

Working Groups Papers in English

Group 1. Media Education

Chairman: *Carsten Ljunggren*

Vice Chairman: *Ola Erstad*

Hankala, Mari: *Newspapers: An Useful Learning Material in the School of 1990's*. Jyväskylä, University of Jyväskylä, Institute for Educational Research, 1997, 8 p.

In her paper, the author examines the use of newspapers as educational tools in Finnish schools.

Tuominen, Sirkku: *Evaluating Media Culture in Teacher Education with Educational Media Lifestudy*. Tampere, University of Tampere, Department of teacher education in Hämeenlinna 1997, 17 p.

The author evaluates an experimental course in teachers' media education: what kind of understanding do the student teachers acquire about media literacy and media pedagogy?

Varis, Tapio: *Media Culture and Communicative Competency in Europe*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 20 p.

The author examines development trends of media and communication technology in Europe.

Group 2. Local and Regional Media

Chairman: *Ole Prehn*

Vice Chairman: *Helge Nyström*

Arvidson, Peter: *Going Local: Some Preliminary Thoughts*. Lunds universitet, Medie- och kommunikationsvetenskap/MKV, 1997, 7 p.

A first sketch of a theoretical counterpart of essentially an empirical project on local television in Sweden, where the arguments for local entities like local media, and local communities is discussed.

Hujanen, Jaana: *Regional Media's Changing Borders: (a draft version)*. Jyväskylä, University of Jyväskylä, Department of Communication, 1997, 18 p.

The author aims at relating the question of the relationship between the mass media and collective identity to sociocultural change, both physical and symbolic.

Moring, Tom; Salmi, Jussi: *Public Service Radio Programming for a Minority Language Audience in a Competitive Market: The Case of the Swedish-Speaking Minority*. Helsinki, University of Helsinki, Swedish School of Journalism; Finnish Broadcasting Company, 1997, 21 p.

The authors examine the future of Swedish-language radio programming suggesting that it can retain its importance provided that the Swedish-speaking population is offered programs which serve the same function as programmes now broadcast in Finnish through the major commercial stations.

Group 3. Mass Media Images and Visual Rhetoric

Chairman: *Erling Sivertsen*

Vice Chairman: *Karin Becker*

Becker, Karin: *The Picture's Place in 20th Century Journalism: An Overview of the Swedish Press*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK, 1997, 14 p.

Discusses the place of the image, in particular the photograph, in Swedish twentieth century journalism. The paper is based on an investigation of the relationship of pictures to the development of the Swedish press from 1915 to the present.

Fetveit, Arild: *The Digitalized Screen: Revisiting the Issue of Indexicality*. Oslo, Universitetet i Oslo, Institutt for medier og kommunikasjon 1997, 15 p.

The author discusses how the relation between film and reality is affected by changes in the indexicality of the film image. Drawing on evidence from international and Norwegian feature films, he discusses possible changes viewed both from a production side and from the viewers experience.

Pettersson, Rune: *The Credibility of Pictures*. Älvsjö, Ericssons Utvecklings AB, 1997, 18 p. + 2 app. 2 p.

Starting with notes on the pictures in European medieval churches, pictures printed in early books, and the importance of various literacies, the author discusses the credibility of pictures and pictorial messages in the information age.

Seppänen, Janne: *A Short History of British Photography Theory*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 24 p.

The author outlines central themes characteristic to British photography theory. He focuses on questions concerning the notions of history, ideology and representational practices in the thinking of Victor Burgin, John Tagg and Jo Spence, among others.

Group 4. Reception and Audience Studies

Chairman: *Mirja Liikkanen*

Vice Chairman: *Kim Schrøder*

Andersson, Magnus; Jansson, André: *Media and Cultural Identity: Results and Reflections From an interview study in two different parts of Gothenburg*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG, 1997, 25 p.

Presents some initial results, generated from the research project Cultural Identities in Transition (CIT), from qualitative interviews concerning on the one hand what kinds of media and media contents people use, and, on the other hand, how people use the media, made in the city and the affluent western suburbs of Gothenburg.

Brorholm, Lars: *Mediated Cultural Encounters: Foreign Eyes on Danish TV Screens*. København, Københavns Universitet, Institut for Nordisk Filologi; 1997, 26 p. + app. 9 p.

This paper deals with television as an entrance gate into a foreign culture (the Danish one) as seen from the viewpoint of immigrants and political refugees in

Denmark. The objective is to create a more profound comprehension of what happens when a foreign eye meets the national TV screen.

Gentikow, Barbara: *A Rhetorical Approach to Reception Theory and Analysis*. Bergen, Universitetet i Bergen, Institutt for medievitenskap, 1997, 20 p.

The author wants to extend the field of text research with a rhetorically oriented reception theory and empirical reception studies. She sketches some ideas which may be used for this purpose.

Gentikow, Barbara: *Communication as Contest: An Evaluation of Dominant Concepts of Media Reception in a Rhetorical Perspective*. Bergen, Universitetet i Bergen, Institutt for medievitenskap, 1997, 17 p.

The author wants to extend the field of text research with a rhetorically oriented reception theory and empirical reception studies. She examines two main concepts of communication which are important in media studies in relation to the rhetorical way of dealing with speech acts, namely transfer model and interactive models.

Jääsaari, Johanna; Sarkkinen, Raija: *Gender Counts?: Gender in Finnish Broadcasting Audience Research*. Helsinki, Finnish Broadcasting Company, 1997, 14 p.

Resting their case on extensive audience research, the authors discuss how the importance of gender and how to persuade media executives, often hostile to gender questions, that focusing on gender is worthwhile.

Lindgaard, Lotte Køhler: *Audience Research in "Danish Broadcasting Corporation" (DR)*. København, Danmarks Radio, TV-Chefredaktionen, 1997, 4 p.

On audience research as an integral part of the programme production and development in Danish Broadcasting Corporation. Describes the audience's evaluation of programme trailers, image trailers and trailers presenting several programmes from both DR1 and DR2.

Reimer, Bo: *Crisis? What Crisis?: Analysing Audience Studies*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG, 1997, 18 p.

Discusses the ways in which the "crisis" within the dominant paradigm in communication studies, adressed by Stuart Hall, affects audience research.

Ridell, Seija: *Beyond the Pendulum: Critical Genre Analysis of Media-Audience Relations*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 15, p.

The author argues that the meaning potential of media texts is structured according to genre conventions and that their use and reception both operate on highly conventional lines. The conventionalized aspects of meaning have a major role in power relations underpinning the social world.

Schrøder, Kim Christian: *Audience Discourses and Social Change: A Critical Reappraisal of the Encoding/Decoding Model*. Roskilde, Roskilde Universitetscenter, Institut for Sprog og Kultur 1997, 28 p.

The paper attempts to discuss the usefulness of Stuart Hall's encoding/decoding model for the study of media reception, i.e. it addresses only the way in which the model has been used to explain processes of "decoding".

Steeg Larsen, Bent: *Hearing and Listening to the Radio in Everyday life*. København, Københavns Universitet, Institut for Film- og Medievidenskab; 1997, 16 p.

This paper presents some of the results from qualitative research on radio listening in Denmark. The research was carried out in 1994 and 1995 in collaboration with Danmarks Radio, the national broadcasting corporation in Denmark. The research consisted of 15 focus group interviews with radio listeners all over Denmark. The main task for the research was to identify the basic functions of the radio in everyday life. The focus of this paper is to identify some of the general use values of listening to the radio in everyday life.

Tufte, Thomas: *Gaúcho Lives in Times of Global Communication: An Interdisciplinary Case Study on Culture and Society, Media and Identity*. København, Københavns Universitet, Institut for Film- og Medievidenskab 1997, 19 p.

This paper intends to present the aim, content and overall structure of an interdisciplinary research project that empirically seeks to study a variety of aspects concerning the interrelation between: 1) The political economy of the media and the city; 2) Social and cultural practices of everyday life; 3) Family histories and the formation of cultural identities; 4) Cultural discourses, media discourses and reception analysis. The case study concerns the city of Porto Alegre in Southern Brazil. Within this overall project the paper gives special emphasis to the subproject "Television and Technology: a media ethnography in the era of cable tv". Focus here will be on the theoretical and methodological challenges related to the author's ethnographical study of 4 Brazilian families.

Group 5. Media Constructions of Gender

Chairman: *Vibeke Pedersen*

Vice Chairman: *Elisabeth Eide*

Eliasson, Dagny; Ivarsson, Gunilla: *Equality in the Broadcasting*. Stockholm, Sveriges Radio, 1997, 9 p.

A summary of a transnational project which aims to raise awareness within the world of broadcasting and focus on training of women journalist to ensure they are not left behind in new technologies.

Melin-Higgins, Margareta: *Is there a Feminist Methodology?: Or is it Simply Old Wine in New Glass?* Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG; Queen Margaret College, Department of Communication and Information Studies, 1997, 21 p.

The first part of the paper discusses what constitutes a feminist research and theory, and the second part deals with the question if there is a feminist methodology.

Savolainen, Tarja: *Gender and the Commercialization of Television in Finland*. Helsinki, University of Helsinki, 1997, 18 p.

The author presents methods, concepts, data and results of her study "Gender and the commercialization of Television in Finland" and discusses them. One of her arguments is that the positioning of women on the screen depends on genre and context and that this is related to women's possibilities to get a voice of her own on different channels.

Siivonen, Jonita: *The Construction of Femininity in Newspaper News*. Helsinki, University of Helsinki, Department of Communication, 1997, 15 p.

The purpose of the author is to discuss an attempt of an empirical study on how women are constructed in newspaper text. The idea is to study how woman is constructed through conscious and unconscious choices of words and composition of text.

Group 6. Children, Youth and the Media

Chairman: *Ulla Johnsson-Smaragdi*

Vice Chairman: *Thorbjörn Broddason*

Drotner, Kirsten: *An Integrative Future?: Empirical Trends and Research Strategies in the Juvenile Media Field*. København, Københavns Universitet, Center for Børne- og Ungdomsmedier; 1997, 7 p.

In addition to "innovation", what characterises juvenile media culture is "interaction" between different

genres and different media and "integration" of the media into everyday culture. Together, these characteristics – innovation, interaction and integration – call for new research approaches. Based on quantitative and qualitative empirical evidence culled at the Centre for Child and Youth Media Studies, University of Copenhagen, the paper has two related aims: 1) To disclose important trends in Danish teenagers' mediated cultures; 2) To discuss which research demands these trends enforce and enhance.

Group 9. The Language and Rhetoric of the Media

Chairman: *Per Ledin*

Vice Chairman: *Finn Frandsen*

Aslama, Minna; Valtonen, Sanna: *In the Search for Dialogue Between CA/CDA: "A Mission Statement"*. Helsinki, University of Helsinki, Department of Communication, 1997, 36 p.

The authors examine how contradictory and competing realities are produced in discursive practices and what kind of power structures are to be found within and between discourses.

Hellsten, Iina; Renvall, Mika: *Metaphors and Paradoxes in Journalism*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 7 p.

The authors describe theoretically how a conventional metaphor may function in political communication. They apply Gregory Bateson's term 'a double bind' for interpretation of situation where different kind of positions are offered. The paper is published in *Nordicom Review* 1997:2.

Karvonen, Erkki: *Projecting a Positive Image of the Information Society: A Rhetorical Approach*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 26 p.

The aim of the study is to examine the rhetoric of social impacts of technology, especially the official EU rhetoric concerning information society.

Group 10. Popular Culture

Chairman: *Göran Bolin*

Vice Chairman: *Michael Forsman*

Moring, Inka: *Detecting the Difference, but who Watches the Watchman?: Metaphors Guiding Qualitative Media Research*. Helsinki, University of Helsinki, Department of Communication 1997, 15 p.

The author's purpose is to make remarks concerning qualitative media research, competing paradigms, metaphors and analogies which are used when talking about qualitative research.

Muhr, Gunilla: *High, Low or in-Between: Style and Aesthetics in Disney's 1930's Cartoon Symphonies*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK, 1997, 15 p.

In order to study how established forms of art at a particular point in history are combined and distributed through a medium intended for a mass audience such as animated cartoons, the author looks at how modernist traits appear in a selection of Disney short films from the series *Silly Symphonies* (1929-1939) and the feature film *Fantasia* (1940).

Schubart, Rikke: *Woman with a Gun Does not Signify Man with a Phallus: Gender and Narrative Change in the Action Movie*. København, Københavns Universitet, Institut for Film- og Medievidenskab, 1997, 18 p.

A study of the action heroine in the action movie, discussing the following questions: 1) Does the action heroine transgress traditional gender roles, and is the pleasure of identification with this woman open to both male and female audiences? 2) Or is she really just a man in women's clothing? 3) Or is she an uneasy response to feminism, an effort to both represent and contain the liberated woman within a traditional patriarchal system?

Group 11. The Structure and Economics of Mass Media

Chairman: *Antti Paasio*

Vice Chairman: *Staffan Sundin*

Roppen, Johann: *The Problem of No-Effects of Media-concentration: a Critique of Current Research*. Volda, Høgskulen i Volda, Institutt for medievitenskap; 1997, 10 p.

The author points to lack of empirical findings conveying solid evidence of the effects of concentration of ownership in the media, and explains this by criticising existing research.

Salokangas, Raimo: *Context Comes First: or does It?* Jyväskylä, University of Jyväskylä, Department of Communication, 1997, 22 p.

In the article, the author outlines Finnish research on media history. His main argument is that content always needs a context. The media is not primarily a source material for historical research but an object

of research itself. It is a functioning part of society, both reflecting, affecting and constructing it.

Group 12. Historical Perspectives on the Media

Chairman: *Lars-Åke Engblom*

Vice Chairman: *Raimo Salokangas*

Skovmand, Michael: *What's on at the Globe*. Århus, Århus Universitet, Engelsk Institut, 1997, 13 p.

How effective was the kind of communication that informed people about what was on at the Globe Theatre in London at the age of Shakespeare? Does it in fact make sense to view Shakespeare's theatre as part of, perhaps even constitutive of, a pre-mass media early form of a "bourgeois public sphere" in the Habermas sense of the term? The paper shall argue that the theatres between 1567 and 1642 played an important part in the formation of an early, pre-mass media "public sphere" or "Öffentlichkeit" with London as its primary focus.

Group 13. Mediated Interpersonal Communication

Chairman: *Pekka Isotalus*

Vice Chairman: *Maili Pörhölä*

Isotalus, Pekka: *Television Performance as Interaction*. Jyväskylä, University of Jyväskylä, Department of Communication, 1997, 16 p.

The author describes interaction between a viewer and a television presenter. With the help of a visual model, the author illustrates the communication situation and various interrelationships connected to it.

Group 15/18. Media and Political Communication/Media and Global Culture

Chairman: *Oddgeir Tveiten*

Vice Chairman: *Bengt Johansson*

Alhassan, Amin: *Ethnicity and the Media in Africa*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 15 p.

The author discusses ethnicity and media with particular reference to Ghana and Nigeria. In the author's view, the chance to communicate in mass media in one's native language must be seen as a democratic necessity.

Pietiläinen, Jukka: *News Flow to Finland: Stable Structures in a Changing*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 17 p.

The paper presents results of a quantitative content analysis of Finnish data of a 1995 news flow study and compares them with previous foreign news studies done in Finland.

Tveiten, Oddgeir: *A Hard Reign's a gonna Fall*. Bergen, Universitetet i Bergen, Institutt for medievitenenskap, 1997, 23 p.

Ten days before the allied forces began their ground offensive in the Gulf war in 1991, president Mikhail Gorbachev presented an alternative to military action. The author gives a narrative comparison of seven newspapers' coverage of this. The newspapers are Swedish, Norwegian and from the USA.

Group 16. Multi-Media and New Media Technology

Chairman: *Bo Fibiger*

Vice Chairman: *Pertti Hurme*

Mayer, Paul: *Computer Mediated Interactivity*. København, Københavns Universitet, Institut for Film- og Medievidenskab, 1997, 18 p.

The paper begins by reviewing the thinking of a few significant writers whose works have been important for the literature on computer media and interactivity. Thereafter, it will recast and extend some of their conceptions of interactivity in reference to a social semiotic analysis of computer mediated interactivity.

Group 17. Public Service Broadcasting in Transition

Chairman: *Henrik Søndergaard*

Vice Chairman: *Olof Hultén*

Skogerbø, Eli; Syvertsen, Trine: *Television in Scandinavia, Netherlands and Belgium: The New European Order*. Oslo, Norges forskningsråd, ARENA; Universitetet i Oslo, Institutt for medier og kommunikasjon, 1997, 18 p.

The authors gives an outline of the television systems in Scandinavia, Netherlands and Belgium; their background and their history.

Group 19. Journalism Research and Critical Analysis of Journalism

Chairman: *Lars Rosenblad*

Vice Chairman: *Svein Brurås*

Heikkilä, Heikki; Kunelius, Risto: *Access, Dialogue, Deliberation: Experimenting with Three Concepts of Journalism and Representation*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 24 p.

The authors examine three ideas in journalism research: access, dialogue and deliberation with the view of reconsidering some of the basic notions on which journalism and journalism research are basically built on.

Mörä, Tuomo: *Behind the Media Content: The Liane Model*. Helsinki, University of Helsinki, Department of Communication, 1997, 5 p.

The author aims at creating a model in order to analyze processes behind media content. The model is meant to be a tool in understanding why and how reality is represented in mass media.

Uskali, Turo: *A Need to Study: Foreign Correspondents*. Jyväskylä, University of Jyväskylä, Department of Communication, 1997, 4 p.

The author deals with foreign correspondents, particularly with Finnish correspondents in Moscow and their work there.

Group 20. The Sociology and Aesthetics of News Reporting

Chairman: *Stig Hjarvard*

Vice Chairman: *Jan Ekekrantz*

Sirkkunen, Esa: *In an Electric Tram: Journeys from Text to Context (and back again)*. Tampere, University of Tampere, Department of Journalism and Mass Communication, 1997, 12 p.

The author studies the genre of reportage as a part of journalism of a certain period and in a broader textual world. He uses a framework of threefold typology: the world of the text, the world of the genres in a newspaper issue, and journalistic institution.

Tveiten, Oddgeir: *The Meaning of Modernization: US media and the Sandinista Story*. Bergen, Universitetet i Bergen, Institutt for medievitenskap, 1997, 30 p.

The author discusses the US media coverage of the 1990 election in Nicaragua. He uses the concept of modernization to explain the picture of the Nicaraguan political scene.

Ytreberg, Espen: *Discourses of Egalitarianism in Popular Journalism: The Case of Norwegian Prime-Time Combined-Genre Shows*. Oslo, Universitetet i Oslo, Institutt for medier og kommunikasjon, 1997, 27 p.

The author analyses the way in which the rhetoric of egalitarianism is expounded by programme hosts and guests in two prime time combined-genre shows on Norwegian television ("Par-i-bol", 1992 and "Rondo", 1994-5). He focuses on these programmes' social roles and relations of interaction, explaining them in terms of the social settings that the programmes construct.