

# Doktorsavhandlingar 2002

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# Danmark

Buhl, Mie: *Paradoksal billedpædagogik: variationer i læreruddannelsens billedkunsthøgskolefag*. København, Danmarks Pædagogiske Universitet, 2002, 257 p. + app. 23 p. (Danmarks Pædagogiske Universitet, Institut for Pædagogisk Antropologi). Note: Ph.D.-afhandling. English summary, pp. 245-251. Danish summary, pp. 252-257.

Denne afhandling sigter mod at bidrage til at kvalificere uddannelsen af billedkunstlærere til den danske folkeskole. Billedkunsthøgskolefaget har inden for de seneste 20 år genereret et teoretisk grundlag og en pædagogisk praksis for skolefaget, hvor det tilkendes en særlig erkendelsesfunktion som middel for den almene dannelse. Billedproduktion er centralt for fagets selvforståelse. I den billedpædagogiske praksis arbejdes der med tre kategorier af billedformer: Plane billeder, rumlige billeder og elektroniske billeder. Den sidste kategori dækker over videoproduktion, computergrafik og multimedieproduktion. Netop tilkomsten af denne kategori synes at rejse en række spørgsmål til det teoretiske grundlag, der er genereret på grundlag af plane og rumlige billeder. Afhandlingen er lavet ud fra en ambition om at pege på nogle udfordringer, der i disse år viser sig for det billedpædagogiske forskningsområde, samt at bidrage til at præcisere grundlaget for det billedpædagogiske fagområde.

PICTURES • MULTIMEDIA • PRIMARY EDUCATION  
• TEACHER TRAINING

Christensen, Nina: *Den danske billedbog 1950-1999: teori, analyse, historie*. København, Danmarks Pædagogiske Universitet, 2001, 270 p. + app. 91 p. (Danmarks Pædagogiske Universitet, Center for Børnelitteratur). Note: Ph.D.-afhandling. English summary.

Afhandlingen beskriver hvad der karakteriserer den danske billedbog, hvordan man kan analysere den, hvordan den har udviklet sig historisk. Den indledende teoretiske del behandler forskellige fundamentale problemstillinger i forhold til billedbogen som genre, herunder bl.a. tekstbegrebet i billedbogen, billedbogen forstået som kunst, som litteratur, som pædagogik eller som udtryk for et specifikt syn på barnet. Det analytiske afsnit gennemgår en lang række elementer af såvel tekst- som billedanalyse i forhold til billedbøger. Det historiske afsnit omfatter for hvert tiår: 1) En generel del: beskrivelse af betingelserne for produktion af billedbøger, af vurderingskriterier for børnelitteratur, af de sammenhænge hvori man beskæftigede sig med med billedbøger og af tendenser på billedbogs-

området; 2) En specifik del: grundige analyser af to markante billedbøger fra hver tiårsperiode.

BOOKS • PICTURES • CHILDREN • HISTORY

Illeris, Helene: *Billede, pædagogik og magt: postmoderne optikker i det billedpædagogiske felt*. Frederiksberg, Samfundslitteratur, 2002, 283 p., ISBN 87-593-2002-8. Note: En revideret udgave af forfatterens Ph.D.-afhandling.

Hvilke værdier lægges der vægt på i undervisningen i billedfag i danske og skandinaviske skoler? Hvilken syn på børn, på billeder og på undervisning har været bestemmende for skolefagene tegning, formning og billedkunst? Hvordan kan man undervise i reception og produktion af billeder på en måde, der medtænker den billedvirkelighed, vi lever i i dagens samfund? Det er nogle af de spørgsmål, som forfatteren behandler. Afhandlingen sætter dansk og skandinavisk billedpædagogik ind i sociologiske og historiske rammer og giver dermed langt bredere perspektiver på billedundervisningen, end der hidtil har været tradition for. Med udgangspunkt i sociologen Pierre Bourdieus teori om sociale felter og filosofen Michel Foucaults genealogiske studier af magt/viden-konstruktioner i moderne samfundsformer genfortælles billedpædagogikkens historie. Indledningsvis gives en omhyggelig introduktion til den anvendte teori, og afhandlingen afsluttes med forfatterens personlige overvejelser over, hvor der kan arbejdes med postmoderne optikker i en nutidig billedpædagogisk praksis.

MEDIA EDUCATION • PICTURES • CHILDREN  
• PEDAGOGY

Molin, Jan: *Den indfoldede orden – den udfoldede praksis*. København, Nyt fra Samfundsvidenskaberne, 2002, 335 p., ISBN 87-7034-335-7. (Handelshøjskolen i København, Institut for Organisation og Arbejdssociologi). Note: Doktorafhandling.

Disputatsen er overordnet set forfatterens personlige opgør med det der kan karakteriseres som den universelle tanke. Den universelle tanke er her udtryk for eksempelvis dogmatisk adskilte videnskabstraditioner og faglige teorier. Opgøret med dogmatikken folder sig ud i en tværvidenskabelig rejse over seks teoretiske kapitler, der hver især tilbyder læseren en ny synsvinkel på samme problemstilling. Hensigten med disputatsen er at skabe en meningsfuld beskrivelse af betingelserne for hverdagslivets processer, samt endvidere at skabe et reflekteret rum for påvirkningen af

menneskelige relationer. De første tre kapitler kan betegnes som udtryk for tre forskellige og dog, i værkets ånd, også overlappende videnskabelige tilgange.

Det første kapitel er en systemteoretisk analyse af komplekse adaptive systemer. Andet kapitel er en kommunikationsteoretisk analyse af såkaldte aktør-kontekst relationer. I det tredje kapitel fremvises den socialkonstruktivistiske analyse af virkelighed og identitet. Disse tre overordnede videnskabsteoretiske tilgange skaber et teoretisk metaperspektiv for forståelsen af de tre følgende kapitler, der alle søger at fortælle den samme historie som de første tre kapitler har tilfattet – bare fra hver sin synsvinkel.

Kapitel fire præsenterer et socialpsykologisk perspektiv på "Det Enkelte Menneske". Kapitel fem er et sociologisk perspektiv på "Det Sociale Felt". Kapitel seks udgør et forsknings- og metodeperspektiv på "Det Virkelige Liv". Fælles for disse tre kapitler er, at der gennem de udlagte metateoretiske overvejelser er skabt en ramme for en fortælling på et nu teoretisk genstandsfeltbaseret niveau.

ORGANIZATIONS • SOCIOLOGY  
• COMMUNICATION THEORY • EVERYDAY LIFE

Ryberg, Birgit: *Kommunikation med refleksive muligheder*. København, Danmarks Pædagogiske Universitet, 2002, 216 p. (Danmarks Pædagogiske Universitet). Note: Ph.D.-afhandling. English summary, pp. 205-207.

Afhandlingen undersøger kommunikation mellem ledere og medarbejdere i skolen, nærmere bestemt den kommunikation der udfoldes i teamsamtaler med ledelsen, og som har til hensigt at give medarbejderne anledning til at reflektere praksis. Formålet med undersøgelsen er at skabe viden om den kommunikation, der forekommer mellem ledere og medarbejdere, og at klargøre de særlige forhold, der gør sig gældende i en kommunikation med refleksive muligheder.

COMMUNICATION  
• INTERPERSONAL COMMUNICATION  
• MANAGEMENT • PRIMARY EDUCATION

Zinner Henriksen, Helle: *Performance, pressures, and politics: motivators for adoption of interorganizational information systems*. Frederiksberg, Samfundslitteratur, 2002, 412 p., ISBN 87-593-8163-9, (Ph.D. serie; 15.2002), ISSN 0906-6934. (Handelshøjskolen i København, Institut for Informatik). Note: Ph.D. dissertation. Danish summary, 3 p.

The objective of this Ph.D. dissertation is to examine motivators for adoption or non-adoption of IOS (inter-organizational information systems) in a business sector dominated by small enterprises. Previous research suggests that there is need for separately examining information systems adoption in small business due to the unique characteristics of small business. Unique characteristics include centralized structures where the owners and daily managers make most of the critical decisions. Previous research has focused on the complexity of the adoption decision-making process, when technological innovations are considered for adoption in organizations.

Five reasons have been found to be important for understanding the IS (information systems) decision-making process: 1) Development of a strategic IS system is a long process where it is important not to fall behind competitors; 2) Potential benefits are difficult to evaluate; 3) The systems require significant resources; 4) It is difficult to evaluate whether or not the competitive advantage can be sustained; 5) The decision-process might be quite complicated, being influenced by diverse groups in the organization. In this project, focus is on the fifth reason, the decision-process, and especially the motivating factors leading to an adoption-decision. Instead of solely focusing on the influence from diverse groups in the organization, focus is rather on influences from the business environment including professional business associations and governmental units.

ORGANIZATIONS • DECISION MAKING • INFORMATION SYSTEMS • INFORMATION TECHNOLOGY

# Finland

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Bagh, Peter von: *Peili jolla oli muisti: elokuvallinen kollaasi kadonneen ajan merkityksien hahmottajana (1895-1970)*. [The mirror that had a memory: cinematic collage as perceiver of the meanings at the lost time (1895-1970).] Helsinki, Suomalaisen Kirjallisuuden Seura, 2002, 393 p., ISBN 951-746-423-1, (Suomalaisen kirjallisuuden seuran toimituksia; 891), ISSN 0355-1768. Note: Doctoral dissertation. English summary.

This study focuses on the compilation film, which relates to the larger family context of collage. The book relates to the meeting point of the sciences and the arts: and its central themes – history, dream, time. The time range of the study is limited to the years from 1895 until about 1970, when the nature of collage changed irrevocably. The book charts the classic period at cinematographic collage: from the time of the pioneers (Louis Lumière, Georges Méliès, the Brighton school) to the real beginnings of the "genre" (the Soviet montage, and especially the originator of the compilation Esfirj Schoub) and the famous newsreel achievements like The March of Time and the German newsreels. Several chapters have been dedicated to the author's own compilation film The Year 1952.

FILMS • HISTORY • ART THEORY

Hellsten, Iina: *The politics of metaphor: biotechnology and biodiversity in the media*. Tampere, University of Tampere, 2002, 170 p., ISBN 951-44-5379-4, (Acta Universitatis Tamperensis; 876), ISSN 1455-1616. (University of Tampere, Department of Journalism and Mass Communication). Note: Doctoral dissertation.

The dissertation discusses the role of metaphors as mechanisms of communication between the sciences and the mass media. Metaphors are considered as dynamic and flexible tools of communication between the systems of science and the mass media. In particular, the study focuses on the public representations of biosciences, especially modern biotechnology and biodiversity conservation in the 1990's.

COMMUNICATION • MEDIA  
• SCIENTIFIC INFORMATION • TECHNOLOGY

Hiltunen, Ari: *Aristotle's poetics, story design and audience appeal: a story strength theory*. Tampere, University of Tampere, 2002, 166 p., ISBN 951-44-5304-2, (Acta Universitatis Tamperensis; 857), ISSN 1455-1616. (University of Tampere, Department of Journalism and Mass Communication). Note: Doctoral dissertation.

This study has taken an Aristotelian approach to popular storytelling. The narrative has been regarded as means to bring about enjoyment which could be achieved and intensified through manipulation. Especially this study has tried to explore the nature of the enjoyment of the Hollywood narrative which is mostly used by the movie industry in its attempt at profit maximisation.

NARRATOLOGY • FILMS • AUDIENCE RESEARCH  
• AUDIENCE REACTION

Jakobson, Valeria: *Role of the Estonian Russian-language media in the integration of the Russian-speaking minority into Estonian society*. Tampere, University of Tampere, 2002, 136 p., ISBN 951-44-5312-3, (Acta Universitatis Tamperensis; 858), ISSN 1455-1616. (University of Tampere, Department of Journalism and Mass Communication). Note: Doctoral dissertation.

This study focuses on the role of the Estonian Russian-language media in the integration of the Russian-speaking minority into Estonian society. The study consists of a theoretical-methodological overview and four articles.

LINGUISTIC GROUPS • MEDIA RESEARCH • PRESS  
• MINORITY GROUPS

Kantola, Anu: *Markkinakuri ja managerivalta: poliittinen hallinta Suomen 1990-luvun talouskriisissä*. [Market discipline and manager rule: political practices in the economic crisis of Finland in the 1990's.] Helsinki, Loki-kirjat, 2002, 353 p., ISBN 952-9646-98-4, (Viestinnän julkaisuja; 6), (Pallas-sarja), ISSN 1457-2184. (University of Helsinki, Department of Communication). Note: Doctoral dissertation.

The economic crisis of the 1990's was hard in Finland. It was followed by a new more market oriented thinking and turning towards Western Europe. This dissertation analyzes the discourses of Finnish political elite in this situation. Did the crisis create new political practices? What kind of political techniques were used? What is the position of market forces and economic expertise in politics and democracy?

ECONOMIC TRENDS • POLITICS • DISCOURSE  
• DEMOCRACY

Korhonen, Kaisu: *Intercultural competence as part of professional qualifications: a training experiment with bachelor of engineering students*. Jyväskylä, Jyväskylän yliopisto, 2002, 226 p., ISBN 951-39-1041-5, (Jyväskylä Studies in Communication; 17), ISSN 1238-

2183. (University of Jyväskylä, Department of Communication). Note: Doctoral dissertation.

The globalization of working life sets new kinds of requirements on various organizations in which intercultural competence should be understood as part of knowledge management and tacit knowledge and as a source of competitive advantage and added value. The present study is a training experiment in intercultural communication to Bachelor of Engineering (BEng) students (n 11) at Kajaani Polytechnic, Finland. The study aimed at assessing the effectiveness of intercultural training in developing the students cognition, affect and behavior and skills. The study also aimed at mapping out that kind of communicators the students are and would like to be, whether they are motivated to develop their competence and what they think about intercultural training.

INTERCULTURAL COMMUNICATION • LEARNING

Lintilä, Leena: *Organisaation sisäisen tietoverkon hyödyntäminen tiedonhankintaan ja viestintään: yksilölähtöisten ja organisaatiolähtöisten tekijöiden vaikutusten tarkastelua*. [Making use of organization's intranet in information seeking and communication: studying the effects of the individual and organizational factors.] Tampere, Tampereen yliopisto, 2002, 224 p., ISBN 951-44-5246-1, (Acta Universitas Tamperensis; 147), ISSN 1455-1616. (Tampere University, Department of Information Studies). Note: Doctoral dissertation. English summary. The dissertation is available on the Internet: <http://acta.uta.fi/teos.phtml?6127>.

This study deals with using organization's intranet in information seeking and communication in the work of managing directors. The research was conducted as a case study in four Finnish units of Outokumpu Incorporated.

ORGANIZATIONS

• ORGANIZATIONAL COMMUNICATION  
• COMMUNICATION • INTERNET

Lõhmus, Maarja: *Transformation of public text in totalitarian system: a socio-semiotic study of Soviet censorship practices in Estonian radio in the 1980s*. Turku, Turun yliopisto, 2002, 287 p., ISBN 951-29-2071-9, (Turun yliopiston julkaisuja, Annales universitatis Turkuensis, Ser B; 248), ISSN 0082-6987. (University of Turku). Note: Doctoral dissertation.

The study analyses the production of public journalistic text. The focus is on editorial-censorship transformations in texts made in journalistic institutions of Soviet Estonia at the beginning of 1980s. The study includes a theoretical-conceptual framework of the problem, analysis of historical context, and empirical material. A socio-semiotic method has been constructed by which to analyse the latter. The data consists of 79

edited-censored radio texts, as well as interviews with journalists and editors.

JOURNALISM • IDEOLOGIES • CENSORSHIP • SOCIETY

Paasonen, Susanna: *Figures of fantasy: women, cyberdiscourse and the popular Internet*. Turku, Turun yliopisto, 2002, 285 p., ISBN 951-29-2134-0, (Turun yliopiston julkaisuja, Sarja B, Humaniora; 251 ), ISSN 0082-6987. (University of Turku, Department of Media Studies). Note: Doctoral dissertation.

This book is divided into four main chapters and it investigates the genealogical routes of cyberdiscourse, the implications of the figure of cyberspace and domestic metaphors, ways of imagining women as Internet users, feminist debates on gender, cybernetics and embodiment. Within the individual chapters, case studies vary from psycho-cybernetics and guidebooks on home page building, literary fiction and self-help literature on online romance, to reading on films, television series and www pages, portals and other online services.

WOMEN • INTERNET • RHETORIC • FEMINISM

Pietiläinen, Jukka: *The regional newspaper in post-Soviet Russia: society, press and journalism in the Republic of Karelia 1985-2001*. Tampere, Tampereen University Press, 2002, 533 p., ISBN 951-44-5454-5, (Media Studies), ISSN 1456-954X. (University of Tampere, Department of Journalism and Mass Communication). Note: Doctoral dissertation. Electronic dissertation in serie Acta Electronica Universitatis Tamperensis, 209, ISBN 951-44-5463-4, is available on: <http://acta.uta.fi>.

This study explores the changes which took place in the Russian press and journalism during the period of political reforms (1985-1991) and after the collapse of the Soviet Union. The study is focused on the regional level and uses the Republic of Karelia as a case.

NEWSPAPERS • PRESS • LOCAL PRESS • JOURNALISM

Ruuska, Petri: *Kuviteltu Suomi: globalisaation, nationalismin ja suomalaisuuden punos julkisissa sanoissa 1980-90 -luvulla*. [Imagined Finland: globalization, nationalism and Finnishness in public words during the years 1980-90.] Tampere, University of Tampere, 2002, 79, 52-253, 7 p., ISBN 951-44-5277-1, (Acta Electronica Universitatis Tamperensis), ISSN 1456-954X. (University of Tampere, Department of Sociology). Note: Doctoral dissertation. Also available on the Internet: <http://acta.uta.fi>.

The study deals with how Finland, Finnish society and Finnishness have been discussed in the public in 1980-1990. Especially newspaper discussions over joining EU, regions, immigration and Finnishness have been

analyzed. The dissertation consists of an introduction and five articles published earlier.

IMMIGRANTS • GLOBALIZATION • NATIONALITY  
• NEWSPAPERS

Savolainen, Tarja: *Jäämereltä Cannesiin: naiset elokuvaohjaajina Suomessa ennen vuotta 1962*. [From Polar Ocean to Cannes: women as film directors in Finland before 1962.] Helsinki, Helsingin yliopisto, 2002, 200 p., ISBN 952-10-0548-3, (Helsingin yliopisto, Viestinnän laitos, Viestinnän julkaisuja; 7), ISSN 1457-2184. (University of Helsinki, Department of Communication). Note: Doctoral dissertation.

The author has studied early Finnish film history from feminist point of view. The ordinary film history doesn't know many female film directors in Finland before 1962, but still they exist there: Glory Leppänen, Ansa Ikonen and Ritva Arvelo directed long films. Eva-Lisa Viljanen and Brita Wrede worked in the field of short films.

FILMS • FILM DIRECTORS • WOMEN • HISTORY

Seppänen, Janne: *Valokuvaa ei ole*. [Photograph does not exist.] Helsinki, Musta Taide, Suomen valokuva-taiteen museo, 2001, 240 p., ISBN 952-9851-41-3, (Suomen valokuvataiteen museon julkaisuja), ISSN 1239-6141. Note: Doctoral dissertation (2002). English summary.

This study includes six previously published articles and an introduction which is labeled Kaksi traditiota (Two traditions). The label refers to the American and British photography research. Key researchers are Abigail Solomon-Godeau, John Tagg, Allan Sekula, Jo Spence and Victor Burgin. The author develops his theoretical and methodological approach which he calls antiessentialism. The articles are: Who stole the landscape photograph?, Notes on the narrativity of photography, How to approach the photograph?, Nature in newspaper photographs, Competing interpretations of Benetton's photograph, and The zero point of documentarism: Esko Männikkö's documentary photographs.

PHOTOGRAPHY • PHOTOGRAPHS • THEORY  
• DOCUMENTARISM

Suonpää, Juha: *Petokuvan raadollisuus: luontokuvan yhteiskunnallisten merkitysten metsästys*. [The cruel background of photographs of wild animals: searching for social meanings of nature photographs.] Tampere, Vastapaino, 2002, 215 p., ISBN 951-768-115-1, (Taideteollisen korkeakoulun julkaisu; A35), ISSN 0782-1832. (University of Art and Design Helsinki UIAH). Note: Doctoral dissertation.

The author has explored meanings and production of nature photographs. Especially, he deals with social processes behind nature photographing. Nature pho-

tographers is a small professional group among photographers and their work, professional ambitions and targets have not been studied too much. The most important objects of Finnish nature photographers have been big wild animals like bears and wolves. The research material of the author concentrates on the photographs and articles on these big beasts. He calls his research approach as ethnomethodological cultural study.

PHOTOGRAPHS • PHOTOGRAPHY • SOCIETY  
• SEMANTICS

Suvanto, Mari: *Images of Japan and the Japanese: the representations of the Japanese culture in the popular literature targeted at the western world in the 1980s-1990s*. Jyväskylä, Jyväskylän yliopisto, 2002, 134 p., ISBN 951-39-1159-4, (Jyväskylä Studies in Communication; 16), ISSN 1238-2183. (University of Jyväskylä, Department of Communication). Note: Doctoral dissertation.

This study draws together a number of popular issues: images, intercultural communication and Japan. The Japanese economical miracle awoke a real boom in the western literature at the end of 1970s, and in the 1980s the miracle became a fashionable topic in the western world. The aim of this study is to examine "images of Japan and the Japanese in the western world" on the basis of the literature targeted at western audiences during the big boom. Thus the main research question is "What kind of images of Japan and the Japanese have been created in the popular literature targeted at Western audiences?". The research technique used is content analysis. The methodological and theoretical perspective is that of the image. This study adopts an intercultural communication approach. A combination of several problematic concepts are discussed: images, stereotypes, culture and the west.

IMAGE • STEREOTYPES  
• INTERCULTURAL COMMUNICATION

Vanhanen, Hannu: *Kuvareportaasin (r)evoluutio*. [The (r)evolution of photo reportage.] Tampere, Tampereen yliopisto, 2002, 205 p. + app. 48 p., ISBN 951-44-5405-7, (Acta Universitatis Tamperensis; 882), ISSN 1455-1616. (University of Tampere, Department of Journalism and Mass Communication). Note: Doctoral dissertation. English summary.

The research examines photo reportage from the point of view of style and nature. The Storyboard-method of analysis which Hannu Vanhanen has developed offers tools to investigate the interrelations between pictures in photo reportage. This model of analysis is applied to two data. The basic data consists of the annual volume of the Finnish version of National Geographic

in 2001 which is corporated with photo reportage and web reportage in different magazines in different time periods. The focus is on the (r)evolution of photo reportage.

PRESS PHOTOGRAPHY • PHOTOGRAPHS • REPORTAGE • VISUAL COMMUNICATION

## Licentiatavhandlingar

Hankala, Mari: *Sanomalehti mediakasvatuksessa: kokeiluja perusopetuksen 7-9. luokilla.* [Newspapers in media education: experiments with pupils from upper level of comprehensive school.] Jyväskylä, Jyväskylän yliopisto, 2002, 219 p. (University of Jyväskylä, Department of Communication). Note: Licentiate's thesis.

MEDIA EDUCATION • NEWSPAPERS • SCHOOLS  
• SECONDARY EDUCATION

Juppi, Pirita: *Terroristeja, Disney-sukupolvea vai eettistä etujoukkoa?: eläinoikeusliike määrittelykamppailun ja marginalisoinnin kohteena suomalaisessa sanomalehdistöissä.* [Terrorists, Disney-generation or an ethical vanguard?: attempts to define and marginalize the animal rights movement in newspapers in Finland.] Jyväskylä, Jyväskylän yliopisto, 2002, 265 p. (University of Jyväskylä, Department of Communication). Note: Licentiate's thesis. Available on: <http://selene.lib.jyu.fi:8080/gradu/h/pirjuppi.pdf>.

POLITICAL MOVEMENTS • PUBLICITY • CITIZENS  
• DISCOURSE

Juskevits, Svetlana: *Professional roles of Russian journalists at the end of the 1990s: a case study of St. Petersburg media.* Tampere, University of Tampere, 2002, 231 p. (University of Tampere, Department of Journalism and Mass Communication). Note: Licentiate thesis.

JOURNALISTS • DEMOCRACY • JOURNALISM  
• RESEARCH

Malkavaara, Heta-Liisa: *Viestintä sisäisen yhteisökuvan muokkaajana ja heijastajana.* [Communication shaping and projecting corporation's internal image.] Jyväskylä, Jyväskylän yliopisto, 2002, 116 p. (University of Jyväskylä, Department of Communication). Note: Licentiate's thesis.

ORGANIZATIONAL COMMUNICATION  
• ORGANIZATIONS • IMAGE • COMMUNITIES

Pulkkinen, Hannu: *Kasvojen pesu vai kunnan sauna?: suomalaiset päivälehdet graafisen muotoilun kohteina 1991-2001.* [Graphic design of newspapers in Finland, 1991-2001.] Jyväskylä, Jyväskylän yliopisto, 2002, 194 p. (University of Jyväskylä, Department of Communication). Note: Licentiate's thesis. Available on: <http://selene.lib.jyu.fi:8080/gradu/h/hannupul.pdf>.

NEWSPAPERS • LAYOUT • GRAPHIC DESIGN

Puoskari, Ensio: *Tiedotustutkimuksen itseymmärrystä etsimässä.* [Searching for the selfunderstanding of mass communication research.] Tampere, Tampereen yliopisto, 2002, 338 p. (University of Tampere, Department of Journalism and Mass Communication). Note: Licentiate's thesis.

MEDIA RESEARCH • COMMUNICATION  
• COMMUNICATION THEORY • MASS COMMUNICATION

Rautkorpi, Tiina: *Televiokeskustelujen monikameraohjauksen kehittäminen integroidussa toimittajakoulutuksessa.* [The development of multicamera direction of television discussions in the intergrated journalism education.] Tampere, Tampereen yliopisto, 2002, 251 p. + app. 41 p. (University of Tampere, Department of Journalism and Mass Communication). Note: Licentiate's thesis.

JOURNALISTS • EDUCATION • TELEVISION

Ruohomäki, Katariina: *Utiskirjoittamisen professionaaliset konventiot.* [Professional conventions of the news writing.] Vaasa, Vaasan yliopisto, 2002, 141 p. (Vaasa University, Department of Communication Studies). Note: Licentiate's thesis.

NEWS • JOURNALISTS • JOURNALISTIC GENRES

Turunen, Liisa: *Tietoyhteiskuntastrategiat ja käytännön todellisuus: sähköisten viestimien käyttöönottoprosessi valtion palveluvirastossa.* [Information society strategies brought in to everyday practice: introduction process of the new information technology in an administration service unit.] Jyväskylä, Jyväskylän yliopisto, 2002, 217 p. + app. 73 p. (University of Jyväskylä, Department of Communication). Note: Licentiate's thesis. English summary. Available on: <http://selene.lib.jyu.fi:8080/gradu/h/lituru.pdf>.

INFORMATION SOCIETY • INFORMATION TECHNOLOGY  
• COMMUNICATION TECHNOLOGY  
• PUBLIC ADMINISTRATION

Vehkalahti, Pertti: *Töihin vaikka omaksi tappioksi: Aamulehden "Työttömän sivun" julkisuus kriittisen diskurssianalyysin kohteena.* [To work although it would be own loss: the publicity of "The page of an unemployed" in Aamulehti as an object of critical discourse analysis.] Tampere, Tampereen yliopisto, 2002, 198 p. (University of Tampere, Department of Journalism and Mass Communication). Note: Licentiate's thesis.

UNEMPLOYMENT • PUBLICITY • NEWSPAPERS  
• DISCOURSE

# Norge

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Berg, Thoralf: *Teatret i Trondheim: strukturell utvikling, publikum og nasjonale aspekter*. Trondheim, NTNU, 2002, 332 p., ISBN 82-471-5146-4. (NTNU, Institutt for kunst- og medievitenskap). Note: Avhandling til dr.art.-graden.

The thesis is focusing on the activity in a specific theatre building in Trondheim, in Prinsens Gate 18-20, in the period from 1865 to 1911. The author looks at structural changes on the activity in the theatre in the period and the activity seen in a national context. He also examines the composition and the behaviour of the theatre audience and the changes in the artistic activity.

THEATRE • AUDIENCES • HISTORY • ART

Córdova S., Verónica: *Cinema and revolution in Latin America*. Bergen, Universitetet i Bergen, 2002, 411 p., ISBN 82-8033-013-5, (Publikasjon; 52), ISSN 1502-2382. (Universitetet i Bergen, Institutt for medievitenskap). Note: Dissertation for the degree of dr.philos.

The thesis deals with the interrelation between revolutionary political change and cinematic representation. The author attempts to answer questions like how film reflects and effects social history, how social history and political/cultural contexts effect filmmaking and condition narratives. She also asks how nation-state policies effect production and narratives. The aim is to reunite film practice, film theory and film history in the context of the social and political transformations of Latin America during the 20th century. The author wishes to carry out a historical reading of three major stages in Latin American film history (old, new and contemporary) and a cinematographic reading of the national revolutions of the 20th century of the continent (Mexico, Bolivia, Cuba and Nicaragua).

FILMS • FILM PRODUCTION • FILM THEORY • HISTORY

Hammer, Anita: *Weaving plots: frames of theatre and ritual in simultaneous interactive digital communication*. Trondheim, NTNU, 2002, 274 p., ISBN 82-7630-032-4, (KUBE; 2002, 2), ISSN 1500-8673. (NTNU, Institutt for kunst- og medievitenskap). Note: Dissertation for the degree of dr.art.

The aim of the dissertation is to describe simultaneous interactive digital communication from a perspective of theatre studies, based on experiences from theatrical practice and theory. The author is using humanistic perspectives on the use of computer technology. She draws on research from various subject areas that are relevant for a broader perspective on, and under-

standing of, what is known as "digital culture". She tries to show that the field of theatre studies can offer some models of understanding of digital culture that, combined with research from other subject areas, may broaden our understanding of digital human communication in relation to an overarching cultural context.

THEATRE • TECHNOLOGY  
• DIGITAL COMMUNICATION SYSTEMS  
• INTERACTIVITY

Haug, Magne: *The use of persuasion theory and formative research in a mediated anti-smoking campaign directed at adolescents*. Oslo, Universitetet i Oslo, 2002, 502 p., (Acta Humaniora; 141), ISSN 0806-3222. Note: Dissertation for the degree of dr.philos.

The focus of study for the thesis is a mediated anti-smoking campaign directed at adolescents. More particularly, the author studies how persuasion theory and formative research was used to develop this public communication campaign, and what the effects were. The study consists of three parts: The first presents general problems of campaign development through use of formative research and persuasion theory. This is seen in relation to the issue of smoking prevention and the theoretical foundation for the study is established. A set of hypotheses and expectations are also formed. The second part provides a detailed discussion of message selection procedures that concludes with concrete pieces of advice to be used by the campaign developers. Part three evaluates the real effects of the implemented campaign, and also gives a judgement of the effects and the degree of influence according to the formative research expectations.

RHETORIC • INFORMATION CAMPAIGNS • YOUTH  
• HEALTH INFORMATION

Kjeldsen, Jens E: *Visuel retorik*. Bergen, Universitetet i Bergen, 2002, IV, 466 p., ISBN 82-8033-011-9, (IMV-utgivelse; 50), ISSN 1502-2382. (Universitetet i Bergen, Institutt for medievitenskap). Note: Avhandling for dr.art.-graden.

The author illuminates visual rhetoric in four perspectives: a professional rhetoric, a historical, a theoretical and an empirical. The first perspective introduces the rhetoric and it's system of concepts, and discusses rhetoric as discipline and science from classical to modern rhetoric. The historical perspective describes and discusses the visual in the antique rhetoric and the rhetoric in pictorial art. The value of traditional rhetoric pictorial analysis is brought up for consideration in

the theoretical perspective. The author asks whether pictures can argue and which rhetorical and influential power they have. The empirical perspective discusses the visual rhetoric in the Danish election campaigns in 1998 and 2001. The rhetorical function of the election posters and advertisements of the parties is evaluated.

RHETORIC • VISUAL COMMUNICATION  
• ELECTION CAMPAIGNS • PICTURES

Maasø, Arnt: *"Se-hva-som-skjer!": en studie av lyd som kommunikativt virkemiddel i TV*. Oslo, Universitetet i Oslo, 2002, 345 p., (Acta Humaniora; 132), ISSN 0806-3222. Note: Avhandling for dr.art.-graden.

The author studies the role of the sound in Norwegian television. He examines how sound is used as a communicative instrument, and how this use has changed the last decades. The thesis focuses on four aspects: the role of sound and silence in television programmes, volume as an instrument in advertising and 'regular' programmes, the use of voice as a sign of communicative closeness and distance and the staging of real sounds in 'live' sport and entertainment shows. He has analysed a broad selection of programmes from NRK and TV2 in 1983 and 1997. Interviews with several programme makers are also analysed.

SOUND • TELEVISION • ADVERTISING  
• COMMUNICATION

Morrison, Andrew: *Electracies: investigating transitions in digital discourses & multimedia pedagogies in higher education: case studies in academic communication from Zimbabwe*. Oslo, Universitetet i Oslo, 2001, XIV, 580 p. (Universitetet i Oslo). Note: Dissertation for the degree of dr.philos.

Digital media are challenging and changing our definitions and practices of literacy. This research investigates how this may be understood and investigated through the development of three multimedia webs for learning in higher education in the areas of college communication, legal discourse and art education. Together these webs formed a project called HyperLand. Based in Zimbabwe, (and on the theme of land), the inquiry is reported in three case studies. These include comments from the makers and users of these digital learning resources. The thesis discusses academic communication as interdisciplinary discourse-in-the-making. It argues that we need to develop multimodal, multiliteracies in teaching, learning and researching academic communication. The multimedia case study and digital research report are presented. The thesis shows how digital media may be developed and critiqued from within an African higher education

system and that students may play an active and innovative role in investigating the changing character, not only of literacy, but of electronic literacies, or electracies.

MEDIA LITERACY • LEARNING • EDUCATION  
• DIGITAL MEDIA

Mühleisen, Wencke: *Kjønn i uorden: iscenesettelse av kjønn og seksualitet i eksperimentell talkshowunderholdning på NRK fjernsynet*. Oslo, Universitetet i Oslo, 2002, 295 p., (Acta Humaniora; 146), ISSN 0806-3222. Note: Avhandling for dr.art.-graden.

This thesis examines connections between gender and sexuality as eye-catcher, topic, aesthetics and politics in entertainment programmes on television. The roles of the host are analysed in a selection of experimental entertainment programmes on the Norwegian public service broadcaster NRK. The analysis connects central questions of potentials for change and critic from the field of feminist theory and gender studies to the field of media studies. The theoretical focus on gender and sexuality understood as part of the aesthetic field, performativity and the expressions of body language are related to gendered figures such as drag, cross-dressing, transgender and camp. A main topic for the thesis is the relationship between experiment and convention. The thesis examines forms of post- and neo-feministic cultural expressions related to the role of the TV host. These aesthetic strategies are understood as a self-reflexive problematisation of the identity politics and strategies for gender equality. In conclusion the claimed feminisation and intimisation of television are discussed. Problems connected to the connotations of low culture related to television and associations between femininity and mass culture are central as well as consequences for the public sphere in general.

GENDER • TELEVISION • SEXUALITY  
• TALK SHOW PROGRAMMES

Smidt, Jofrid Karner: *Mellom elite og publikum: litterær smak og litteraturformidling blant bibliotekarer i norske folkebibliotek*. Oslo, Universitetet i Oslo, 2002, 389 p., (Acta Humaniora; 123), ISSN 0806-3222. Note: Avhandling for dr.art.-graden.

The thesis concerns educated librarians in public libraries, their taste in literature and their attitudes towards imaginative literature. The author discusses how these attitudes are reflected in their work with distribution of literature. How do they for example read, interpret and judge the texts? And how do they think literature functions? Does the profession have certain norms and ideals, and how does the librarians mark

their position towards the literary elite and the audience?

LITERATURE • LIBRARIES • AUDIENCES • ATTITUDES

Storsul, Tanja: *Transforming telecommunications: democratising potential, distributive challenges and political change*. Oslo, Universitetet i Oslo, 2002, 272 p., (Acta Humaniora), ISSN 0806-3222. (Universitetet i Oslo, Institutt for medier og kommunikasjon). Note: Dissertation for the degree of dr.polit.

The thesis is an analysis of telecommunications policy in Norway, Denmark and Ireland. The point of departure of the study is that access to telecommunication services is an increasingly important resource for citizens in order to achieve information and participate in

society. At the same time, telecommunications infrastructure and services have been liberalised and are no longer provided by the state. The political challenge arising from this situation is therefore how to ensure universal access to important telecommunications services in a liberalised market. The author presents a normative analysis of which role the concern for distributive justice has played in the political debate on telecommunications, how telecommunications have been re-regulated during the 1990s in order to ensure universal access to important services, and how these regulations have been implemented.

TELECOMMUNICATION • COMMUNICATION POLICY  
• PARTICIPATION • DEMOCRACY

# Sverige

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Andersson, Helen: *TV:s nyhetsprogram som interaktion*. Uppsala universitet, Institutionen för nordiska språk, 2002, 222 p., tab., ISBN 91-506-1617-X, (Skrifter utgivna av institutionen för nordiska språk vid Uppsala universitet; 59), ISSN 0083-4661. Note: Dr. diss. English summary 8 p.

Avhandlingen handlar om interaktion i TV-sända nyhetsprogram utifrån en tittares perspektiv. Materialet täcker tre nyhetsprogram i olika kanaler, och författarens utgångspunkt är att nyhetsprogrammen kan ses som ett skådespel där deltagarna intar vissa roller. Med hjälp av vissa regigrepp tecknas dessa roller fram inför tittarna. Här undersöks vilka dess roller är och vilka grepp som används, d.v.s. vilken bild som ges av den kommunikativa situationen och av programledaren i interaktion med kollegerna, med de inbjudna gästerna och med tittarna själva. Analysverktygen har hämtats från den interaktionella sociolingvistik. Som teoretisk grund ligger Erving Goffmans tankegångar om positionering, självbild och ramar. Analysen bygger på ett arbetsmaterial omfattande 11,5 timmar färdigredigerat studiotal från de tre nyhetsprogrammen Aktuellt, Nyheterna och Tvårsnytt under 1997-1998.

TELEVISION NEWS • SOCIAL INTERACTION  
• LINGUISTICS • AUDIENCE REACTION

Bengtsson, Anders: *Consumers and mixed-brands: on the polysemy of brand meaning*. Lunds universitet, Företagsekonomiska institutionen., 2002, 218 p., ISBN 91-974074-8-8, (Lund Studies in Economics and Management; 70), ISSN 0284-5075. Note: Dr. diss.

Brands have become one of the most discussed phenomena of marketing research in recent years. They are ubiquitous in the marketplace and virtually impossible for consumers to avoid. The corporate obsession with brands is likely to continue since the wealth of "how-to-do-branding" strategy handbooks suggest that brands are the magical panacea for creating superior business performance. In short, we live in a branded world, where companies seek to win and dominate markets by imposing brand meanings on consumers. This dissertation focuses on consumers' use of brands in their everyday lives and examines how consumers develop and negotiate meanings for mixed-brands. The practice of mixing brands, also commonly referred to as co-branding, is a brand strategy gaining favor in the marketplace, where two or more brands are used as co-endorsers for a product. As brands become linked to each other through such co-endorsements, there is

a possibility that consumers develop and negotiate a variety of symbolic meanings for the brand couple. This dissertation will illustrate how consumers deal with these symbolic meanings and how they interpret this particular brand strategy.

MARKET • CONSUMPTION • BEHAVIOUR  
• EVERYDAY LIFE

Björk, Micael: *Upplösningens dialektik: bildningsmål och politisk modernitet i Sverige kring sekelskiftet 1900*. Stockholm/Stehag, Brutus Östlings Bokförlag Symposion, 2002, 304 p., ISBN 91-7139-544-X. Note: Dr. diss. English summary 6 p. Transl. by: Lars H. Hansen.

I avhandlingen söker sig författaren tillbaka till det förra sekelskiftets debatter om bildning och politisk kultur för att få perspektiv på frågan hur kulturella förhållanden kan samspela med eller motverka en osäker demokratisk utveckling. Utifrån ett historiskt material rekonstrueras två pro-moderna grundhållningar. Det handlar om en kamp mellan dem som anser att det nära förestående demokratiska genombrottet bör knytas till en relativistisk kultursyn och dem som menar att bildningen skall användas för att hindra den upplösningssprocess som detta politiska maktskifte kan anses representera. Författaren undersöker hur bokkulturen blir föremål för en politisk problematisering i ett bildningsorienterat debattsammanhang under några decennier kring sekelskiftet 1900. Utifrån detta perspektiv genomförs fyra delstudier av hur folkbildningsengagerade modernister söker efter politisk kultur anpassad till moderna förhållanden. En studie behandlar Kungl. bibliotekets nyetablering som svenskt nationalbibliotek; en andra rör språk- och kulturpolitiska överväganden med anknytning till Vetenskapsakademien; en tredje kretsar kring 1912 års stora biblioteksreform; en fjärde riktar uppmärksamheten mot kretsen kring folkbildaren och kulturkritikern Knut Kjellberg.

BOOKS • CULTURE • POLITICS • HISTORY.

Danielsson, Helena: *Att lära med media: om det språkliga skapandets villkor i skolan med fokus på video*. Stockholms universitet, Pedagogiska institutionen, 2002, 231 p. + 7 app. 15 p., fig., tab., ISBN 91-7265-408-2, ISSN 1104-1625. Note: Dr. diss. English summary 13 p.

Avhandlingen studerar fenomen kring barns och ungas språkliga gestaltning med video och andra media i

skolan. Elevernas perspektiv är det centrala i undersökningen, men studien intresserar sig också för lärares och mediepedagogers perspektiv, och deras beredskap för att möta eleverna via mediepedagogik. Avhandlingen omfattar tre empiriska delstudier. Delstudie 1 handlar om barns och ungas videoskopande i fyra mångkulturella klasser. Delstudie 2 avser rapportering från skolverksprojektet Bild och media samt författarens fokusering på två mångkulturella skolor och elevernas perspektiv. Delstudie 3 gäller dokumentation från seminarier kring strategier för att utveckla film- och mediepedagogik. Ansatsen har en kvalitativ och huvudsakligen etnografisk inriktning, med influenser från masskommunikations forskning och bildspråkliga studier.

MEDIA • VIDEO • LEARNING • PEDAGOGY

Eriksson, Göran: *Den televiserade politiken: studier av debatt- och nyhetsjournalistik*. Örebro universitet, Humanistiska institutionen, 2002, 312 p.; ISBN: 91-7668-318-4, (Örebro Studies in Media and Communication; 1) ISSN 1651-4785. Note: Dr. diss. English summary .

I avhandlingen framkommer att TV-journalistiken upprätthåller eller skapar en negativ bild av politik och ökar avståndet mellan medborgare och politiker. Dessa effekter uppstår när politiken i allt högre grad televiseras och utsätts för de villkor som gäller för TV-journalistik. Författaren har studerat hur debatt- och nyhetsjournalistik i TV framställer politiker och deras yttranden och hur detta sedan uppfattas av tittarna. Studierna visar att de invanda formerna för produktion och framställning tenderar att skapa mer eller mindre negativa bilder av politiken. Detta är en följd av TV-journalistikens föreställningar om vad som lockar tittare. Men det är också en följd av en självuppfattning bland journalister som innebär en särskild syn på den egna uppgiften. TV-journalistiken ska som medborgarnas ombud granska makthavarna. Genom att politiker får mer utrymme i TV ökar också tillgängligheten för medborgarna att ta del av politiken. Men sättet den framställs på gör att intresset för politik minskar och ett avstånd skapas mellan politiker och TV-tittare.

TELEVISION • JOURNALISM • DEBATE • POLITICS

Forsslund, Titti: *Frisk och stark med skolradion: pedagogik och retorik i hälsoprogram 1930-1959*. Stockholm, HLS Förlag, 2002, 361 p., ill., tab., ISBN 91-7656-536-X, (Studies in Educational Sciences; 58), ISSN 1400-478X. (Lärarhögskolan i Stockholm, Institutionen för undervisningsprocesser, kommunikation och lärande). Note: Dr. diss. English summary 8 p.

Avhandlingen belyser skolradions historia från dess början i slutet av 1920-talet till och med 50-talet. Utgångspunkt är hälsoprogrammen med anknytande skolradiohäften med text och bild. Hur har detta multimediamedialmaterial förändrats med tiden? Det studeras ur ett retoriskt perspektiv: vem försöker övertyga vem, till vad, och hur går detta till? Vem-frågan leder i sin tur till ett genusperspektiv. Förutom ett hundratal hälsoprogram har källmaterialet bl a utgjorts av dels periodens statliga utredningar som berör skola, hälsa och sociala reformer samt radio, dels samtida lärar- och skoltidningar, som Svensk Lärartidning (senare Lärartidningen), Folkskolans vän, Folkskolläraernas Tidning, Sv. Folkskolslärarynnors tidning, Lärarinneförbundet och Svensk Skoltidning.

RADIO • EDUCATION • PEDAGOGY • HISTORY

Fridlund, Bert: *No room to die: a structuralist study of the content of spaghetti westerns*. Stockholms universitet, Filmvetenskapliga institutionen, 2002, 481 p., ill., ISBN: 91-7265-458-9. Note: Dr. diss.

Kan nutida populärfilmer som spagettivästern analyseras med ungefär samma metoder som tidigare har använts för att förstå indianmyter och gamla folksagor? Denna fråga besvaras jakande i avhandlingen.

”Spagettivästern” var ursprungligen ett skällsord för västernfilmer som spelades in i Europa av italiennare och spanjorer framför allt under 60- och 70-talen. Numera har dessa filmer ett visst kultrykte. Även enstaka amerikanska skådespelare medverkade. Bland annat utgjorde de s.k. ”dollar”-filmerna, som regisserades av Sergio Leone, början på Clint Eastwoods väg mot berömmelsen.

I avhandlingen beskriver Fridlund hur olika handlingsmönster och gestalter introducerades i de italienska västernfilmerna och hur de varierades och modifierades fram till dess att genren i stort sett försvann efter 1980.

FILMS • WESTERNS • CONTENT • PHILOSOPHY

Graffman, Katarina: *Kommersiell mediekultur: en etnografisk studie av TV-producenter och TV-produktion*. Uppsala universitet, Institutionen för kulturantropologi och etnologi, 2002, 300 p. Note: Dr. diss. English summary.

This dissertation examines a commercial media culture as articulated by a television production company in Stockholm, Sweden, and is based on nine months of extended fieldwork. The dissertation discusses the production process, its problems and constraints, and the role of the producer using a theoretical framework elaborated by Pierre Bourdieu. The TV producers are

involved in a constant process of interpretation, evaluation and negotiation related to the symbolic and economic power relationships that determine the field. The practical production cannot be reduced to a one-way communication system. Commercial TV production involves more than supplying the channels with those programs they demand and attracting the desired target groups; programs produced at the company must be "good" and give a "value" to the viewers. The production process implies a tightly interwoven relationship between the producer and the audience, conceived of in terms of "the average person". The producers create an image of an audience based on statistical figures, reference persons, viewer ratings and of themselves functioning as surrogate audience. This constructed viewer wants something more than pure entertainment. The public-educator ideal that has been a reason for the Swedish public-service-television's authority and legitimacy, has come to be an important component of the television produced at the described television company. A public-service tradition is reformulated to fit into a modern, commercial context, at the same time as it legitimizes and gives meaning to its own enterprise. The created viewer's demand for entertaining knowledge and information is satisfied.

TELEVISION • PRODUCTION  
• COMMERCIAL TELEVISION • MEDIA CULTURE

Habel, Ylva: *Modern media, modern audiences: mass media and social engineering in the 1930s Swedish welfare state*. Stockholm, Aura, 2002, 251 p., ill.; ISBN: 91-628-5507-7. (Stockholms universitet, Filmvetenskapliga institutionen). Note: Dr. diss.

The dissertation straddles the interface of mass media, social engineering and advertising in 1930s Stockholm. Its twofold objective is firstly to outline their cultural output, targeting predominantly feminine audiences. Discussions oscillate between intertextual and contextual levels, and elucidate the spaces providing the respective settings for these media. Advertising is claimed to establish spatiotemporal spheres where the everyday meets with the semifictional framework of films or tie-in contests, which are thereby expanded in multifarious ways. The study also argues that newsreels visualize history overlooked in canonized history writing, by providing documentary and navigatory instruments in urban milieus now lost.

Secondly. The study encircles two sets of discourses underpinning the mass media of the nascent welfare state, the former encompassing advertising, hygiene and eugenics. The latter is a prismatic construction of the public – highlighted as citizens, consumers and

patients. Exhibitions and non-fiction films often encourages spectators to compare their life projects, medical profiles and lifestyles with those of object lessons or newsreels, channeling imperatives into them by elevating their everyday experiences and concerns to issues of national importance. The methodology is partly drawn from early film and visual culture theory, partly from feminist early film scholarship on film-going and the problematic of feminine mobility in consumerist culture. Contrary to the conceptualization of feminine flânerie as contained by patriarchal capitalism, the dissertation holds that a gender-coded framework does not nullify the value of women's mobility, or reduce it to capitalist goals. A wider understanding of consumerist spaces and venues entails treating them as spheres simultaneously harboring commercially homogenizing and polysemic capacities.

AUDIENCES • WOMEN • ADVERTISING  
• SOCIAL CHANGE

Heide, Mats: *Intranät: en ny arena för kommunikation och lärande*. Lunds universitet, Sociologiska institutionen, Medie- och kommunikationsvetenskap/MKV, 2002, 244 p., ISBN 91-7267-130-0, (Lund Studies in Media and Communication; 7), ISSN 1104-4330.. Note: Dr. diss.

During the 1990s, communication and learning attracted heightened attention in organizational contexts. Generally speaking, there is great faith in the significance of ICT for people's learning. One form of technology which has had a great impact on Swedish organizations is the intranet. Within the course of a few years, intranets have been implemented in just over half of all Swedish organizations.

The aim of this dissertation is threefold. The first, introductory, aim is to provide a theoretical framework which shows the close relationship between communication and learning. It is hoped that this theoretical framework can contribute to a better understanding of the relationship between intranets and organizational learning. The second aim is to try to give a better understanding of how intranets are perceived and used in practice. The third aim is to study how intranets can be understood as a tool for information dissemination and learning in a knowledge-intensive company. The study is based on qualitative interviews with members of an organization at Ericsson Mobile Communications in Lund.

INTRANET • INFORMATION TECHNOLOGY  
• COMMUNICATION TECHNOLOGY  
• ORGANIZATIONAL COMMUNICATION

Hermansson, Camilla: *Det återvunna folkhemmet: tevejournalistik och miljöpolitik i Sverige 1987-1998*. Linköpings universitet, 2002, 350 p., ill., ISBN 91-7373-317-2, (Linköping Studies in Arts and Science; 252), ISSN 0282-9800 (Linköpings universitet, Tema Teknik och social förändring). Note: Dr. diss. English summary 13 p.

Avhandlingen studerar hur nyhetsjournalistiken i SVT och TV4 har hanterat frågor om miljö, konsumtion och livsstil mellan 1987 och 1998. En central föreställning rör hur journalistiken varit medskapare till en ideologisk omsvängning som gjort att ekologisk hänsyn förvandlats till dels en individualiserad fråga och dels omformulerats från att ses som ett hinder till en drivkraft i teknikutvecklingen och den ekonomiska tillväxten. I denna utveckling spelar internationella miljödokument liksom den svenska regeringens propositioner viktiga roller. Studien följer fyra olika teman i tevejournalistiken: miljöpolitik, återvinning, konsumtionsvaror och bilism. Några frågor som behandlas är: Hur gestaltar journalistiken i bilder och det sagda en konsumtionsorienterad miljödiskurs? Vilka aktörer får komma till tals i tevenyheter? Hur iscensätts hot mot miljön och visioner av det samhälle vi vill leva i?

TELEVISION • JOURNALISM • ENVIRONMENT  
• POLITICS.

Hirdman, Anja: *Tilltalande bilder: genus, sexualitet och publiksyn i Veckorevyn och Fib aktuellt*. Stockholm: Atlas 2001, 301 p.: ill., ISBN: 91-89044-87-8 (Doktorsavhandlingar från JMK; 21). Note: Dr.diss., English summary (Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK).

The gender of the audience has always been crucial for the content, form and modes of address in weekly magazines. By using certain modes of address magazines differentiate their audience as either feminine or masculine subjects, hereby producing ideas of what gender is, or should be. The purpose of this study is to examine the production of gender in two weekly magazines, from the sixties until the nineties - one aiming at a female audience (*Veckorevyn*) and the other a men's magazine (*Fib aktuellt*).

The study reveals that both women and men are taught to direct their desiring gazes toward the same body, the feminine, but with different implications. For women the feminine body represents an educational map of how to create desire, for men it represents promises of how to achieve sexual fulfilment.

One of the major differences during the years studied is found in the expanded impact gazes have in constructing meaning and addressing readers. The production of a gendered mode of address is thus

largely created and maintained in the visual process of representation by determining, through codes and conventions, who can look at whom and in what way.

MAGAZINES • GENDER • SEXUALITY • AUDIENCES

Ideland, Malin: *Dagens gennyheter: hur massmedier berättar om genetik och genteknik*. Lund, Nordic Academic Press, 2002, 224 p., ill., ISBN 91-89116-39-9. (Lunds universitet, Etnologiska institutionen). Note: Dr. diss. English summary 8 p. Transl. by: Karin Tängermark.

Presentationen av det klonade fåret Dolly medförde en mängd av reportage och debatter om vetenskaplig etik. Dolly är bara ett exempel på alla de nyheter med anknytning till genetik och genteknik som rapporterats under 1990-talet. Avhandlingen studerar, ur ett etnologiskt medieanalytiskt perspektiv, vad som förmedlas i nyheterna utöver objektiva fakta – vilka faktorer som påverkar hur massmedierna berättar om modern bioteknik. Författaren tar bl a upp faktorer som journalisternas ideal och arbetsmetoder, kulturella föreställningar om bland annat arv och miljö, naturligt och onaturligt, manligt och kvinnligt. Studien bygger på intervjuer och exempel ur skilda massmedier – såväl nyhetsmedier som biofilmer, där texten analyseras som berättelser.

MASS MEDIA • ETHICS • JOURNALISM • ETHNOLOGY

Kjellgren, Hanna: *Staten som informatör eller propagandist?: om statssyners betydelse i svensk informationspolitik*. Göteborgs universitet, Statsvetenskapliga institutionen, 2002, 404 p., ISBN 91-89246-05-5, (Göteborg Studies in Politics; 77), ISSN 0346-5942. Note: Dr. diss. English summary.

I denna avhandling visar författaren att det i svensk informationspolitik länge fanns en skepsis mot att den politiska majoriteten spred sina uppfattningar via den offentliga informationen, men att acceptansen för sådan information har blivit större. Ett annat viktigt resultat är att synen på statens roll i informationspolitiken återspeglar synen på statens roll i förvaltningspolitiken och de sakpolitiska områden inom vilka offentlig information sprids.

Bakgrunden till undersökningen är den offentliga informationsverksamhetens snabba tillväxt i västvärlden under efterkrigstiden. I Sverige sprider bland annat departement, myndigheter, kommuner, sjukhus och skolor information till medborgarna. Ibland riktas kritik emot att den information som sprids är politiskt vinklad eller felaktig. Hur har man i svensk informationspolitik förhållit sig till denna kritik? Bör den politiska majoriteten ha makten över den offentliga informationens innehåll eller bör innehållet i någon

mening vara neutralt? Vilken makt bör tjänstemän, informatörer och olika samhällsintressen ha över den offentliga informationens innehåll?

Hanna Kjellgren undersöker de svar som svensk informationspolitikens organisering och debatt ger på dessa frågor, från andra världskriget fram till idag. Undersökningen av informationspolitikens framväxt börjar vid upprättandet av Statens informationsstyrelse under andra världskriget och slutar i den moderna diskussionen om samhällsinformation och EU-information.

INFORMATION POLICY • PUBLIC INFORMATION  
• GOVERNMENT • POLITICS

Lindgren, Simon: *Modernitetens markörer: ungdomsbilder i tid och rum*. Umeå universitet, Sociologiska institutionen, 2002, 264 p., ISBN 91-7305-214-0 (Akademiska avhandlingar vid Sociologiska institutionen, Umeå universitet; 28). Note: Dr. diss. Summary in English.

I avhandlingen studeras samhällsdebatten om ungdomar i norrbottniska dagstidningar under 1900-talet. Ungdomar brukar ofta sägas vara framåtsträvande och kopplas samman med det moderna och nya i samhället. Lindgren menar dock i sin avhandling att man också kan säga att en form av utvecklingskritiskt tänkande kommer till uttryck i många av de ungdomsrörelser som figurerat genom åren. Detta kan exempelvis illustreras av den gröna vågens kritik av moderniseringens konsekvenser för miljön, av hippierörelsens avståndstagande från kapitalismen eller av veganrörelsens försvar av den inhumana behandlingen av andra arter än den "rationellt" tänkande. Hur man ska se på detta har i slutändan att göra med vad man lägger in i ord som framsteg och utveckling.

NEWSPAPERS • YOUTH • MODERNITY • SOCIOLOGY

Lindstrand, Peg: *ICT is the answer – but what is the question?: parents of children with disabilities: their thoughts, experiences, and expectations of information and communication technology (ICT)*. Stockholm, HLS förlag, 2002, 86 p. (Studies in educational sciences; 60) ISSN 1400-478X. (Lärarhögskolan i Stockholm) Note: Dr. diss.

Vilka erfarenheter och förväntningar har familjer med barn med olika former av funktionshinder angående ny teknik och datorer? Resultaten från fem internationellt publicerade delstudier presenteras i en avhandling av Peg Lindstrand.

Informations- och kommunikationstekniken (IKT) har fått en utökad betydelse inom många samhällsområden så också för barn och unga med olika former av funktionshinder. Tekniken existerar och finns färdig att användas, men frågan är hur ny teknik kan tilläm-

pas i vardagslivet i familjer som har barn med funktionshinder samt i skol- och fritidsmiljön. De svårigheter som existerar i ett komplext samhälle framträder. Resultaten visar att den verktygs- eller redskapsyn som finns inbäddad i IKT-området ofta utesluter de kulturella aspekterna. De behov som dessa familjer redovisar hamnar i bakgrunden.

INFORMATION TECHNOLOGY • PEDAGOGY  
• CHILDREN • HANDICAPPED PEOPLE

Ljuslinder, Karin: *På nära håll är ingen normal: handikappdiskurser i Sveriges Television 1956-2000*. Umeå universitet, Medie- och kommunikationsvetenskap/MKV, 2002, 191 p., tab., ISBN 91-7305-187-X. Note: Dr. diss. English summary 6 p.

Avhandlingen undersöker handikappdiskurser i svensk public service-television under åren 1956-2000 – hur TV-programmen representerar fenomen, händelser och personer som benämns funktionshinder, handikapp, funktionshindrade personer och liknande, samt att undersöka medierepresentationernas relationer till handikappolitiska dokumentens målformuleringar och förslag till genomförande. Följande fråga ställs: Vilka representationsstrategier kan tänkas befästa respektive utmana rådande kulturella värderingar och föreställningar? Ansatsen är såväl deskriptiv som analytisk. Socialkonstruktivismen (jmf. cultural studies-traditionen) utgör studiens teoretiska perspektiv, och undersökningen av språket är central. Studiens material består huvudsakligen av programbeskrivningar och arkiverade videokopior av SVT:s program och inslag 1956-2000 hämtade från Statens ljud- och bildarkiv. Totalt över 2000 program och inslag under drygt 40 000 sändningstimmar. Vidare ingår officella allmänpolitiska, handikappolitiska och mediepolitiska dokument. Insamlat material analyseras i tre delstudier utifrån en diskursanalytisk metod.

TELEVISION • HANDICAPPED PEOPLE • PUBLIC SERVICE • DISCRIMINATION

Lundell, Patrik: *Pressen i provinsen: från medborgersamtal till modern opinionsbildning 1750-1850*. Lund, Nordic Academic Press, 2002, 384 p., ill., ISBN 91-89116-45-3. (Lunds universitet, Institutionen för kulturvetenskaper). Note: Dr. diss. English summary 8 p.

Avhandlingen tecknar den moderna pressens genombrott, 1750-1850. Från att på 1700-talet ha varit arenor där alla hade rätten att delta i det upplysta samtalet, blev tidningarna under början av 1800-talet gradvis opinionsorgan styrda av tämligen enväldiga utgivare. Allt mer professionella tidningsmakare formade och tog makten över mediet – och språket. Begrepp som opinion, press, publicist och redaktör fick då de betydelser vi idag tar för givna. Volymen är tredelad.

Den första delen En medborgerlig tidningslitteratur, 1700-tal, behandlar det medborgerliga tidningsidealet, och tecknar den östgötska (Linköping och Norrköping) tidningslitteraturens kvantitativa tillväxt i relation till utvecklingen i riket i övrigt. Här resoneras också kring innehåll genom begrepp som politik, parti och opinion. Del två Marginalisering och modernt genombrott, 1790-1840, tar upp politiseringen och professionaliseringen, ett nytt tidningsideal, och hur nya idéer och praktiker började sitt intåg i Östergötland i och genom olika konkurrenssituationer, samt hur provinspressen förhöll sig till huvudstadspressen. Den tredje delen, Den moderna pressen etablerad, 1840-tal, uppmärksammar den förändrade betydelsen av publikens sammansättning, summerar professionaliseringsprocessen fram till och med 1840-talet, och slutligen beskrivs hur den moderna pressens argaste kritiker började spela samma spel som sina motståndare. Avhandlingen bygger på ett omfattande källmaterial och slår ett slag för regional idéhistoria och för studiet av landsortspresen.

LOCAL PRESS • NEWSPAPERS • CITIZENS • HISTORY.

Lundgren, Kristina: *Solister i mångfalden: signaturen Bang, Maud och Attis samt andra kvinnliga dagspressjournalister med utgångspunkt i 1930-talet*. Stockholm, Stockholms universitet, 2002, 420 p., ill., ISBN 91-88354-26-1, ISSN 1102-3015. (Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK). Note: Dr. diss. English summary 11 p.

Utifrån ett journalistikhistoriskt och textanalytiskt perspektiv uppmärksammar avhandlingen inledningsvis en mångfald av kvinnliga journalister som tidigare varit så gott som okänd i svensk presshistoria. Huvuddelen av avhandlingen studerar journalisterna Barbro Alving (Bang), Maud Adlercreutz (Maud) och Astrid Ljungström (Attis). Författaren belyser dels villkoren för de kvinnliga journalisternas inträde i yrket under en tid då de var i stark minoritet inom branschen, dels utvecklingen av olika arbetsområden och reporterroller i en tid då den moderna journalistiken växte fram. Den period som avses är 1930-talet och åren fram till decennieskiftet 50/60-talet.

JOURNALISM • WOMEN • RHETORIC • HISTORY.

Magnusson, Jan: *Ny situation – ny organisation: gatutidningen Situation Sthlm 1995-2000*. Lund, Lunds universitet, 2002, 198 p., ISBN 91-89604-11-3, (Lund Dissertations in Social Work; 9), ISSN 1650-3872. Lunds universitet, Socialhögskolan. Note: Dr. diss. English summary.

New organizations emerge in times of social change. Their survival depends on their ability to mobilize

resources in an environment defined by an old order, and thus they must adapt to it. Since new organizations learn how to adapt by mimicking already successful organizations, their structure tend to become increasingly similar to the structure of those organizations. The thesis tells the story of the emergence of Situation Sthlm, a Swedish street paper that was started in 1995. It was part of a global movement of street papers and represented an organizational type that so far had been unknown in modern Swedish society. Its uniqueness was based on the fact that it produced a paper that was sold on the street by homeless vendors, and on its combination of newspaper production and sales with social work. In the beginning Situation Sthlm tried to mimic the successful British street paper The Big Issue. But the ambition to cater to the needs of Stockholm's homeless, and the need to mobilize local resources eventually forced the organization to change in order to fit in with already established local organizations that was active in the field of homelessness. The thesis shows how the organization managed to change and adapt to the local resource structures while at the same time preserving its core activities as a street paper and gaining the neocorporative advantages of the field. The thesis attempts to synthesize a number of theoretical concepts into a dynamic theory of social change, including resource dependence, neocorporative organizational fields, institutional isomorphism, emulation, autonomous and relational resources as well as metaphorical forms of organizational adaption (octopoidness, gluttony, monstrosity, credulity, hypocrisy). Data from three areas of Situation Sthlm's operations are used: The publication, the social work, and organizational development. It was collected between 1999-2002 through complementary use of interviews, observations and unobtrusive methods, and covers the period between 1995-2000.

NEWSPAPERS • GRATIS PRESS • ORGANIZATIONS • SOCIAL CHANGE

Männikkö-Barbutiu, Sirku: *Senior cyborgs: about appropriation of personal computers among some swedish elderly people*. Stockholm: Stockholms universitet, 2002, 206 p. ISBN: 91-7265-516-X (Report series/ Department of Computer & Systems Sciences; 02:12), ISSN 1101-8526, (Stockholms universitet, Institutionen för data- och systemvetenskap) Note: Dr. diss.

Sweden is often considered a high-technology country, and the Swedes as a strongly pro-technology nation. The dramatic diffusion of personal computers in Swedish society during the latter part of the 90s would support such a view. How has the diffusion of the new technology actually taken place? The process of appro-

priation is here examined through one particular case: A group of members of a Swedish association that promotes computer ownership and use among elderly people has been studied empirically over a three year period. The focus of observation and analysis has been on how personal computers have been appropriated by these people, how the technology has been brought into the domestic environment, and how it is being used. The process of appropriation is described and discussed in terms of two theoretical approaches: the diffusion of innovation theory by E. Rogers and the domestication of technology theory by Silverstone & al. The process of appropriation is analysed in sequences starting with sensitising events which often are the very first contact with the innovation for many of the participants. The innovation decision phase seems to be dominated by various themes such as 'generation gap', 'mental activity', 'utility', and 'novelty'. The issues of economic, social, and physical access to the technology are also central determinants in the decision process. Because of the complexity of the computer technology, learning and training become an important part of the appropriation. The extensive efforts that are often connected with the acquisition of computer literacy may have an intimidating effect on the presumptive appropriators of the technology.

In the phase of objectification, the new technology is given its place in a home. The computer becomes one of the objects in the household and its location manifests the values attached to it. The location of the computer in the homes of the elderly underlines the understandings of it as an office machine and as a machine for solitary activities. Incorporation refers to the phase in which the actual use of the computer is initiated. The earliest affordances attached to the computers strongly guide their use. The three main functionalities applied are the e-mail, word processing, and Internet surfing.

The final phase of appropriation is conversion and confirmation. In conversion, the household attaches certain meanings to the artefact, i.e. a computer, and thus defines its own social status and/or that of the individual belonging to the household. These meanings may be instrumental (self-expression, order, extension of the body), social (connectedness), as well as psychological (self-image). A computer may be seen as a symbol for a new kind of modern, individualistic elderly person, and it may serve as a confirmation for the elderly of their connectedness to modernity, of their being senior cyborgs.

COMPUTERS • ELDERLY PEOPLE • AUDIENCES  
• COMMUNICATION TECHNOLOGY

Olofsson, Anna: *Waves of controversy: gene technology in Dagens Nyheter 1973-96*. Umeå universitet, Sociologiska institutionen, 2002, 173 p. + 4 app. 23 p., fig., tab., ISBN 91-7305-236-1, (Doctoral Thesis at the Department of Sociology; 29), ISSN 1104-2508. Note: Dr. diss.

This thesis investigate the public debate on gene technology, between 1973 and 1996, in one of the agenda-setting media in Sweden, Dagens Nyheter. Gene technology os one of the latest technologies which characterise our present Western society. The main concern of the study is the dynamic of this mediated debate on gene technology, which represents variation in the intensity and content of the debate over time. Potential controversies in this debate have also been a major focus. The study is mainly based on a quantitative content analysis of all articles published by Dagens Nyheter with gene technology as the main theme, but also on a qualitative text analysis of a smaller amount of articles covering controversies within the same population of articles.

NEWSPAPERS • DEBATES • PUBLIC SPHERE  
• TECHNOLOGY

Olsson, Tobias: *Mycket väsen för ingenting: hur datorn och internet undgår att formas till medborgarens tekniker*. Uppsala universitet, Institutionen för informationsvetenskap, Medie- och kommunikationsvetenskap/MKV, 2002, 311 p., tab., bibl., ISBN 91-554-5429-1, (Acta Universitatis Upsaliensis. Uppsala Studies in Media and Communication; 1), ISSN 1651-4777. Note: Dr. diss. English summary 8 p.

Avhandlingen griper sig an frågor om huruvida datorn och Internet används som verktyg för rollen som medborgare inom ramen för den svenska arbetarklasskulturen eller ej, och i så fall på vilket/vilka sätt? Och vilken betydelse har den nya informations- och kommunikationstekniken – om någon – för identiteten som medborgare bland arbetarklasskulturens dator- och Internetanvändare? Med utgångspunkt i den samtida diskussionen om "demokratins kris", och tankarna om den nya informations- och kommunikationsteknikens demokratiska potential, som de för fram i Demokratiutredningens slutbetänkande och LO-datorprojektet, utvecklar författaren kritiska resonemang kring vad som händer i mötet mellan den nya tekniken och användare ur arbetarklasskulturen. Utnyttjas datorns och Internets möjligheter av medborgaren? Studien empiriska material hämtas från intervjuer med 15 arbetarklasshushåll.

INTERNET • COMPUTERS • DEMOCRACY • CITIZENS

Palm, Göran: *I nationens och marknadens intresse: journalister, nyhetskällor och EU-journalistik*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG, 2002, 288 p., ISBN 91-

88212-49-1, (Göteborgsstudier i journalistik och masskommunikation; 30), ISSN 1101-4652. Note: Dr. diss. English summary 11 p.

I avhandlingen undersöks förhållandet mellan journalister och de nyhetskällor journalisterna vänder sig till och vad detta förhållande betyder för nyhetsrapporteringen om EU. Genom att intervjua ett sjuttio-tal journalister och pressansvariga (personer som arbetar åt EU-institutioner och politiska partier med presskontakter) har författaren studerat hur journalistiken organiseras och utförs i vardagen.

EU-journalisterna är så hårt pressade av tidsbrist, med för små resurser och hårda krav från redaktionsledningarna, att de i hög grad blir beroende av de pressansvariga – och därmed av de politiker och mäktiga institutioner dessa arbetar för. De pressansvariga (många av dem har lång egen erfarenhet av nyhetsjournalistik) vet hur journalister och redaktioner arbetar och tänker. De vet därför också vad journalister vill ha eller behöver och ställer detta till journalisternas förfogande. På så sätt kan man i hög grad styra nyhetsinnehållet i EU-journalistiken. De mäktiga organiserade intressen som de pressansvariga representerar ser det europeiska samarbetet som ett led i den inrikespolitiska kampen; för dem blir EU ett nationellt intresse och därför får EU-journalistiken ofta en nationell slagsida - det är inte EU som beskrivs, det är Sverige .

Men journalisterna är också utsatta för ett hårt tryck från de egna redaktionerna. Där kräver man EU-nyheter som säljer. Dessa kommersiella krav motverkar en EU-journalistik som är inriktad mot mer sammansatta resonemang och analys, EU-nyheterna blir istället förenklade och fragmentariska; marknaden styr inte mot sammanhang och förståelse utan mot det lätt säljbara.

I det maktspel där journalisterna oftast är i underläge hamnar också medborgaren som tidningsläsare, tv-tittare och radiolyssnare i underläge. EU-journalistiken ger sällan de kunskaper och inblickar en medborgare behöver för att kunna förstå EU, hur unionen arbetar och förändras. EU-journalistiken arbetar i den nationella politikens och i marknaden intresse - och därmed utgör den ett problem för demokratin.

JOURNALISM • NEWS • INFORMATION SOURCES  
• MARKET

Persson, Magnus: *Kampen om högt och lågt: studier i den sena nittonhundratalsromanens förhållande till masskulturen och moderniteten*. Eslöv, Brutus Östlings bokförlag Symposion, ISBN 91-7139-571-7. (Lunds universitet, Litteraturvetenskapliga institutionen). Note: Dr. diss. English summary.

It is a widespread opinion that the boundaries between high culture and mass culture have become less defined in our postmodern culture. How is the aesthetic exchange to be interpreted between cultural spheres – high and low respectively – long considered incompatible? What does this exchange look like in a concrete sense, and why is it being carried through? The author discusses these issues in relation to novels by three Scandinavian high cultural authors, who have, each in their own way, entered into a dialogue with the popular and mass cultural: Jan Kjærstad, Peter Høeg and Kerstin Ekman.

In chapter 1 the author discusses important themes and issues, recurrent in the long debate, both theoretical and popular, about the relationship between high and low culture. In chapter 2 I analyse how the Norwegian author Jan Kjærstad, in *Homo Falsus* (1984), aesthetically shapes and critically comments on postmodern media culture by integrating its dominant media technologies. In chapter 3 Peter Høeg's use of the crime fiction formula in *Frøken Smillas fornemmelse for sne* (1992) is analysed. Høeg's novel is put in relation to the extensive debate on the postmodern (anti-)crime novel within literary theory. I show how postmodern theory in fact reproduces those value hierarchies between high and low culture it set out to deconstruct initially. In chapter 4 the Swedish author Kerstin Ekman's connection with popular culture is examined. Her early, "pure" crime novels of the 60s are discussed, as is her 1993 "comeback" to the genre, *Händelser vid vatten*. In the last chapter the dissertation's complex of problems are widened to encompass a more extensive discussion on mass culture critique and modernity. Ekman's novel *Gör mig levande igen* (1996) is at the centre of this chapter.

LITERATURE • POPULAR CULTURE  
• LITERARY FORMS AND GENRES • AESTHETICS

Pettersson, Lucas: *Information och identitet: synen på televisionens politiska roll i Sverige och EU*. Stockholms universitet, Statsvetenskapliga institutionen, 2002, 359 p., ISBN 91-7265-549-6 (Stockholm studies in politics; 90) ISSN 0346-6620. Note: Dr. diss. Summary in English.

Den svenska televisionen har genomgått en smärre revolution sedan introduktionen på 1950-talet. Det fanns en tid då alla svenskar bänkade sig framför TV:n och såg på ett och samma Hylands hörna eller TV-nytt. Det var före TV3, MTV och CNN. Under samma tid fick televisionen en politisk roll som informationskälla. Den skulle erbjuda medborgarna objektiva nyheter och information om det dagspolitiska läget. Det

var så makthavarna ville ha det. Men i samband med en ökad internationalisering på 1980-talet kom synen på televisionens politiska roll att förändras betydligt.

Televisionen kom nu att tillskrivas en central roll för medborgarnas kollektiva identitet. Politikerna poängterade att internationaliseringen innebar ett ökat behov av att värna ”vår identitet som svenskar” och de ville att den ”svenska” televisionen, såväl SVT som TV4, skulle sända fler program på svenska av svenska upphovsmän. Televisionen skulle inte bara ge information, utan även identitet.

Samma ideal lyftes fram av makthavarna på EU-nivå, men då var det i första hand frågan om att bidra till en europeisk identitet. Det var helt enkelt ett viktigt mål när EU ville skapa regler för och ge stöd åt den europeiska televisionen.

I avhandlingen ställs på detta sätt frågan om vilken politisk roll televisionen bör spela i samhället. Bör den i första hand förmedla politisk information, främja en politisk diskussion eller skapa förutsättningar för en politisk gemenskap? Den visar hur och när olika idéer om demokrati och kollektiv identitet har kommit till uttryck och använts för att motivera politiska beslut och handlingar som i högsta grad har konsekvenser för medborgarna.

TELEVISION • POLITICS • NATIONAL IDENTITY  
• GLOBALIZATION

Rahm, Henrik: *Journalistikens anatomi: analyser av genrer och textmönster i fem strejkbevakningar i svensk dagspress 1879-1996*. Lunds universitet, Institutionen för nordiska språk, 2002, 374 p., ill., ISBN 91-628-5262-0, (Lundastudier i nordisk språkvetenskap. Serie A; 58), ISSN 0347-8971. Note: Dr. diss.

This dissertation deals with journalistic texts in the Swedish daily press. The strike event has been chosen to make comparisons of the same event over time possible. The press coverage of five major Swedish strikes is investigated: the strike of the sawmill workers in the Sundsvall area in 1879, the general strike in 1909, the strike of the metal workers in 1945, the strike of the miners in 1969-70 and the strike of the nurses in 1995-96.

The overarching purpose is to show connections between changes in society, in journalism and in the structure of newspaper texts. This is realised through two more concrete purposes. The first is to map how the text universe of the newspapers was constructed and read. The method for this is to reconstruct the genre system of the editorial material of the investigated papers and analyse the functions of the genres. The other purpose consists of discerning, describing and interpreting text patterns in the news genre. The text

patterns are structured by dominance for or alternation between voices: the own press voice, another news paper's press voice and the voices of the strike actors.

The author call the journalism of 1879 quoting journalism as the papers, owing to personal and technical limitations, simply obtained texts by cuttings from each other or by printing other texts without editing. In 1909, the strike events are selected and the texts are constructed based on the respective political perspective of the newspapers, which justifies the label party-politicising journalism. In 1945, the journalistic ideal is to reflect the events. However, the political perspectives of the papers can be seen in how the events are selected and how the strike actors are presented. I call the period party-politically reporting journalism. The coverage of 1969-70 is characterised by dialogues between the paper and the strike actors, sometimes also between the actors themselves, which motivates the label dialoguing journalism. The main pattern for constructing news is alternation between the own press voice and the voices of the strike actors. In 1995-96, the journalistic texts are still constructed with dialogues between the paper and the strike actors, yet also developed into texts where the event with the participating actors is depicted as a drama on a scene, which leads to the label dramatising journalism.

JOURNALISTIC GENRES • INTERTEXTUALITY • TEXT ANALYSIS • DISCOURSE

Simonsson, Charlotte: *Den kommunikativa utmaningen: en studie av kommunikationen mellan chef och medarbetare i en modern organisation*. Lunds universitet, Sociologiska institutionen, Medie- och kommunikationsvetenskap/MKV, 2002, 272 p., ISBN 91-7267-131-9, (Lund Studies in Media and Communication: 6), ISSN 1104-4330. Note: Dr. diss. English summary.

The focus of this dissertation is communication between managers and subordinates in a modern organization. The research questions are concerned with ideas, practices and organizational conditions in relation to leadership communication.

The starting point for this study was the change in leadership philosophy that was introduced in many organizations at the beginning of the 1980s. This transformation involves a move from organizations based on hierarchies, rules and close supervision, to organizations built on loosely structured networks, decentralization, visions, and self-managed teams. The challenge for leaders is no longer to control the employees' physical actions, but to manage their imaginations and interpretations. Thus, leaders should no longer act as supervisors, but as managers of meaning, which

calls for new and more difficult ways of communicating. One of the author's basic assumptions has been that dialogue and sense making are key concepts for leadership in a modern organization. She has carried out a qualitative study in a division for product development within Volvo Car Corporation. This division has a complex matrix organization, in which most employees have one line manager and one project leader. The study has mainly been based on interviews and observations of meetings.

ORGANIZATIONAL COMMUNICATION • CULTURE  
• MANAGEMENT • EMPLOYMENT

Sjöberg, Ulrika: *Screen rites: a study of Swedish young people's use and meaning-making of screen-based media in everyday life*. Lunds universitet, Sociologiska institutionen, Medie- och kommunikationsvetenskap/MKV. 2002, 318 p., ISBN 91-7267-128-9, (Lund Studies in Media and Communication; 5), ISSN 1104-4330. Note: Dr. diss.

We are all aware of how many different media have become a familiar equipment in the home, perceived as any other furniture. The media have become more or less unconsciously intertwined in everyday routines. As the media environment is continuously in a phase of transformation, it is crucial to gain knowledge about children's and adolescents' own understanding and interpretation of their mediarelated practices and how media use is integrated in everyday life. The author discusses Swedish young people's use, perception, and meaning-making of the screen-based media – television and computer (in terms of computer games and Internet) – in the circumplex of day-to-day mediated and non-mediated events in their leisure time. The research focus of the thesis is placed on the home per se, as this is the place where young people have most of their media activities. For computer games the ages 8/9 and 12/13 are considered, while the age groups 12/13 and 15/16 are of interest for television and Internet.

TELEVISION • COMPUTER GAMES • INTERNET  
• YOUTH

Sparrman, Anna: *Visuell kultur i barns vardagsliv: bilder, medier och praktiker*. Linköpings universitet, Tema Barn, 2002, 252 p., ill., ISBN 91-7373-298-2, (Linköping Studies in Arts and Science; 250), ISSN 0282-9800. Dr. diss. English summary 5 p.

Studien utgår från 64 barn i åldrarna sex till åtta år. Under totalt fem månader, hösten 1998 och i början av 1999, vistades författaren med barnen på fritidshemmet Lövköjan och dokumenterade deras bildanvändning med en videokamera. Dessutom intervjuades 8 av barnen i deras respektive hemmiljöer. Upplägget på studien är tvärvetenskapligt både ur teoretisk och meto-

disk synvinkel – perspektivet är tematiskt snarare än disciplinärt – och behandlar barns visuella vardagsliv på fritidshemmet och barns privata väggdekorationer. Centrala frågeställningar är: Vilka är barns visuella praktiker? Vad berättar barns praktiker om visuell kultur? och Vad visar de om barns aktörskap och vardagsliv? Studien baseras på medieetnografiskt fältarbete kombinerat med analysmetoder från diskursanalytisk forskning. Huvudmaterialet består av 90 timmar videofilm, 500 diabilder och 79 teckningar producerade av barnen. Dessutom består det empiriska materialet av 8 timmar intervju material.

VISUAL COMMUNICATION • CHILDREN • CULTURE  
• ETHNOGRAPHY

Ståhl, Margareta: *Signaturen Bansai: Ester Blenda Nordström: pennskaft och reporter i det tidiga 1900-talet*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG, 2002, 376 p., ISBN 91-88212-47-5, (Göteborgsstudier i journalistik och masskommunikation; 29), ISSN 1101-4652. Note: Dr. diss. English summary 8 p.

Studien handlar om reportern och pennskaftet Ester Blenda Nordström, som verkade i det tidiga 1900-talet. Avhandlingen gör ett nedslag i ett viktigt förändringsskede i den svenska journalistikens historia och fokuserar på en enskild journalists verk sett både i ett samtidsperspektiv och mot en biografisk bakgrund. Utgångspunkten för bokens analyser är de cirka 400 tidningsartiklar som Ester Blenda Nordström skrev i Stockholms Dagblad, Dagens Nyheter och Svenska Dagbladet under sin tid som anställd inom dagspressen på 1910-talet, och inte minst de två reportageserierna "En månad som tjänsteflicka på en bondgård i Södermanland" (1914) och "Kåtornas folk" (1915-1916). Särskilt intresse ägnar avhandlingen sambandet mellan Ester Blenda Nordströms journalistik och modernitet.

JOURNALISM • WOMEN • BIOGRAPHY • HISTORY

Ståhlberg, Per: *Lucknow Daily: how a Hindi newspaper constructs society*. Stockholms universitet, Socialantropologiska institutionen, Almqvist & Wiksell International, 2002, 218 p., ISBN 91-7265-542-9 (Stockholm studies in social anthropology; 51) ISSN 0347-0830, Note: Dr. diss.

Mass media in various forms have during the last decades increases their presence in India. Among the printed media, the regional daily press has experienced a particularly strong growth through the 1980s and 1990s. This study is primarily concerned with Hindi newspapers and their journalists in the north Indian State of Uttar Pradesh. The form and the content of the newspapers are dealt with, so are routines

and organisation of newwork as well as the background and the careers of journalists. The study also elucidates how the Hindi-language journalists formulate their occupational role and understand their position in the public sphere – particularly in relation to the English-language press in India. A central aim of the research has been to describe local and culturally specific conditions of a profession that is working with similar methods and tasks all over the world. Simultaneously, the journalistic form of cultural production is discussed in relation to processes of cultural globalisation, modernity and political imagination. The study is based on fieldwork conducted during two period of totally 10 months, between 1995 and 1998, among journalists in the city of Lucknow.

NEWSPAPERS • LOCAL PRESS • JOURNALISM  
• CULTURAL IMPERIALISM

Sundén, Jenny: *Material virtualities: approaching online textual embodiment*. Linköpings universitet, Tema K, 2002, 255 p., ISBN 91-7373-345-8 (Linköping studies in arts and science; 257) ISSN 0282-9800. Note: Dr. diss.

While the Internet is often presented as a disembodied medium, various forms of bodily presence are continually introduced when people meet online. This study explores notions of embodiment in a particular text-based virtual world (here called WaterMOO) by investigating how bodies – always sexually specific – are created and rendered meaningful in online textual practices. What does it mean to be embodied online? What are the conditions of cyber-subjectivity? The argument is situated in the growing field of online ethnography, taking as a point of departure two years of online ‘fieldwork’. Letting field sessions along with contemporary feminist and queer theory serve as a backdrop, online embodiment turns out to be located in a borderland between typists and textual machine bodies, speaking and writing, physically and imagination.

In contrast to the myth of cyberspace as a disengaged, free universe for transgender performances, textual bodies in WaterMOO are not only unmistakably human, but unmistakably human-gendered. A MOO provides its inhabitants with a fictive world open to play and imagination, but one that is also a networked *social* space quite different from imaginary worlds of fiction. On the other hand, these social encounters are always textual mediations, clearly drawing on literary conventions and narrative structures that render them open to comparisons with other literary phenomenon.

If initially, online textuality was seen as the ultimate realization of postmodern literary theory, this study incorporates an awareness of how acts of writing and reading are always confronted with the technological restrictions of the medium. Physical bodies do not only exist as textual figurations in online narratives, but ‘the body typing’ is itself indispensable to the creation of virtual bodies. The WaterMOO study shows the need to shift the emphasis in poststructuralist literary theory – away from ally and sexually engraved. The discussion arrives at an alternative cyberfeminist subject in terms of a she-cyborg. The she-cyborg is a figure of thought, but also a lived reality in various online spaces. She shows how (female) typists and their virtual body doubles are never fully separated from each other, but rather infused with feminist politics embedded in collectivities of difference.

INTERNET • SOCIOLOGY • ETHNOLOGY • DISCOURSE

Thelander, Åsa: *En resa till naturen på reklamens villkor*. Lunds universitet, Sociologiska institutionen, Avd. för medie- och kommunikationsvetenskap/MKV, 2002, 215 p., fig., ill., ISBN 91-7267-125-4, (Lund Studies in Media and Communication; 4), ISSN 1004-4330. Note: Dr. diss. English summary 4 p.

Avhandlingen analyserar föreställningar om natur i resereklam och vad dessa har för betydelse för människors uppfattningar om natur. I boken diskuteras frågor som handlar om förväntningar före resan, där medier och reklam är viktiga källor till information, den faktiska upplevelsen i förhållande till den förväntade, och hur upplevelsen sedan återskapas i t.ex. resenärernas fotografier. Analys och resultat baseras på bildanalys av resereklam, intervjuer med resenärer och analys av deras fotografier.

ADVERTISING • SEMIOTICS • PHOTOGRAPHY  
• LEISURE TIME • ACTIVITIES.

Ulfgard, Maria: *För att bli kvinna – och av lust: en studie i tonårsflickors läsning*. Stockholm, B. Wahlström, 2002, 381 p., ISBN 91-32-32849-4, (Skrifter utgivna av Svenska barnboksinstitutet; 78), ISSN 0347-5387. (Lunds universitet, Litteraturvetenskapliga institutionen; Malmö högskola, Lärarutbildningen i Malmö). Note: Dr. diss. English summary 12 p. Transl. by Lars-Håkan Svensson.

Avhandlingen intresserar sig för vad flickor läser på sin fritid och hur de ser på sin läsning. Studien har följt tjugo 15-16-åriga flickors fritidsläsning under två år. Flickornas litteraturval och läsning har kopplats till geografiska, sociala, kulturella och religiösa bakgrundsfaktorer samt till den undervisning de får i skolans svenskämne. Studiens utgångspunkt är recep-

tions-, text- och genusteoretisk, men också ideologisk.

LITERATURE • READING • GIRLS • ATTITUDES

Wallenberg, Louise: *Upsetting the male: feminist interventions in the New Queer Wave*. Stockholms universitet, Filmvetenskapliga institutionen, 2002, 360 p., ISBN 91-7265-536-4. Note: Dr. diss. Summary in English.

The greatest achievement of the New Aqueer Wave has been to make other representations possible by entailing a speaking for the self. In representing subjectivities that hitherto have seldom been represented, it has served to open up certain rigid structures enveloping theories on cinematic representation, narration and spectatorship, Persisting between 1989 and 1999, the New Queer Wave is closely connected to the rise and formation of queer theory, and like its theoretical counterpart, queer film urges a deconstruction of the normative while making visible the invisible.

With a basis in poststructurally influenced feminist and queer theories and relying on the practice of queering, this dissertation examines a select number of gay film texts belonging to the New Queer Wave. Central to this queering are complex themes ranging from (dis)identity, sexual (in)difference, gender performance and the butch/femme paradigm, via transgender and transsexualism, the insider/outside figure, racial essentialism and cross-over desire, to t-phallicisation, masochism and the non-Oedipal narrative. It is by focusing on these distinct yet interrelated issues that the dissertation tries to discompose certain "truths" or "facts" that constitute the basis for (white) heteronormativity and phallogentrism. Hence, the dominant notions of sex, gender, race and sexuality as natural, ahistorical and universal are radically contested. These notions, it is stressed, all conform to the major binary pair of *sameness* and *difference*. And although *sameness* occupies a central position throughout the dissertation, most space is afforded the discussion of difference as *sexual difference* is taken as the starting point for problematising other hierarchical differences.

Reading queer representation through a feminist filter, the image of the "traditional" male and the phallogentrism embalming it is disrupted. And by dephallicising the male and hegemonic formations of sexual difference, even differences of race and sexuality are upset.

FILMS • SEXUALITY • MEN • WOMEN

## Licentiatavhandlingar

Larsson Eklund, Ylva: *Med skaparkraft som etiskt argument: en explorativ studie om moral och yrkesetik inom reklambranschen ur ett internt relationsperspektiv*. Karlstad universitet, Institutionen för ekonomi, Centrum för tjänsteforskning, 2002, 176 p. (Karlstad University studies; 2002:30) ISSN 1403-8099. Note: Licentiate degree. Summary in English.

Reklambranschens moraliska beteende är kontroversiellt och ständigt föremål för debatt. Frågeställningar som tas upp i denna licentiatuppsats är hur etiska normer och regelsystem påverkar det dagliga arbetet inom denna bransch. Författaren har intervjuat företrädare för reklambyråer, medieföretag och annonsörer. Analysen har tagit sin utgångspunkt bl a i en inom branschen omdiskuterad kampanj. Studien ger en ökad förståelse för företagens egna värderingar och den birar till att föra debatten vidare kring affärlivets moral och etik.

ADVERTISING • ETHICS • MARKETING  
• MANIPULATION

Thulin, Eva: *Ungdomars användning av dator, internet och mobiltelefon: konsekvenser för vardagslivets geografiska dimensioner*. Göteborg: Handelshögskolan vid Göteborgs Universitet, 2002, 191, p. ill., tab. (Choros; 2002:2) ISSN 0347-8521. Note Licentiate degree.

Syftet med denna rapport är att undersöka hur ungdomar i sin vardag använder sig av olika former av informations- och kommunikationsteknologi (IKT: dator, internet, mobil och fast telefon) och hur användningen påverkar vardagslivets geografiska dimensioner. Dessa dimensioner omfattar dels människors fysiska resor och aktivitetsmönster och dels virtuella kontakter och deras geografiska utsträckning. Följande forskningsfrågor behandlas. I vilken omfattning och till vilka ändamål använder ungdomar IKT i vardagslag? Förknippas allt fler av vardagens sysslor med att man använder IKT? Hur utnyttjas IKT-baserade möjligheter i relation till mer traditionella resbaserade; kompletterar eller substituerar de varandra? Påverkar användningen av IKT ungdomarnas aktivitetsmönster, rörlighet och virtuella kontakter?

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