

## Svenske afhandlinger fra 2009 i Ncom-databasen

Nordicom/Sverige har medio juni 2010 registreret følgende svenske afhandlinger fra 2009.

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Ajanovic, Midhat. / *Den rörliga skämtteckningen: stil, transformation och kontext* [The moving cartoon: style, transformation and context]. Göteborg : Optimal Press, 2009. 508 s., ISBN 978-91-85951-09-3

The main objective of this study is to identify a special type of film; the moving cartoon, which is a subgenre of drawn animation based on the visual humour developed in caricature and captionless cartoons. The basic tools of cartoon expression are pictorial incongruities where the humour arises from mismatches between elements within the image of a certain recognizable situation. Caricature and cartoon always manifest themselves as either satire or parody and reflect ways of thinking about the world in one particular society during one period of time. That is why the study also considers the connection between a moving cartoon and its socio-historical context and cultural reference points. The study is divided into two parts. The first part, chapters 1-4, provides an understanding of the study's central concepts of film animation, caricature and cartoon, based on their elementary aspects. The second part of the study, chapters 5-13, suggests an evolutionary process of development of the form in which evolutionary stages are presented and defined in terms of artistic, industrial, social, historical, and cultural contexts. This part of the study is divided into three sections. It starts with an account of the development of the earliest caricatures up to the silent animated cartoons of Émile Cohl and argue that early US animation was heavily influenced by contemporary comics. Some animated series which had emerged by the early 1920s introduced visual humour founded on the cartoon characters self-reference to its drawn status. The section concerning early sound animation opens with an examination of Disney's model of animation, and continues with analyses of the main alternatives to it within US animation: Fleischer's adult-oriented films constructed with a freewheeling structure influenced by jazz, Tex Avery's crazy parodies based on the rapid-paced gag and incongruous humour, and UPA's minimalist cartoon style introduced during the 1940s. The last section deals with European animation starting with the Zagreb school from the late 1950s that mounted an allegorical critique of the Cold War division of the world, Fyodor Khitruk's incisive satire on life in the Soviet Union in his films produced during the thaw, while British female animators have widened the scope for social criticism since the 1970s. Keywords: Animation, film animation, single-frame shooting, humour, cartoon, caricature, microshot, micro-editing, metamorphoses, incongruity, parody, satire.

Andersson, Ulrika. / *Journalister och deras publik: förhållningssätt bland svenska journalister* [Journalists and their audience: Swedish journalists' approach to the media audience]. Göteborg : Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2009. 312 s., ISBN 978-91-88212-74-0, (Göteborgsstudier i journalistik och masskommunikation; 55).

The thesis aims to explore and explain journalists' approach to the audience. Fulfilling the normative assignment as advocates of the audience usually means balancing between professional ideals and audience-demands. But do journalists emphasize more of a profession-orientated or an audience-orientated approach to the audience? The study defines journalists' approach to the audience as a combination of the perceptions, attitudes, interest and knowledge that journalists express in various matters relating to the audience. This approach is analysed through four dimensions: *audience-perceptions, audience-contacts, audience-orientation and audience-knowledge*. The study is based on a national survey of journalists and managing editors in Sweden, conducted by the Department of journalism and mass communication, University of Gothenburg. The study also includes a complementary survey of Swedish newspaper journalists. The method used is quantitative analysis.

Andersson, Yvonne. / *Mellan lag och moral: civil olydnad och militanta veganer i fyra svenska dagstidningar åren omkring millennieskiftet* [Between law and morality: the representation of civil disobedience and militant vegans in four Swedish newspapers around the turn of the millennium]. Stockholm : Stockholms universitet, Institutionen för journalistik, medier och kommunikation, 2009. 439 s., ISBN 978-91-7155-842-8

The dissertation describes how four Swedish newspapers construct ethical standpoints and what norms they prescribe. This is done through a characterization of the civil disobedience discourse, in particular the discourse about animal rights activism and militant vegans, around the turn of the millennium (1990-2004). Questions asked are how Swedish newspapers construct civil disobedience, what disobedience is supported and what is condemned, and if the newspapers recognize the complexity of ethical dilemmas

and facilitate well-reasoned ethical standpoints. The material studied is gathered from Stockholm-based newspapers: Dagens Nyheter, Svenska Dagbladet, Aftonbladet and Expressen. In total 1115 texts. The methods used are a combination of quantitative and qualitative content analysis, where the qualitative analysis is based on rhetorical analysis and narratology.

Bjur, Jakob. / *Transforming audiences: patterns of individualization in television viewing*. Göteborg : Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2009. 297 s., ISBN 978-91-88212-76-4, (Göteborgsstudier i journalistik och masskommunikation; 57).

The thesis is an enquiry into patterns of individualization in television viewing. Central to the enquiry being performed is the linkage between television, as technological and cultural form, and television viewing behaviour as a social everyday practice. How does a raised abundance of specialized choice structures transform television viewing as a habitual, social and referential act?

People Meter data 1999 to 2008 is employed to map out detailed viewing behaviours of a large panel of Swedish households on a minute-to-minute basis. This type of data is today of worldwide use as a currency on the television market for trade in advertising space. The methodological strategy is being developed to refine and induce increased social and cultural meaning to these data. This will achieve a more nuance delineation of the social, habitual and referential character of television viewing behaviour. This brings to blossom a world where individualization rules and where the common and social is shattered into increasingly unique, solitary and heterogeneous patterns of individual action and consumption.

Bolander, Eva. / *Risk och bejakande: sexualitet och genus i sexualupplysning och sexualundervisning i TV* [Risk and affirmation: sexuality and gender in sex education on television]. Linköping : Linköping University Electronic Press, 2009. 221 s., ISBN 978-91-7393-685-9, (Linköping studies in pedagogic practices; 9). , (Linköping studies in behavioural science; 141).

This dissertation examines the ways in which Swedish formal and informal sex education materials produce, reproduce and challenge notions of sexuality and gender. The main empirical material consists of four different series of television programmes about sexuality and relationships produced and aired between 1998 and 2004. The programmes make use of an "edutainment" approach, trying to both educate and entertain.

The theoretical approach is derived from gender and queer theory by which gender and sexuality is regarded as construed through discourse. Another theoretical outline is that sexuality is subjected to stratification, in which sexual identities and practises are placed in a hierarchical order, placing some as normal and others as deviant.

Byström, Tora. / *Nordens Frihet: samfundet, tidningen, kretsen* [Scandinavia's Freedom: the association, the magazine and the circle]. Lund : Sekel Bokförlag, 2009., ISBN 978-91-85767-47-2

The thesis deals with "Samfundet Nordens Frihet" ['The Association Scandinavia's Freedom'], its magazine with the same name, Nordens Frihet, and the circle that constituted the magazine's editorial committee. Nordens Frihet was founded as a direct consequence of the outbreak of the Finnish Winter War on November 30 1939 and was a very active part of the Swedish Finland Movement. The Soviet attack on Finland was seen as a threat to Sweden and the whole of Scandinavia too, and after the harsh peace settlement in March 1940, Nordens Frihet made propaganda for a Nordic defence union in protection against renewed attacks from the East. When on April 9 1940 Germany attacked and occupied Denmark and Norway, Nordens Frihet took sides wholeheartedly against the Nazi occupying power too. The magazine thereby became a dedicated anti-Nazi voice in Sweden during the Second World War. The magazine's editorial committee – "the circle" – is at the centre of the thesis. It was a group of ten persons that in practice formed and expressed the association's political line. The aim of the thesis is to investigate Nordens Frihet and its political standpoints during the Second World War. This is done partly by describing the association and its inner circle – the editorial committee – and partly by analysing their views.

Carlsson, Eric. / *Medierad övervakning: en studie av övervakningens betydelser i svensk dagspress* [Medialized surveillance: a study of the use of surveillance images and discourses of surveillance in the Swedish press]. Umeå : Umeå universitet, Institutionen för kultur och media, 2009. 189 s., ISBN 978-91-7264-802-9, (Medier & kommunikation; 12).

This doctoral thesis explores the use of surveillance images and discourses of surveillance in the Swedish

press. Questions concerning surveillance appear frequently in the news today. The ongoing »War on Terror« has generated numerous news reports informing their audiences how surveillance technologies will protect society, prevent terrorist attacks, and ensure security. The purpose of the study is to examine representations of surveillance in Swedish newspapers, more specifically, how they use surveillance- and amateur images in their reporting. In order to carry this out, the thesis sets up two areas of concern: news on terrorism and news on police violence. The questions that produce the field of inquiry relate to how discourses of surveillance are articulated in text and image. They also concern construction of social identities related to reproduction of power relations, normality, and deviance.

Research material used in this study consists of journalistic texts and visual images published in mainly four major Swedish newspapers; Aftonbladet, Expressen, Dagens Nyheter and Svenska Dagbladet. A qualitative research strategy was undertaken inspired by discourse analysis.

The analysis focuses on four major issues: representations of terrorists, intensified surveillance, victims, and representations of police violence. The analysis concentrates on surveillance images that were used by news media to visually represent the terrorists involved in the so called »London bombings« in 2005. The thesis also highlights how politicians and other experts become the predominant subjects who proclaim the need for a more modern, efficient, and enhanced surveillance technology. A further issue of interest concerns media representations of victims and especially how the construction of victims reproduces normality, and further, how victimisation is related to surveillance.

Clerwall, Christer. / *Bakom webben: en studie av produktionsvillkor och svenska universitetswebbplatsers form och innehåll* [Behind the web: a study of production factors and the form and content of Swedish university web sites]. Karlstad : Karlstads universitet, Medie- och kommunikationsvetenskap, 2009. 245 s., ISBN 978-91-7063-232-7, (Karlstad University Studies; 2009: 11).

Since their breakthrough in the mid 1990's, web sites have become one of the most important channels for communication at Swedish universities. Drawing upon the analytical framework of "the production of culture perspective", the thesis investigates how the form and content of Swedish university web sites are influenced by the production milieu in which they are produced. Based on quantitative content analysis of the home pages of university web sites, the thesis documents changes in the form and content, such as links, headings, and body matter becoming more focused on marketing, as well as an increasing need for different kinds of navigation aids on the web sites. In addition to this, the thesis presents the results of fifteen in-depth interviews with informants working at various levels of the web organizations at Swedish universities. Using the production of culture perspective, together with previous research on media production in general, and literature on more specific areas, such as organization theory and communication, and media and technology, this presentation is followed by a discussion and analysis of structural, production related, factors, and their influence on the form and content of the web sites.

Conrad, Maximilian. / *Between communication and community: EU constitution making, a European public sphere and the (un-)likelihood of transnational debate*. Lund : Lunds universitet, Statsvetenskapliga institutionen, 2009. 325 s., ISBN 978-91-88306-77-7, (Lund Political Studies; 158).

What kind of public sphere is possible in the European Union? Against the backdrop of debates on the transformation of democracy beyond the nation-state, this study explores daily newspapers' role in providing forums for transnational debate in the presumed absence of an overarching European collective identity. It uses empirical means to reconsider the question of the supposed co-constitutiveness of the public sphere and political community. In Habermasian discourse theory, the deliberative public sphere is thought to bridge gaps in social integration, while communitarians claim that normative debate can only draw on pre-existing communal values. But if the public sphere has a social integrative function, how can we then conceptualize the minimum level of social integration that allows individuals to initiate a deliberative search for solutions - in our case in the European Union? This study contends that efforts to conceptualize this minimum level of social integration as an "identity light" fail to distinguish clearly between the identity of the community (even in a thin form) and recognition of affected parties on a given issue. Drawing on social constructivism, constitutional patriotism and Deweyan pragmatism, the study argues that affectedness ultimately determines recognition of legitimate participants in any political debate. Yet affectedness is constructed in framing processes. On this basis, the study explores whether transnational debate hinges on daily newspapers' perspectives and preferences on European integration and EU democracy. Daily newspapers are here presented not only as important framers of public debate, but also as bearers of normative views regarding the level at which democratic opinion formation on European issues should take place. Do newspapers with a pronounced preference for more democracy beyond the nation-state play a more active role in providing forums for transnational debate?

Enbom, Jesper. / *Facket i det medialiserade samhället: en studie av LO:s och medlemsförbundens tillämpning av news management* [The trade union in the medialized society: a study of the Swedish Trade Union Confederation and its affiliated unions act to confront the "medialization" of the public debate]. Umeå : Umeå universitet, Institutionen för kultur och media, 2009. 183 s., ISBN 978-91-7264-811-1, (Medier & kommunikation; 13).

According to most ways of measuring it the Swedish trade union movement is the strongest in the world. The Swedish Trade Union Confederation is the largest and most influential union confederation by far. Since the 1980s though, Sweden experienced a shift in the power relations between employers and unions in favour of the former. This has coincided with a growing importance for political communication, public relations and the mass media. This development has presented the Swedish trade union movement with a multitude of challenges. One of the major ones is how to influence the representations of trade unions and their viewpoints in the news media.

The purpose of this study is to describe and try to explain how the Swedish Trade Union Confederation and its affiliated unions act to confront the "medialisation" of the public debate.

A combination of research methods are used in this study in order to investigate both the historical development of trade union news management and the use of news management by trade union personnel in their everyday work. The study of how news management historically became a part in the overall union activity was performed through qualitative analysis of archive material. The study of the everyday uses of news management and the factors constraining this work builds upon interviews with the press officers of the TUC affiliated unions and the TUC itself.

Estvall, Martin. / *Sjöfart på stormigt hav: Sjömannen och Svensk Sjöfarts tidning inför den nazistiska utmaningen 1932-1945* [On stormy seas: the Seafarer and Scandinavian Shipping Gazette faced with the threat of Nazism 1932-1945]. Växjö : Växjö universitet, Växjö University Press, 2009. 274 s., ISBN 978-91-7636-647-9, (Acta Wexionensia; 166/2009).

The purpose of this study is to discuss German Nazism and Nazi Germany from the point of view of two specific representatives, namely, labour and capital. This has been facilitated by analysing the content of the Swedish Seamen's Union's newspaper, The Seafarer [Sjömannen] and its union counterpart, the Swedish Shipowners Association's periodical, Scandinavian Shipping Gazette [Svensk Sjöfarts Tidning], from November 1932 up to and including 1945. The shipping industry was chosen because trade was of central importance to the Swedish economy and to relations with Nazi Germany. Direct contact with Nazi Germany meant that the organisations were kept up-to-date about what was happening there.

A qualitative analysis of texts and images constitutes the major part of the study. This is complemented by a quantitative examination of the intensity of reporting on Nazi Germany.

Hamqvist, Sara. / *Dagspress, sport och doping: medieskandaler i ett samtida Sverige* [Press coverage of doping in sports: media scandals in contemporary Sweden]. Lund. 2009. 250 s., ISBN 978-91-628-7979-2, (Lund Studies in Media and Communicatio).

The study analyses how the Swedish press dealt with doping and transgressions of the doping rules within international professional sports between 1996 and 2004. Three main research questions have been used in the research process: (1) What characterizes these media texts about sports and doping? (2) How is the social order pictured in the media texts? (3) What do media scandals about sport stars and the social construction of their transgressions tell us about our own historical present? A quantitative content analysis of 969 articles is used to study media coverage during the first fourteen days after each doping case came to light. Five of the cases are considered media scandals and 121 articles about these cases are studied in two other text analyses focusing mainly on themes and intertextuality. The theoretical background to the study derives from four complementary angles. The first is about society, media and social order and deals with ideas about the challenges and characteristics of modernity. The second angle is about sports and doping. The third angle is about media and sports. The fourth angle consists of theories and concepts about media sports scandals. Media scandals are useful when investigating norms since they can be seen as an occasion when the socially constructed public morality might be intensified, negotiated or challenged. By studying media scandals we can gain in-depth insights into our society.

Jacobsson, Andreas. / *Döden på film: en motifstudie med världsfilmsperspektiv* [Death on film: a motif study with a world cinema perspective]. Göteborg : Göteborgs universitet, Institutionen för kulturvetenskaper, 2009. 313 s., ISBN 978-91-85974-09-2

This dissertation is an empirical study of the motif of death on film from a world cinema perspective. The

goal is to contribute to the understanding of a broad and diversified subject of high relevance to people in many different cultures and contexts.

The theoretical framework draws on a conceptualization of death as a necessary condition for the formation of human cultures and the development of man as a cultural being. Methodologically, the empirical material is treated as a special kind of knowledge. With inspiration from the French philosopher Gilles Deleuze and his ways of using cinema to develop new philosophical concepts, the films in this study are analysed not only to illustrate or contemplate over death, but also to obtain a different kind of knowledge.

The empirical film analysis is organized in five chapters, each focusing on a cluster of motifs of death. The analysis is divided into the following blocks: "Death figures and afterlife"; "Death shows and metaphysical romances"; "Battles against terminal illnesses"; "Suicide and euthanasia"; and "The circle of life and death". In the concluding chapter, the cumulative results of the analysis of the five motif clusters are discussed from a comparative world cinema perspective.

Jacobsson, Roger. / *Typographic man: medielandskap i förändring – studier i provinsens tryckkultur* [Typographic man: the changing media landscape – studies in provincial print culture]. Stockholm : Carlsson Bokförlag, 2009. 354 s., ISBN 978-91-7331-286-8, (Kungl. Skytteanska samfundets handlingar; 64). , (Etnologiska skrifter; 48).

In this thesis the author is studying how the media landscape of northern Sweden was shaped and transformed in the final years of the 18th century and first half of the nineteenth. This slowly-emerging new landscape brought with it new thoughts and new voices. Which individuals and institutions were involved in this process?

Proceeding from a number of hypotheses and a variety of perspectives, the intention has been to study the type of printed matter being physically disseminated, how it came to be used and in what context by what people. The media landscape under investigation is in fact populated. Through gradual changes in the media landscape, the people of the province became "typographic", i.e. dependent on printed matter. The interdisciplinary nature of this dissertation, embracing media history, book history, ethnology, communications and cultural history, leaves ample room for aspects and inspiration culled from a broad variety of sources. By embarking from concepts including mediascape, province, print culture, networks, voluntary associations and various manifestations of reading culture, it has been possible to sketch the outlines of the development and dynamism of the media landscape during the period under investigation.

Jarlbrink, Johan. / *Det våras för journalisten: symboler och handlingsmönster för den svenska pressens medarbetare från 1870-tal till 1930-tal* [Springtime for the journalist: symbols and courses of action for members of the Swedish press, the 1870s to the 1930s]. Stockholm : Kungliga biblioteket, 2009. 346 s., ISBN 978-91-88468-12-3, (Mediehistoriskt arkiv; 11). , (Linköping studies in arts and science; 463).

Under 1900-talet har journalister agerat hjältar i både deckare och film, äventyrsberättelser och ungdomslitteratur. Seklet innan var de huvudpersoner i hyllningsdikter, historieskrivning och romaner inte sällan författade av tidningsmedarbetare själva. Pressens medarbetare har alltså inte bara synliggjorts i tidningarnas spalter. Till skillnad från den traditionella presshistorien så utspelar sig pressens mediehistoria på flera kommunikativa arenor. Avhandlingen handlar om journalistrollens kulturhistoria hur den förhandlades och debatterades, och hur journalister i romaner och film brukades och tjänade som förebilder när yrkets gränser stakades ut. Utifrån ett brett mediematerial undersöks både pressens mediehistoria och pressmedarbetarnas kulturhistoria under en period då litteratörer och publicister trängdes undan av nyhetsjagande journalister i tidningarna såväl som i andra medier.

Jegers, Kalle. / *Pervasive GameFlow: identifying and exploring the mechanisms of player enjoyment in pervasive games*. Umeå : Umeå universitet, 2009. 250 s., ISBN 978-91-7264-771-8, (Research reports in informatics; 09.01).

Pervasive games are computer games that build, to various extents, on social interaction as a driving force in the game play, on integration between physical and virtual worlds and on constant access to constantly ongoing games from virtually every existing context (anytime, anywhere gaming). This new genre of computer games presents many challenges for both researchers and industry; one of the most important is how to understand enjoyable player experiences in this new kind of computer gaming. The purpose of this thesis is to identify and explore the mechanisms in pervasive game designs that are of most importance for creating enjoyable Pervasive gaming experiences, and further to translate the findings of the exploration into a playability model for pervasive games.

The author's empirical work focuses on the most important aspects for creating enjoyable player experiences when playing pervasive games. Evaluation methods from the usability and playability area

have been deployed in order to identify what factors and aspects the players consider of most importance for their experience when they play pervasive games. Three specific pervasive games have been studied; SupaFly, Pervasive Treasure Hunt and Furiae.

Theoretically, the thesis departs from existing knowledge about Playability, and the most prominent and accepted frameworks for understanding player experiences in computer gaming have been considered. Of the existing models and frameworks, the GameFlow model was selected as a theoretical point of departure.

Kjellmer, Viveka. / *Doft i bild: om bilden som kommunikatör i parfymannonsens värld* [The image of scent: on image communication in the world of perfume advertising]. Göteborg. 2009. 235 s., ISBN 978-91-7346-659-2, (Acta Universitatis Gothoburgensis, Gothenburg Studies in Art and Architecture; 29).

This study evolves around advertising and image communication, especially concerning the image of scent, as in perfume. The image of scent is discussed from the perspective of how fragrance is depicted in advertising. Since the product itself, the scent, is invisible, the marketing has to communicate through metaphors. The advertisement has to depict the desired effect of the scent, rather than the scent itself, as the only visible object is the bottle. The study also explores the connection between consumption and status, and discusses image strategies that are used to enhance product status in the examined advertisements.

In the first part, the cultural history of perfume, fragrance production and the connection between perfume industry and fashion industry are discussed. The second part of the study deals with image communication and the role of images in advertising. This is also the empirical part of the study and it is based on perfume advertising during the twentieth century (1900-2000) and a closer analysis of the images in contemporary perfume advertisements from 2000-2005. Perfume advertisements in Vogue magazine, from the American, French and British editions are studied. The study is also an inventory of main theories concerning the function of perfume both on a psychological level as well as in a social cultural context.

The motif and the message in the images are analysed, together with their interaction with the text and the fragrance name/brand in the advertisements. The aim is to map out contemporary advertising imagery, viewed in relation to an historical background, and study in what ways the image of scent may present itself today, and how it has changed since the beginning of the 20th century. The differences between the communicated message and the characteristics of the advertised product (the scent itself), as they appear in perfume criticism and systematic scent systems, are examined. Based on this material, images and their role as means of communication are discussed.

Krona, Michael. / *Från orsak till verkan: berättarstrategier i Sveriges Televisions inrikespolitiska nyhetsförmedling 1978-2005* [Journalism's evolutions: narrative strategies in Swedish Television's coverage of domestic politics 1978-2005]. Lund : Lunds universitet, Filmvetenskap, 2009. 305 s., ISBN 978-91-628-7876-4

The purpose of this thesis is to analyse the evolution of how domestic political news was constructed in television journalism from the end of the 1970s until the present day, and to discuss this in the context of contemporary political-economic changes in society.

The empirical material is made up of domestic politics reporting on Swedish Television's daily news programmes, Aktuellt ('Current affairs') and Rapport ('Report'), in three different periods. The empirical checkpoints are the autumn of 1978, then 1987, and finally 2005. The theoretical framework builds principally on notions of power and mediated political discourse. Here the initial discussion of the concept of power owes much to theorists such as Michel Foucault and Jürgen Habermas. In addition, the analysis enlists theoretical approaches to the public sphere to examine journalism's role in public debate, primarily drawing inspiration from Habermas' theories of the public sphere.

Three distinct methodological approaches have been used. The platform used to analyse the empirical material is a critical discourse analysis inspired by Norman Fairclough, combined with a visual analysis of television journalism's imagery and complemented by a descriptive quantitative analysis of the content, intended to serve as the basis for the detailed quantitative analysis of individual television appearances and the disposition of news packages.

Lövgren, Karin. / *"Se lika ung ut som du känner dig": kulturella föreställningar om ålder och åldrande i populärpress för kvinnor över 40* ["Look as young as you feel.": cultural conceptions on age and ageing in popular press aimed at women over 40]. Linköping : Linköpings universitet, Institutionen för samhälls- och välfärdsstudier, NISAL, 2009. 426 s., ISBN 978-91-7393-652-1, (Linköping Studies in Arts and Science; 477).

The dissertation examines cultural conceptions of age and aging on the basis of popular press for women over 40. Over the past few years magazines have been launched aimed at middle aged women, with age as a sales argument. It is one of several signs that there is a growing interest in the so-called older consumer. This can be related to the fact that a large cohort, born in the post-war era is entering the elderly category usually associated with loss of power and status. The thesis has three empirical vantage points. One is interviews with people working in marketing and advertising and with persons working with popular press. Further the content of the magazines is analysed, both the editorial material and the adverts, including text and visual material. The third empirical input is interviews with women in mid life on their views on age, ageing, popular press and advertising. The aim is to elucidate how age is given meaning; what cultural notions of age and ageing are expressed in the three empirical materials. The theoretical perspective is social constructionism. The thesis shows how age is done by establishing differences and similarities. Several paradoxes and ambivalences lay at the core of the way in which age and ageing is negotiated and constructed in this material.

Lenemark, Christian. / *Sanna lögner: Carina Rydberg, Stig Larsson och författarens medialisering* [True lies: Carina Rydberg, Stig Larsson and the mediatization of the author]. Möklinta : Gidlunds, 2009. 231 s., ISBN 978-91-7844-784-8

In recent decades, the mass media have come to play an increasingly important role in society and culture. Media of every kind permeate not only our politics but our private lives as well. This development has had a great impact on the position of literature and the role of the author. The author now to a large extent has to make him/herself visible both in the literature s/he writes and in an intimate, sometimes symbiotic relationship with the media.

The aim of this dissertation is to investigate the dynamic interplay between author, literature and mass media - here represented by newspapers, radio and television - that has manifested itself around the year 2000. In what ways do the media produce the image of the author? How does the author him/herself produce the image of a self through his/her writing and through participation in various media contexts? How do these images relate to one another, and what literary effects do they have on aesthetics and content? In what ways have critics and theorists reacted to this set of problems? These issues are discussed in relation to two authors who in Sweden, indeed throughout Scandinavia, should be regarded as pioneers when it comes to the mediatization of the author in the so-called postmodern era: Carina Rydberg and Stig Larsson. In the dissertation it is shown how they enter the media scene and in their literatures examine the border zone between life and text, fact and fiction, private and public, and how this is received. Chapter 1 analyzes the way Rydberg entered the public arena and presented an image of herself with *Den högsta kasten* 1997, and subsequently with *Djävulsformeln* 2000, which both caused intense debate in the media. In Chapter 2 the new kind of hybrid literature that these texts represent regarding fact and fiction is discussed from both a historical and a theoretical point of view. Chapter 3 focuses in turn on Larsson and how he since his debut in the 1970s and especially in *Natta de mina* from 1997 has explored the thin line between fact and fiction, private and public, at the same time as a biographical legend was constructed around him in the media. Chapter 4 addresses the questions: What are the consequences of the mediatization of Rydberg and Larsson on their authorships? What does it mean to play the biographical card in a media climate in which the categories of fact and fiction, private and public are dismantled? It is shown that issues of gender and cultural position affect mediatization and lead to different outcomes. The dissertation ends with an epilogue concerned with the ways Swedish authors in the beginning of the 21st century are ever more frequently abandoning the purely fictional genres in order to investigate the unstable relationship between fact and fiction.

Lindenius, Erik. / *Guldgruvan som försvann?: En mediastudie av konflikten kring UmanGenomics och Medicinska biobanken 2001–2006* [The goldmine that disappeared?: a media study of the conflict surrounding UmanGenomics and Medical Biobank, 2001–2006]. Umeå : Umeå universitet, 2009. 274 s., ISBN 978-91-7264-833-3, (Medier & kommunikation; 14).

Between 2002 and 2006, an ongoing conflict surrounding Umeå-based biotech company UmanGenomics and the Medical Biobank at Umeå University played out in the media. The conflict involved researchers, business leaders, politicians, the university board, journalists and the general public. The purpose of this dissertation is to examine the public media-mediated conflict surrounding UmanGenomics and Medical Biobank from a media and communication sciences perspective and thereby contribute to research into Science Journalism and media-mediated science-related conflicts. The questions examined by the study are as follows: how was the conflict portrayed in local and national newspapers, respectively, and how did these portrayals change over time? Were there any similarities, or was there any relationship between the media-mediated conflict and the »internal« debate, which are able to be traced via the events registered in Umeå University's journal of daily events? Which parties

elected to involve themselves in the conflict and did their descriptions of what happened differ? Were there any particular aspects of the conflict that were portrayed by the media as »failures«, and if so, what was it that was considered a failure?

In total, 654 texts from the local and national media were analysed, as well as the university's journal. The study has largely been carried out using quantitative content analysis, supplemented by general argumentation analysis. The study's theoretical bases are taken from research on the relationship between science and the media, from rhetoric research, but also from Science and Technology Studies (STS) in a broader sense.

Nilsson, Malin. / *Att förklara människan: diskurser i populärvetenskapliga TV-program* [Explaining the human being: discourses in popular science television programs]. Lund : Lunds universitet, Institutionen för kommunikationsstudier, 2009. 252 s., ISBN 91-7267-296-x, (Lund studies in media and communication; 11).

The principle aim of the study is to describe, analyze and problemize the ways in which television science documentaries (within a public service context) discursively represent scientific theories, research results and conclusions about the origins of human nature and the causes of human behavior.

The study covers 25 programs broadcasted by SVT and UR during a period of four years, 2002-2005, and 12 additional programs are used as a basis for discussion. Most of the programs included in the study are productions purchased mainly from BBC Science. Thus, managing editors, producers and presenters were interviewed for the purpose of illuminating quality judgements and purchasing criteria. A five stage-model of critical discourse analysis has inspired the method which emphasizes the network of communicative practices in which the media text and representation are embedded. That includes media genre, production and narrative conventions as well as the wider historical, social and political/ideological context and discourse practices of which the issues represented are a part. The critical discourse analysis has been complemented by ideas about different documentary modes of representation or basic ways of organizing documentary texts in relation to certain recurrent features or conventions. In the analysis these modes have been applied to understand the degree of transparency and editorial presence and visibility in the science documentaries.

Persson, Mathias. / *Det nära främmande: svensk lärdom och politik i en tysk tidning, 1753-1792* [The proximate other: Swedish erudition and politics in a German journal, 1753-1792]. Uppsala : Uppsala universitet : Acta Universitatis Upsaliensis, 2009. 296 s., ISBN 978-91-554-7582-6, (Uppsala Studies in History of Ideas; 40).

This dissertation analyzes the representations of Swedish learning and politics in the well-known review journal *Göttingische Anzeigen von gelehrten Sachen* during the time period 1753-1792. The overarching purpose is to investigate how a European country could be imagined and put to use in a nearby state, where it had the status of a proximate "other". The dissertation conceptualizes *Anzeigen* as a collective agent, as a node in the vibrant Swedish-Hanoverian networks, and as a conduit for the interaction between cosmopolitan and patriotic sensibilities in the eighteenth century.

Petrov, Peter. / *Kvantitativa frågeundersökningar: produktionsvillkor, vetenskaplighet, spridning i medierna* [Quantitative surveys: conditions of production, scientifically proven, dissemination in the media]. Umeå : Umeå universitet, Institutionen för kultur och media, 2009. 240 s., ISBN 978-91-7264-892-0, (Medier & kommunikation; 15).

The primary objective of this thesis is to study the role of surveys as power factor with a particular focus on studies of Internet users. The conditions and practices of the private research field are related to the academic discourse on the essence of science as well as to media's role in society.

The methodological basis of the quantitative studies and their practices are examined in relation to a range of competing theories on the nature of science and its role in society. Earlier contributions to the criticism of quantitative surveys are also discussed. The methodological problems are further highlighted by concrete examples based on own analyses of various data collections.

One empirical part of the thesis consists of analyses of survey studies as reported in the press coverage of the Internet in 1997, 1999 and 2000. The goal of the analyses is to show that surveys are an important mechanism for creating truth effects.

Through a perusal of the newspaper articles with regard to the context in which the keywords "Internet" and "survey" appear and what the specific actor says, to whom, with which intention, an overall discourse appears, which reveals that the leading commercial actors endeavour to promote the development of the Internet in accordance with their aspirations.

In another empirical part of the thesis findings from some fifty interviews with various experts are

presented. The aim is to evaluate the methodological sources of error associated with sampling, the carrying out of studies, the analysis of results and other factors that have to do with the value of the surveys as basic facts, as well as the survey buyers' awareness of the nature of the errors and their relevance for the results.

The final discussion addresses a set of mechanisms by which the interested parties from the media industry use the ratings in the internal competition or in various administrative documents.

Söderlind, Åsa. / *Personlig integritet som informationspolitik: debatt och diskussion i samband med tillkomsten av Datalag (1973:289)* [Privacy as information policy: debate and discussion concerning the first Swedish data protection law, Datalag (1973:289)]. Borås : Högskolan i Borås, Institutionen Biblioteks- och informationsvetenskap, 2009. 300 s., ISBN 978-91-89416-20-8, (Skrifter från Valfrid; 38).

The dissertation explores the field of information policy in a historic setting in Sweden, namely the early 1970s. At the time the question of privacy in relation to databanks, data systems and personal records was intensively discussed in all public media, starting in the fall of 1970 when a large-scale population census was carried out in Sweden. The political discussions and public debate resulted in the first Swedish data protection law, Datalag (1973:289), and was counted as one of the first of this type of national legislation in the world. The focus of the empirical study lies in the analysis of the lines of arguments, political reasoning and debates concerning privacy, data protection, information and technology in documents such as official reports, committee reports, proposals and parliamentary records and publications that were produced in the policy process preceding the new legislation. The public debate itself is investigated through the editorials and reports in the daily press of the time. A combination of discourse analysis and agenda-setting theory, as it is presented and used by the political scientist John W Kingdon, constitutes the theoretical framework of the thesis.

The study is introduced with a discussion concerning discourse and language use in politics, and here Norman Faircloughs CDA, Critical Discourse Analysis, has been the main inspiration. Kingdon's agendasetting model contributes with an interesting theoretical perspective on the social and political context of the discourses under study. The research questions also draw upon library and information science and theoretical work within the area of information policy, with issues concerning notions of information and technology, for example information as a public good versus private good in the market, and information as a free or restricted/protected resource.

Törnqvist, Daniel. / *När man talar om knark: drogdebatt i svensk dagspress 1970–1999* [Speaking of drugs: drug debate in the Swedish press 1970–1999]. Umeå : Umeå universitet, 2009. 244 s., ISBN 978-91-7264-797-8, (Akademiska avhandlingar vid Sociologiska institutionen, Umeå universitet; 58).

This thesis presents a study of the debate on drugs in the Swedish press from 1970 to 1999. Applying a social constructionist and critical discourse perspective, it aims to map out and analyze the discourse on drugs in a large number of Swedish newspapers. The main focus is on debate articles and editorials. The research questions are concerned with (1) how the drug problem has been articulated, and with (2) what the representational patterns found say about Swedish society, its social relations and social history on a higher level of abstraction.

The practical analysis is oriented towards discerning (a) major themes, standpoints and controversies, (b) major views on people using drugs, and (c) major ideas about what should be done and how, within the drug discourse of Swedish media during three decades. Parts of the analyses are also devoted to finding out which actors have been influential in the debate on drugs, and what type of rhetoric has been employed.

Wänström, Johan. / *Samråd om Ostlänken: raka spåret mot en bättre demokrati?* Lund : Arkiv förlag & tidskrift, 2009. 239 s., ISBN 978-91-7924-222-0, (Linköping studies in arts and science; 499).

Ostlänken är en ny planerad höghastighetsjärnväg mellan Linköping och Järna. Den är tänkt att vara en del av en ny förbindelse mellan Stockholm och Göteborg och ska knyta Östergötland och Södermanland närmare Mälardalen. Många lokala och nationella politiker, tjänstemän från kommuner och statliga verk samt företrädare från näringsliv och massmedier har känt sig kallade att påverka projektets utformning. Men få visade samma entusiasm över att svara på allmänhetens frågor under de samrådsmöten som Banverket anordnade i samband med utredningsarbetet.

I avhandlingen placeras läsaren mitt i samrådsmötenas kontroverser och diskussioner. Vi får följa hur medborgarnas till synes enkla frågor drunknar i planerings- och beslutsprocessernas tröga och oklara strukturer och hur de demokratiska ambitionerna kolliderar med teknikens, ekologins och samordningens begränsningar.

I ett bredare perspektiv behandlar boken frågor om hur folkviljan ska kunna identifieras och kanaliseras i samhällsplaneringen. Ett större medborgarinflytande betraktas ofta som ett givet mål i den svenska demokratin – men, enligt författaren, är vägen dit varken självklar eller spikrak.

Weezel, Aldo van. / *Entrepreneurial strategy-making mode and performance: a study of the Newspaper Industry*. Jönköping : Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2009. 230 s., ISBN 91-89164-96-2, (JIBS Dissertation Series; 55).

Almost everywhere, the newspaper industry today is facing major transformations due mainly to increased competition, changes in consumer behaviour, and technological advancements. These factors are having an impact on the organisational structure and performance of newspaper firms. Managers likewise are face-to-face with new environmental conditions in terms of uncertainty and munificence. In the presence of these challenges, the literature on corporate entrepreneurship justifies a firm's entrepreneurial behaviour in order to be able to detect and seize new opportunities. Although there seems to be sufficient proof of a positive relationship between being entrepreneurial and performance, there is no clear evidence in the literature regarding the extent these organisational and environmental factors may enhance or curb the effects that an entrepreneurial strategy-making mode might have on performance.

This study examines the complexities of the relationship between an entrepreneurial strategy-making mode and the firm's performance as it investigates the moderating effects of the organisational structure and environmental factors on the newspaper publishing industry. A mixed method research design is employed thus complementing the findings of quantitative analyses by means of exploring three newspaper case studies assessing the various dimensions of the entrepreneurial strategy-making mode.

Werner, Ann. / *Smittsamt: en kulturstudie av musikbruk bland tonårstjejer* [Contagious: teenage girls' uses of music]. Linköping : Bokförlaget h:ström – Text & Kultur, 2009. 272 s., ISBN 978-91-7327-096-0, (Linköping Studies in Arts and Science; 474). , (Serie AKADEMI).

Avhandlingen behandlar tjejers musikbruk samt hur detta formar genusidentitet. Den bygger på ett medieetnografiskt fältarbete om musikkonsumtion och musikproduktion bland tjugotre tjejer mellan fjorton och sexton år i en mellanstor svensk stad. Med teoretiska utgångspunkter i feministiska kulturstudier undersöks både talet om musik och materiella praktiker som fildelning. Analysen är uppdelad i tre teman: i det första temat studeras betydelsen av nya medier och digitalisering för tjejernas musikbruk samt hur maktrelationer av genus, ålder och klass påverkar användandet av medier i hemmet. I avhandlingens andra tema studeras istället vilken roll känslor spelar i musikbruket och hur det känsloladdade lyssnandet artikulerar genusnormer och heterosexualitet. I det tredje temat undersöks hur musiksmaken formas i de kompisnätverk tjejerna ingår i samt hur de normer kring smak som skapas speglar samhälleliga diskurser om mångfald och jämställdhet samtidigt som de skapar hierarkier bland tjejerna. Avslutningsvis knyts temana ihop i ett resonemang om hur "smittande" överföring genom musikrelaterad medietekniker, känslor och smaker begränsas av olika barriärer som återskapar maktrelationer knutna till genus, ålder, klass, etnicitet och sexualitet.

Östman, Johan. / *Journalism at the borders: the constitution of nationalist closure in news decoding*. Örebro : Örebro universitet, Medie- och kommunikationsvetenskap, 2009. 231 s., ISBN 978-91-7668-679-9, (Örebro Studies in Media and Communication; 8). , (Örebro Studies in Conditions of Democracy; 3).

In a purportedly globalized society, news journalism is a bastion of the nation state. In innumerable ways, the nation provides the basic outlook with which news construes the world and presents it to its audiences. In Sweden, as in most member nations, EU politics tends accordingly to be portrayed as if it belongs to the domain of the foreign. In the case of a plane crash or a natural disaster, the coverage multiplies in magnitude if only the fewest people at home are affected by it. Also, previous research shows that ethnic minorities tend to be defined as non-members of the nation, especially in crime reporting. In this dissertation, the relationship between news journalism and nationalism is explored. The point of departure is that nations cannot persist without nationalism – that is, without practices that function to reproduce and transform this central, yet fragile form for societal organization. The study attempts to identify general mechanisms and structures of news discourse that can establish national frames of reference within which social reality is made meaningful by citizens. Both news material and actual audience decodings are included as empirical objects of study. This research design facilitates a novel contribution to a field of research that is largely dominated by studies of media output only.

Åkesson, Maria. / *Digital innovation in the value networks of newspapers*. Göteborg : Göteborgs universitet, Institutionen för tillämpad IT, 2009. 201 s., ISBN 978-91-628-7877-1, (Gothenburg Studies in Informatics; 42).

After decades of digital developments, we are now entering a truly digital era. Digital information and communication technology has become a naturally embedded part of the designed environment we live in. Most parts of life are today pervaded by digital products and services. Evidence of such immersion can be noted in, for instance, media consumption. This development is gradually shaping and cultivating a media environment that is ubiquitous. Such ubiquity is manifested in media's constant presence and the changes in media consumption in the purview of digital innovation. Indeed, digital innovation is not only a shift in technology. It alters existing value networks and calls for rethinking existing value perceptions. While this disruptive change driven by digitization can be found in many industries, this thesis focuses on its impact on value networks in the newspaper industry.

The digitization of newspapers started with the introduction of the internet in the 90´ s and soon emerged into new media innovations. While these new media innovations have not replaced existing media, they have been disruptive to newspaper value networks. Recently, the emergence of yet another digital innovation is specifically interesting when studying changes to value networks of the newspaper industry: the e-paper. This innovation (a screen technology very close to print on paper) exhibits inherent values that make future replacement of print on paper a possibility. It is therefore regarded as a very promising technology in the newspaper industry.

This thesis can be positioned at the intersection of the friction between forces to embark on a new media trajectory and forces to hang on to the established structures and control. The research question addressed in this thesis is: How are value networks of newspapers influenced by digital innovation? Addressing the research question, a multi method approach was adopted to gain a broad understanding of how digital innovation influences value networks of newspapers. Drawing on digital innovation literature, the thesis presents a theoretical perspective with which to understand how digital innovation influences value networks. This perspective is instantiated as a model of value network configuration. The model emphasizes the multi-layered, dynamic, dialectic, and diametrical character of value networks in digital innovation. The model is offered as a basis and analytical tool to further explore value networks in digital innovation. This tool is useful for newspaper stakeholders when entering the digital era.