his dramaturgical perspective, and Gagnon and Simon's theory of sexual scripts.

This thesis consists of four quantitative articles and one qualitative report, each with its own demarcated purpose. The first article examines online sexual activities and how these are influenced by gender and Age. In the second article, those who dropped out from the online questionnaire are examined. The third article focuses on those who engage in cybersex, which is defined as two or more persons engaging in mutual sexual talk while online for sexual pleasure. The fourth article examines those who are sexually compulsive according to a 10-item sexual compulsivity scale. In the qualitative report the sexual landscape, the actors, and the online sexual activities are examined.

### ***The Development of Swedish Business Journalism. Historical Roots of an Organisational field***

**Maria Grafström**, Uppsala universitet, Företagsekonomiska institutionen, 2006, 209 p., (Doctoral Thesis; 121), ISSN 1103-8454. Note: Dr. diss.



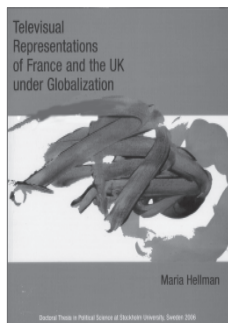
Contemporary Swedish business journalism is an established organisational field with shared practice within and across organisations. Using a historical perspective, this dissertation investigates the early formation of this field and the formation of a shared meaning system for business journalism. Addressing the question of how and why the field emerged, the study contributes to institutional approaches in organisational analysis and theories about field development.

Drawing on a qualitative longitudinal study, the analysis explores the source of today's field of business journalism and examines the individuals, organisations, and activities that, during the 1960s and 1970s, laid the groundwork for subsequent field development.

Five Swedish newspaper organisations are examined in detail: two business weeklies, *Affärsvärlden* and *Veckans Affärer*; the business daily, *Dagens industri*; and two general dailies, *Dagens Nyheter* and *Svenska Dagbladet*. In particular, the study analyses the competencies that was considered necessary for producing business news; the models that functioned as positive examples for business journalists; and the accepted ways of selecting and presenting business news.

## ***Televsual Representations of France and the United Kingdom under Globalization***

**Maria Hellman**, Stockholms universitet, Statsvetenskapliga institutionen, 2006, 360 p., ISBN 91-7155-219-7, (Stockholm studies in politics; 112), ISSN 0346-6620. Note: Dr. diss.



This thesis examines how France and the UK are represented in the television news texts at two different periods in time in order to explore whether and how these representations have changed as globalization has progressed. The thesis contributes to the study of collective identities, political cultures and comparative methods of mass communication.

The study should be understood against the background of the globalization of the media and the national traditions of television and treats the television news media as telling stories about the world that shape public perceptions of that world and have a bearing on the cultivation of collective identities. By using a combination of content and narrative analysis television news texts from 1986 and 1996 are compared.

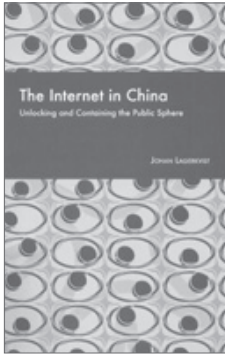
## ***Researching and Developing Swedkid. A Swedish Case Study at the Intersection of the Web, Racism and Education***

**Camilla Hällgren**: Umeå universitet, Fakultetsnämnden för lärarutbildning, Institutionen för matematik, teknik och naturvetenskap, 2006, 57 p. + app., ISBN 91-7264-031-6, (Doktorsavhandlingar i pedagogiskt arbete; 5 ), ISSN 1650-8858. Note: To this five sub-studies. Dr. diss. Also on the Internet: [http://www.diva-portal.org/diva/getDocument?urn\\_nbn\\_se\\_umu\\_diva-715-3\\_\\_fulltext.pdf](http://www.diva-portal.org/diva/getDocument?urn_nbn_se_umu_diva-715-3__fulltext.pdf)

This thesis seeks to provide an insight into three phenomena: the condition of racism in Sweden, the complexity of identity, and the use of Information and Communications Technology (ICT) in classroom settings. It also offers an analysis of how such phenomena combined in the development of a specific educational resource, the Swedkid project (2001-3) which aimed to develop an anti-racist website ([www.swedkid.nu](http://www.swedkid.nu)) for students and teachers in Swedish schools. A case study approach was used for the analysis in the thesis, in which the Swedkid project was viewed as an instance of web-based, anti-racist educational resource development. This instance (or case) provided a prism of opportunity for learning about 'race', ethnicity and the role of ICT in the classroom. The case study embraces a number of sub-studies (Papers I-V and Appendix 1) which explore independently and in combination, how the website was developed and received, the Swedish national context, intercultural and anti-racist work in education, racist experiences of young people, and ICT as part of anti-racist work in the classroom. A variety of methods of data gathering were used which include systematic literature searches, interviews, questionnaires, classroom observations plus a project logbook. Three theoretical clusters were particularly helpful in the analysis; relating to globalisation, racism and new technology.

## *The Internet in China. Unlocking and Containing the Public Sphere*

**Johan Lagerkvist**, Lunds universitet, Institutionen för Öst- och Centraleuropastudier, 2006, 215 p. Note: Dr. diss.



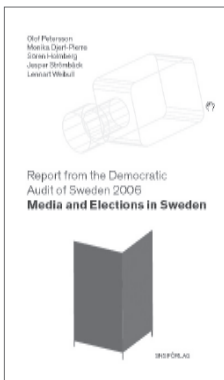
The aim of this dissertation is to address a paradox: government control and social freedom on China's Internet are growing simultaneously. The study, which is based on fieldwork conducted between 2002 and 2006, and 48 interviews, seeks answers to the following two questions: 1. How can Internet use contribute to an unlocking of the public sphere, making it more independent from party-state control? 2. While generally promoting the Internet use throughout the country, how are agents of the Chinese party-state explicating containment of this use, for themselves and to the larger population, as part of their efforts to maintain control over politics in a locked-in public sphere?

Four empirical chapters constitute the core of this investigation and respectively address different issues pertaining to Internet freedom and Internet control in China. Chapter 2 probes how an alternative and popular agenda on Chinese networks influences the sanctioned agenda setting of official and state-controlled media. Chapter 3 discusses the need for effective countermeasures against the Internet's "unhealthy tendencies," as perceived by various intellectual voices and party-state officials and cadres. Chapter 4 focuses on the rationale behind China's launch of e-government projects, and whether e-government helps to build legitimacy for the party-state, through the provision of online services to the people and/or by communicating persuasive messages about the political system in place. Chapter 5 highlights the introduction of news production in the online format and the possibility of new formations of online public opinion that might contribute to an environment conducive to the democratization of society and politics. The final chapter, chapter 6, elaborates the findings and frame them within a social contract of Internet use in China, which contributes to a new understanding of how use, control, social pluralization, and the political dynamics of China's online media landscape are evolving in the contemporary setting.

## *Media and Elections in Sweden.*

### *Report from the Democratic Audit of Sweden 2006*

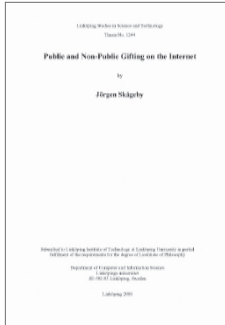
**Olof Petersson, Monika Djerf-Pierre, Sören Holmberg, Jesper Strömbäck & Lennart Weibull**: Stockholm, SNS förlag, 2006, 189 p., (SNS medieforum). Note: Transl. by Charly Hultén. Also available on the [http://www.sns.se/document/dr\\_2006\\_english\\_web.pdf](http://www.sns.se/document/dr_2006_english_web.pdf)



Few Swedes get personally involved in Swedish election campaigns. Most contacts between parties and voters are indirect. Mass media play a vital role, but there are indications that media influence may be ebbing. The power and influence of mass media and journalists may already have culminated. New channels and media may provide a power base for other groups. Swedish election campaigns face major changes as regards the power relations between media, parties and the citizens.

## ***Public and Non-public Gifting on the Internet***

**Jörgen Skågeby**, Linköpings universitet, Institutionen för datavetenskap, 2006, 103 p., ISBN 91-85523-93-3, (Linköping studies in science and technology; 1244 ), ISSN 0280-7971. Note: Licentiate thesis, incl. dissertation summary 42 p. + 3 papers. Available in PDF on the <http://urn.kb.se/resolve?urn=urn:nbn:se:liu:diva-7370>.



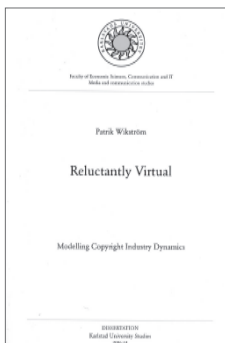
This thesis contributes to the knowledge of how computer-mediated communication and information sharing works in large groups and networks. In more detail, the research question put forward is: in large sharing networks, what concerns do end-users have regarding to whom to provide material?

A theoretical framework of gift-giving was applied to identify, label and classify qualitative end-user concerns with provision. The data collection was performed through online ethnographical research methods in two large sharing networks, one music-oriented and one photo-oriented. The methods included forum message elicitation, online interviews, application use and observation.

The result of the data collection was a total of 1360 relevant forum messages. A part from this there are also 27 informal interview logs, field notes and samples of user profiles and sharing policies. The qualitative analysis led up to a model of relationships based on the observation that many users experienced conflicts of interest between various groups of receivers and that these conflicts, or social dilemmas, evoked concerns regarding public and non-public provision of material. The groups of potential recipients were often at different relationship levels. The levels ranged from the individual (ego), to the small group of close peers (micro), to a larger network of acquaintances (meso) to the anonymous larger network (macro). It is argued that an important focal point for analysis of cooperation and conflict is situated in the relations between these levels. Deepened studies and analysis also revealed needs to address dynamic recipient groupings, the need to control the level of publicness of both digital material and its metadata (tags, contacts, comments and links to other networks) and that users often refrained from providing material unless they felt able to control its direction.

## ***Reluctantly Virtual. Modelling Copyright Industry Dynamics***

**Patrik Wikström**, Karlstads universitet, Medie- och kommunikationsvetenskap/MKV, 2006, 254 p., ISBN 91-7063-075-5, (Karlstad University Studies; 2006:44), ISSN 1403-8099. Note: Dr. diss.



During the evolution of the music industry, developments in the media environment have required music firms to adapt in order to survive. Changes in broadcast radio programming during the 1950s; the Compact Cassette during the 1970s; and the deregulation of media ownership during the 1990s are all examples of changes which have heavily affected the music industry. This study explores similar contemporary dynamics, examines how decision makers in the music industry make sense of the developments, and reveals how they revise their business strategies, based on their mental models of the media environment.

A qualitative system dynamics model is developed in order to support the reasoning brought forward by the study. The model is empiri-

cally grounded, but is also based on a theoretical platform constituted by concepts from evolutionary economics and sociology of culture. The empirical data primarily consist of 36 personal interviews with decision makers in the American, British and Swedish music industrial ecosystems. The study argues that the model which is proposed, more effectively explains contemporary music industry dynamics than music industry models presented by previous research initiatives.

### Other new literature

Carlsson, Ulla: *Awareness and empowerment: the need for media literacy in the digital age*. Göteborgs universitet, NORDICOM, The International Clearinghouse on Children, Youth and Media, 2007, 11 p., (The First International Conference on Media Education, 1, 4-7 March 2007, Riyad). Note: Presented at Round Table: Media, Children and Young People. Awareness and Empowerment.

Modern information technology has transformed the media landscape and the media culture dramatically over the past decade, offering a steadily swelling flow of material through many new channels. Although there are media, digital and information divides in the world, more and more people have access to an enormous array of knowledge and diversions of many kinds – on television, on the Internet, and in mobile telephones. An interactive and mobile media society has grown up alongside the traditional media society. Young people around the world have already opted into it. Many parents, teachers and policy-makers are concerned about the negative influence they believe harmful media content exert on children and young people. Whenever protection of minors against harmful media content and reducing the amount of such media content are discussed, media literacy must be included. Developing countries face numerous problems regarding ICT and capacity-building. As the prime tool for development, it is vital that the distribution of knowledge does not reinforce existing disparities and disempower. Instead, assistance to infrastructural development and new paradigms of ICT and traditional media, and learning should open up a variety of opportunities, with particular attention to children and youth. The context of media literacy and media education should inform these efforts, with a view to strengthening social welfare and democracy.

#### MEDIA LITERACY

• COMMUNICATION DEVELOPMENT • INFORMATION AND COMMUNICATION TECHNOLOGY • LEARNING • MEDIA EDUCATION • DEMOCRACY

Grönlund, Mikko; Pönni, Veijo: *Financial performance of commercial radio in Sweden 1999–2005*. Jönköping, Högskolan i Jönköping, Internationella Handelshögskolan, Media Management and Transformation Centre, 2007, 31 p., (JIBS Working Paper Series; 2007:1), ISSN 1403-0454.

This working paper explores the basic context and financial performance of commercial radio in Sweden. The report provides an overview of the development and evolution of commercial radio and its resources as well as trends and changes in crucial financial indicators.

RADIO • COMMERCIAL RADIO • FINANCING • ECONOMIC CONDITIONS • HISTORY • SWEDEN

*Media developments 2006*. Haninge, Radio- och TV-verket, 2006, 144 p., ISBN 91-85229-11-3, ISSN 1651-5277. Note: Also available on the [http://www.rtvv.se/\\_upload/infomaterial/25-120531139252466875255039.pdf](http://www.rtvv.se/_upload/infomaterial/25-120531139252466875255039.pdf)

RADIO • TELEVISION • NEWSPAPERS • DIGITALIZATION • MARKET • MEDIA POLICY • GOVERNMENT POLICY • LOCAL RADIO • SWEDEN • EUROPE

Pettersson, Bo: *Stories about strangers: Swedish media constructions of socio-cultural risk*. Lanham, University Press of America, 2006, 149 p., ISBN 0-7618-3508-3, 978-0-7618-3508-0.

Negative stereotypes about immigrants and strangers exist in all societies and countries. For many, immigrants represent a threat and a challenge to the ingrained habits and traditions of the majority, which leads to friction. To analyze these majority-minority encounters, this study uses perspectives from sub-fields of theoretical study that are closely related but rarely, if ever, brought together. These include perceptions of socio-cultural risk; stereotype formation, scapegoating, and enemy images; mass media reporting on immigrants; and the study of everyday practices or the mundane. Using three neighboring small towns in Sweden (Markaryd, Ljungby and Älmhult) as case studies, the book

follows the local discourse, primarily through the daily newspaper of the communities, to assess and evaluate the views and/or prejudices about immigrants.

NEWSPAPERS • MASS MEDIA • IMMIGRANTS • STEREOTYPES • ETHNIC MINORITIES • MINORITY GROUPS • CONFLICTS • SWEDEN

Rombach, Björn; Solli, Rolf: *Constructing leadership: reflections on film heroes as leaders*. Stockholm, Santérus förlag, 2006, 224 p., ISBN 91-7335-002-8.

Leadership is in no way an innate capacity, leaders learn how to lead. This involves constructing leadership through reflection. Reflection takes many different forms. One is to practice being a leader, another is to take courses, read books or why not watch films. Most people have seen more films than the books they have read and here the authors launch the thesis that the role of the cinema in providing work place behavioural norms has in fact been underestimated. The book is the product of a longitudinal research project in which feature films are construed from a leadership perspective. It aims to say something interesting about leadership and also to encourage greater attentiveness to the films we watch. In this book nine films are analysed in terms of what they say about leadership. They are: Any Given Sunday, Elizabeth, Beck – The Man With Icons, Nixon, The Mozart Brothers, Life of Brian, The Godfather and The Bridge on the River Kwai. Each film raises a number of themes that are analysed on the basis of theories dealing with leadership.

FILMS • FILM ACTORS • SOCIALIZATION • COMMUNICATION EFFECTS

Westlund, Oscar: *Media and communication studies in Sweden: disciplinary boundary construction: a theoretical contribution to theory of science*. Göteborg, Göteborgs universitet, 2006, 40 p., (Arbetsrapport; 36 ), ISSN 1101-4679, (Göteborgs universitet, Institutionen för journalistik och masskommunikation).

MEDIA • COMMUNICATION • COMMUNICATION THEORY • COMMUNICATION RESEARCH • MEDIA RESEARCH • SWEDEN

## Articles

Bolin, Göran: Visions of Europe: cultural technologies of nation-states. *International Journal of Cultural Studies* 9(2006)2, pp. 189-206, ISSN 1367-8779.

With the expansion of the European Union eastwards, nations have adopted various strategies for being included in the European community. This article discusses examples of cultural technologies used by post-communist countries in aligning with Western Europe. It is argued that the phenomenon is in fact not new, as the marketing of nations has occurred since at least the World's Fairs of the 19th century. However, while the World's Fairs addressed the nation-states of high industrialism, cultural technologies are the features used in a post-industrialized context, where it is more important to impress with abilities of symbolic production rather than with traditional industrial production. In terms of modernization processes, it can be argued that the increased emphasis on symbolic production indicates a shift from techno-industrial modernization to techno-cultural modernization.

CULTURE • POPULAR MUSIC • IDEOLOGIES • TECHNOLOGY • MEDIA • MODERNITY • NATIONALISM

Bolin, Göran: The marketing of nations: the Eurovision Song Contest as modern World's Fair. In: Schartau, Mai-Brith (ed.); Müssener, Helmut (ed.): *After EU enlargement: changes and challenges in the Baltic Sea Region*, Huddinge, Södertörns högskola, Centrum för Tysklandsstudier, 2006, pp. 26-38, (Schwedische Perspektiven. Schriften des Zentrum für Deutschlandstudien; 6), (Södertörns högskola,).

POPULAR MUSIC • MEDIA • COVERAGE • NATIONAL IDENTITY • NATIONALITY • MARKETING • EXHIBITIONS • MUSIC • EUROPE