

## Sweden

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Back, Jon (2016). *Designing public play: playful engagement, constructed activity, and player experience*. Uppsala. 94 p. (Uppsala Studies in Human-Computer Interaction; Nr. 2).

This thesis sets out to explore why people engage in, and how to design for, play in a public setting. It does this by separating design for play from design of games, describing play as a socially and mentally understood activity, and a playful approach to engaging in that activity. It emphasises that while play is voluntary, design can help shape the players' mode of engagement.

The thesis uses a qualitative and inductive approach to research, with an understanding of knowledge as being constructed in the individual. The research is grounded in human computer interaction and interaction design, and closely related to game studies and design science.

[Fulltext>>](#)

Benulic Kajsa-Stina (2016). *A beef with meat: media and audience framings of environmentally unsustainable production and consumption*. Huddinge: Södertörns högskola. 307 s. (Södertörn doctoral dissertations; Nr. 126).

The aim of this thesis is to identify potential routes of participation in environmentally sustainable changes of the Swedish meat production and consumption. Changes are needed as meat production and consumption have been linked to serious environmental problems, such as climate change, biodiversity loss, and land use change. Scientists, international organizations, and Swedish government authorities have identified individual consumer responsibility as key in making that change happen. The public is to be informed and educated to make more environmentally sustainable choices as meat consumers, and become more supportive of policy instruments. This strategy, which mirrors the dominant approach to solving environmental problems, is suggested by government authorities despite their suspicion that media should have made most Swedes aware of the environmental impacts of meat.

[Fulltext >>](#)

Brändström, Annika (2016). *Crisis, accountability and blame management: strategies and survival of political office-holders*. Stockholm: CRISMART, Swedish Defence University. 161 p. (CRISMART; Nr. 44).

Crises are an integral part of our modern world; they are breaking points that disturb our sense of normalcy. While some of them are treated as 'normal incidents' that are bound to occur in a vast and complex array of governmental activities, others spark a blaze of media attention, public emotions, and political upheaval. This thesis explores how political office-holders respond to incidents that are perceived as blameworthy and how crisis-induced accountability processes affect their political careers. In an attempt to determine this, a series of case studies containing elements of high-pressure crisis-induced accountability were examined.

[Fulltext>>](#)

Dahlberg-Grundberg, Michael (2016). *Digital media and the transnationalization of protests*. Umeå: Umeå universitet. 57 p. (Akademiska avhandlingar vid Sociologiska institutionen, Umeå universitet; Nr. 77).

Recent developments in communications technology have transformed how social movements might mobilize, and how they can organize their activities. This thesis explores some of the geographical consequences of the use of digital media for political activism. It does this by focusing on the transnationalization of protests. The aim is to analyse how movements with different organizational structures and political scopes are affected by their use of digital media. This is done with a specific focus on how digital media use influences or enables transnational modes of organization and activism. The thesis comprises four different case studies where each study examines a social movement with a specific organizational structure.

[Fulltext>>](#)

Danielsson, Magnus (2016). *Den granskande makten: institutionell identitet och rättsnarrativ i SVT:s Uppdrag granskning*. Stockholm: Stockholms universitet. 303 p. (Doktorsavhandlingar från JMK; Nr. 47).

SVT:s Uppdrag granskning ett av de mest högprofilerade TV-program som specialiserat sig på uppgiften att granska makten. Programmet studeras i den egenskapen som en fallstudie inom forskningsområdet journalistik och makt.

Journalistisk granskning av makt utgör ett sätt på vilket det demokratiska samhället hanterar vissa typer av överträdelse, skuld och ansvar. Uppdrag granskning kan i det sammanhanget ses och undersökas som en social institution som agerar inom det rätts-moraliska området. Reportrar identifierar överträdelser, leder i bevis, intervjuar offer och vittnen, ställer överträdare till svars samt initierar diskussioner kring rättvisa, moral och samhällsansvar. En narrativ analys av fem utvalda program inriktar sig på att undersöka hur programmets granskningar konstruerar institutionell identitet samt formerar, reproducerar och legitimerar journalistikens egen makt och legitimitet då de presenteras i rättsnarrativ form.

[Fulltext>>](#)

Doona, Joanna (2016). *Political comedy engagement: genre work, political identity and cultural citizenship*. Lund: Lund University. 256 p. (Lund Studies in Media and Communication; Nr. 20).

Politisk komedi är en hybridgenre där politiska nyheter och analyser blandas med komedi och underhållning. Allt eftersom politisk komedi ökar i popularitet – i de flesta medieformer och nationella kontexter – arbetar forskare med att förstå dess roll i relation till medborgarskap, och det kan konstateras att genren utmanar den vetenskapliga förståelsen av politiska medier och medborgarskap. Denna avhandling undersöker och utvecklar därför förståelsen av hur publikens engagemang i politisk komedi främjar politiskt och kulturellt medborgarskap. Detta fokus på engagemang sätter de varierade och dynamiska subjektspositionerna inom publiken i centrum, samt poängterar hur människor i alla omständigheter använder både emotionella och rationella sätt att resonera, snarare än det ena eller det andra – något som är av särskild vikt i relation till politisk komedi.

[Fulltext>>](#)

Edenborg, Emil (2016). *Nothing more to see: contestations of belonging and visibility in Russian media*. Malmö . (Malmö Studies in Global Politics ; Nr. 1). (Lund Political Studies).

Syftet med denna avhandling är att undersöka vilken roll synlighet spelar i skapandet och utmanandet av tillhörighet till politiska gemenskaper. Baserat på en empirisk studie av ryska medier under 2010-talet föreslås ett sätt att teoretiskt begreppsliggöra förhållandet mellan synlighet och tillhörighet, som utgår från idén att vad som blir synligt för en publik och hur, samt vad som blir osynligt, är föremål för ständig politisk reglering och konflikt. Denna teori försöker nå bortom både ett synsätt på tillhörighet som enbart fokuserar på tal och en binär förståelse av synlighet som antingen emancipatorisk eller repressiv. I tre fallstudier undersöker avhandlingen olika aspekter på problematiken kring tillhörighet och synlighet. I varje fall – vilka samtliga fokuserar på konflikter kring specifika tillhörighetsprojekt som utspelar sig i samtida ryska medier – står könade, sexualiserade och etnifierade föreställningar om gemenskapen i centrum för konflikterna. För det första, genom att analysera narrativ i ryska medier om 2013 års förbud mot "homosexuell propaganda", visar avhandlingen att eftersom tillhörighetsprojekt vilar på särskilda könade och sexualiserade föreställningar om gemenskapen, strävar de efter att reglera hur ej önskvärda, icke-normativa subjekt blir synliga. Men dessa regleringsförsök innehåller spänningar som kan fungera som utgångspunkt för konflikt.

[Fulltext>>](#)

Edoff, Erik (2016). *Storstadens dagbok: Boulevardpressen och mediasystemet i det sena 1800-talets Stockholm*. Lund. 288 p. (Mediehistoriskt arkiv; Nr. 33).

Avhandlingen undersöker Stockholms boulevardpress under det sena 1800-talet. Studiens huvudsakliga empiriska material utgörs av de fyra boulevardveckotidningarna Figaro, Vikingen, Budkaflen och Hvad Nytt. Boulevardpressens största intresse var den lokala societeten och de teatrar och restauranger den frekventerade. Syftet med avhandlingen är att undersöka tidningstypen med särskild hänsyn till dess roll i ett samtida mediasystem och dess konstruktion av Stockholm som storstad. Analysen är inspirerad av den kulturhistoriska medieforskningen, ett fält från vilket mediasystembegreppet är hämtat. Förutom det breda mediebegreppet är kärnan i angreppssättet att alla medier på olika sätt relaterar till andra fenomen i samhället, bland annat andra medier.

[Fulltext>>](#)

Eriksson, Lovisa (2016). *Online together: A sociological study of the concept of togetherness and the contemporary conditions for social interaction*. Uppsala: Uppsala universitet. 176 p. (Studia Sociologica Upsaliensia; Nr. 64).

The recent advances in digital communication technologies have altered the way in which people socialize on a day-to-day basis. A question that has arisen in relation to this is what being somewhere together actually means at a time when our interactions are no longer confined to shared physical places.

The phenomenon of being somewhere together (also: togetherness) has previously been studied within the fields of social presence theory (which focuses on digitally mediated 'togetherness' and primarily departs from a psychological perspective) and microsociology (which takes an arguably more interactional approach to the idea of being together but primarily focuses on face-to-face interaction).

[Fulltext>>](#)

Eriksson, Thommy (2016). *A poetics of virtuality*. Göteborg: Chalmers University of Technology. 310 p. (Doktorsavhandlingar vid Chalmers tekniska högskola; Nr. 4001).

How is virtuality represented in fiction, and what does that say about our anticipations and fears about what the virtual is and will be? This text, a poetics of virtuality, explores fictional representations of virtuality, primarily in movies and literature, but also in media productions done by the author. The aim is to study the dream of virtuality. What are we promised? What do we anticipate? What do we fear? This is why the study has focused on fictional virtualities, where the storyteller is somewhat free to represent the virtual, and let cultural ideas emerge, untethered by the technical constraints that govern real-life virtuality technology. The study has two methodological approaches. One is the analysis of a large number of fictional narrative texts representing virtuality, primarily movies but also a few novels and short stories. The other is the study of the author's own work producing media products involving virtuality. The chosen research design utilizes the author's position as both an academic and a computer graphic artist.

[Fulltext >>](#)

Ezz El Din, Mahitab (2016). *Beyond orientalism and occidentalism: identity constructions in Arab and Western news media*. 315 p. Örebro: Örebro universitet.

This study examines how the media construct the identities of the Other by creating various 'us' versus 'them' positions (Othering) when covering non-violence-based intercultural conflicts in Arab and Western news media. Othering in this study is understood as an umbrella concept that in general terms refers to the discursive process of constructing and positioning the Self and the Other into separate identities of an 'us' and a 'them.'

The results show that Othering is a central discursive practice that is commonly adopted in both Arab and Western media coverage of non-violent intercultural conflicts, but it appears in different forms. Many of the previous studies have devoted considerable attention to rather conventional dichotomous constructions of Eastern and Western Others. The present study, in contrast, brings to the fore more non-conventional constructions and, while recognizing the occurrence of the conventional constructions, goes beyond these binary oppositions of 'us' and 'them'. Variations in the types of identity constructions found in my study can be attributed to the mode of the article, the actors/voices included, the media affiliations and the topic and its overall contextualization.

[Fulltext >>](#)

Firer-Blaess, Sylvain (2016). *The collective identity of Anonymous: web of meanings in a digitally enabled movement*. Uppsala. 220 p. (Uppsala Studies in Media and Communication; Nr. 12).

The present dissertation explores the collective identity of the Anonymous movement. This movement is characterised by the heterogeneity of its activities, from meme-crafting to pranks to activist actions, with a wide range of goals and tactics. Such heterogeneity raises the question as to why such a diverse group of people makes the decision to act under the same name. To answer this question, the concept of collective identity is applied, which describes how participants collectively construct the definition of their group.

[Fulltext >>](#)

Grandien, Christina (2016). *Strategic Communication Found in Translation: Practices, Practitioners and Perceptions*. Sundsvall: Mid Sweden University. 197 p. (Doctoral Thesis; Nr. 251).

This dissertation seeks to explore how institutional, organizational and individual factors influence the development of strategic communication. The dissertation illustrates how new institutional theory can be applied to address the development of strategic communication as a process that is produced on different interrelated institutional levels. It also shows that multiple levels need to be addressed in order to develop a more comprehensive understanding of strategic communication. Further, it describes how the development of strategic communication is restricted and enabled by societal and organizational discourse in processes that are not always controlled by communication professionals. The dissertation also explores how popular ideas or successful recipes for strategic communication are spread between organizations in the same field, but are adjusted or translated in order to fit organizational preconditions.

[Fulltext>>](#)

Hamrin, Solange (2016). *Communicative leadership: (Re)Contextualizing a Swedish concept in theory and within organizational settings*. Sundsvall: Mittuniversitetet. 176 p. (Mid Sweden University doctoral thesis; Nr. 235).

Denna avhandlings syfte är såväl att teoretisera begreppet kommunikativt ledarskap som att utforska begreppets konstruktion och användning i tre svenska nationella och multinationella organisationer. 'Kommunikativt ledarskap' är ett begrepp som ofta används i svenska organisationer. Det syftar i praktiken på ledares kommunikationskompetens i förhållanden med andra, och specifikt mot medarbetare. Generellt förutsätter begreppet att kommunikativa ledare är bättre på att kommunicera än andra ledare. Organisationer som använder begreppet utvärderar och utvecklar ledarnas kommunikativa kompetens i enlighet därmed.

[Fulltext>>](#)

Henriksen, Line (2016). *In the company of ghosts: hauntology, ethics, digital monsters*. Linköping: Linköping University Electronic Press. 207 p. (Linköping Studies in Arts and Science; Nr. 668). DOI: 10.3384/diss.diva-127021

This thesis explores French philosopher Jacques Derrida's 'hauntology' through the lens of digital monsters and feminist theory.

By engaging with hauntology through contemporary stories of digital monsters – such as *The Curious Case of Smile.jpg*, *Welcome to Night Vale* and *Mushroom Land TV* - the thesis discusses how such troubling hauntings might be imagined, and what it means to think an ethics based on responsibility towards the undecidable. In this way, the thesis brings together hauntology and digital media, arguing that thinking with and through the figure of the ghost as well as the digital monster may lead to different and critical ways of imagining both the world and ethics.

[Fulltext>>](#)

Hessérus, Mattias (2016). *Rätten till privatlivet: och moralen bakom omoralen i svensk press 1920 – 1980*. 410 p. Uppsala universitet.

This thesis examines the development of the notion of the right to privacy in Sweden between 1920 and 1980. The formation of the notion of the right to privacy is studied through the debate concerning exposure of the aspect of privacy that can be considered the most sensitive: the individual's sex life and intimate relations.

The theoretical framework is based on the sociologist Ferdinand Tönnies' concepts of *Gemeinschaft* and *Gesellschaft* (community and association). The thesis pays particular attention to privacy in relation to the development of the "media society" during the 20th century.

Three significant shifts in the Swedish history of privacy during the 20th century are identified and examined: The boycott of the muck-raking paper *Fäderneslandet* ("The Fatherland") in 1927, the introduction of "the sanctity of private life" in the rules of the Swedish Publicists' Association in 1953 and the appointment of the Integrity Protection Committee in 1966.

No Fulltext

Holmberg, Nils (2016). *Effects of online advertising on children's visual attention and task performance during free and goal-directed internet use: a media psychology approach to children's website interaction and advert distraction*. Lund: Lund University. (Lund Studies in Media and Communication; Nr. 21).

Denna avhandling består av fyra delstudier som undersöker hur internetreklam påverkar barns visuella uppmärksamhet. Syftet med studierna var att ta reda på om barn distraherades av internetreklam när de interagerade med webbsidor med hjälp av en vanlig webbläsare. Varje delstudie undersökte hur en specifik uppsättning variabler och faktorer gemensamt bidrog till att predicera hur barnen betraktade internetreklam som presenterades på ett antal webbsidor. De faktorer som varierades i samband med barnens internetanvändning var: 1) vilken webbaserad uppgift barnet skulle försöka lösa på nätet (fri webbsurfning, kommersiellt online-spel, textläsning på nätet, eller informationssökning), 2) webbannonsernas perceptuella och innehållsliga egenskaper (perceptuell prominens och innehållslig relevans), och 3) barnens demografiska egenskaper och individuella förmåga att kontrollera sitt blickbeteende.

[Fulltext>>](#)

Holmqvist, Fredrik (2016). *Populärhistoriens tjusning och kraft: Peter Englund och Herman Lindqvist i svensk historiekultur 1988-1995*. Umeå: Umeå universitet. 325 P. (Umeå studies in history and education; Nr. 14).

This dissertation is a study of popular history in Sweden from the late 1980's to the mid 1990's. The aim is to investigate and discuss Peter Englund's and Herman Lindqvist's historical accounts and their roles as public historians during the studied period. The study problematizes recurring issues in Sweden's popular historical tradition, including the balance between cultivation and entertainment, culture and commercialism, academic and journalistic prose, impersonal style and the author as media celebrity. The focus is on the narrative structure of Englund's and Lindqvist's historical accounts, the mediated meaning of these accounts, and the mediated meaning of Englund and Lindqvist as popular historians.

[Fulltext>>](#)

Idevall, Karin Hagren (2016). *Språk och rasism: privilegiering och diskriminering i offentlig, medierad interaktion*. Uppsala: Uppsala universitet. (Skrifter utgivna av Institutionen för nordiska språk vid Uppsala universitet; Nr. 97).

The aim of the dissertation is to explore how racism is reproduced in interaction in public debates on immigration, integration and refugee policy. From a constructivist pragmatic perspective, language is considered as a practice that composes and makes sense of our social world and all the phenomena and individuals that we perceive in it. Racist discourses discriminate against and privilege people by categorising them according to notions of cultural, ethnical, racial, religious and national differences. The thesis has two main themes: 1) the linguistic reproduction of, and response to, racist discrimination and privileging in interaction, and 2) the role of language in various public arenas, and the norms and conditions for participation in these arenas. The thesis comprises five studies. Study I examines racist discourses and conditions for participation in an online newspaper comments section. Study II examines how the phrase "politically correct" is used and negotiated in the same comments section, and how its usage leads to the reproduction and normalisation of racism.

[Fulltext>>](#)

Jacobsson, Diana (2016). *Bruised by the invisible hand: a critical examination of journalistic representations and the naturalization of neoliberal ideology in times of industrial crisis*. Göteborg: University of Gothenburg. 221 p. (Göteborgsstudier i journalistik och masskommunikation).

This dissertation revolves around questions that are central to the field of media and journalism research, questions about journalism and ideology, about journalistic agency and autonomy, and the room for maneuver and vulnerability of journalism today. The purpose of the study is to examine how neoliberal discourse operates in news media reporting of industrial crisis. Departing from critical theory and critical discourse analysis, the study suggests that how neoliberal discourse operates in the journalistic understanding of the relationship between state, labor and capital, becomes visible in the way that questions of rights and responsibilities connected to workers, politics and the business elite are shaped in a situation where mass unemployment is the expected outcome.

[Fulltext >>](#)

Järpvall, Charlie (2016). *Pappersarbete: formandet av och föreställningar om kontorspapper som medium*. Lund, Mediehistoria 256 p. (Mediehistoriskt arkiv).

Avhandlingen syftar till att ge ett bidrag till kontorets mediehistoria genom att studera en av dess viktigaste medieformer, kontorspappret. Mer specifikt är syftet att beskriva och analysera de föreställningar och idéer om kontorspapper som kommunikationsmedium som uttrycktes i Sverige under första halvan av 1900-talet. Runt mitten av förra seklet formades kontorspappret såsom vi känner det i dag genom en standardisering av pappersformaten och av blanketternas form. Dessa två processer, debatten om standardiseringen av pappersformaten och standardiseringen av blanketter utgör avhandlingens två fallstudier. Att studera kontorspappret innebär att studera det informationssystem som kontoret utgjorde under tidsperioden. Genom en analys av standardiseringen av kontorspappret synliggörs idéer om ordning, rationalitet, byråkratisering, taylorisering och om informationssystemets industrialisering.

[Fulltext>>](#)



Katsivelis, Paul (2016). *Sharia och livet: Islamisk retorik om makt, moral och medelvägen (wasatiyya) på al-Jazira*. 261 p. Stockholm: Stockholms universitet.

Claiming a 40 million viewer population, with 97% of viewers Muslims ([www.allied-media.com](http://www.allied-media.com)), Jazeera Satellite Channel (JSC) stands out within the sphere of influence among the Arab world. This thesis will examine whether Islam within JSC programming is open to progressive ideas that challenge the intellectual and material lives of its adherents.

Few media in the Arab world try to exploit the political potential of television as much as JSC. The network covers a broad array of topics ranging from domestic and international relations to moral guidance within Islam. The media's interest in Islam became a burning issue in the West since the coordinated terror attacks in September 11, 2001 that destroyed the World Trade Centre in New York. Not only were the terror attacks broadcasted live on television screens around the world, but the traumatic crime scene footage in the weeks that followed framed Islam as a religion that promotes violence.

[Fulltext>>](#)

Larsson, Åsa Bharati 2016, *Colonizing fever: race and media cultures in late nineteenth-century Sweden*. Ph.d.-afhandling, Uppsala universitet, Uppsala. 311 p. Mediehistoriskt arkiv, nr. 32

The dissertation focuses on visual representations of the colonial world in late nineteenth-century Sweden. Situated at the intersection between postcolonial studies, visual culture studies and cultural histories of media, the study has a threefold aim. Firstly, it aims to draw attention to the presence of a colonial discourse in empirical material, the majority of which has not received attention before. Secondly, it analyzes these visual representations of the colonial world, in an expanding media culture in late nineteenth century. Thirdly, it explores how a mutual vision of the European colonial project and its civilizing mission was created via visual strategies and descriptions. The material comprises a wide range of media, visual arts, ephemera and illustrated press.

[Fulltext >>](#)

Lindén, Lisa (2016). *Communicating care: the contradictions of HPV vaccination campaigns*. Linköping: Linköping University. 259 p. (Linköping Studies in Arts and Science; Nr. 682). DOI: 10.3384/diss.diva-127638

Denna avhandling undersöker tre statligt finansierade kampanjer mot human papillomvirus (HPV) i Sverige. Författaren visar att kampanjerna innehåller och artikulerar olika former av omsorg som inte är begränsade till att endast uppmana människor att "ta hand om sig själva" eller "bry sig om andra". Istället studeras omsorg som något mångfasetterat och kontextuellt, och som något som innefattar såväl mänskliga som icke-mänskliga komponenter. I studien fokuserar författaren på hur aktörer möjliggör och problematiserar olika former av omsorg. Dessa aktörer inkluderar yrkesverksamma inom landsting som försöker kommunicera omsorg till tjejer och deras anhöriga, men också olika materiella ting, såsom en "HPV-app", en Facebook-kampanjsida och en vaccinationshusvagn.

[Fulltext>>](#)



Lorentzen, David Gunnar (2016). *Following tweets around: Informetric methodology for the Twittersphere*. Borås.

Avhandlingen syftar till att kritiskt diskutera metodologi och specifika metoder för insamling och analys av Twitterdata, baserat på de identifierade möjligheter och begränsningar som finns i interaktionen med plattformen. Vedertagna datasamlingsmetoder, som antingen är baserade på sökningar efter tweets innehållande hashtags eller genom att följa användare, testas och diskuteras. Ett huvudproblem identifieras i att kompletta konversationer inte kan utvinnas med dessa metoder. För att lösa problemet utvecklas, presenteras och utvärderas en ny metod. Genom att applicera de vedertagna metoderna och den utvecklade metoden på exemplet politisk Twitter-användning kommer avhandlingen bland annat fram till att fallet domineras av 1000 användare, att olika åsiktsströmmar möts och att diskussion uppstår.

[Fulltext>>](#)

Månsson, Adam Wickberg (2016). *Cultural techniques of presence: Luis de Góngora and early modern media*. Stockholm. 286 p. (Forskarskolan i kulturhistoriska studier (FoKult) ).

This dissertation investigates the materiality of Early Modern Spanish poetry and particularly that of Luis de Góngora (1561-1627). Its purpose is to focus on physical and concrete aspects in order to create new knowledge of the past. In understanding the poetry of Góngora as a conceptual object resulting from the ontic operations of cultural techniques, it tries to show how these cultural phenomena were deeply embedded in various spheres held separate by modern institutions. The dissertation shows how the material existence of the poetry associated with the name "Góngora" was far from stable.

[Fulltext>](#)

Prax, Patrick (2016). *Co-creative game design as participatory alternative media*. Uppsala: Acta Universitatis Upsaliensis. 95 p. (Uppsala Studies in Media and Communication; Nr. 11).

The possibility of co-creation exists for all media, but game design has developed a culture that is unusually open to co-creation. This dissertation investigates significant cases of co-creation in mainstream games in order to explore how games can be co-created as alternative or critical media by their players. The core argument in the dissertation is that players co-create the design of a game only if certain conditions are met, namely: (1) player creation of a text or communication infrastructure that modifies the properties of the game and from which play emerges; (2) that this is done for a considerable group of players who share a particular practice of play; (3) that this is done not only by playing the game but by changing how others play it in a distinct creative activity, and (4), with the potential to subvert or contest the original design of the game.

[Fulltext>>](#)

Rossholm, Elisa (2016). *I väntan på huvudpersonen: identitet och identifikation i svensk skämtbild 1870-1900*. 249 p. Stockholm: Makadam.

In the decades around 1900, political and social cartoons flourished in humour and satire magazines in the Swedish capital. The thesis presents a new theoretical start on the nature of humour in cartoons: the idea of the comical is argued as effects of reality notions and bracketing reality notions. The theory is a prerequisite for understanding the mechanisms of the identity play performed in the comic scenes. The thesis pursues a search for the object or the character with whom the intended recipient was expected to identify, referred to as the "the main character". The analysis is based on a kind of theatrical construction, where the real city, its pleasures, secrets and dangers constitute the material for the image's scenes. The characters in the scenes act out the dangers and ambiguities that the city's bourgeois man faced.

[Fulltext>>](#)

Sadowski, Helga (2016). *Digital intimacies: doing digital media differently*. Linköping University Electronic Press. 113 p. (Linköping Studies in Arts and Science; Nr. 691). DOI: 10.3384/diss.diva-132634

Digitala medier har blivit en integrerad del av och en intim närvaro i många människors vardag. Med hjälp av begreppet digital intimitet, som tar dessa förändringar på allvar, analyserar denna avhandling hur digitala medier blir mer intima och hur intimitet remedieras i digitala kulturer. Detta görs utifrån perspektiv hämtade från feministiska kulturstudier och affektteori.

Tre olika strategiska exempel på digital intimitet diskuteras. Det första exemplet hanterar näthat och trakasserier online och utgör ett slags motståndsstrategier. Det andra handlar om utbildningsinitiativ inom programmering riktade till kvinnor, ämnade att ge kvinnor större digital tillgång, närhet och närvaro. Det tredje fallet undersöker den digitala subkulturen kring ASMR ('autonomous sensory meridian response'), en intim multi-sensorisk stimulering som ofta understöds av videoklipp online.

[Fulltext>>](#)

Sayed, Zehra (2016). *Postcolonial perspective on international knowledge transfer and spillover to Indian news media: from institutional duality to third space*. Jönköping International Business School, 284 p. (JIBS Dissertation Series, nr. 107)

This thesis examines the ways in which postcolonial ambivalence – a symptomatic condition of postcolonial societies in which they simultaneously embrace and reject the cultural, political and economic processes and expressions of the "ex-colonizer" – plays out in current globalization. This dialectic may be particularly apparent in the transfer of knowledge from developed-country MNCs to subsidiaries located in formerly colonized, now developing countries. It may also play a prominent role in the spillover of such knowledge onto local industries.

Mainstream studies in these two fields, however, converge on the argument that institutional differences between the MNC's home country and the subsidiary context – institutional duality – plays a key role in explaining knowledge transfer and spillover, in particular the failure of these processes.

[Fulltext>>](#)

Stam, Maria (2016). *Medier, lärande och det mediespecifika: en undersökning om den rörliga bildens plats och betydelse i ett ämnesövergripande projekt*. 122 p. Umeå: Umeå universitet.

The overall purpose of this licentiate thesis is to explore how different media is considered and valued by teachers in an interdisciplinary project in which the subjects of Art and Swedish are included. In the project, The Horror Genre in Literature and Film, a variety of mediations are represented: speech, writing, still- and moving images. The study focuses on the teaching strategies and approaches that participating teachers have in relation to the project's various mediations. The central concern is how the media of moving images is considered in the project. Of particular interest for my study is the question if teachers takes into account the media's special possibilities and limitations in their teaching. The theoretical framework is sociocultural theory, narrative theory and theories from the field of media and multimodality.

[Fulltext>>](#)

Stenberg, Jacob (2016). *The communicative state: Political public relations and the rise of the innovation hype in Sweden*. 266 p. Lund: Lund University. (Lund Studies in Media and Communication; Nr. 19).

Government agencies in Sweden are experiencing a communicative turn where notions concerning branding, image and identity have become standardized tools and concerns. Public relations, with its focus on persuasion and creating relations with external actors, is part of this communicative turn. This book is concerned with how government agencies practice political public relations in a more communicatively orientated political landscape. By describing and analyzing two government agencies' public relations work, this dissertation aims to understand how contemporary agencies use persuasion and the management of external relations in order to promote political issues and the political and democratic implications these practices may subsequently have. In the post-financial crisis of 2008, innovation emerged as a political issue on many government agencies' agendas.

[Fulltext>>](#)

Stoehrel, Rodrigo Ferrada (2016). *The mediation of affect: security, fear and subversive hope in visual culture*. Umeå: Umeå universitet.

The overarching purpose of this study has been to problematise how visual practices and the mediation of affect is linked to the capacity to produce (new) perceptual realities, sensations and imaginaries, ultimately aiming to legitimate or counter-legitimate the hegemonic discourses and practices mobilised in the name of security. The first part of my thesis approaches this matter through an analysis of media cultures and discursive systems circulating within the court and the state military.

[Fulltext>>](#)

Svensson, Emma (2016). *Mind the mind: strategic communication in the Swedish green party*. Uppsala. 240 p. (Uppsala Studies in Media and Communication; Nr. 10).

An increasingly complex environment and pressure from external publics on organizations to speak consistently challenge contemporary organizations. Strategic communication has been portrayed as offering a method for organizations to handle these complexities and is characterized not only as a rational way to handle problems organizations face by centralizing, planning, and controlling, but as inevitable. Contrary to the conventional understanding of strategic communication as being a micro-level action, I recognize in this thesis that organizations' strategic communication making is socially embedded. Thus, taken for granted ways of engaging in strategic communication play a vital role for what activities are conducted and how. Hence strategic communication is viewed to also constitute a macro-level phenomenon (a 'strategic communication mind') that reciprocally interacts with how participants engage in strategic communication making at the micro-level.

No Fulltext

Söderlund, Hanna (2016). *"Jättekul att det är så många tjejer här ikväll": en interaktionell studie om humor och kön i tv-programmet Parlamentet*. Umeå: Umeå universitet. 210 p. (Nordsvenska; Nr. 24).

The purpose of this study is to explore how the relation between gender and humour is maintained and challenged in the Swedish TV show *Parlamentet*. Using an interactional approach based on Judith Baxter's theoretical framework for feminist post-structuralist discourse analysis, the study focuses on how communicative strategies are used in negotiating for the ideal position of "the successful comedian". This position is seen as an ideal position in *Parlamentet*, where comedians do political parody. In the conversation sequences examined in this study, both verbal and bodily semiotic modes have been analyzed using conversation analysis and multimodal analysis. The study focuses on how different communicative strategies encourage or reject the comedians and how this leads to different possibilities in negotiating for a powerful position, the position of the successful comedian. Humour is culturally seen as a male-coded discourse.

[Fulltext>>](#)

Werner, Petra (2016). *Ett medialt museum: lärandets estetik i svensk television 1956-1969*. Stockholm: Symposion Brutus Östlings bokförlag. 298 p. (Södertörn doctoral dissertations; Nr. 123).

This thesis investigates the aesthetic interpretation of learning processes in television produced and broadcast in Sweden between 1956 and 1969. The thesis explores how these programmes are linked to concepts of *Bildung* by their aesthetics, by which the intangible cultural heritage is entrusted in the form of oral and visual traditions, storytelling and games/play, where learning is the common denominator. The programmes are divided into three categories: aesthetics of attentiveness, aesthetics of tale/storytelling and aesthetics of play. The detailed, thick, descriptions of the programmes emanating from the close-readings shall be, together with the aesthetic categories that I have formulated and expressed in a model, regarded as the survey's key findings.

[Fulltext>>](#)

Winell, Anneli (2016). *"Godis för kropp och själ": välbefinnande och vardagsandlighet i tre svenska kvinnotidningar*. Uppsala: Acta Universitatis Upsaliensis. 221 p. (Studies in Religion and Society; Nr. 14).

This thesis analyses discourses on health and wellbeing in three Swedish lifestyle magazines for women, Amelia, Tara and M-magasin, and how readers of these magazines reflect on and negotiate the values and identities presented in them. The aim of the thesis is to contribute to increased knowledge about mediatized religion, directed to women by commercial women's magazines on a secular market, and how this religion is presented, perceived and used as a resource for women's wellbeing, lifestyle and identity. The study is a qualitative case study combining a content analysis of what is referred to as the wellbeing discourses of the three magazines, and a reception study. This design was selected to combine a media centred and a consumer oriented perspective. Inspired by Nancy T. Ammerman, the magazines' and the readers' discursive understanding of religion and spirituality was approached through the concept of everyday religion.

[Fulltext>>](#)

Wälivaara, Josefine (2016). *Dreams of a subversive future: sexuality, (hetero)normativity, and queer potential in science fiction film and television*. Umeå universitet, Umeå. 214 p.

The aim of the thesis is to explore depictions of sexuality in popular science fiction film and television through a focus on storytelling, narrative, characters and genre. The thesis analyses science fiction as a film and television genre with a focus on the conventions, interpretations, and definitions of genre as part of larger contexts. Central to the argumentation is films and television series, from Star Wars and Star Trek, to Firefly and Torchwood. The approach allows a consideration of how the storytelling conventions of science fiction are, and have been, affected by its contexts. Through a consideration of a historical de-emphasis on narrative complexity and character formation in science fiction, the thesis displays and analyses a salient tendency towards juvenile and heteronormative narratives. This tendency is represented by a concept that I call the Star'verses, through which this dominant idea of science fiction as a juvenile, techno-centred, masculine, and heteronormative genre became firmly established. Fulltext>>

[Fulltext>>](#)

Åhlén, David Rynell (2016). *Samtida konst på bästa sändningstid: konst i svensk television 1956–1969*. Lund: Lunds universitet. 304 p. (Mediehistoriskt arkiv; Nr. 31).

This dissertation investigates the mediation of art on Swedish television during the 1950s and 1960s. The aim is to examine how the new medium of television was put to use in the dissemination and promotion of contemporary and modernist art during this time. The primary research question concerns the significance and consequences of television as a media form for the practices of art popularization and art education. The introduction of the new medium coincided with the post-war emergence of the welfare state and ambitions of governmental and non-governmental organizations and initiatives to make modern art an integral part of modern society. This dissertation investigates the role and significance of television in these endeavours from the point of view of Sveriges Radio/TV, by focusing on the actors involved as well as the form and content of arts programming at the time.

[Fulltext>>](#)

## Licentiatavhandling

Norlander, Peter (2016). *Historieundervisning i det multimediala klassrummet: Lärares förhållningssätt till olika mediers kvaliteter och användbarhet*. Umeå: Umeå universitet. 139 p. (Licentiatavhandlingar från Forskarskolan Historiska medier; Nr. 12).

In Sweden, the subject of history has become more comprehensive and diverse in recent decades. Parallel to this development, a new media land-scape has been established, both in society at large and in school. Today there is a wide variety of teaching materials available, such as documentaries, news media, digitalized source material, music, computer games, encyclopedias, popular scientific articles, etc. This raises questions about which types of media history teachers use to teach their subject. The aim of this study is to analyze how teachers approach and relate to the qualities and usability of different media for teaching and learning history in upper secondary school. Semi-structured interviews are used to obtain detailed accounts of how teachers view their media use. Methodologically, the study examines teaching materials in a practice-oriented research tradition, focusing on the perceptions and uses of various media. Media ecology and sociocultural theory serve as the theoretical basis of the study.

[Fulltext>>](#)