

Doktorsavhandlingar 2010

från Nordicoms databas NCOM

Danmark

Dokumentalist: Maria Hvid Stenalt

Andersen, Christian: *Den trykte reklames komposition og effekt: hen imod en peirceansk reklamesemiotik*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 319 p.

Afhandlingens formål er at levere et reklamesemiotisk bidrag på kognitivt grundlag for at videreudvikle den reklamekategorisering af den trykte reklame, som den æstetisk orienterede reklamesemiotik i Danmark har påbegyndt på semiologisk basis. Med afsæt i den peirceanske semiotik spørges der til, hvorvidt det kognitive og det emotionelle paradigme kan skabe ny viden i måden, hvorpå forskelle i reklamens kompositoriske struktur, gennem dens kognitive bearbejdning, betinger forskelle i receptionsmodi. Ligesom der på denne baggrund spørges til emotionelle processer, som måtte ledsage reklamens eksponering i en individuel modtagelse, og som har relevans for reklamens øvrige effekt-mål. Reklamens effekt-mål beskrives først og fremmest som opmærksomhed, forståelse og erindring, men adfærds- og købsmålet udelades ikke helt. Således positioneres afhandlingens bud på en reklamesemiotik på peirceansk grundlag til to dominerende paradigmer inden for effektforskningen. Det drejer sig hhv. om persuasion-paradigmet (også benævnt 'The Strong Theory' og forstærknings-paradigmet (også benævnt 'The Weak Theory').

Bredahl Jessen, Iben: *Netreklamens æstetik: en typologisering og medieæstetisk analyse af reklame på annoncewebsites*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 534 p.

Med udgangspunkt i et medieæstetisk perspektiv retter ph.d.-afhandlingen fokus på, hvad der karakteriserer netreklame som en tekstform, og hvordan netreklame kan analyseres som en multisemiotisk organisering, der rummer et betydningspotentiale. Grundlaget for afhandlingen er empiriske undersøgelser af reklame på annoncewebsites foretaget i 2004/05 og 2008/09, og formålet er dels at identificere dominerende fremstillings- og kompositionsformer i det indsamlede materiale med henblik på udarbejdelsen af en netreklametypologi, dels at udvikle et begrebsapparat til en medieæstetisk analyse.

Coto Chotto, Mayela: *Designing for change in university teaching practices: the case of UNAgora a community of practice approach to facilitate university teacher professional development in ICT and project-oriented problem pedagogy*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 460 p.

Det overordnede mål for denne rapports forskning er at fremme forståelsen for i hvilken grad en distribueret praksisfællesskabstilgang påvirker universitetsunderviseres professionelle udvikling i retningen af mulig påbegyndelse af undervisningsændringer hovedsageligt angående indførelsen af IKT samt projektorienteret prob-

lembaseret pædagogik (POPP). Mere specifikke forskningsspørgsmål omhandler; hvilken indflydelse det har på undervisere at være tilknyttet et praksisfællesskab?; hvilke ændringer finder sted i underviserens praksis?; hvilke faktorer understøtter eller forhindrer den professionelle udvikling af undervisere, der er en del af en distribueret praksisfællesskab?; hvordan bidrager teknologi til tilblivelsen af fællesskabet, og til den professionelle udviklingsproces?; samt hvilke principper kan bruges til at vejlede designet af en professionel udviklingsmodel – baseret på praksisfællesskabet som igangsætter for undervisningsændringer?

Dindler, Christian: *Fictional space in participatory design of engaging interactive environments*. Aarhus, Aarhus Universitet, Institut for Informations- og Medievidenskab, 2010, 129 p.

Emnet for denne afhandling er design af engagerende interaktive miljøer, og afhandlingen er positioneret i krydsfeltet mellem participatory design, designteori og interaktionsdesign. Afhandlingens emne er blevet adresseret gennem et forskningsprogram vedrørende design af engagerende interaktive udstillingsrum på museer og oplevelsescentre. Afhandlingen består af syv forskningsartikler, sammenfattet i en generel oversigt, som sammenbinder argumenterne fra de inkluderede artikler og beskriver relateret arbejde og forskningsmetode. Bidraget afspejler et fokus på at forstå engagement i udstillingsrum og at forme designprocesser indenfor rammerne af ideen om engagerende interaktive miljøer.

Groth, Sanne Krogh: *To musikkulturer – én institution: forskningsstrategier og text-ljudkompositioner ved det svenske elektronmusikstudie EMS i 1960'erne og 1970'erne*. København, Københavns Universitet, Institut for Kunst – og Kulturvidenskab, 2010, 224 p.

Afhandlingen undersøger det svenske elektronmusikstudie EMS fra etableringen i 1964 til slutningen af 1970'erne, med det formål at skildre og diskutere det komplekse miljø, der er at finde i relation til studiet indenfor tidsrammen. Intentionen med EMS var at skabe et internationalt centrum for forskning i lyd og lydperception og at bygge et af verdens mest avancerede hybridstudier.

Herbers Poulsen, Signe: *Forskningskommunikation på nettet: en undersøgelse af den internationale brug af økologisk forskningskommunikation på nettet*. Aarhus, Aarhus Universitet, Institut for Informations- og Medievidenskab, 2010, 231 p.

Afhandlingen sætter fokus på forskningskommunikation på nettet og undersøger, hvordan nettet understøtter og udvikler international forskningskommunikation mellem forskere og deres målgrupper. Afhandlingen er fundet på en empirisk undersøgelse af international økolo-

gisk forskningskommunikation. Økologien betragtes af EU som en af løsningerne på en række problemstillinger i EU's landbrugspolitik med hensyn til bæredygtighed, miljø og dyrevelfærd. Det øgede internationale samarbejde indebærer udfordringer i forhold til forskningskommunikationen, hvor der skal kommunikeres til en række nye interessenter på forskellige niveauer i forskellige lande.

Iversen, Sara Mosberg: *Between regulation and improvisation: playing and analysing; games in the middle*. København, IT-Universitetet, 2010, 222 p.

A focus on the games as experienced and played, requires that players are taken into account as one part of the equation. Hence, this thesis takes a position somewhere between a game-centric and a playercentric approach, where the relation between the two becomes important. Within game studies a central disagreement some years back was between those who approach computer games mainly as text or spectacle and those who approach them mainly as abstracted, formal structures. This thesis does neither, but rather argues that in the case of some computer games a holistic approach is needed. These games are referred to as "games in the middle".

Johansen, Trine Susanne: *Transported essence or collaborative telling?: towards a narrative vocabulary of corporate identity*. Aarhus, Aarhus University, Aarhus School of Business, Department of Language and Business Communication, 2010, 234 p.

Hvilke implikationer har det at (re)konceptualisere virksomhedsidentitet i en narrativ ramme i forhold til hvorledes organisationer anskuer, arbejder med og fortæller sig selv? Med andre ord: hvilke vokabular og praksisser stilles til rådighed for organisationer, når kommunikation anskues som en narrativ konstruktion af identitet frem for et middel til at formidle identitet?

Kleis Nielsen, Rasmus: *Ground wars: personalized political communication in American campaigns*. New York, USA, Columbia University, 2010, 342 p.

The dissertation deals with door-to-door canvassing and phone banking as forms of "personalized political communication"-premeditated practices that use people as media for political communication. The author analyzes what political operatives in the United States call the "ground war" to identify its implications for how we understand processes of political communication and for how we understand political organizations and political participation. On the basis of data from ten months of ethnographic fieldwork in two congressional districts during the 2008 elections, the author will argue that personalized political communication on the large scale we have seen in recent years – where more than forty percent of the population has been contacted in person – requires resources well beyond what the campaign organizations built around individual candidates command and is pursued instead by wider "campaign assemblages."

Larsen, Malene Charlotte: *Unge og online sociale netværk: en neksusanalytisk undersøgelse af medierede handlinger og offentlige diskurser*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 388 p.

I denne ph.d.-afhandling udforskes 12-18-årige danske børn og unges brug af et af den seneste tids nyere internetfænomener: Online sociale netværk. De såkaldte sociale netværkssider (SNS'er) er internetbaserede mødesteder, hvor brugere via personaliserede profiler kan liste hinanden som venner og kommunikere og socialisere på tværs af fysiske og tidsmæssige begrænsninger. Afhandlingens hovedformål er at opnå en forståelse af, hvilke betydninger SNS'er som f.eks. Arto og Facebook har for de unge brugeres individuelle og sociale liv, og hvordan de anvender disse sider som en del af deres hverdag. For at undersøge dette tages der udgangspunkt i en stor mængde af forskelligt datamateriale. Det primære datamateriale udgøres af fem års etnografisk engagement og deltagende observationer inden for feltet samt et omfattende kvalitativt spørgeskema om de oplevelser, som 12-18-årige danske unge har på sociale netværkssider. Dermed befinder afhandlingen sig både på et aktørniveau og et diskursniveau, idet den dels udforsker de centrale handlinger, som de unge brugere udfører på tværs af sociale netværkssider, og dels analyserer den måde, hvorpå de italesætter deres konkrete brug og oplevelser.

Leino, Olli: *Emotions in play: on the constitution of emotion in solitary computer game play*. København, IT-Universitetet, 2010, 315 p.

Building on game studies, existential phenomenology, and philosophy of technology, this dissertation postulates a first-person perspective from which to describe solitary computer game play and the emotions it involves in terms of their experienced significance. From describing the freedoms and responsibilities imposed by the materiality of the computer game artefact on its voluntary player, the gameplay condition emerges as an intersubjective baseline for the players' judgements about events, objects, and states of affairs in the game, potentially surfacing as emotions. Rather than being explained in terms of their rules, computer games appear as technological artefacts which simultaneously extend the concrete limitations against which their human players are free to realize their projects, and shape the ways in which human mind can be directed at aspects of the world. However, this can go on only as long as long as the player fulfils the requirements of which the gameplay condition comprises. Based on this condition, game artefacts can be described as standing out from among all other technological artefacts which co-shape human intentionality. By the conduct of emotional investment, the dissertation describes how voluntary players can end up experiencing emotions about aspects which would most likely seem trivial from a non-player's perspective. Finally, the dissertation postulates an experiential ontology of computer game content, distinguishing between

game content that is undeniable: crucial in terms of fulfilling the gameplay condition, and deniable: game content whose taking seriously is mostly voluntary. Thus, undeniable game content can be safely assumed as being involved in the emotions' of all players

Redvall, Eva Novrup: *Manuskriptskrivning som kreativ proces: de kreative samarbejder bag manuskriptskrivning i dansk spillefilm*. København, Københavns Universitet, Institut for Medier, Erkendelse og Formidling, 2010, 258 p.

Afhandlingen undersøger, hvordan man kan forstå manuskriptskrivning som en kreativ proces med fokus på samarbejdet mellem instruktør og manuskriptforfatter under arbejdet med manuskripterne til nye, danske spillefilm. Det centrale empiriske materiale er to kvalitative produktionsanalyser af manuskriptarbejdet med hhv. "Lille soldat" (2008, Annette K. Olesen og Kim Fupz Aakeson) og "Kvinden der drømte om en mand" (2010, Per Fly og Dorte Høgh), som analyseres på baggrund af teorier fra kreativitetsforskningen om kreative processers forløb og betydningen af at forstå disse processer i en kontekst.

Thomsen, Michael: *Talking Bits, an investigation into the nature of digital communication technology and its impact on society*. Ballerup, Aalborg Universitet, Department of Architecture, Design and Media technology, 2010, 251 p.

Talking Bits attempts to study the relationship between communication technology and culture in order to provide some pointers to the possibilities afforded us by digital technology. It does so from a technological perspective through a proposed framework for communication technology, which is examined through the eyes of major technological developments throughout history and finally used to evaluate digital communication technology and its potential for societal impact. The thesis makes and examines the following three claims: Claim 1: That we can find important clues to the development of past and future cultures in the fundamental properties of their communication technologies. Claim 2: That digital technology represents the most important qualitative development in communication technology at least since the advent of writing. Claim 3: That the fundamental properties of digital technology will promote a society and culture, which is radically different from the one we have developed in the Western World since the advent of the printing press and, in fact, bears close resemblance to oral society, albeit on a much grander scale.

Finland

Dokumentalist: Päivi Lukin

Ahva, Laura: *Making news with citizens: public journalism and professional reflexivity in Finnish newspapers*. Tampere, Tampere University Press, 2010, 316 p, ISBN (electronic) 978-951-44-8288-5, (Acta Electronica Universitatis Tamperensis; 1020). Available also on the Internet.

This dissertation discusses practices of public journalism in three Finnish newspapers: Helsingin Sanomat (national), Aamulehti (regional) and Itä-Häme (local). The overall research task is: What is public journalism, how and why has it been applied and interpreted in three Finnish newspapers, and what kind of professional reflections by journalists have these approaches elicited? Qualitative content analysis of news stories and journalists' interviews has been utilized as a method of analysis.

Ampuja, Marko: *The media and the academic globalization debate: theoretical analysis and critique*. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 335 p, ISBN (electronic) 978-952-10-6401-2, (Media and Communication Studies Research Reports; 2010, 2).

This study offers a reconstruction and critical evaluation of globalization theory, a perspective that has been central for sociology and cultural studies in recent decades, from the viewpoint of media and communications. As the study shows, sociological and cultural globalization theorists rely heavily on arguments concerning media and communications, especially the so-called new information and communication technologies, in the construction of their frameworks. Together with deepening the understanding of globalization theory, the study gives new critical knowledge of the problematic consequences that follow from such strong investment in media and communications in contemporary theory.

Kariniemi, Olli: *Järjestölehdien yleisötutkimus yhteisön kehittämisen välineenä*. [Audience survey of an organizational journal as an instrument to develop the community]. Tampere, Tampere University Press, 2010, 301 p., ISBN (electronic) 978-951-44-8050-8, (Acta electronica Universitatis Tamperensis; 952), (Media studies). Available also on the Internet.

The title of the study emanates from Dewey's (1916) statement that communication creates community. In communicating the reviewed topics become shared. Therefore, developing communication will also develop the community. In this study communication development signifies everything related to community ideal: unconstrained activity, legitimacy, democracy, equality and autonomy.

The aim of the study was to find out, how to obtain by the help of an audience survey in an organizational journal instruments to develop an ideal community. Audience survey is also a frame of reference in the study.

Traditionally audience surveys have been engaged in the distribution of a magazine, readership related questions, contents consumption and the relationship between a reader and a magazine. The latter was the aim of interest in the study. It offered an opportunity to compare the opinions and values of the reader and the magazine. Those are essential considerations in developing the ideal community.

The research target created an ethnographic perspective to the research scheme and it was carried out in collaboration with two very different organizations operating in social sector, Federation of A-Guilds and Christian Work on Alcoholics and Drug Addicts.

Karppinen, Kari: *Rethinking media pluralism: a critique of theories and policy discourses*. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 228 p., ISBN (electronic) 978-952-10-6649-8, (Publications of the Department of Social Research; 4).

This study examines different ways in which the concept of media pluralism has been theorized and used in contemporary media policy debates. Access to a broad range of different political views and cultural expressions is often regarded as a self-evident value in both theoretical and political debates on media and democracy. Opinions on the meaning and nature of media pluralism as a theoretical, political or empirical concept, however, are many, and it can easily be adjusted to different political purposes. The study aims to analyse the ambiguities surrounding the concept of media pluralism in two ways: by deconstructing its normative roots from the perspective of democratic theory, and by examining its different uses, definitions and underlying rationalities in current European media policy debates.

Kokkonen, Lotta: *Pakolaisten vuorovaikutussuhteet: Keski-Suomeen muuttaneiden pakolaisten kokemuk- sia vuorovaikutussuhteistaan ja kiinnittymisestäään uuteen sosiaaliseen ympäristöön*. [Interpersonal relationships of refugees in Central Finland: perceptions of relationship development and attachment to a new social environment]. Jyväskylä, University of Jyväskylä, 2010, 260 p., ISBN (electronic) 978-951-39-4068-3, (Jyväskylä studies in humanities; 143). Available also on the Internet.

The study is an examination of refugees' interpersonal relationships. The author analyses quantitatively refugees' experiences of developing and maintaining interpersonal relationships while living in Central Finland, in order to get an understanding of the meaning and significance of such relationships in general and within the refugee's attachment to a new social environment. 27 refugees were interviewed and diaries from 21 refugees were collected.

Koski, Markku: *"Hohto on mennyt herrana olemissä": televisio ja poliitikko*. [The glory has gone: television and politicians]. Tampere, Vastapaino, 2010, 254 p.

The book, based on the author's doctoral thesis in Media and Communication Studies at the University of Tampere, presented in February 2010, takes as its starting point Walter Benjamin's well-known essay, 'The Work of Art in the Age of Mechanical Reproduction'. The author applies Benjamin's ideas on cinema and film stars to contemporary television and politics. Koski maintains that while the public have become alienated from politics, politicians have also become alienated from themselves and have become reiterative entities whose essential content is repetition. After television and other new media have called into question traditional forms of politics, a significant challenge for politicians has been to prevent viewers from getting bored.

Kukkonen, Karin: *Storytelling beyond postmodernism: fables and the fairy tale*. Tampere, University of Tampere, 2010, 263 p., ISBN 978-951-44-7992-2, (Acta Universitatis Tamperensis; 1499).

The doctoral thesis ventures into new areas of the humanities in several respects: first, it analyses modes of storytelling which go beyond postmodernism's subversion and self-reflexivity. Second, it aims to apply key terms of literary study, such as mimesis, genre and self-reflexivity, to the narratives of comics and graphic novels. Third, it draws methodologically on the emergent cognitive approaches in the humanities. Together, these three strands of investigation form the basis of an analysis of the narrative potentials of the comics medium.

Kyrölä, Katariina: *The weight of images: affective engagements with fat corporeality in the media*. Turku, University of Turku, 2010, 219 p., ISBN 978-951-29-4236-7, (Annalis universitatis Turkuensis, Ser. B, Humaniora; 326).

The doctoral dissertation scrutinizes the very relations between viewing bodies and media images as weighty, affective engagements in which structures of power materialize and move. As such, it participates in long-running debates in media studies as well as feminist research on how bodies become audiovisualized and media images saturate bodies, and what kind of role media imageries play in deeming some forms of corporeality desirable, acceptable and pleasurable, others threatening, removable and shameful.

The author asks how media imageries of fat become "sticky" for viewers both because of components in images themselves and because of particular viewers' cultural locations and personal history, and with what potential consequences. The key emphasis of the study concerns embodied spectatorship.

Lemminkäinen, Helena: *Kantaaalto koulutuksesta työyhteisön viestintäosaamiseen: lyhytkestoisen viestintäkoulutuksen vaikuttavuuden avaintekijät*.

[Short-term communication trainings aimed at the managerial and expert levels of enterprises and communities]. Helsinki, Kevi Consulting, 2010, 284 p., ISBN 978-952-92-6780-4.

The purpose of this research is to examine whether short-term communication training can have an impact on the improvement of communication capacity of working communities, and what are prerequisites for the creation of such capacity. The research endeavors to find out how communication trainings with an impact should be devised and implemented, and what this requires from the client and provider of the training service.

The research data is mostly comprised of quantitative feed-back collected at the end of a training day, as well as delayed interviews. The evaluations have been based on a stakeholder approach, and those concerned were participants to the trainings, clients having commissioned the trainings and communication trainers. The principal method of the qualitative analysis is that of a data-driven content analysis. Two research instruments have been constructed for the analysis and for the presentation of the results: an evaluation circle for the purposes of a holistic evaluation and a development matrix for the structuring of an effective training.

The core concept of the matrix is a carrier wave effect, which is needed to carry the abstractions from the training into concrete functions in the everyday life. The relevance of the results has been tested in a pilot organization.

Lounasmeri, Lotta: *Kansallisen konsensuskulttuurin jäljillä: globalisaatioajan Suomi Helsingin Sanomissa*. [Finnish consensual culture in public discussion and journalism in Helsingin Sanomat]. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 185 p., ISBN (electronic) 978-952-10-6683-2, (Sosiaalietieteiden laitoksen julkaisuja; 6). Available also on the Internet.

The dissertation analyzes Finnish consensual culture in public discussion and journalism in Helsingin Sanomat (HS). The consensual Finnish political culture has evolved and persisted over a long period of time and it has been affected by historical circumstances as well as the dynamics of political and journalistic structures and actors. A historical chronology is drawn in the study regarding the nature and development of consensus culture in 20th century Finland. This political culture is traced by looking at public discussion on globalization at the turn of the millennium. Globalization as a concept has been contested and various societal actors have given different meanings to it. This research looks at how the globalization discussion in HS during the years 1992-2004 constructs consensus. Helsingin Sanomat (and its predecessor Päivälehti) has been an important actor in Finnish journalism and the public sphere almost since its founding 120 years ago. The history of the paper is tightly connected to Finland's general political history and history of the public sphere. Moreover, the paper's connections to the societal elite have always been close.

The central question in this research was to see how the globalization discussion in HS evolved in relation to consensus as well as legitimate controversies.

Luomanen, Jari: *Living with the media: analysing talk about information and communication technology*. Tampere, Tampere University Press, 2010, 299 p., (Media studies), (Acta Electronica Universitatis Tamperensis; 1005). Available also on the Internet.

The research explores the values and moralities according to which media and technology are evaluated, debated and challenged in everyday life. Utilising a large qualitative data set the book probes Finnish culture, seeing language as a stage where discursive practices reveal the ways in which technologies and media content are assigned praise or blame.

Makkonen, Pekka: *Camera Pixela: ammattilaisten näkemyksiä valokuvauksen digitalisoitumisesta* [Camera Pixela: professional points of view on digitalisation of photography]. Helsinki, Musta Taide, 2010, 245 p., ISBN 978-952-5818-14-7, (Musta taide; 5), (Aalto-yliopiston taideteollisen korkeakoulun julkaisusarja A; 109), (Suomen valokuvataiteen museon julkaisuja; 33), (Kuvista sanoin; 9).

This qualitative, fenomenographic study focuses on the digitalization of photography that changed the work processes of professional photographers before and after the millennium. The study approaches professional photographers in four different fields of practice. The population consists of photojournalists, advertising photographers, nature photographers and photography artists. The complete sample (N=113) of the target group filled in a formula questionnaire in the autumn of 2006, and the smaller sample (n=20) was interviewed in the spring of 2007 in order to give a view how professional photography practices has changed from analog to digital in Finland.

Oksman, Virpi: *The mobile phone – a medium in itself*. Tampere, VTT, 2010, 199 p., ISBN (electronic) 978-951-38-7395-0, (VTT publications; 737). Available also on the Internet.

The dissertation examines the integration of the mobile phone into everyday life as a communication device and as media. It focuses on the uses of the mobile phone as a pervasive multimedia tool and its relationship to other media in the changing media landscape. The empirical material of the dissertation consists of 1,600 interviews of Finnish people conducted between 1997 and 2007. The research sample includes teenagers, young adults, families and senior citizens from different socio-economic backgrounds. In addition, media diaries and photographic materials, such as 1200 mms messages were collected. Log data was collected to reveal the time and duration of actual occurrences of mobile media service such as mobile TV use.

Pietilä, Irja: *Intercultural adaptation as a dialogical learning process: motivational factors among the short-term and long-term migrants*. Tampere, University of Tampere, 2010, 280 p., ISBN (electronic) 978-951-44-8089-8, (Acta Universitatis Tamperensis; 1523), (Acta Electronica Universitatis Tamperensis; 962). Available also on the Internet.

The purpose of the present research was to describe and understand the process of intercultural adaptation and the factors affecting the migrants' motivation to learn more about Finland and adapt to Finnish society. The main theoretical approaches were connected to intercultural communication, dialogue, motivation and sociocultural learning. The research was conducted using qualitative methodology and the data was collected via two main methods: drawing the lines of motivation followed by interviews and focusing on the discussions on their lived experiences of intercultural adaptation processes in Finland.

The intercultural adaptation process was approached from the perspective of two different groups: short-term sojourners and long-term immigrants. The short-term sojourner group consisted of people who had lived in Finland less than 14 months and whose stay in Finland was temporary. Those in the long-term immigrant group had stayed more than five years in Finland and their intention was to stay for a long time.

Ruuskanen, Sauli: *Kuolema iltapäivällä: postmoderni subjekti ja reaalin iltapäiväjournalismissa*. [Death in the afternoon: the postmodern subject and the real in Finnish tabloids]. Tampere, Tampere University Press, 2010, 320 p., ISBN (electronic) 978-951-44-7953-3, (Media studies). Available also on the Internet.

How do the representations of death, in texts and visual presentations, produce journalistic audience? The data for the study comprised all the journalistic news material having something to do with death and published in two Finnish evening newspapers *Ilta-Sanomat* and *Iltalehti* between the end of January 2004 and the beginning of February 2005. The research material includes headlines, texts, pictures and other visual presentations on death appearing in the news.

The main framework of the study rises from the discussion within psychoanalysis, cultural studies and political sciences. The subject theory of the French psychoanalyst Jacques Lacan is one of the main starting points. The main research question is, how has the subject been produced in postmodern culture in representations of death and bereavement.

Saarenmaa, Laura: *Intiimin äänet: julkisuuskulttuurin muutos suomalaisissa ajanvieteledissä 1961-1975*. [Voices of intimacy: the change of celebrity publicity in Finnish all round magazines, 1961-1975]. Tampere, Tampere University Press, 2010, 366 p., ISBN (electronic) 978-951-44-8161-1, (Media studies). Available also on the Internet.

There are a number of immemorial celebrity figures in the Finnish media history. There is, however, little academic study carried out on the frequently remembered celebrities of the 60s and 70s, and the issues that have been discussed through the celebrity personalities in that particular historical period. The study explores the celebrity publicity of four female celebrities of 60s and 70s in Finland.

The study approaches the celebrity institution from media historical perspective, emphasizing the significance of popular magazines in creating parallel publicities and giving selected celebrity personalities space to represent themselves and attack, advocate and negotiate social norms and values. The studied magazines are popular men's magazines, women's magazines and all-round magazines of the 60s and 70s: Jallu, Jaana, Hymy, Madame and Uusi Nainen. Magazines and their celebrity stories are approached from the perspective of social action and agency; as the fusion of parallel, personal interests and intentions of different parties encountering in the process of magazine publication. The theoretical framework is based on Bruno Latour's work on social agency as a reactionary movement causing multiple, non-foreseeable consequences among human and non human variables.

Villi, Mikko: *Visual mobile communication: camera phone photo messages as ritual communication and mediated presence*. Helsinki, Aalto University, School of Art and Design, 2010, 202 p., ISBN 978-952-60-0006-0. Available also on the Internet.

In this doctoral thesis, visual mobile communication is situated specifically in camera phone photography and photo messaging. The main research question focuses on how the conventions of mobile phone communication are manifested in interpersonal photographic communication when using camera phones. Photo messaging is examined by using framework consisting of two themes: ritual communication and mediated presence. In addition to a theoretically oriented analysis, the study utilizes results from an empirical case study with Finnish camera phone users.

Vilkko, Arto: *Soittolistan symbolinen valta ja val-lankäytön mekanismit: tutkimus viiden radioaseman formaatista ja musiikkitarjonnasta*. [The symbolic power of playlist radio and the mechanisms of regulation: a content analysis and comparison of five Finnish music radio stations' formats and playlists]. Tampere, Tampere University Press, 2010, 422 p., ISBN (electronic) 978-951-44-8295-3, (Media studies), (Acta Electronica Universitatis Tamperensis; 1023). Available also on the Internet.

The study describes and analyses the transformation of Finnish radio from a traditional information medium into a modern format radio concentrating on popular music. Following a historical overview, the quantitative focus of the study is the content analysis and comparison of five stations. The data was collected over a period of

one week in the fall of 2004. Included in the study are three leading commercial stations: the privately owned Radio Nova, Radio NRJ and KissFM. Also included are the state-owned YleX, a high-profile youth station, and YleQ, representing an alternative format.

Based on the quantitative section, the study then turns into a qualitative analysis, focusing on how and why the format radio turns out to be what it is. The qualitative analysis is based on Margaret Gallagher's theories about negotiation of control in the media. The study of power relationships is limited to five fields of analysis: the effects of regulation; the logic of the format mechanisms; the symbiosis of the recording industry and radio; the role of the active audience; and, finally, the symbolic power of music, central to the success of modern music radio. The approach of the study is pluralistic, drawing both from the cultural studies tradition of popular music and the media and from the analysis of symbolic power by Pierre Bourdieu.

Ylä-Anttila, Tuomas: *Politiikan paluu: globalisaatio-liike ja julkisuus*. [The return of politics: the global justice movement and the public sphere]. Tampere, Vastapaino, 2010, 269 p., ISBN 978-951-768-323-4.

The struggle over globalization has arguably been the most important debate in world politics of the 2000's. This study maps the origins of this debate, its most important actors and its results so far. The focus is on the Global Justice Movement which launched the globalization debate to the mass media spotlight. Particular attention is given to the World Social Forum, the movement's global gathering, analyzed as a new form of global publics. The mediation of the debates initiated by these publics to the Finnish national context is analyzed at two levels: First, through forums for policy debate such as the Helsinki Process on Globalization and Democracy and second, through the public debate in the Finnish mass media.

Licentiatavhandlingar

Hytönen, Timo: *Käenpoika journalismin pesässä. Monimedialaisen uutisjournalismin mahdollisuus – tapauksena Yleisradion alueelliset uutiset*. [The possibility for multimedial news journalism – a case study about the Finnish Broadcasting Company's regional news]. Jyväskylä, University of Jyväskylä, 2010, Unpublished licentiatavhandling.

Jaakkola, Maarit: *Kulttuurispecialistista kulttuurigeneralistiksi: kulttuurijournalistisen professionalismin muutos, esimerkkinä Helsingin Sanomien kulttuuri-osaston muutos*. [From a cultural specialist to a cultural generalist: the change of professionalism in cultural journalism, a case of Helsingin Sanomat's editorial office]. Tampere, University of Tampere, 2010, 287 p., (Media studies). Licentiatavhandling. Available also on the Internet.

Paavola, Nadia: *Muutos diskursseina. Kahden maakuntalehden henkilöstön suhtautuminen organisaatiomuutokseen*. [The change as discourses: attitudes of two Finnish provincial gazettes' personal to organizational change] Vaasa, University of Vaasa, 2010, Unpublished licentiatavhandling.

Salomäenpää, Ilkka: *Televisiomoraalin muutos Suomessa: analyysi Helsingin Sanomien mielipidekirjoituksesta 1970-2003*. [The change of the Finnish television morals: an analysis of letters to the editor in Helsingin Sanomat 1970-2003]. Jyväskylä, University of Jyväskylä, 2010, Licentiatavhandling. Available also on the Internet.

Norge

Dokumentalist: Ragnhild Mølster

Arntsen, Hilde: *Betwixt and between: case studies in gender, culture and the media in Zimbabwe in the 1990s*. Bergen, Universitetet i Bergen, Institutt for Informasjons- og medievitenskap, 2010, 347 p., ISBN 978-82-308-15045-5.

Avhandlingen tar utgangspunkt i tre casestudier fra Zimbabwe, og diskuterer hvordan tema som kjønn, kultur og historie er elementer som førte til spenninger i zimbabwisk mediekultur på 1990-tallet. Avhandlingens tittel *Betwixt and Between*, antyder at de analyserte medietekstene og intervjupersonene utfordret de rådende politiske oppfatningene av hva som utgjorde zimbabwisk kultur og mediekultur på 1990-tallet. Avhandlingen baserer seg på teoretiske diskusjoner blant annet om globalisering, postkolonial teori og kjønnsforskning i det sørlige Afrika. Casestudiene omfatter en analyse av et kommersielt månedsblad for kvinner, en analyse av en kontroversiell film om landets frigjøringskrig, og en studie blant ungdom ved to videregående skoler i Harare.

Månedsmagasinet *Mahogany* ble etablert kort tid etter frigjøringen i 1980, med et uttalt mål å nå moderne zimbabwiske kvinner i urbane områder. Bladet tok opp enkelte kontroversielle, kulturelle og politiske tema samtidig som det hadde en ambivalens i forhold til stereotyp kvinnebilder og såkalte kvinnesaker.

Spillefilmen *Flame* (Ingrid Sinclair, 1996) ble politisk kontroversiell fordi den skildret frigjøringskrigen i perspektivet til to unge kvinner som deltok i kampen om landets uavhengighet. Filmen utfordret dermed den rådende oppfatningen av frigjøringskrigens helter som menn, og stilte spørsmålsteget ved kvinners undertrykking i samfunnet.

I det tredje casestudiet skildrer ungdom i Harare hvordan det er å vokse opp i Zimbabwe på 1990-tallet, hvordan de forholder seg til krav fra foreldregenerasjonen, skole og venner, samtidig som de får motstridende kulturelle impulser gjennom nasjonale og internasjonale medietekster.

Eriksen, Trond: *Pedagogiske muligheter i filmopplevelsens emosjonelle engasjement*. Trondheim, Norges teknisk-naturvitenskapelige universitet / NTNU, Institutt for kunst- og medievitenskap, 2010, 236 p., ISBN 978-82-471-2092-7, ISBN (electronic) 978-82-471-2093-4, (Doktoravhandlinger ved NTNU).

Denne avhandlingen tar opp ulike problemstillinger rundt det å bruke fiksjonsfilm i undervisningen. Ansatsen til dette er spørsmålet om det ligger kunnskapsbygging i det emosjonelle engasjementet vi opplever når vi ser film. Det er etablert en teoretisk plattform der perspektivet på pedagogisk praksis og forståelsen av filmopplevelsens presenteres og avklares. I dette står møtebegrepet, erfaringsbegrepet, emosjonenes funksjon og en grunnleggende dialogisk forståelse av vår eksistens sentralt. Det er gjennomført et feltarbeid der elever fra henhold-

svi ungdomsskole og videregående skole har sett film. Til dette er det etablert et metodisk opplegg for å lokalisere den umiddelbare filmopplevelsen, samt elevenes distanserte forhold til sin egen filmopplevelse. Det empiriske materialet viser til møtet mellom avhandlingens teoretiske plattform og levende filmopplevelser. De umiddelbare filmopplevelser er lokalisert gjennom observasjon og elevenes egen loggføring under filmframvisningen. Elevenes distanserte blikk på egen filmopplevelse beskrives ved hjelp av samtale med en fokusgruppe og elevenes personlige brev til en av filmens karakterer. Avhandlingen viser at film i pedagogisk og kunnskapsetablerende virksomhet forutsetter lærerens bevissthet om den enkeltes umiddelbare filmopplevelse som uavhengig den planlagte og didaktisk rasjonelle undervisningen. Dette betyr at filmens pedagogiske potensial etableres i en dialogisk relasjon mellom tilskuer og filmens karakterer. Avhandlingen gjennom begrepsparet *umiddelbar* og *distansert* refleksjon. Begrepsparet markerer ulike fortolkningsposisjoner, og dermed et pedagogisk viktig skille mellom det å være tilskuer og det å være elev. Gjennom et dialogisk perspektiv på filmopplevelsen etableres sentrale forutsetninger for det å bruke film i undervisningssammenheng. Dermed kan avhandlingen leses som et prinsipielt grunnnet bidrag til å realisere filmopplevelsens pedagogiske potensial.

Figschou, Tine Ustad: *The South is talking back: Al Jazeera English as a strategic contra-flow*. Oslo, =/-Gruppen AS, 2010, 276 p.

The Qatar-based satellite channel Al Jazeera English (AJE), launched on November 15 2006, features an ambitious, alternative editorial agenda: It aims to “balance, report back and challenge” mainstream, Western media flows. This thesis examines the overarching research question: To what extent does Al Jazeera English represent a satellite news contra-flow? Adapting the contra-flow debate to the increasingly complex transnational satellite news landscape and relating the analysis to global power structures, the thesis examines AJE in relation to the vital contexts of Qatari media system and ownership. AJE’s editorial and production strategies are analysed, as well as its news output. Expanding the news flows literature and the research on media-elite relations, the empirical analysis of AJE examines the points where the mainstream and the alternative converge on each of these levels. Based on extensive content analysis, qualitative interviews and document analysis, these issues are examined in five journal articles (part 2), contextualized and overviewed in the covering paper (part 1). The thesis addresses AJE’s relationship with its Qatari owners and illuminates key structural limitations affecting the channel. AJE is vital in Qatari foreign policy and public diplomacy strategy, and thus serves as a strategic contra-flow for Qatari authorities. On the level of editorial

agendas and production strategies, the thesis examines the channel's particular emphasis on its southern presence, the policy of employing local correspondents, and the channel's cooperation with the wider Al Jazeera Network. The analysis emphasizes the channel's aim to professionalize an alternative agenda, and highlights the dilemmas and conflicts caused by this inherent structural contradiction. Thirdly, examining how the contra-flows of news are different from mainstream satellite news, the thesis analyses AJE's editorial distinctiveness as evidenced in its news output. It finds that the channel's news are characterized by a Southern emphasis, an alternative source hierarchy, and dramatic visualizations of civilian suffering.

Steensen, Steen: *Back to the feature: online journalism as innovation, transformation and practice*. Oslo, Det humanistiske fakultet, Universitetet i Oslo, 2010, 250 p.

Featurejournalistikk forbindes gjerne med glansede magasiner og avisenes helgebilag der blant annet reportasjer og portrettintervjuer er sentrale sjangre. I sin avhandling undersøker Steen Steensen hva som skjer med featurejournalistikken når den møter nettavisens krav til hurtighet, multimedia og interaktivitet med leserne. Hvordan endres featurejournalistikken i møte med nettavisen? Hva innebærer det å være en featurejournalist på nett?

Gjennom analyse av dagbladet.nos satsning på featurejournalistikk i seksjonen Magasinet på nett, viser Steensens avhandling hvordan en slik satsning kan gi nettjournalister en følelse av økt status. Samtidig viser analysene at featurejournalistikk på nett er en journalistisk praksis der ulike idealer og normer kolliderer. Featurejournalistikken slik vi kjenner den fra papirmediene, går gjerne tett på mennesker og miljøer, mens featurejournalistikken slik den praktiseres i dagbladet.no fjerner seg fra reportasjetradisjonen og går mer i retning av debatt og involvering av leserne.

Avhandlingen analyserer også ulike multimediale former for featurejournalistikk på nett og ser på hvilke faktorer som påvirker hvorvidt innovative initiativ i nettreddaksjoner lykkes. Et sentralt funn i avhandlingen er

at nettreddaksjoner har en tendens til å ha nokså vagt definerte strukturer, noe som betyr at det er stort spillerom for enkeltindivider til å påvirke hvordan innovasjon og sjangerutvikling foregår.

Wagner, David-Alexandre: *De la banlieue stigmatisée à la banlieue démystifiée: la représentation de la banlieue des grands ensembles dans le cinéma français de 1981 à nos jours*. Bergen, Universitetet i Bergen, 2010, 503 p., ISBN 978-82-308-0961-7.

Siden 1981 har forstedene spilt en sentral rolle på den politiske og sosiale arenaen i Frankrike, som kjennetegnet for mange samfunnsproblemer. Dette gjelder en rekke problemstillinger, fra arbeidsløshet, voksende ulikheter i samfunnet, ny fattigdom, økning av frykt, vold og narkotikamisbruk – til spørsmål rundt de unges framtid og integreringen av en ny befolkning av utenlandsk opprinnelse. Dette "forstadsproblemet" er sammensatt i sin daglige og opplevde virkelighet, men samtidig også produktet av det bildet som media har skapt av problemet. Blant media er fjernsynets rolle og plass dominerende. Kinofilm opptar imidlertid også en interessant stilling, siden den gir et varigere og mer distansert blikk enn TV-nyhetene. Wagners mål med avhandlingen har vært å studere hvordan bildet som kinofilmen har gitt av "forstadsproblemet" har utviklet seg i årene 1981 til 2005. For å gjøre det har han analysert så godt som alle franskproduserte fiksjonsfilmer fra den aktuelle perioden som har "forstadsproblemet" som bakgrunn eller som hovedfokus.

Wagner har analysert innholdet i filmfortellingen (dvs skildringen av hovedpersonene, av familie- og kjønnsforholdene, fremstillingen av kriminalitet og av integrasjonsproblematikken) så vel som filmenes formmessige elementer (hvordan forstedene fremstilles gjennom dets arkitektur, musikkens plass og rolle), samt filmenes produksjons- og resepsjonsforhold. Resultatet viser seg å være overraskende: Filmene utvikler seg i perioden 1981-2005 til å bli en motvekt mot TV-nyhetenes svært negative bilde og fremmedgjøring av forstedene, og åpner opp for en humanisering av forstedene og en forsoning mellom Frankrike og dets urolige forsteder.

Sverige Dokumentalist: Roger Palmqvist

Arnberg, Klara: *Motsättningarnas marknad: den pornografiska pressens kommersiella genombrott och regleringen av pornografi i Sverige 1950–1980*. Umeå universitet, Institutionen för ekonomisk historia, 2010, 339 p., ISBN 978-91-85767-61-8, (Umeå studies in economic history; 42).

This thesis analyses the development towards a mass market pornographic press. Sweden (in addition to Denmark) is often described as a forerunner in this development when the so-called “porn wave” hit most of the Western world in the late 1960s. The “porn wave” was the starting point of the contemporary pornographic press, which put sexually explicit pictures on the international market. Denmark was the first country in the world to decriminalize pornographic pictures in 1969 and Sweden followed in 1971. While previous research in Sweden often blames decriminalization for the growth of the pornographic market, this thesis shows that the “porn wave” preceded the alteration of the Freedom of the press act and thus calls for a more multifaceted analysis of the development. Very few studies have been made about the development from an underground exclusive market of explicit pornography to a legal mass market. This thesis, however, makes a survey of all the Swedish publishers of pornographic magazines, their length on the market, and the market conditions.

By analyzing the regulation of pornography prior to 1971 and the legal cases leading to prosecutions of the publishers, the strategies used to challenge the regulation are traced. Special attention is also paid to how the monopoly on distribution held by Pressbyrån, a company owned by the Swedish press, affected the pornographic press. By cooperating and starting their own distribution channels, the pornography publishers managed to challenge Pressbyrån’s regulations. Great emphasis is laid on the discursive construction of pornography in mass media and in the parliamentary debates.

Bellander, Theres: *Ungdomars dagliga interaktion: en språkvetenskaplig studie av sex gymnasieungdomars bruk av tal, skrift och interaktionsmedier*. Uppsala universitet, Institutionen för nordiska språk, 2010, 230 p., ISBN 978-91-506-2164-8, (Skrifter utgivna av Institutionen för nordiska språk vid Uppsala universitet; 84).

This thesis explores young people’s interaction with different individuals through a variety of media. Three girls and three boys aged 16-18, from an urban school, a rural school and a suburban school, were each observed for a week, at school, at home and during leisure activities. The analyzed data consists of field notes, video and audio recordings, and texts written by the participants.

The study investigates how young people’s use of language varies in relation to different contexts. Questions are asked about what activities they participate in,

what media they use and how they use them, and how they express themselves orally and in writing in different contexts and through different media. The study is based in sociolinguistic theory and activity type theory. Data were collected using ethnographical methods, and analytical tools were drawn from a broadly defined field of discourse analysis.

Björck, Amelie: *Höra hemma: familj och social förändring i svensk radioserieteater från 1930-talet till 1990-talet*. Göteborg, Makadam Förlag, 2010, 415 p., ISBN 978-91-7061-076-9.

Among the formats introduced in Swedish radio in the 1930s, the theatre series about contemporary family life has turned out an exceptional survivor. The first family series, “Ingenjör Björck med familj” (1936-1943), was followed by 22 related series during the rest of the 20th century, each cultivating its own intimate and ritual based bond with the listeners.

The dissertation rediscovers this chain of family series broadcasted by the Swedish national radio, taking into special account the joint action of the genre’s aesthetical formation and the changing representations of family life in its expression. The series are analyzed in chronological order as cultural practices involving the authors of the series, the editorial staff and production teams of the Radio institution, the contemporary radio listeners and – not of least importance – the fictive characters of the series. In other words the performance of a (fictional) history of the family in late modernity is outlined.

Caroline Dahlberg: *Picturing the public. Advertising self-regulation in Sweden and the UK*. Stockholm, Acta Universitatis Stockholmiensis, 2010, 258 p., ISBN 978-91-86071-58-5, (Stockholm studies in sociology, N.S.; 48).

Across the globe, people are everyday audiences of advertising images, which have become integrated in our life worlds. Advertising images are entangled with interesting moral conflicts. This study analyses the decision-processes of advertising self-regulators, who are in the midst of such moral conflicts, with the purpose of showing how and why they decide if advertising images are acceptable or not.

Two organizations based in different countries are included in the study; The Advertising Standards Authority (ASA) in the United Kingdom and The Trade Ethical Council against Sexism in Advertising (ERK) in Sweden. The empirical material consists of interviews with 38 people, images and text documents, from the two mentioned self-regulatory bodies, and some (participant) observation. The study focuses on cases of potentially offensive advertisements. The material is primarily analysed using the theory of worlds of worth, developed by Luc Boltanski and Laurent Thévenot.

Ekström, Ylva: *"We are like chameleons": changing mediascapes, cultural identities and city sisters in Dar es Salaam*. Uppsala universitet, Acta Universitatis Upsaliensis, 2010, 310 p., ISBN 978-91-554-7770-7, (Uppsala Studies in Media and Communication; 5).

The consequences of expanding mediascapes and processes of cultural globalisation during the early 21st century is the focus of this thesis. The author has conducted extensive field studies in Dar es Salaam, Tanzania. She explores the construction of cultural and gendered identities where notions of local and global, rural and urban, traditional and modern, female and male meet.

Tanzanian culture has always been characterized by multiculturalism and cultural processes of hybridity. An analysis of place and space in the city of Dar es Salaam, and a detailed account of the changing mediascape provide the background for ethnographic study of young Tanzanian women in the city, and how modern Tanzanian female subject positions are produced at the intersection of mediated and lived experience.

Heerden, Gené van: *Collaborating and communicating in new media – wiki's, social networks and blogs: a qualitative and quantitative approach*. Luleå tekniska universitet, 2010, ISBN 978-91-7439-153-4, (Doctoral Thesis).

The Web 2.0 environment has created a platform where the power and voice have shifted from organization to market. Communities, networks and the developments in information communication technologies have enabled the average consumer to become an active participant in creating and recreating value.

This thesis identified three categories of the Web 2.0 environment Open Source, social networks and blogs to illustrate that valuable information exists in these platforms. This information is at the core of the collaboration activities and provides opportunities to develop competence in market knowledge. New ways of doing research and creating dialogue are needed in these collaborative platforms.

The thesis reports on the five studies conducted in the Web 2.0 environment and the impact on collaboration and communication with the market. In the first instance, the nature of Open Source projects creates opportunities for organizations to collaborate and create value. Secondly, networks provide organizations with valuable information specifically with regards to structure and relationships. Lastly, this thesis discusses the importance of learning about blogs and the collaborative nature of these tools by including the perceptions of both blog readers and bloggers. Furthermore organizations need to understand the structure of such tools in order to leverage on its collaborative capabilities.

Kjellberg, Sara: *Forskarbloggar: vetenskaplig kommunikation och kunskapsproduktion i bloggösfären*. Lunds universitet, Institutionen för kulturvetenskaper, 2010, 226 p., ISBN 978-91-7473-027-2.

This thesis is about a research-based understanding of researchers' use of blogs as a part of scholarly communication. The following research questions guide the investigation: (1) How are scholarly blogs constructed and used as socio-technical systems in scholarly communication? (2) Which roles do scholarly blogs play in relation to other forms of scholarly communication? (3) Which expressions of researchers' relations to the public emerge in scholarly blogs?

Four separate research articles make up the main body of the thesis. These articles report on three largely independent studies which explore different aspects of scholarly blogs. The thesis starts from the assumption that scholar's different epistemic cultures influence and shape scholarly communication practices. It furthermore approaches scholarly communication as practice. This makes it possible to include technology as shaping and being shaped by these practices. Consequently, scholarly blogs are treated as socio-technical systems and envisioned as shaped in an interplay between technical and social aspects.

The thesis' first study takes a bird's eye view and investigates the landscape of academic blogs. This is achieved through a case study of the Swedish academic blogosphere which unites a content analysis and a webometric analysis. The second study draws on 11 in-depth, semi-structured interviews with researchers who are all active bloggers. It focuses in particular on the motivations these researchers have for blogging, by starting from how they describe the functions that their blogs serve in their scholarly communication practices. Finally, the third study investigates characteristics of blogging as part of scholarly communication within epistemic cultures. This study is based on a genre-theoretical approach and structured around two groups of researchers in two disciplines, Physics and History. It employs a framework for situated genre-analysis, developed specifically for analysis of blogs, which is presented in a separate article in the thesis.

Larssen, Urban: *Call for protection: situating journalists in post-cold war Romania in a global media development discourse*. Stockholm, Acta Universitatis Stockholmiensis, Almqvist, 2010, 235 p., ISBN 978-91-86071-36-3, (Stockholm studies in social anthropology; 3).

This study deals with the development of journalism in post-Cold War Romania, and it does so with a particular interest in the transnational dimension this entails.

Many NGOs and international organizations are currently seeking to monitor journalists' situations in countries around the world, while at the same time aiming at having the whole world aligned with international standards of the journalistic profession. Much attention is put on the safety of individual journalists and on the need to protect them from both legal and physical harm. Reports are continuously launched, frequently worded to impart a sense of emergency, effectively linking putative universal values of journalism with the image of vulnerable

journalists carrying out dangerous work for the benefit of large publics.

Romania is a fertile place for this kind of global activism, partly due to the country's totalitarian past and to what many commentators see as an unfulfilled process of democratization where powerful media owners and executives influence journalistic standards with business interests foremost in mind, and where harassments of journalists have been on the rise during the last decade. By combining an ethnographic account of the journalism field with an exploration of how global media development activities are operating in contemporary Romania, the prime question of the thesis is how journalism is constructed and made meaningful in a transnational context. The study is based on ethnographic material collected during the period of 2000-2002 among journalists and NGO activists in Bucharest, Romania.

Larsson, Inger: *Att bygga broar över kulturgränser: om svenskars kommunikation med icke-svenskar vid arbete utanför Sverige*. Lunds universitet, Institutionen för kommunikationsstudier, 2010, 226 p., ISBN 91-7267-312-5, (Lund Studies in Media and Communication; 14).

Globalization creates a need for increased communication competence among Swedes working on the global arena. This study is based on reports of communication processes used by Swedes when interacting professionally with non-Swedes. The reports are derived from interviews.

The study focuses on three areas. 1) The communication strategies developed by the respondents for intercultural communication. 2) The relationship between the choice of communication strategies and the cultural backgrounds of the respondents – understood in terms of their personal and professional experiences. 3) The basic theoretical frameworks suitable for the analysis and interpretation of the intercultural communication processes in the described context and for the field more generally.

The study also addresses questions concerning language use, cultural training, and gender aspects. Further, with a point of departure in a review of relevant communication theories, earlier research within intercultural communication both in Sweden and abroad, two principal theoretical approaches are discussed. Social constructionism is used to critically analyze the traditional concepts of “national culture”, “culture”, and “Swedishness”. The other approach is a return to mainstream communication theory as a conceptual cornerstone in studying intercultural communication.

The empirical data consist of 30 qualitative interviews, including 10 international businessmen, 10 Swedish Red Cross delegates, and 10 researchers connected with universities in Sweden, all with wide international experience. Those respondents are all Swedish-born and Sweden-educated.

Magnusson, Ann-Sofie: *Bilden av psykiatriområdet: nyhetsrapporteringen i Rapport 1980-2006*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 277 p., ISBN 978-91-88212-82-5, (Göteborgsstudier i journalistik och masskommunikation; 60).

In Sweden, as in many other countries in the Western world, care and support to people with mental illness have undergone major organizational changes.

The thesis describes and analyses the image of the psychiatric field that Swedish newscast gives from a long-term period of view and in the perspective of the great changes that have occurred in the psychiatric field. The research questions are: What image has the Swedish news coverage of the psychiatric field shown in a broad and long-term perspective? And how does the news image correspond to societal context?

”The psychiatric field” encompasses both an individual as a societal perspective on mental illness. A model based on the idea of the psychiatric field as “reality” is used to study the news image. The model consists of psychiatric field actors and questions, their properties and relationships. The study of news content in the news program Rapport, “Sweden’s largest news media”, is used to answer the first research question. To answer the second research question, the news image is studied in relation to events in the psychiatric field and to government statistics.

Moberg, Åsa: *Assessment of media and communication from a sustainability perspective*. Stockholm, Kungliga Tekniska högskolan (KTH), Skolan för arkitektur och samhällsbyggnad, 2010, 74 p., ISBN 978-91-7415-636-2, (Trita-SOM; 2010:05).

This thesis aims to assess potential environmental impacts of media and communication and to contribute to the development of methods for sustainability assessment. Although the main focus is on printed and electronic media products and environmental impacts, a broader sector analysis is also included and social aspects are discussed. The thesis provides a review of different environmental assessment tools in order to better understand their relationships and the appropriateness of different tools in different situations. Life cycle assessment (LCA) is used to assess printed and electronic versions of newspapers, books and invoices.

To get a wider perspective, a sector study of the ICT sector and media sector concerning global greenhouse gas emissions and operational electricity use was performed. It was estimated that the contribution to global greenhouse gas emissions in 2007 was roughly 1-2 % for each sector. To assess media and communication products from a sustainability perspective, social aspects should also be covered. The author participated in an international project group on social aspects and LCA, one outcome from which was guidelines for social LCA (S-LCA). In addition to providing guidance for S-LCA,

another important role of the guidelines is to facilitate discussions, criticism and proposals for improvement and development of the methodology being developed.

The LCA and sector studies in this thesis are limited to direct and to some extent indirect environmental impacts. Further studies of the environmental impacts of more long-term changes in practices and potential structural changes, as well as potential social impacts, could provide important additional insights. This could increase the possibility of facilitating sustainable practices related to ICT and media.

Christopher Natzén: *The coming of sound film in Sweden 1928-1932: new and old technologies*. Stockholm, Acta Universitatis Stockholmiensis, 2010, 284 p., ISBN 978-91-86071-45-5, (Stockholm cinema studies; 10).

This dissertation examines the coming of sound film in Sweden during the years 1928-1932, and the reception of mechanically recorded sounds both in the trade press and among audiences. The novelty of sound film opened up for a negotiation of the perception of sound and image, as it made visible the film medium's technological construction, before this visibility was once more absorbed by the cinematic discourse. The conversion to sound film is considered from three perspectives – technology, reception and practice – as well as through the concept of intermediality, focussing how the audiovisual expression changed during this period.

Including chapters: 1) "Image, Sound, Audience I: 'Constructed' sounds – the visibility of technology" deals with these issues prior to the conversion to sound, and the following intermediate years, until sound film had reached a certain equilibrium, 2) "Production – The Companies" deals with the production and the major Swedish sound companies. Particular attention is given to how formative music in their films transforms itself into a consistent use of non-diegetic music two years before this happened in Hollywood, 3) "Reception – The Cinemas" addresses the topic of the reception of the first sound films in Sweden during 1929. The argument is that the audience's re-awakened awareness of the technology described in Chapter 1 was an active part in this process, and that their reactions led back into the advertising campaigns, making them participants in the cinematic event, 4) "Practice – The Musicians" continues this debate from a musician's point of view. This chapter turns the focus upside down and looks at the arrival of sound film from a grass-roots perspective. While chapter 4 diverts somewhat in dwelling on issues that do not strictly deal with the conversion to sound, it serves to contextualise a technological invention that changed not only film production and reception, but also had very concrete social repercussions for those that created the sounds of music, and 5) "Image, Sound, Audience II: 'Authentic' sounds – the disappearance of technology" dovetails with Chapter 1, addressing similar phenomena at a time when these had become fully integrated and the technology once more became invisible.

Louise Nilsson: *Färger, former, ljus. Svensk reklam och reklampsykologi, 1900-1930*. Uppsala universitet, Acta Universitatis Upsaliensis, 2010, 229 p., ISBN 978-91-554-7800-1, (Uppsala studies in history of ideas; 41).

This dissertation examines the rise of an advertisement business in Sweden and the breakthrough of advertising psychology as a field of knowledge. The aim of the investigation is to show first, how the advertising landscape changed in Sweden and, second, how technologies were used in designing the different forms of advertisement that became integrated into media and public environments, during the period 1900-1930.

The study raises questions such as: Who were the entrepreneurs behind the outbreak of psychological advertising in Sweden during the early 20th century? How did advertisement become integrated into media and urban landscapes as part of everyday life in Swedish society? How did handbooks in advertising psychology describe the effects of external visual stimuli, such as light, colors and shapes on the viewers' consciousness and the role of such stimuli in transforming viewers to consumers?

The dissertation is written within the interdisciplinary field of visual culture studies. Here the theoretical point of departure combines perspectives from media, film and art studies. Drawing on Cray's works, the intention of my study is to highlight how such changes resulted in strategies and tools that were used in commercial business and not necessarily in the sciences. The ability to capture human attention and influence her through visual stimuli was also of great interest to trade and industry. Within commercial business the human sense of sight was perceived as an object that could be stimulated for creating consumers. I examine the development of techniques and strategies in commercial business for influencing individuals by external stimuli.

Ots, Mart: *Understanding value formation: a study of marketing communications practices at the food retailer ICA*. Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2010, 300 p., ISBN 978-91-86345-11-2, (JIBS dissertation series; 64).

ICA AB is Sweden's largest retail and wholesale firm, a cooperation of retail proprietors. Here it is studied as the nation's largest media firm. It is the largest advertiser, the largest publisher of consumer magazines, and plausibly the most advanced user of household shopping data for marketing purposes. ICA's marketing media system is operated by a constellation of different professional groups, and the study at hand asks questions about how practitioners in different professional communities relate to the idea of value and value creation, how their social practices pushes them towards divergent understandings and priorities, and what such differences do to their opportunities to collaborate within ICA's marketing processes.

Over two years, 2007–2008, through qualitative interviewing and participant observation, the study follows ICA's marketing communications process and some of

its most central practitioners – marketing managers, media agency specialists, editorial staff, and TV network sales representatives. It describes their involvement in TV advertising campaigns, in the customer magazine *Buffé*, and in the introduction of mass-customized direct marketing in the project *Mina varor*.

Combining some of the most widely cited marketing theories on value creation with a sociological view on activity forwarded by Practice Theory, this thesis suggests that value is best seen as being formed along two intertwined processes – value creation which is the process of physical activity, and value construction which is a social process of understanding what is to be regarded valuable.

The benefits of coordination and collaboration have been forwarded in marketing (relationships and networks) and marketing communications (integrated marketing communications) literature over the past decades. The concluding discussion concerns how and to which extent practical logics can be altered, changed, or aligned towards mutually rewarding goals.

Anita Radón: *The rise of luxury brands online. A study of how a sense of luxury brand is created in an online environment*. Stockholms universitet, Företagsekonomiska institutionen, 2010, 298 p., ISBN 978-91-7447-059-8.

Luxury brands have only recently tapped into the online market in an attempt to increase revenues and expand their businesses. This leap onto the online world has resulted in several new challenges, including the luxury brand paradox. The luxury brand paradox concerns the inherent difficulty for luxury brands to increase sales and expand their customer base while simultaneously maintaining an aura of mystery and exclusivity. The openness and accessibility of the Internet are believed to pose an extra challenging environment for luxury brands. This research explores how a sense of luxury brand is created in an online environment. Using methodology comprised of different online methods to comprehend what is taking place online, this study primarily concentrates on visual imagery and online communication.

The online world of luxury brands is conceptualized into three distinct categories: brand websites, counterfeit websites and community websites. Using these three categories, the thesis demonstrates what role they each play in the creation of a sense of luxury brand. From this analysis, four themes emerge on the sense of a luxury brand (luxury history, authenticity, community and paradox).

The concept of an online fair is used to illustrate the environment of luxury brands on the Internet. The online fair consists of a confluence of people involved in it as well as the various activities they perform. In addition, the fairground where the people participate and the activities that take place are described. In conclusion, this thesis proposes a move from the identity-image construct toward a view of handling and co-creation of sense of brand.

Raviola, Elena: *Paper meets web: how the institution of news production works on paper and on-*

line. Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2010, 293 p., ISBN 978-91-86345-12-9, (JIBS dissertation series; 65).

The dissertation investigates the institution of news production at work, on paper and online, through an ethnographic study at the largest Italian financial newspaper *Il Sole-24 Ore*. Building on institutional theory and taking inspiration from Bourdieu's theoretical apparatus describing how cultural capital works, the dissertation presents a framework for the way institutions work, a framework that echoes Mary Douglas' *How Institutions Think* (1987). In the space created by the relationships between objects, practices and labels, institutions are at work in the alignments, disarrangements, re-alignments and new alignments among objects, practices and labels. This study examines the encounter between old and new to aid in the understanding of the workings of institutions, because the workings of institutions are made more visible in this encounter between aliens.

Empirically, the occasion is the encounter between the newspaper and the website in the framework of the newspaper-website integration project at *IlSole-24 Ore*. The main story line develops as follows: An old alignment around the newspaper (old object), to which old practices called journalistic (label) we realigned, is disarranged by the encounter with the website (new object), which is alien to the newspaper and carries new practices for making news. As a consequence of this encounter, the newspaper and the website vacillate between old and new practices and new alignments and realignments are formed: In these movements the institution of news production can be seen at work.

Sandstig, Gabriella: *Otrygghetens landskap: en kartläggning av otryggheten i stadsrummet och en analys av bakomliggande orsaker, med fokus på mediernas roll*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 406 p., ISBN 978-91-88212-78-8, (Göteborgsstudier i journalistik och masskommunikation; 58).

The aims of the dissertation are to explore and map the fear and insecurity in urban public spaces and to analyse the underlying causes behind the sensations of fear and insecurity in these spaces, with focus on the role of the media. The study is mainly based on survey data collected through regional samples of the population of West Sweden between the years of 2001–2007. But also data collected through quantitative content analyses of the two leading newspapers in the region 1950–2003.

On a general level half of the threats expressed by people as the most serious to their own security concern crime, in particular crimes of violence. But an equally large part concern threats associated with social problems, different aspects of society, health and the environment and also international conflicts. On the specific level, people name the same types of places that are found in the theoretical frame by Koskela (1996) used to grasp the sensations of fear and insecurity in urban public spaces.

Sefyrin, Johanna: *Sitting on the fence – critical explorations of participatory practices in IT Design*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 99 p., ISBN (electronic) 978-91-86073-66-4, (Mid Sweden University doctoral thesis; 80).

This thesis is about participation in IT design. The problem background that is outlined is that information technologies have far reaching consequences for societies and for individuals, and that the design of information technologies is one among many practices that shape the world in which we live. From a democratic point of view it is crucial that also women should be involved in these reality producing practices. In relation to this there are at least two stories about women's participation in IT design; one about their absence from IT design, and one about their inclusion therein. Based on this problem background the purpose of the author's research is to critically explore participatory IT design practices, with a special focus on gender, power and knowledge. In order to fulfil the purpose three research questions are formulated: 1) Who participated in the IT design practices? 2) How did knowledge come into being in these practices? and 3) How was responsibility enacted?

The frame of reference is based on two research fields. One is Participatory Design (PD) with its focus on practitioners as co-designers in IT design practices, and the other is feminist techno-science which focuses on theories, methods, approaches, knowledge processes, and gender in techno-science practices. These two frameworks shares an interest in power relations and democratic participation in IT design. The empirical material was gathered with the help of ethnographic methods, and comes from a large IT design project in a Swedish government agency. The project was an eGovernment project, and a central objective was to rationalize the business. The focus was some (women) administrative officers who participated as business process analysts. This material was analyzed with the help of feminist techno-science methodologies, foremost agential realism and diffraction.

The thesis is based on five research papers. The results of these are discussed and related to the research questions and the purpose.

Shehata, Adam: *Media matter: the political influences of the news media*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 35 p., ISBN 978-91-86073-73-2, (Mid Sweden University doctoral thesis; 84).

The studies in this dissertation investigate various aspects of news media influence in mediated democracies. The main purpose of this dissertation is to test several theories, or theoretically grounded claims, regarding the relationship between political actors and the news media on the one hand, and between the news media and citizens on the other. The theories that are investigated apply to slightly different areas within the political communication research field but are all focused on various aspects of the political influence of the news media.

Following articles are included in the discussion: 1) Unemployment on the Agenda: A Panel Study of Agenda Setting Effects during the 2006 Swedish National Election Campaign, 2) Media Malaise or a Virtuous Circle?: Exploring the Causal Relationships Between News Media Exposure, Political News Attention and Political Interest, 3) Pathways to Politics: How Media System Characteristics Can Influence Socioeconomic Gaps in Political Participation, 4) Members of Parliament, Equal Competitors for Media Attention?: An Analysis of Personal Contacts Between MPs and Political Journalists in Five Countries, 5) Marking Journalistic Independence: Official Dominance and the Rule of Product Substitution in Swedish Press Coverage, and 6) Facing the Muhammad Cartoons: Official Dominance and Event-Driven News in Swedish and American Elite Press.

Sjöberg, Jeanette: *Chatt som umgängesform: unga skapar nätgemenskap*. Stockholms universitet, Institutionen för barn- och ungdomsvetenskap, 2010, 165 p., ISBN 978-91-7447-161-8.

This dissertation focuses on social interaction patterns between young people in an online chat room, analyzing how social order is displayed and constituted. An overall issue concerns when and how the participants manage to co-create social communities within this setting.

The data draw on an ethnographic study, where chat room observations and online recordings were carried out during three years. Methodological guidelines from discursive psychology and conversation analysis have been used in making detailed sequential analyses of chat room interactions.

The thesis builds on social practice theories, including socio-cultural theorizing and studies of language socialization, and work on positionings.

Strömquist, Helena: *"Med coleurt omslag": färgade, dekorerade och tryckta pappersomslag på svensk bokmarknad 1787–1846: en bokhistoria*. Lunds universitet, Institutionen för kulturvetenskaper, 2010, 410 p., ISBN 9789162879945, (Bokhistoriska skrifter; 6).

This dissertation examines the significance of the paper-bound book on the book market as part of the history of consumption. It is an examination of the materiality of the book, in which the form and function, economics and distribution of the binding during the last century of the hand-press era are studied. The intention has been to show that the ready-bound book was a means for the actors on the book market to increase the sale of books in the decades around 1800, and that the ready-bound book as a product was an important component in the development of the book market towards a modern consumer market. Through the selling of ready-bound books the book change from being an intermediary good to a consumer good.

The study is based on a text-sociological view of the book formulated by D. F. McKenzie (1986). The book circuit model put forward by Adams & Barker (1993) has been interpreted as a socio-economic explanation for

the existence of the book. The changing conditions for publishing and the legal, cooperative and economic systems of production and distribution in Sweden are analyzed and discussed to show how the binding became an essential element in the marketing of the book and how the publisher within this process became an independent actor on the book market.

Westerlund, Michael: *Självmod och Internet: kommunikation om ett livsfarligt ämne*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation, 2010, 299 p., ISBN 978-91-7447-049-9, (Doktorsavhandlingar från JMK; 36).

With suicide still a taboo subject in contemporary society, websites and discussion forums on the Internet have become an important and controversial source of information. Through the Internet, the distinction between personal, intimate communication and public communication has blurred, which also has consequences for how the question of suicide is addressed in society.

The aim of this dissertation is to examine how the subject of suicide is communicated, represented and addressed in the global and increasingly dominant communication platform of the Internet. Central to this purpose is the analysis and investigation of the discourses about suicide which are constructed and reconstructed by actors on the Internet, and how these discourses relate to each other and to the overarching social and socio-cultural context.

The dissertation's analyses are based on three Internet materials: (1) Google searches of the terms *självmod* and *suicide*; (2) Websites with a pronounced pro-suicide or suicide prevention content; (3) Discussion on Internet forums where suicide is the main topic.

One of the central aspects that this dissertation points to is the struggle that plays out on the Internet between two distinct approaches to suicide, which feed into completely incompatible understandings and valuations of humanity and society. The dominant suicide preventative discourse takes the position that suicide is such a threatening and destructive act for society as a whole that it cannot solely be handled by the individual. Representatives of the pro-suicide discourse support the opposite view, in which suicide is considered an acceptable way for the individual to 'solve' major problems in their lives. Through the Internet's expansion, actors supporting both views have found new ways of formulating their messages and reaching out to different audiences.

Wiik, Jenny: *Journalism in transition: the professional identity of Swedish journalists*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 246 p., ISBN 978-88212-80-1, (Göteborgsstudier i journalistik och masskommunikation; 59).

Is journalism going through 'de-professionalization' or is it just entering a new phase – taking a different shape? And what is the meaning of professional ideals such as

scrutiny and autonomy in these processes? The author discusses these matters, with focus on the case of Swedish journalists, in this thesis. Empirical support is drawn from a national survey conducted five times since 1989 on the Dept. of Journalism, Media and Communication at the University Gothenburg (JMG). Questions about journalists' perceptions of various ideals offer excellent opportunities to explore possible homogenization vs. fragmentation, and what the attitudinal dimensions actually say about the professional content of Swedish journalism.

The results are analyzed by the conceptualization of Bourdieu's field theory, along with current professional theory, and point at a possible separation of professional levels where a few ideals constitute an over-arching professional identity, while the flora of attitudes below is more diverse and dependent on factors of organizational affiliation, gender and age. Professional ideals may furthermore be regarded as a form of symbolic capital, used as legitimizing tools in journalism's struggle for maintaining status quo.

Zimic, Sheila: *Opening the box: exploring the presumptions about the 'Net Generation'*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 102 p., ISBN 978-91-86694-08-1.

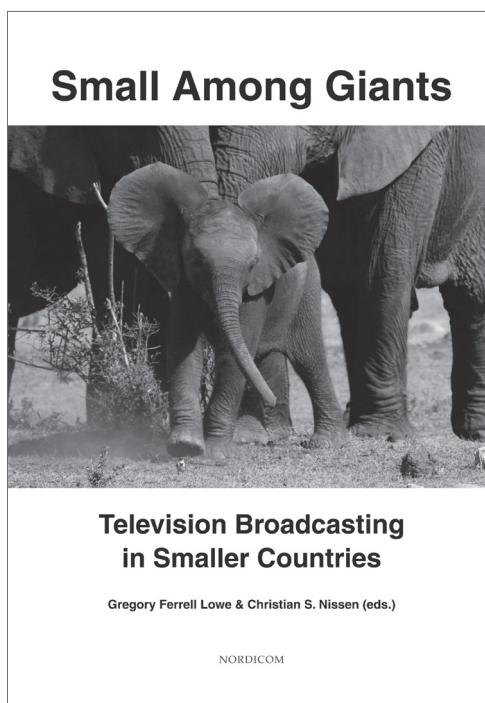
There are many names or labels which refer to the generation growing up with digital media and these include labels such as 'Net Generation' (Tapscott, 1998), 'digital natives' (Prensky, 2001), 'cyberkids' (Holloway, 2003) and 'MySpacegeneration' (Rosen, 2008). The core idea behind these labels is that young people who have grown up surrounded by digital technology are very different to previous generations in their way of using and even thinking about the new digital technology. This appears to be reinforcing a generational divide and makes the assumption that young people can be categorized into one group in relation to their use of ICTs.

The approach in this thesis is to empirically explore, in order to nuance, some of these presumptions about the 'Net Generation' (defined according to Tapscott). Thus, the research question is: How can the presumptions about the 'Net Generation' being nuanced?

The following three presumptions have been explored within the three papers included in the thesis: 1) The 'Net Generation' diverges from previous generations in relation to the use of internet; 2) The 'Net Generation' is techno-savvy or digitally competent; 3) The digitally competent 'Net Geners' are also digital participants since there is a causal relationship between digital competence and digital participation.

The explorations are conducted by using the theoretical concepts 'digital skills', 'self-efficacy' and 'participatory culture'. Several hypotheses, deduced from previous research, have been tested on a national representative sample of people born between the years 1978 and 1997 (categorized as the 'Net Generation').

Ny bok från Nordicom



När elefanterna dansar är det klokt att dra sig undan. Så lyder ett gammalt talesätt. Men vad händer om man inte kan dra sig undan, om man faktiskt måste dansa med? Inom TV-branschen har man länge sett stora länder, stora bolag och stora marknader som förebilder, som normen. Större är bättre. Det är allt som oftast utgångspunkten för så väl politiska beslutsfattare och kontrollmyndigheter som konsulter och företagsledare i branschen. Denna bok sätter den tesen under lupp. Forskningen som redovisas i boken har två övergripande frågor i fokus: Dels, vilka medel kan ett litet land ta till för att behålla kontrollen över sin audiovisuella framtid? Dels, hur möter landet de utmaningar som externt inflytande ger upphov till? De medverkande forskarna besvarar en rad frågor av relevans, utifrån såväl normativ diskurs som empiriska rön.

För mer information
www.nordicom.gu.se

(se under Publikationer)