

New Literature

Denmark

Bromhead, Toni de: *Looking two ways: documentary's relationship with cinema and reality*. Århus, Intervention Press, 1996, 148 p., ISBN 87-89825-13-6.

In this study of fiction and documentary film-making, the author challenges the traditional distinction between documentary and fiction, claiming that perceiving the distinction as an opposition between reality and fantasy no longer seems useful.

Crawford, Peter I. (ed.); Hafsteinson, Sigurjon Baldur (ed.): *The construction of the viewer: media ethnography and the anthropology of audiences*. Århus, Intervention Press, 1996, 310 p., ISBN 87-89825-06-3, (Proceedings from NAFA; 3), ISSN 0907-2454.

In recent years audience research in cinema and media studies has turned to ethnography to find ways in which qualitative research methods could be improved in attempts to reach beyond the limitations of quantitative research. Visual anthropology, on the other hand, has increasingly searched theoretical inspiration in fields outside anthropology itself, including cinema and media studies as well as documentary film theory. In this volume, containing both general theoretical work and more specific case studies, the

various fields meet in an inspiring exchange of concepts and ideas, providing a substantial contribution to our understanding of "audiences". Contains among other things the following articles: *Introduction* (Sigurjon Baldur Hafsteinnsson), *Less is more: media ethnography and its limits* (Kirsten Drotner), *Television as a moral issue* (Pertti Alasuutari), *Text and context in ethnographic film: or "To whom it may concern"* (Peter Ian Crawford), *Meanings, texts, contexts: tracing the spectator in post-structuralist film theory* (Veijo Hietala).

IT in figures 1996 – 23 pictures of the info-society: (appendix to the IT policy statement and action plan 1996). København, Ministry of Research and Information Technology, 1996, 64 p., ISBN 87-90007-50-6. (Forskningsministeriet). Note: Transl. from Danish by: Svend Vesterli and Jason King.

The report is part of the basis of the thinking presented in this year's IT policy statement and action plan "The info-society for all – the Danish model".

Nielsen, Poul Erik: *Scandinavian television fiction in transition*. Århus, Århus Universitet, 1996, 15 p., (Århus Universitet, Institut for Informations- og Medievidenskab). Note: Paper presented to the Conference Eurofiction, Firenze, April 1996.

Gives a survey of Scandinavian television and its transition from a system of public service monopolies to a multichannel system with satellite stations, national private stations, public service stations, and local stations, including a study of the production of Scandinavian television fiction.

Prehn, Ole: *From cultural and democratic ambitions to the hardships of the marketplace: the development of local radio in Scandinavia*. Aalborg, Aalborg Universitet, 1996, 13 p., (Aalborg Universitet, Institut for Kommunikation). Note: Proposal for a paper to be presented at the IV Conference on "European Culture", Universidad de Navarra, Pamplona, October 23-26 1996.

On the development of local radio in the Scandinavian countries. The paper describes the development of structure and policy in the three countries and shows how ongoing liberalisation in order to secure the stations economically has totally changed the envisaged development into a situation, where the cultural and democratic merits of local radio has been marginalised as a fringe activity.

The info-society for all – the Danish model: IT policy statement 1996 to the Folketing and IT policy action plan 1996. København, Ministry of Research and Information Techno-

logy, 1996, 72 p., ISBN 87-90007-49-2. (Forskningsministeriet). Note: Transl. from Danish by: Svend Ves-terli and Jason King.

The report is the Government's state-ment of IT policy to the Danish Par-liament following up the results of the first IT policy action plan issued in March 1995, which raised for discussion new political targets and initiatives.

Tomaselli, Keyan G.: *Appropriating images: the semiotics of visual representation*. Århus, Intervention Press, 1996, 332 p., ISBN 87-89825-05-5.

A study of visual anthropology and ethnographic film-making. Firstly, by using a single interpretive para-digm – derived from semiotics – to discuss a wide variety of documen-tary films and some of the issues which have most bedevilled the dis-cussion of film by visual anthro-pologists. Secondly, by an explicit concern with the political context within which anthropologists and ethnographic film-makers do their work.

Utterström, Thomas: *Commercial communications: report from a semi-nar in Stockholm, 26th of August 1996*. København, Nordic Council of Ministers, 1997, 56 p., ISBN 92-9120-993-7, (TemaNord; 1997:505), (Consumer), ISSN 0908-6692. (Nor-disk Ministerråd).

In November 1992 the European Commission decided to review its future policy approach in the field of what was called commercial com-munications. The Commission de-cided that this review should be pub-lic in the form of a Green paper. The aim of this report is to form a basis for a discussion of the Green paper. It seems natural that the seminar and the final report can be used as a basis for national comments on the Green paper.

Schröder, Kim Christian: Cynicism and ambiguity: British corporate res-ponsibility advertisements and their

readers in the 1990s. In: Nava, Mica; Blake, Andrew; MacRury, Iain; e.a. (eds.): *Buy this book: studies in ad-vertising and consumption*, London, Routledge, 1997, 355 p., ISBN 0-415-14131-1, pp. 276-290.

Starting from the fact that there has been a significant increase in Bri-tish corporate responsibility adver-tisements between 1981 and 1991, the article analyses what happens when this increased number of cor-porate responsibility ads meet their readers. Do readers notice them at all? Do they notice that they are not "ordinary ads"? And what sense do they make of them – do they read them in the spirit in which the cor-porate communicators conceptua-lised them, or do they reject the claims made for corporate concern, invitations to dialogue, etc?

Tybjerg, Casper (ed.); Schepelern, Peter (ed.): Special issue: A century of cinema. *Sekvens. Filmvidenska-belig Årbog (1995/1996), temanum-mer*, 204 p., ISBN 87-89505-15-8, ISSN 0106-2484. (Københavns Uni-versitet, Institut for Film- og Medie-videnskab).

The yearbook looks back on a cen-tury of films and film shows. Within its covers, it comprises articles on cinema history that survey some of its long lines and others that take a close view of some of its small de-tails, as well as articles where the main focus is less on past history than on present theoretical issues. Contains the following articles:

Becoming culture: cinema friends and cinema enemies (Peter Sche-pelern), *The influence of European feature films in the United States 1909-1914* (Thomas Christensen), *Old legends in modern dress: Faust in Danish silent film* (Casper Ty-bjerg), *American fan magazinens in the '30s and the glamorous con-struction of femininity* (Anne Jers-lev), *Film comedy, modernization, and gender roles: aspects of roman-tic comedy in Danish cinema* (Ib

Bondebjerg), *Glamour, ghetto, and wasteland: Los Angeles as film back-drop* (Torben Kragh Grodal), *Reel cities and sound scapes* (Palle Schantz Lauridsen), *Mapping the unseen: the spatial construction of sound and musical space* (Birger Langkjær), *The forms of film hu-mour: three examples of satire* (Len-nard Højbjerg), *Media movies: a hy-perconscious aesthetic of film* (Helle Kannik Haastруп), *Documentary film: reflections of one hundred years' use of a medium* (Karsten Fle-delius).

Finland

Huovila, Tapani: *Layout as a mes-sage*. Jyväskylä, Jyväskylän yli-oppisto, 1996, 84 p., ISBN 951-34-0834-5, (Publications of the Depart-ment of Communication; 15).

The author of this work examines the layout and graphic design in newspapers, magazines and peri-odicals. He looks at the choosing of visual elements and design for this kind of publications. He also dis-cusses the typography, or different types of texts, as well as layout and the use of colours.

Karttunen, Sari: *Suomessa liikkuvat liikkuvat kuvat 1996: tilastoja tele-visio-, elokuva- ja videotarjonnasta ja televisio-ohjelmien viennistä = Moving images in Finland 1996*. (Moving images in Finland in 1996: statistics on television, cinema and video programmes and export of tele-vision programmes.) Helsinki, Ti-lastokeskus, 1996, 80 p., (Kulttuuri ja viestintä; 1996, 1), ISSN 0784-8765. (Statistics Finland). Note: English summary pp. 41-50, Tables also in English

This report deals with the audio-visual offerings of mass media from the point of view of television, vi-deo and film in Finland. The author has examined especially the films available at film festivals, in film centres, in clubs and in municipal

film projections. In speaking of the video offerings, the report also examines the video loan services provided by public libraries.

Kempf, Wilhelm; Luostarinen, Heikki: *New world order rhetorics: a comparative study of American and European media during the Gulf war*. (Konstanz), (Universität Konstanz), 1997, 11 p., (Diskussionsbeiträge der Projektgruppe Friedensforschung, Projekt 13/85 & 590/95, Universität Konstanz; 35, 1).

This study looks at reporting of the Gulf war in the American and European press. This is done by means of quantitative content analysis, where the objects of examination are leading articles and news material from newspapers.

Kohvakka, Rauli; Huttunen, Markku: *Audiovisual production and international co-productions in Finland*. Helsinki, Tilastokeskus, 1997, 107 p., ISBN 951-727-288-X, (Kulttuuri ja viestintä; 1997, 1), ISSN 0784-8765. (Statistics Finland)

This English publication is a combination of two earlier reports in the Culture and media-series: "Audiovisual film and programme production in Finland 1995" and "Internationally united programme action in Finnish film production 1996" which have been available only in Finnish.

Puro, Jukka-Pekka: *Towards a phenomenological theory of interpersonal communication*. Jyväskylä, University of Jyväskylä, 1996, 214 p., ISBN 951-34-0686-5, (Jyväskylä studies in communication; 6), ISSN 1238-2183. Note: Doctoral dissertation.

The aim of this study is to explore the metatheory of interpersonal communication research. It will be done by bibliometrical analysis. The author argues that phenomenology may offer an useful perspective in a research field which is metatheoretically fragmented.

Sauri, Tuomo: *Joukkoviestinnän rakenne ja talous 1986-1995/96 = Development of the mass media in Finland 1986-1995/6*. (Development of the mass media in Finland 1986-1995/6.) Helsinki, Tilastokeskus, 1997, 63 p., ISBN 951-727-291-X, (Kulttuuri ja viestintä; 1996, 2), ISSN 0784-8765. (Statistics Finland) Note: Summary pp. 52-59, tables also in English.

This publication analyses the structure of Finnish mass communication and the changes in it, as well as its economy during the past decade. The author examines newspapers, magazines, books, television, radio, recordings, video and film and their advertising, their markets and production as well as changes in the ownership of enterprises in the fields of printed and electric communication.

Zilliacus-Tikkanen, Henrika: *Journalistikens essens i ett könsperspektiv*. (The essence of journalism in a gender perspective.) Helsinki, Yleisradio tasa-arvotoimikunnan julkaisuja, Sarja A; 1997, 1), ISSN 1235-0192. (Rundradions jämställhetskommitté). Note: Doctoral dissertation. English summary, pp. 151-164.

Journalistkulturens och könets betydelse i journalistisk produktion diskuteras i denna doktorsavhandling. Den handlar om nyheter och debattprogram i radio och TV, kvinnliga journalister och ett kvinnligt journalistiskt perspektiv, om journalistkulturens begränsningar och kvinnojournalistikens möjligheter.

Articles

Koivisto, Juha; Väliaverronen, Esa: Resurgence of the critical theories of public sphere. *Journal of communication inquiry* 20 (1996)2, ISSN 0196-8599, pp. 18-36.

This article critically looks at Habermas', Negt's and Kluge's established theories of public sphere as well as

their tentative new interventions on this topic.

Lowe, Gregory Ferrell; Alm, Ari: Public service broadcasting as cultural industry: value transformation in the Finnish market-place. *Journal of Communication* 27(1997)2, ISSN 0267-3231, pp. 169-191.

Value transformation in Finland's public service broadcasting company, Yleisradio is analysed as a professional market connected with political, popular and open markets. In the focus there are two questions: 1) what are the essential elements of Yleisradio as a public service company in its national context? and 2) how are these specific elements produced and reproduced over time?

Pietilä, Veikko: Deep surfaces: advancing the interpretative analysis of television news. *Communications: the European journal of communication research* 21(1996)2, ISSN 0341-2059, pp. 135-153.

Recently, the focus of the study of news has shifted from information to the meanings news stories produce. However, the prominent role that interaction between verbals and visuals as well as the story structure have in the meaning production of TV news has been neglected. That they occupy a key position in this respect is shown in this article through re-analysis of two earlier studies and through scrutinization of a news story on the situation in Cuba in 1991.

Suhonen, Pertti: The media, polls and political process: the case of Finland. *European journal of communication* 12(1997)2, ISSN 0267-3231, pp. 219-238.

The article presents a two-dimensional typology of opinion polls and examines the role of different types of polling in the Finnish political system. That role was considerably strengthened in the early 1990s when there occurred two elections in the same year: the presidential elections

and the referendum on Finland's EU membership. The article concludes with a discussion on the relationship between democracy, polling and public opinion.

Technau, Claudius: Das Finnische Rundfunksystem im Wandel: Verstärker Wettbewerb nach Strukturreform. *Media Perspektiven* (1997)3, ISSN 0170-1754, pp. 157-164.

The article concerns development and present situation of broadcasting in Finland. In the 1990s public service broadcasting has met new challenges in the form of new channels, cable television, satellites and local media. The author also discusses briefly situation of newspaper business.

Varis, Tapio: Communication competence and the information society. *Zer: revista de estudios de comunicación* (1997)mayo, ISSN 1137-1102, pp. 11-18.

The article discusses the importance of new cultural and media literacy and competence in the use of the media and nets. It tries to answer what do we understand by these new forms of literacy and what kind of role they play in the information society.

Varis, Tapio: Finland's route down the information highway. In: *The North Calotte Library Conference proceedings: the new media in Northern culture*, Rovaniemi, University of Lapland, 1996, ISBN 951-634-533-6, (Arktisen keskuksen tiedoteita; 15), pp. 25-31.

The author examines the ideas of the information superhighway presented in the United States and Finland's own role in the development of the information society. He looks at the different premises and strategies of the American and the European development. The author takes up the confrontation he sees firstly between Europe and the United States and secondly between the United States and Japan.

Norway

Eide, Martin (ed.); Gentikow, Barbara (ed.); Helland, Knut (ed.): *Quality television*. Bergen, Universitetet i Bergen, 1997, 231 p., ISBN 82-578-0365-0, (Rapport; 30), ISSN 0801-2814. (Universitetet i Bergen, Institutt for medievitenskap).

The report is a collection of eight articles on quality in television, and consists of three parts: I: The quality debate: Vices and virtues, II: Qualities of television, III: Voices of viewers: *Television's holy grail: seven types of quality* (Geoff Mulgan), *"Quality" and television: histories and contexts* (John Corner), *Qualities of vision: looking for virtues and the virtues of looking* (Graham Murdock), *The aesthetics of television, the quality of television: on distinctions and relations of programme form and quality of address* (Jørgen Stigel), *The "sideplays" aesthetics: on popularity and quality in a Danish film maker's television success* (Gunhild Agger), *Smiling through the lonesome rain: weather forecast on Nordic television* (Henrik Juel) *The viewer's voice in the discussion of quality* (Barbara Gentikow), *Children's television programmes in a qualitative perspective* (Karin Hake).

Puijk, Roel (ed.): *Global spotlights on Lillehammer: how the world viewed Norway during the 1994 Winter Olympics*. Luton, John Libbey Media, 1997, 285 p., ISBN 1-86020-520-8. Note: A compilation of nine articles and opening and closing notes from the editor.

The book discusses the image of the host country of the 1994 Winter Olympics in Lillehammer, Norway, and how it was received during the Game by eight different countries. The book is partly a result of the research project 'The cultural dimensions of the 1994 Olympic Games'. *From parish pump to global village: planning and receiving the Lille-*

hammer Olympics in Norway (Roel Puijk), *Lillehammer love affairs: US images of Norway in the 1994 Winter Olympics* (Lauren Danner), *Playing the game: the Lillehammer Winter Olympics on British television and in the UK national press* (Raymond Boyle and Hugh O'Donnell), *Wes, we love this land that looms: the Lillehammer Winter Olympics in the Scottish press* (Hugh O'Donnell), *The people's games: the Norwegian image in the UK before and after the Winter olympics* (Raymond Boyle; Nancy Morris and Kay Weaver), *Skating round the edges: mutual peripherality in Dutch coverage of the Lillehammer Olympics* (Joep Debeij, and Roel Puijk), *Between archaism and modernism: a French vision of Norway* (Francoise Papa), *Sporting success and political failure: sport as a metaphor for Italian politics* (Mia Finrud Di Tota), *Their Olympics, our television: the historical scene and adventure of the 1994 Winter Olympics media coverage in Lithuania* (Vilija Gudonie-ne).

Articles

Ramírez-Ospina, Alvaro: García Márquez en el cine. *Kinetoscopio. La Revista De Cine*. 7(1996)38, ISSN 0121-3776, pp. 88-94.

The author discusses different adaptations of Gabriel García Márquez' literature to film, and the problems and challenges that presents.

Ramírez-Ospina, Alvaro: The carnivalesque and Colombian television comedy series. In: Talvet, Jüri (eds.): *The language of the grotesque*, Tartu, Tartu University Press, 1997, 339 p., ISBN 9985-56-247-x, (Interlitteraria; 1997, 2), ISSN 1406-0701, pp. 327-335.

The author uses Mikhail Bakhtin's notion of the carnivalesque to analyse Latin American cultural production in general, and Colombian television comedy series in particular.

Papers

Hagen, Ingunn: *Communicating to an ideal audience: news and the notion of "informed citizen"*. Trondheim, Norges teknisk-naturvitenskapelige universitet, 1995, 25 p., (NTNU, Psykologisk institutt; Jornadas internacionales de ciencias de la información: Periodismo, poder y ciudadanía (Journalism, power and citizenship), 10, Pamplona, 1995).

The author discusses the assumption of the "informed citizen". She first looks on what it means to be "informed", then the meaning of being addressed as "a citizen", thirdly what feeling the viewers have regarding the news genre, and finally she draws conclusions about the potential of news in informing citizens.

Hagen, Ingunn: *Slaves of the ratings tyranny?: media images of the audience*. Trondheim, Norges teknisk-naturvitenskapelige universitet, 1996, 21 p., (NTNU, Psykologisk institutt; Crossroads in Cultural Studies: An International Conference, Tampere, 1996).

The author discusses what image various media hold of audiences. First, she looks on notions of the public held by media employees like journalists and producers, focusing on news production. Secondly, she discusses how media institutions relate to the public, concentrating on television institutions.

Hagen, Ingunn: *Modern dilemmas: TV audiences' time use and moral evaluation*. Trondheim, Norges teknisk-naturvitenskapelige universitet, 1996, 21 p., (NTNU, Psykologisk institutt; International Association for Mass Communication Research, 20, Sydney, 1996). Note: Paper to "Consuming audiences? Production and reception in media research." Joint panel of NEQTAR and Political economy.

The author explores how people positions themselves as television viewers, and what discourses they draw upon in this creation of identity. She uses examples from her study of TV viewing in Norway.

Hagen, Ingunn: *Media reception research and cognitive psychology*. Trondheim, Norges teknisk-naturvitenskapelige universitet, 1996, 13 p. + app., (NTNU, Psykologisk institutt; Cognition, Media and Audiences, Oslo, 1996).

The author discusses the relationship between reception analysis and new trends in cognitive psychology. She explores the interrelationship between meaning, mind/cognition and culture.

Lundby, Knut: *Angelicans in Tsanzaguru: negotiating identity in a Zimbabwean 'growth point'*. Oslo, Universitetet i Oslo, 1997, 33 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association for Mass Communication Research, Oaxaca, Mexico, 1997). Note: Paper delivered in Section on participatory communication research.

The author studies angelicans in Tsanzaguru, Zimbabwe, and how interaction through media shape the formation of cultural identities where a distinct religious affiliation makes up a significant part of peoples orientation. He studies two influences: The North American televangelism programme The International 700 Club and the charismatic movement within the traditional Zimbabwean church.

Sweden

Economou, Konstantin: *Representing politics – politicizing journalism: exploring communicative dilemmas in the collegial relationship between journalists and politicians*. Tema K, Linköpings universitet, 1997, 10 p., (Media and Politics Conference, Brussels, 1997).

Investigates some of the discursive strategies delineating the relationship between the investigative journalist and the politician.

Pollack, Ester: *Crime and journalism 1915–1995*. Institutionen för

journalistik, medier och kommunikation, Stockholms universitet, 1996, 16 p.

Treats crime reporting in four Swedish dailies (Arbetarbladet, Dagens Nyheter, Svenska Dagbladet and Vestmanlands Läns Tidningar) a November week, 1995, and executes a comparative analysis of changes and trends in the crime reporting of the four dailies during the decades of the 20th century (1915–1995).

Roe, Keith; Muijs, Daniel: *Literacy in the media age: results from the second wave of a longitudinal study of children's media use and educational achievement*. Department of Communication, Katholieke Universiteit, Leuven, 1997, 79 p., (Report; 2).

Presenting results from the research project Literacy in the media age, a large scale, longitudinal study of the relationship between children's media use, literacy, and educational achievement. The design involves three data collections, separated by one year, from a panel consisting of 1001 children at the outset attending the 4th year of school.

Rosengren, Karl Erik: *Different sides of the same coin: Access and gatekeeping: a Personal Festschrift for Denis McQuail*. Sociologiska institutionen, Lunds universitet, 1997, 26 p.

A comparison between theories of access and theories of gatekeeping is undertaken in terms of formal models.

Articles

Ekecrantz, Jan: Journalism's 'discursive events' and sociopolitical change in Sweden 1925–87. *Media, Culture & Society* 19(1997)3, ISSN 0163-4437, pp. 393–412.

The study deals with the relationship between the journalistic news output and the substantive society indifferent historical situations. The study is based on the content of four daily newspapers during one week in each of the years 1925, 1955 and 1987.

