Aktuella böcker från Nordicom
Concepts of convergence and converging processes have triggered considerable attention and activities in media research during recent years. This has been an inspiring context for the discussions and analyses presented in this book. The book elucidates a variety of understandings related to the concept of convergence, and at the same time reflects on the analytical advantage of the concept. The contributions discuss the impact of media digitalization and the degree to which the prospects of convergence have been realized. The studies range from investigations of institutional and regulatory change within media and cultural institutions, to analyses of communicative genres and social practices related to digital media.

Tony Blair demands it, Reuters wants it, the Spokane Spokesman-Review practices some of it and scholars try to define it – media accountability. The need for media accountability was formulated more than 100 years ago and made manifest with codes of ethics and “bureaus of accuracy”. The Hutchins Commission used the concept in 1947 as a way to avoid government prescription of media content. The practice of media accountability has since been fueled by market expansion, looser regulation of public service and a technological facilitation of media/public interaction.

In March 2007 these issues were discussed in a two-day international conference at the School of Communication and Design, University of Kalmar, Sweden. Scholars gave overviews of Media Accountability Systems (MAS), media journalism, media blogs and the effects of market-driven journalism on media accountability. Practitioners presented cases dealing with victims of the media in the United Kingdom, news ombudsmen and media critique in Scandinavia, and transparency in Spokane, Washington, USA.

To the presentations from Kalmar the conference-initiator Torbjörn von Krogh has added a background chapter on the origins and rise of media accountability and some thoughts on its future. He also offers a new working definition of media accountability, building on the work of European and North American scholars:

Media accountability is the interactive process by which media organizations may be expected or obliged to render an account (and sometimes a correction and/or excuse) of their activities to their constituents. The values and relative strength of the constituents vary over time and are affected by media systems and media technologies.
Empowerment Through Media Education. An Intercultural Dialogue

Although media, digital and information divides do exist in the world, more and more people have access to a steadily swelling flow of material through many new channels. An interactive and mobile media society has grown up alongside the traditional mass media society. Passive media consumers are becoming active media producers. In the midst of these developments are children and youth. Many parents, teachers and policy-makers are concerned about the negative influence they believe media exert on young people. The media, however, are also valued as social and cultural resources. It is in this complex context that we must see the importance of media literacy and media education. But when issues such as these are discussed, all too often the frame of reference is the media culture of the Western world. There is an urgent need for the agenda to become open to non-Western thoughts and intercultural approaches.

This book is based on international conferences on media education in Riyadh and Paris 2007. Scholars and other experts present conclusions from experiences and research to date on media education from a variety of perspectives and different cultures.


Children’s and adolescents’ importance as actors on the market has grown successively the past four to five decades. Nowadays, young people are exposed to a steady stream of commercial messages directed specifically to them. Television still has a unique position as an advertising medium, but advertising directed to youthful viewers is more and more prevalent on the Internet and mobile phones, as well. Many computer games, cartoons and programmes are a form of advertising in themselves inasmuch as they are the vehicles for ‘merchandising’ to youthful viewers. Product trade-marks and logotypes are a nearly universal lingua franca today, a vocabulary shared by young of all classes in a good part of the world.

The aim of the yearbook 2007 is to shed light on these new trends and global developments in relation to young people, consumption and media.
From Public Service Broadcasting to Public Service Media. RIPE@2007

The core challenge facing public service broadcasting today is the transition to public service media. This understanding characterised discourse among participants in the RIPE@2006 conference in the Netherlands, the theme of which was Public Service Broadcasting in the Multimedia Environment: Programmes and Platforms. The contributors in this volume focus attention on issues of strategic concern and tactical importance in addressing the core challenge. A defining theme is the need for moving beyond the transmission model of broadcasting to mature both professional and theoretical thinking necessary in public service communication. Audiences must be understood as partners rather than targets and content that is cross-media and cross-genre must be popular but remain distinctive. For policy makers the core challenge necessitates fairly balancing the often contrary interests of commerce and culture which is a fundamental tension in media policy today. The stakes are high because policy and operational decisions will establish the character of the European dual media system for decades to come. What is the mission of public service media in a multimedia environment characterised by globalization, convergence, digitization, and fragmentation? What is important for strategy development that renews the public service enterprise while keeping faith with the ethos that legitimates the endeavour? How might policy makers variously understand the fuller possibilities entailed in the development of a uniquely European dual media system?

The authors address these questions to offer critical insights that deepen thinking about theoretical, strategic and operational aspects incumbent in the transition to PSM. The book has two sections. The first is focussed on dynamics, complications and challenges incumbent in policy development and strategy elaboration. The second focuses on content-related aspects with emphasis on strategic and tactical implications.