

# Working Groups Papers in English

## Group 2: Local and regional media

Orjala, Jaana: *Finnish Provincial Newspapers and Their Role as a "Voice" of the Province*. Jyväskylä, University of Jyväskylä; Department of Communication, 1995, 10 p.

This paper discusses the role of Finnish regional newspapers: what kind of regional features can be found, why it is the interest of a regional newspaper to speak for its "own" province/circulation area, why and when a regional newspaper becomes an institution that produces and reproduces regional awareness and the feeling of regional solidarity.

## Group 3: Mass media images and visual rhetoric

Becker, Karin: *Pictures and the Press: Historical and Cultural Analyses of Photography and Journalistic Discourse in Twentieth Century Sweden*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation, 1995, 10 p.

The paper consists of a research proposal. The project concerned consists of three interrelated approaches to analyzing the roles pictures play in the construction of journalistic discourse: a longitudinal analysis of pictures in the daily press throughout the 20th century, an analysis of recurring themes that emerge from the pictures in their journalistic context, and an analysis of the journalistic routines which produce this visual material. The research proposal provides the background and the framework for the project.

## Group 4: Reception research and receiver research

Alastalo, Marja: *Common-sense Media Critique: Reflections on Qualitative Research and Audience Research after a Study*. Tampere, University of Tampere; Department of Journalism and Mass Communication, 1995, 7 p.

This paper is based on author's research titled "Common-sense media critique – The EU news coverage from the receivers point of view". Both mass media and media studies have viewed ordinary people from above. During the EU process an ordinary (wo)man had access to media only as a Gallup figure. The starting point in this study was to turn around the common setting of audience research. Instead the author wanted to find out how the world of media looks like from receiver's point of view.

Hagen, Ingunn: *The Morality of TV Viewing: Dilemmas in People's Everyday Lives*. Trondheim, 1995, 15 p., (Universitetet i Trondheim, Psykologisk institutt; Nordisk mediaforskerkongress, 12, Helsingør, 1995). Note: Lvert i gruppe 4: Resepsjonsforskning og publikumsanalyse.

The author describes the connotations connected with watching television, focused on the negative evaluations and moral judgements. She discusses the norms and ideals that viewers evaluate their own TV viewing against, and how this enters into their descriptions of their own viewing in the interview accounts.

Liikkanen, Mirja: *Culture Consumption in Finland: Distinctive Characteristics*. Helsinki, Statistics Finland, 1995, 21 p.

This paper looks at some of the distinctive characteristics of the consumption of culture in present-day Finland. The author's concern is with the collective cultural memory, with the question of how investigation of that memory can help us understand our "national" characteristics. The moral aspects of culture consumption seem to be particularly resistant to change. The history of the Finnish gender system and ways of cultural consumption also seem to be intertwined. But how have these cultural models evolved in history, how have they been constructed, how are they reproduced in everyday life today?

Pöntinen, Päivi: *Finnish Youth and Media: Emerging Discursive Practices*. Helsinki, University of Helsinki; Department of Communication, 1995, 24 p.

The conference paper is a draft for a further work which aim is to study discursive and cultural change in Finland in the domain of cultural consumption. The author aims to look into how young people describe their everyday practices of media consumption. Of special interest within the contemporary Finnish cultural situation is the tension between the postmodern and modern aspects of dominant cultural values. The general approach is that of cultural studies, and more specifically that of the critical ethnography of reception.

Rydin, Ingegerd: *Qualitative Audience Methods and Reception Analysis: The Interview as a Social Practice*. Linköpings universitet, Tema Barn, 1995, 13 p.

Discusses and compares two types of qualitative approaches, which interest those researchers, who aim to study the audience of media: ethnographic or ethnomethodological approach and reception analysis.

Vettenranta, Soilikki: *Risk Reception of Environmental Disasters*. Trondheim, 1995, 15 p., (Universitetet i Trondheim, Pedagogisk institutt; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Levert i gruppe 4, Resepsjonsforskning og publikumsanalyse.

The author examines problems arising in connection with the reception of environmental and man-made disasters in the media, especially on TV. She concentrates on the issue of radioactive fallout after the Chernobyl nuclear power disaster in 1986. She also discusses special problems concerning media coverage in connection with environmental disasters.

### **Group 5: Masculine/feminine in the media and in reception**

Camauër, Leonor: *Women, Identity and the Public Sphere: an Ethnographic Study of Four Women's Associations' Media Practices*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation, 1995, 24 p.

A description of a work in progress which deals with four women's associations' media practices. The author presents goal, theoretical starting points and research design. The associations/groups studied are: 1) the Women's front (Kvinnofronten), the Fredrika Bremer Association, 3) the Swedish Organization of Emergency Shelters for Battered Women (Riksorganisationen för kvinnojour i Sverige) and 4) a group of women publishing a feminist magazine.

Melin-Higgins, Margareta: *Female Educators and Male Craftsmen? The Professional Ideals among Swedish Journalists*. Göteborgs universitet, Institutionen för journalistik och masskommunikation, 1995, 20 p.

Discusses Swedish journalists' image of themselves, i.e. what is their professional ideal(s)? Two indicators of the professional ideal are

used, motives for becoming a journalist, and the perceived journalist ideal (how you should be as a journalist). The analysis and discussion are based on a survey done in the autumn of 1989. A questionnaire (62 questions) were sent to 1.500 Swedish journalists.

Sana, Elina; Aslama, Minna: *Women in News Media: Bystanders: Results of the Research "Portrayal of Women and Men in the News" of the Finnish Broadcasting Company*. Helsinki, Yleisradio, 1995, 12 p.

The conference paper presents conclusions found in the research commissioned by the YLE Administrative Council concerning the image of women and men in YLE's radio and television news and some cases also in MTV 3's news. The project was carried out by researchers of communication and women's research of Finnish universities as well as by the research department of the Finnish Broadcasting Company. Researchers were Irma Kaarina Halonen (Finnish-language television news), Tarja Savolainen (radio news), Henriikka Zilliacus-Tikkanen (Swedish language news production), Johanna Jääsaari & Raija Sarkkinen (radio and television), and Minna Aslama (television news). The final report of the research was published in the autumn 1995 (*Naiset, miehet ja uutiset*. Ed. by Elina Sana. Yleisradion tasa-arvotoimikunnan julkaisu; A 1995, 1).

Savolainen, Tarja: *Women, News and Politics*. Helsinki, University of Helsinki; Department of Communication, 1995, 6 p.

In the context of feminist news criticism, the author wants to bring up the issue of differences between women as political actors. She presents briefly the traditional divisions of feminism, as an example. Last, she discusses the implications of these differences for feminist news criticism.

## **Group 6: Children, youth and the media**

Broddason, Thorbjörn: *Declining Book Reading among Icelandic Youth*. Lunds universitet, Sociologiska institutionen, Media och kommunikationsvetenskap, 1995, 21 p.

The paper is divided in two parts. In Part I the author discusses society, literacy and reading as a background to the presentation which follows in Part II of some empirical results from a series of surveys among young people in Iceland dealing, among other things, with quantitative changes in book reading.

## **Group 8: Market communication: Information and aesthetics**

Niss, Hanne: *Sex, Lies and Gender Display: Images of Men in Post-1960s Advertising*. Lancaster, Lancaster University, 1995, 18 p. (Lancaster University, Linguistics and Modern English Language Department; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

This paper traces the rise of "Homo Narcissus" in UK advertising, analysing the way men, and men's bodies in particular, have been portrayed in British adverts over the past three decades. It also discusses the wider sociocultural implications of "undressing the male", and the impact that the excessive promotion of the male body beautiful may have on men's self-image, male self-identification, and indeed the whole spectrum of sex/gender identities that advertising addresses and operates within.

Stigel, Jørgen: *Minimalism in TV Commercials: Danish TV as an Example*. Aalborg, Aalborg Universitet, 1995, 35 p. (Aalborg Universitet, Institut for Kommunikation; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Paper originally presented in its preliminary form at the conference "Advertising and Consumption since the 1950s",

University of East London, 7th-9th of September 1994.

The paper is a part of the research project The Aesthetics of Television and the sub-project The Aesthetics of Television Advertising. The aim of the study is to produce an overview of the TV commercial form in the last 5 years by a categorization that concentrates upon the genre form/the way in which the audience is addressed – in order to find indicators that might reveal to which extent Danish TV-ads tend to conform to basically the same way of addressing the audience and to which extent they do not.

### **Group 9: The language and rhetoric of the media**

Hellsten, Iina: *Getting Married with EU: The Finnish EU-debate in Political Cartoons*. Tampere, University of Tampere; Department of Journalism and Mass Communication, 1995, 30 p.

The author explores what kind of metaphors were used in the Finnish EU-discussion, especially in political cartoons. The discussion was largely based on metaphors, both verbal and visual. The aim of the paper is to theoretically evaluate metaphors and to compare the domain of visual EU-metaphors used in the political cartoons. On the one hand the sample consists of written material from the turning points of the discussion and on the other hand all cartoons that were published in the largest newspaper in Finland, *Helsingin Sanomat*, in 1992-1994.

Isotalus, Pekka: *Televsual Performance*. Jyväskylä, University of Jyväskylä; Department of Communication, 1995, 10 p.

This paper focusses on television performance. The purpose of the study was to establish what types of performance are seen as televisual. The analysis has focused parti-

cularly on the criteria of generality and specificity. For the study, both verbal and nonverbal communication in presenters' on-screen performance was analyzed. The presenters whose communicative practices were studied were all professionals, who appear regularly in varying types of non-fiction programmes broadcasted in Finland.

Pörhölä, Maili; Isotalus, Pekka: *Talking Heads Talking Politics: the Relationship Between Audience Interest and Communication Features in a Presidential Television Debate*. Jyväskylä, University of Jyväskylä; Department of Communication, 1995, 13 p.

The present paper concentrates on the characteristics of the Finnish political communication culture from the standpoint of a television viewer. The study focussed on the television appearances of the presidential candidates in the 1994 presidential elections. The aim of the study was to explore what are the communication features that arouse interest in the candidates' television debate.

Vagle, Wenche: *The Contexts of Radio Talk in Sociosemiotic Perspective*. Oslo, 1995, 43 p. + app., (Universitetet i Oslo, Institutt for medier og kommunikasjon; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Levert i gruppe 9, Medienes språk og retorikken.

The author discusses the text-context relation in radio discourse. She exorcizes the nature of the solutions to problems of coordination created by the time-space transformations of modern media, with special emphasis on the radio.

### **Group 10: Popular culture**

Puijk, Roel: *The Lillehammer Olympics as a Media Event*. Lillehammer, 1995, 19 p., (Høgskolen i Lillehammer; Nordisk mediaforsker-

kongres, 12, Helsingør, 1995). Note: Levert i gruppe 18, Interkulturell kommunikasjon.

The author presents an outline of a project regarding the XVIIth Winter Olympics in Lillehammer. The image of Norway during the Lillehammer Games is studied, how the image of the host was produced and how it was received in Norway and in other countries.

Skovmand, Michael: *Conceptualising Shakespeare's Audience*. Århus, Århus Universitet, 1995, 16 p. (Århus Universitet, Engelsk Institut; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

The aim of this paper is to discuss text-external and text-internal ways of conceptualising not just Shakespeare's audience, but the contemporary, i.e. late 16th-early 17th century reception of Shakespeare's plays, including the rapport existing between a live performance of a Shakespeare play and its contemporary audience.

### **Group 12: Historical perspectives on the media**

Drotner, Kirsten: *Mediated Memories and Cultural Identities*. København, Københavns Universitet, 1995, 17 p. (Københavns Universitet, Institut for Film- og Medievidenskab; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

The media is often the means by which the past, albeit a selected part of it, is preserved and hence made accessible for future generations. And the media acts as agents in a process of historical construction. Hence, the media may be seen as both means and objects in constant processes of identity formation in collective and personal terms. The author wants to discuss how such a mediated construction process may be researched, drawing on a comparative Nordic project on young women's everyday cultures that involved in-depth interviews with three generations of

women – daughters, mothers and maternal grandmothers. More specifically, the paper shall focus upon ways in which the media act as means to and objects of memory.

### **Group 13: Quantitative and integrated measures**

Nielsen, Alexander P: *Individual Television Viewing Patterns in Denmark: A Preliminary Study on the Basis of Telemetric Data*. København, Danmarks Radio, 1995, 18 p. (Danmarks Radio, TV-Medieforskningen; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

The purpose of this study is to advance our state of knowledge regarding individual viewing habits of television in Denmark. The reason for this interest is that the aggregated figures, i.e. rating and share, which are typically used to characterize television audience viewing lack information concerning how people actually use television. In order to learn how people use television, this study submerges into a more detailed level of analysis than the aggregated numbers: the level of the individual.

### **Group 14: The media's representation of reality – the aesthetics of realism**

Helland, Knut: *Textual Claims, Genre Conventions and Productional Practices (in Television News)*. Bergen, 1995, 23 p., (Universitetet i Bergen, Institutt for medievidenskab; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Levert i gruppe 14, Massemedienes virkelighetsbilde - realismens estetikk.

The author discusses how norms governing how to present the news according to genre conventions is influential in the production of the news text, and illustrates how central such conventions are for the news production processes. The paper is based on interviews

and observations in the television news-rooms of TV3 and NRK from 1989 to 1992.

Kivikuru, Ullamaija: *Was There Any Space for Aternative Discourses Around the EU Question in Finland?* Helsinki, University of Helsinki; Department of Communication, 1995, 26 p.

The problem-setting in this paper is to discuss the "scapes" surrounding an individual in late modernity and a logic, perhaps, detected in the ways an individual is using the scapes surrounding him/her. The starting points for the discussion are the preliminary findings of a study on the EU publicity in Finland.

### **Group 15: Media and political communication**

Heikkilä, Heikki: *Who Represents Who: Notions of Politics in Journalism and the Role of the Media in European Union Process and Parliamentary Elections in Finland.* Tampere, University of Tampere; Department of Journalism and Mass Communication, 1995, 16 p.

The author discusses the political role of journalism. Does interpretative activity and journalism's self-nominated position as a representative of the public mean that journalism has turned into political actor? The author takes two case studies: the coverage of recent parliamentary elections held in Finland in March 1995 and the European Union process taken place in Finland between January 1992 and October 1994. The research object in both cases is journalistic text from *Helsingin Sanomat* and Finland's News Agency.

Slaatta, Tore: *Norway, Europe and the Nordic Community: Comments on Political Discourse in Norway on Norwegian Foreign Policy Towards EU and the Nordic Community after the "NO" Vote.* Oslo, 1995, 22 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; Nordisk mediaforskerkong-

res, 12, Helsingør, 1995). Note: Levert i gruppe 15, Medier og politisk kommunikasjon.

The author analyses present political discourse in Norway concerning foreign policy issues on Norway's relationship to the EU and the Nordic Community. In particular he discusses how political actors are using competing models of Norwegian national sovereignty and foreign policy interests regarding Norway's relationships to the European and Nordic communities. Discursive strategies and ideological structures are analysed in parliament debates and news media discourses in the period after the EU referendum on 28th of November 1994 and until date.

### **Group 16: Multi-media and new media technology**

Haug, Magne: *Campaigns without Effects? A Critical Examination of the Stanford Community Studies.* Oslo, 1995, 21 p., (Norges Markedshøgskole; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

The author discusses if large scale, low-cost communication interventions have an impact on risk factors in broad population groups, as suggested by Stanford researchers. He uses the two Stanford research projects: the Stanford heart disease prevention program and the Stanford five-city project in the discussion.

Mayer, Paul: *Representation and Action in the Reception of Myst: A Social Semiotic Approach to Computer Media.* København, Københavns Universitet, 1995, 26 p. + app. 10 p. (Københavns Universitet, Institut for Film- og Medievidenskab; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

This paper is part of an on-going effort to assess and describe the qualitative nature of computer media from a pragmatist, social semiotic perspective. Social semiosis, as the process by which shared meaning is con-

textualized, is the focal interest. Computer media, which are a variety of increasingly ubiquitous communication technologies and applications, provide a timely and challenging subject for research. The study presented here is based on a discursive analysis of *Myst*, the popular, multimedia adventure game distributed by Brøderbund Software in 1994.

### **Group 17: Public service broadcasting in transition**

Skogerbø, Eli: *Creating a European Audiovisual Sector: National Responses to Transnationalisation of Communications*. Oslo, 1995, 20 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Lvert i gruppe 17, Public service i forandring.

The author gives an overview of her project on small states facing the initiatives from the European Union to create an "European audiovisual space". She sketches the development of communications as institutions change from national to international actors, and outline the basic questions and set out a number of hypotheses for her project.

Ytreberg, Espen: *The Why, What, Who, Where and When of Innovation in Recent Public Service Television*. Oslo, Universitetet i Oslo, 1995, 16 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Lvert i gruppe 17, Public service i forandring.

The author shows how procedures of innovation are located in an organization according to logics that vary over time. He uses the NRK as an example of the changes in public service institutions, and analyses the NRK's reorganization from 1988-91. He also argues that the issue of change in the culture indu-

stries is an important and underestimated object of study for the media researcher.

### **Group 18: Intercultural communication**

Arntsen, Hilde: *The representation of "Otherness"*. Oslo, Universitetet i Oslo, 1995, 24 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Lvert i gruppe 18, Interkulturell kommunikasjon. An earlier version of the paper is registered earlier, see NORDICOM NO. 199430266.

The author analyses two contemporary film and television productions, the African television series *African journey* and the Zimbabwean film *Neria*, according to the representation of "otherness". Two main narrative representations of "otherness" is discussed: the cultural and the gendered "other".

Tveiten, Oddgeir: *Development, Power, and Mediation in Theories of Cultural Domination: A Conceptual Review*. Bergen, Universitetet i Bergen, 1995, 25 p., (Universitetet i Bergen, Institutt for medievitenskap; Nordisk mediaforskerkongres, 12, Helsingør, 1995). Note: Lvert i gruppe 18, Interkulturell kommunikasjon.

The author discusses the evolution over time of media theories on development. The paper is based on the argument that a more sophisticated incorporation of media theory into a general social theory of global dependence is required for a new general media development theory to contribute something new.

### **Group 19: Journalism and media ethics**

Laitila, Tiina: *Journalistic Codes of Ethics in Europe*. Tampere, University of Tampere; Department of Journalism and Mass Com-

munication, 1995, 20 p. Note: Paper was also published in *European Journal of Communication's* special issue on media ethics, no 1995:4.

The author elaborates with an idea that if media in Europe share similar problems and practices, could they be regulated by common rules and code of ethics. The elaboration is made with the help of the national codes of ethics, which are seen to represent journalists' values and norms. Thirty journalistic code of ethics representing 28 European countries were included in the comparison.

Nordenstreng, Kaarle: *State of Art: Introduction to the European Journal of Communication Special Issue on Media Ethics*. Tampere, University of Tampere; Department of Journalism and Mass Communication, 1995, 6 p.

This conference paper is an introduction to *European Journal of Communication's* special issue on media ethics. The guest editor gives an overview of the issue, and examines the justification of the theme and the state of art in main lines.

### **Group 20: The sociology and aesthetics of news reporting**

Bondebjerg, Ib: *Public Discourse and Private Fascination: Hybridization in "True-life-story" Genres on Television*. København, Københavns Universitet, 1995, 20 p. (Københavns Universitet, Institut for Film- og Me-

dievidenskab; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

Describes a new form of television documentaries – building on the documentary film tradition – where hybridization of factual forms and fictional elements are found. It can either take the form of observational, voyeuristic images of "back stage" social and private life, reconstructed, dramatized true-life narratives or highly meta-communicative forms of play with factuality and objectivity. According to the author the increase in forms with blurred borderlines and hybrid genre formats makes it all the more necessary to take a text-context look at the interaction between private and public discourse in the programmes and the pragmatic dimension of reception.

Hjarvard, Stig: *TV News Flow Studies Revisited*. København, Københavns Universitet, 1995, 12 p. (Københavns Universitet, Institut for Film- og Medievidenskab; Nordisk mediaforskerkongres, 12, Helsingør, 1995).

The paper provides an overview of existing research on international television news flow. The different theoretical approaches to the study of international news are compared using a matrix of four conceptualizations of the news process. Finally, a new theoretical approach is suggested in order to provide a better framework for the interpretation of news flow data.