

# Doktorsavhandlingar 2007

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# Danmark

Andersen, Sophie Esmann. / *Brands som fortællinger – fortællinger om brands: om teenageres konstruktion og forbrug af mærkevarebetydninger*. Aarhus: Aarhus School of Business, 2007. 237 s.

Denne afhandling opdaterer den klassiske 'brand som fortælling'-metafor. I stedet for at fokusere på brand management som strategisk storytelling, hvor et brand sættes lig en fortælling om værdier og identitet, conceptualiserer denne afhandling et brand som *netværk af fortællinger, som forbrugeren er medfortæller af*. Der sættes med andre ord fokus på, hvad der sker med 'brand som fortælling'-metaforen, idet forbrugeren inddrages som medfortæller. Med udgangspunkt i blandt andet postmoderne litterære poetikker, skitseres en udvikling fra den moderne fortællings enhedssøgende forestillinger og alvidende fortællebegreb til den postmoderne, polyfone fortællings fragmenterede værdisæt.

Andersen, Tem Frank. / *Unge og computerkultur: ambivalenser og socialt spillerum i gymnasieelevers computerbrug*. Aalborg: Aalborg Universitet, 2007. 329 s.

Afhandlingen analyserer social computerbrug blandt en gruppe gymnasieelever og viser, hvordan eleverne i deres brug og deres omgang med computere tilskriver disse bestemte betydninger. Afhandlingens fokus på den sociale dimension – det sociale spillerum – er motiveret af et ønske om mere tydeligt at belyse, hvordan vi kan forstå computerens rolle i sociale og hverdagslige sammenhænge. Perspektivet for afhandlingen er medietnografisk.

Bjørner, Thomas. / *Tryk ok for interaktivitet: Følgforskning af TV2/Nord-Digital: Et mediesociologisk brugerspektiv på digitalt interaktivt tv*. Aalborg: Aalborg Universitet, 2007. 342 s.

Afhandlingen giver nogle indsigter i brugernes mediebrug i forhold til implementering af digitalt terrestrisk TV (DTT), og ser på hvilke fordele og ulemper brugerne mener og oplever de interaktive tjenester har via tv-mediet. Hvem skal f.eks. bestemme i forhold til hvad der skal ses af interaktivt indhold?, og vil digitaliseringen dermed fremme den stigende tendens til at vi ser mere tv hver for sig? Og ønsker seerne overhovedet at være interaktive med deres fjernsyn – og i givet fald om hvad og hvorfor? Baggrunden for afhandlingen er forsøgskanalen TV2/Nord-Digital, der sendte i perioden fra november 2002 til oktober 2004, og var første kanal som udsendte digitalt terrestrisk tv i Danmark. TV-mediet skulle med TV2/Nord-Digital

forsøget blive radikalt forandret, når alle eksisterende og nye medier smeltede sammen til et nyt supermedie, en konvergeret mediebooks bestående af halvt PC og halvt TV, en forening af tekst, billeder, lyd, film og video, i en slags digital schweitzerkniv. Sådan gik det imidlertid ikke. Ud over mere regionalt fjernsyn og bedre billede/lyd kvalitet var det dels på grund af teknologiske vanskeligheder og dels manglende analyser af brugernes medieadfærd, primært en slags udvidet tekst-tv der kom til at fungere i TV2/Nord-Digital forsøget. Afhandlingen giver derfor også et svar på hvorfor det er komplekst at indføre ny teknologi i hjemmet, og hvorfor medieforbruget ikke bare lade sig forandre fra den ene dag til den anden.

Bærenholdt, Jørgen Ole. / *Coping with distances: producing Nordic Atlantic societies*. Oxford: Berghahn Books, 2007. 286 s., ISBN 978-1-84545-290-9

Mennesker håndterer afstande og producerer derved samfund. Dette er det grundlæggende synspunkt i en afhandling, hvor samfund ikke tages for givet. Samfund er tværtimod noget som hele tiden må produceres, genproduceres og forandres, og det sker gennem håndteringen af afstande, som både er fysiske, sociale og kulturelle. Overfor fremherskende diskussioner, hvor samfund og mobilitet gøres til hinandens modsætninger, stilles den opfattelse at samfund skabes gennem mobile praksisser. Afhandlingen ønsker således at forstå, hvordan samfund bliver til 'nedefra' gennem menneskers forbindelser med hinanden og med materielle omgivelser og ting. Afhandlingen handler om de nordisk atlantiske samfund, Nord-Norge, Færøerne, Island og Grønland, i både fortid og nutid. Selvom disse områder ofte fremstår som marginale og perifere, peger afhandlingen på, hvordan der her er skabt overraskende moderne og rige samfund i løbet af det 20. århundrede. Dette er sket igennem mangfoldige former for innovation, netværk og dannelse af identitet, igennem en kompleks historisk proces, hvor mobilitet og økonomiske, politiske og kulturelle forbindelser har været afgørende.

Afhandlingen tager sit afsæt i en teoretisk diskussion af begreberne samfund, håndtering (*coping* på engelsk), social kapital, territorialitet, mobilitet, *bonding* (stærke identitetsbærende bånd) og *bridging* (svage, brobyggede forbindelser). Der går på tværs af vante skel mellem kultur, økonomi, sociale forhold, politik og materialitet. Sammen med en baggrund i den moderne samfundsgeografi, hentes vigtig inspiration fra social-

antropologen Fredrik Barth, den økonomiske antropolog Karl Polanyi og idehistorikeren Michel Foucault.

Bødker, Mads. / *Trust within technology: risk, existential trust and reflective designs in human-computer interaction*. Copenhagen: IT-University, 2007. 210 s.

The dissertation sets out to define and describe the nature of trust and risks in relation to computers becoming ubiquitous. Drawing on the theories of risk society developed by Beck, Lash, Van Loon and others, the dissertation argues that the risks of the computer becoming ubiquitous can be seen as ascribable to cultural representations in the narrative, aesthetic registers – risk and risk experience takes place as stories and mythologies rather than as a result of calculation or as an actuarial perspective on a probabilistic future. The thesis argues that conventional approaches to order risks are constantly failing, and that they persistently overlook emotional, aesthetic judgment that originates in risk culture. Building from this perspective, the thesis argues that it might be valuable to refigure the concept we use to describe trust in computers towards a notion of trust within computers. Trust within suggests that the concerns that users bring into their interaction with technology are valuable, and that failing to recognize this can challenge a trust in the self that is essential to existential trust and the ability to existentially dwell within a technological culture. As a supplement to the conventional understanding of tool transparency as a governing principle for the design of successful interactions with computers, the thesis proposes that we can refocus the design of interactions with computers towards reflective designs that emphasize the users' active engagement and interpretation.

Dalsgaard, Christian. / *Åbne læringsressourcer: mod en sociokulturel teori om læringsressourcer*. Aarhus: Aarhus Universitet, 2007. 293 s.

Afhandlingen behandler spørgsmålet om, hvordan it-baserede læringsressourcer udvikles med udgangspunkt i et læringsteoretisk grundlag. Læringsressourcer forstås som alle typer af ressourcer eller materialer, der anvendes til at understøtte læreprocesser. Formålet med afhandlingen er at opstille et teoretisk begrebsapparat, der kan anvendes til forståelse og udvikling af it-baserede læringsressourcer. Ud fra en sociokulturel teoriretning udvikler afhandlingen først en forståelse af læring og læringsressourcer. På baggrund heraf opstilles dernæst en model for udvikling og anvendelse af læringsressourcer, og endelig vurderes en række konkrete it-baserede værktøjer ud fra modellen med henblik på at afdække potentialer, der kan danne udgangspunkt for

udvikling af it-baserede læringsressourcer. Afhandlingen argumenterer for udvikling af *åbne læringsressourcer*, der ikke definerer, hvad de studerende skal lære, eller hvordan de skal lære, men i stedet understøtter forskellige aktiviteter. Som konsekvens af denne forståelse foreslår afhandlingen et fokusskifte inden for udvikling af læringsressourcer. I stedet for at udvikle læringsressourcer, der strukturerer et bestemt fagligt indhold og fastlægger de studerendes læringsforløb, skal læringsressourcer understøtte, at studerende selvstændigt kan tage dem i brug i relation til forskellige problemstillinger. Konsekvensen er, at det ikke kan defineres i læringsressourcen, hvordan den studerende skal anvende den. Afhandlingen behandler den udfordring, der ligger i at udvikle læringsressourcer uden at vide, hvordan studerende tager dem i brug.

Frasca, Gonzalo. / *Play the message: play, game and videogame rhetoric*. Copenhagen: IT-University, 2007.

The dissertation proposes a framework for the rhetorical analysis of games, videogames, toys and play activities. Even though play predates culture and games have long been pervasive in our civilization, the advent of videogames has pushed even further the role of games as communicational and cultural products. This situation demands a set of rhetorical tools that takes into account the particularities of games and how they are played. The main objective of this dissertation is to provide a foundation upon which building play rhetoric, one that is complete enough to take into account the core elements that contributed to the player's construction of meaning while engaged in play. In order to achieve this, it is first needed to question our current ontologies of play and game and propose an alternative one that shifts the current systemic bias towards an approach that also takes into account player performance. Since ultimately the goal of this dissertation is to contribute to the nascent field of play rhetoric, it complements its theoretical tools with multiple examples of rhetorical analysis of games, videogames, toys and play activities.

Georgsen, Marianne. / *Kommunikation og samarbejde i virtuelle miljøer: et studie af meningsforhandlingens betingelser i videomedieret forskersamarbejde*. Aalborg: Aalborg Universitet, 2007.

Afhandlingen beskæftiger sig med kommunikationens rolle i samarbejdsprocessen, med særlig vægt på kommunikationens betingelser, når samarbejdet medieres af informations- og kommunikationsteknologi. Gennem teoretiske og empiriske undersøgelser af fænomenerne kommunikation, meningsforhandling og mediering belyses relevante aspekter af sammenhængen mellem

samarbejdets kommunikative behov og muligheder og begrænsninger i et CSCW-systems understøttelse af disse behov. Et væsentligt udgangspunkt for afhandlingens undersøgelser af problemstillingen er, at teknologistøttede kommunikations- og samarbejdsformer betragtes som nye praksisformer, som skaber et behov for tilpasning eller udvikling af kendte metoder, når disse skal studeres i praksis. I afhandlingen sættes fokus på betingelserne for den videomedierede interaktion og på at kunne identificere de ressourcer, brugerne tager i anvendelse for at kunne samarbejde i de virtuelle omgivelser.

Hansen, Jens Jørgen. / *Mellem design og didaktik: om digitale læremidler i skolen*. Odense: Syddansk Universitet, 2007. 306 s.

Afhandlingen konceptualiserer lærebogen og digitale læremidler som genrer, som didaktisk kategori og beskriver deres funktionalitet i forhold til den særlige kommunikation, der kendetegner undervisning i skolen. Formålet er at undersøge og vurdere digitale læremidlers pædagogiske funktionalitet og potentiale i undervisningen. Kriterierne for undersøgelsen af læremidlers pædagogiske funktionalitet består overordnet af to faktorer. Den ene faktor er læremidlets design, og dermed hvilke funktioner læremidlet intenderer at understøtte i den pædagogiske praksis. Designaspektet har betydning for karakteren af læremidlets indhold, karakteren af de læringsformer, som læremidlet ønsker at iscenesætte og karakteren af den didaktiske funktion, som læremidler vil understøtte. Den anden faktor er lærerens didaktik, som omfatter lærerens konception af læremidlet. Lærerens didaktiske blik på et læremiddel skal ses i sammenhæng med de pædagogiske opgaver, som læreren vælger, at læremidlet skal bidrage til at løse i den pædagogiske praksis. Læremidlets potentiale for at understøtte disse opgaver indikerer læremidlets pædagogiske funktionalitet. Den pædagogiske funktionalitet viser sig for det første i, om læremidlet bidrager til at understøtte lærerens intention med undervisningen, fagindholdet, metoder, den løbende kommunikation i undervisningen og om læremidlet er let at bruge og let at forstå. For det andet viser funktionaliteten sig i, om læremidlet understøttes af den organisatoriske kontekst og tekniske infrastruktur.

Hartvigson, Niels Henrik. / *1930'ernes danske filmkomedie: i et lyd-, medie- og genreperspektiv*. København: Københavns Universitet, 2007. 235 s.

Afhandlingen søger at opstille en samlende og dækkende æstetisk beskrivelse af tredivernes danske filmkomedie ved at se på tre centrale faktorer: lyd, mediekonvergens og genre. Afhandlingen falder i to dele. Første del behandler tonefilmskomediens lydige karakteristika

og dens konvergens med andre lydmedier; anden del behandler trediverkomedierne, deres motiver og karakterer i forhold til en genremæssig brudfladeæstetik og spændstighed. Afhandlingen argumenterer, at man ved at se på lyd, medier og genre kan give en dækkende og samlende æstetisk beskrivelse af filmene. Ydermere argumenteres det, at tonefilmskomediens dominans i dansk trediverfilm beror på genrens brudfladeæstetik og spændstighed, der giver dansk trediverkomedie mulighed for at afprøve muligheder og identitet for lydmediet som sådan.

Jensen, Pia Majbritt. / *Television format adaptation in a trans-national perspective: An Australian and Danish case study*. Aarhus: Aarhus Universitet, 2007. 329 s.

Local adaptations of foreign program formats such as Ground Force, The Block, Idol, Dancing with the Stars and Who Wants to be a Millionaire take up an expanding part of Danish as well as international TV schedules. From a media scholarly perspective, these adaptations are interesting because, on the one hand, they are a result of the increasing globalisation of television whilst, on the other, they are often adapted in very different ways in different national markets making them appear extremely localised on the local television screens across the world. The thesis is a trans-national, comparative study of format adaptation in Australia and Denmark, which uncovers how local media systemic conditions have considerable influence on (1) various and significant differences in the extent of format adaptations in the schedules of the two countries and (2) equally important differences between the concrete Australian and Danish adaptations of the four formats Ground Force, The Block, Idol and Nerds FC. Additionally, the thesis explores the role of genre in local format adaptation processes and points to how and why genres such as reality and lifestyle are more common format genres than for example documentaries and drama. The results of the thesis show that media systemic conditions often have a stronger explanatory power when it comes to the differences between the two countries than 'vague' cultural concepts such as national mentalities and cultural taste.

Kristiansen, Bente. / *Forskningsbaseret viden i massemedierne – et bidrag til demokratiet?: en analyse af PISA 2003 i den trykte dagspresse*. Roskilde: Roskilde Universitet, 2007. 218 s.

The dissertation is a study of how scientific and research-based knowledge is communicated in mass media. This research question is studied from the perspective of three theoretical traditions: public sphere theory, theories of research-communication and theories about media

as an independent political institution. It is concluded that in the PISA case, the research based knowledge is poorly represented in the media. When research is written about, it appears mainly as an argument, either for certain political solutions and actions, or for the need to take action on a problem. Based upon the empirical and theoretical evidence presented in the dissertation some future perspectives for research communication in mass media are highlighted.

Mau, Mark. / *Kampen om telefonen: det danske telefonvæsen under den tyske besættelse 1940-45*. Frederiksberg: Copenhagen Business School, 2007. 314 s., ISBN 9788759383360

*Den tyske besættelse af Danmark 1940-45 ramte det danske telefonvæsen midt i en omfattende organisatorisk omrydningsproces, der kunne have ført fra en blandet privat-statslig driftsform til ren statsdrift under P&T. Denne afhandling viser, hvordan P&T's og de danske telefonselskabers reaktioner på den tyske besættelsesmagts krav og ønsker forskubbede magtforholdene i telefonvæsenet til fordel for telefonselskaberne. Besættelsen sikrede dermed på afgørende vis telefonselskabernes eksistens op til 1980'erne.*

Nielsen, Jakob Isak. / *Camera movement in narrative cinema: towards a taxonomy of functions*. Aarhus: Aarhus Universitet, 2007. 321 s.

Afhandlingen er entydigt et bidrag til filmforskningen, men lægger sig samtidig tæt op ad en akademisk tradition, der har rødder inden for kunsthistorie og musikvidenskab. Ligesom kunsthistorikere har koncentreret sig om for eksempel komposition eller lys, har afhandlingen ét enkelt stilistisk virkemiddel som omdrejningspunkt. Inden for filmforskning har denne gren i stigende grad vundet frem inden for det perspektiv, der kaldes 'the poetics of cinema' – 'filmens poetik.' To grene af denne 'middle-level' forskningsretning er stilistik og historisk poetik (stilhistorie). I stedet for at indramme forskningsspørgsmål i overordnede kulturelle, sproglige og psykologiske teorier, drejer stilistik og historisk poetik sig om filmens form. Denne afhandling indskrives sig i den tradition ved at tage udgangspunkt i et enkelt stilistisk virkemiddel: kamerabevægelse. Afhandlingen beskæftiger sig med tre hovedområder i forhold til kamerabevægelse: litteraturen om kamerabevægelse, kamerabevægelsens historie i den fortællende film, præsentation af en funktionstaksonomi for kamerabevægelse i den fortællende film.

Overgaard Nielsen, Lisbeth. / *Lars von Triers film: filmsproglig stil, virkningsstrategi og betydningsdannelse*. Aarhus: Aarhus Universitet, 2007. 298 s.

One of the main theses of this thesis is that the curious and searching modus of the film language is a primary force in the works, a character trait that along with the experimental form is decisive for the films creation of meaning. The experiment and the searching form are in this context mutually related dimensions, which can be portrayed as being the reason of each other. The filmic experiment brings about a searching, a deliberate 'experimental' film language, but this search is at the same time catalyst for the experiment. And almost everything is experimented with in Trier's cinematic universe, right from the conceptual level to the genres, the form and style to the technical level.

Thorhauge, Anne Mette. / *Computerspillet som kommunikationsform: spil og spillere i et medievidenskabeligt perspektiv*. København: Københavns Universitet, 2007. 169 s.

Computer games are a continuation of traditional games and they are a continuation of mediated fictions too. Thus, they combine the concept of playing with the concept of mediated communication and this turns them into an interesting subject for media-studies. The present thesis conducts two empirical case studies in order to discuss and define the communicational aspects of computer game playing on these grounds.

Vetner, Mikael. / *Internettets sociale mening: den sociale konstruktion af teknologier*. Aalborg: Aalborg Universitet, 2007. 454 s.

Afhandlingen kombinerer et teknologi- og et diskurs- og dispositivanalytisk sigte med henblik på at belyse den betydningstilskrivning af teknologier, der finder sted når mennesker i forskellige situationer og miljøer bearbejder, tilegner sig og forholder sig til den teknologiske virkelighed. Afhandlingen opererer ud fra et socialkonstruktivistisk teknologisyn, og omfatter bl.a. diskussioner af teknologibegrebet og Michel Foucaults dispositivanalyse. Igennem fire casestudier behandles afhandlingens analyseobjekt, Internettet der netop gennem de sidste år har været kendetegnet ved sin vidtforgreneede betydningshorisont. Ræsonnementet omfatter i den forbindelse bl.a., at disse sociale meninger disponerer den sociale adfærd og viden og derfor også afæsker en teknologisk stabilisering.

# Finland

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Almonkari, Merja. / *Jännittäminen opiskelun puheviestintätilanteissa* [Social anxiety in study-related communication situations]. Jyväskylä: University of Jyväskylä, 2007. 204 p., ISBN 978-951-39-3059-2, (Jyväskylä studies in humanities; 86). Doctoral dissertation. English summary. Available also on the Internet.

The purpose of this study is to describe and understand the phenomena of social anxiety in study-related communication situations among Finnish university students. Studying at the university level in Finland usually requires performing many kinds of speech communication tasks, e.g. presentations, reports, group work and in-seminar discussions. For students who feel apprehension and anxiety in communication situations, passing through all these studies is difficult. The study belongs to the subject of speech communication.

The main data (N=1323) were collected through a web-based questionnaire from the third-, fourth- and fifth-year students of the University of Jyväskylä. The data of the Health and Lifestyle Survey of Finnish University Students 2004 (N=3153) were used in addition. The study was conducted both quantitatively and qualitatively. The data were analyzed following statistical methods and inductive content analysis.

Ellonen, Hanna-Kaisa. / *Exploring the strategic impact of technological change: studies on the role of Internet in magazine publishing*. Lappeenranta: Lappeenranta University of Technology, 2007. 233 p., ISBN 978-952-214-332-7, ISBN (electronic) 978-952-214-333-4, (Acta Universitatis Lappeenrantaensis; 261). Doctoral dissertation.

The study examines how the Internet impacts magazine publishing. The work presents a multilevel analysis on the role of impact of the Internet on magazine products, companies and industry. The study is founded on strategic management, technology management and media economics literature. The study consist of two parts: the first part introduces the research topic and discusses the results, the second part comprises five research articles.

Jääsaari, Johanna. / *Consistency and change in Finnish broadcasting policy: the implementation of digital television and lessons from the Canadian experience*. Åbo/Turku: Åbo Akademi University Press, 2007. 223 p., ISBN 978-951-765-356-5, ISBN (electronic) 978-951-765-357-2. Doctoral dissertation. Available also on the Internet.

During the 1990s the Finnish television system transformed from a distinct and unique national system into one increasingly characterized by commercialization and

foreign influence. The study seeks to understand this transformation in terms of marketization by analyzing it through a series of policy processes. In broad terms the study addresses the problem of institutional change in the context of globalization connected to technological and economic convergence.

The main empirical research question is how the structural and regulative frameworks, values and assumptions governing Finnish broadcasting were transformed during the 1990s. A focus is on the digitalization of television. The Finnish case is also linked to the wider developments taking shape in the relationship between the state and its institutions of broadcasting in different countries. To accomplish this, Finnish broadcasting policy-making is contrasted to the solutions conceived in Canada, a country that has often been among the first to embrace technological change in the media and communication field.

Kantanen, Helena. / *Stakeholder dialogue and regional engagement in the context of higher education*. Jyväskylä: University of Jyväskylä, 2007. 209 p., ISBN 978-951-39-3024-0, ISBN (electronic) 978-951-39-3081-3, (Jyväskylä studies in humanities; 85). Doctoral dissertation. Available also on the Internet.

The focus of this research is on the regional stakeholder relationships of Finnish universities. The study explores, firstly, the themes and contexts that determine these relationships. Secondly, it studies the dimensions of responsible academic work in the respective region and, thirdly, why, where and how university-stakeholder dialogues take place and how they succeed. It approaches the phenomenon through three theoretical layers; the regional impact of higher education, corporate social responsibility, and relational dialectics, to gain a holistic view on stakeholder relations and regional engagement. The main thread running through the study is stakeholder thinking, and regional engagement is evaluated through the involvement of stakeholders in the life of the academy.

Koivusalo-Kuusivaara, Raisa. / *Lapset, media ja symbolinen vuorovaikutus: suomalaisten, englantilaisten ja saksalaisten lasten mediasuhteen tarkastelu* [Children, media and symbolic interactionism: outlines of Finnish, British and German children's media relationships]. 2007: Helsingin yliopisto, 2007. 269 p., ISBN 978-952-10-3912-6, ISBN (electronic) 978-952-10-3913-3, (Viestinnän laitoksen julkaisuja; 14). Doctoral dissertation. English summary. Available also on the Internet.

The research explains the interpretation of audiovisual media and the role of the media in the lives of Finnish, British and German children between four to six years of age. The aim of the research is to deepen the scientific knowledge on what kind of significance socially and culturally the media have in the lives of small children and how they interpret the media contents. In the study, the relationship between children and the media has been observed as a tool, as a social, symbolic and cultural interpretation environment. Additionally, the possibilities what the Theory of Symbolic Interactionism can offer in the observance of children's media relationship.

Laukkanen, Marjo. / *Sähköinen seksuaalisuus: tutkimus tyttöydestä nettikeskusteluissa* [Electronic sexuality: a study on girls in web chatting groups]. Rovaniemi: Lapland University Press, 2007. 272 p., ISBN 978-952-484-090-3, (Acta Universitatis Lapponiensis; 114). Doctoral dissertation.

The author explored how gender and sexuality have been constructed in girls' web chatting groups on the Internet. The data was collected in chatting groups called Demi and #closet. The both chatting groups are established for teenage girls and most users are girls. Demi is a Finnish commercial site related to a girls' magazine with the same name. #closet is established by a few Demi users for sexual minorities. The author observed chatting groups during two years. The theoretical basis of the study comes from feminist media studies, discourse analysis and ethnography. The author observed discussions in real time, she documented interaction as well participated in discussions. The data consists of discussions, group and individual interviews, home pages and pictures on web galleries.

Mäkilä, Kimmo. / *Tuhoa, tehoa ja tuhlausta: Helsingin Sanomien ja New York Timesin ydinaseutisoinin tarkastelua diskurssianalyttisestä näkökulmasta 1945–1998* [Powerful, useful and wasteful: discourses of nuclear weapons in the New York Times and Helsingin Sanomat 1945-1998]. Jyväskylä: Jyväskylän yliopisto, 2007. 337 p., ISBN 978-951-39-2988-6, (Jyväskylä Studies in Humanities; 84). Doctoral dissertation. English summary.

This study explores the media coverage of nuclear weapons. During the years of the atomic age, the press has been a forum in which the different views about nuclear weapons have been expressed and an arena for the struggle over the definition and representation of them. The aim of the study is to outline general trends of the press coverage of nuclear weapons and to assess the newspapers' attitudes towards them. The study assumes a social constructivist view of language

and analyses newspaper text by using a method based on a framework of critical discourse analysis. The focus is however on the different representations of nuclear weapons that various discourses construct. Also a quantitative method is being used, which analyses the definers of nuclear weapons in the news. The empirical data consists of 1 065 news and other journalistic items from the newspapers New York Times and Helsingin Sanomat. These stories cover six different cases from the nuclear era from the years 1945-1998, which are chosen to represent the news coverage as a whole.

Mäntylä, Jorma. / *Totuus markkinoilla: liberalistinen lehdistöteoria ja John Stuart Mill* [Truth in the marketplace: the liberal theory of the press and John Stuart Mill]. Tampere: Tampere University Press, 2007. 363 p., ISBN 978-951-44-6962-6, ISBN (electronic) 978-951-44-6963-3, (Media studies). , (Acta Electronica Universitatis Tamperensis; 623). Doctoral dissertation. English summary. Available also on the Internet.

The research had three purposes. The first was to study John Stuart Mill's theory of publicity: where do originate the main ideas of the book *On Liberty*? The second question concerned the origins of the concepts of "market-place of ideas" and "self-righting truth"? The third question concerned the relation between Mill's famous theory of freedom of speech and the concept of the "liberal theory of the press" as described in many mass media textbooks. The main sources of the study were Mills Collected Works and studies about Mill in history, philosophy and media studies. An important part of the study was a content analysis of the Westminster Review, and especially those years (1836-1840) when Mill was the editor and publisher of the magazine.

Maasilta, Mari. / *African Carmen: transnational cinema as an arena for cultural contradictions*. Tampere: Tampere University Press, 2007. 364 p., ISBN 978-951-44-6961-9, ISBN (electronic) 978-951-44-6975-5, (Media studies). , (Acta Electronica Universitatis Tamperensis; 626). Doctoral dissertation. Available also on the Internet.

Joseph Gaï Ramaka's film *Karmen* (Senegal/France/Canada, 2001) is the first African adaptation of Prosper Mérimée's short story *Carmen* (1845). The dissertation deals with the reception of the film in Senegal and abroad. How the film negotiated cultural and national identities both in Senegal and abroad? How was defined the genre, nationality and "home" audience of the film, created by a Senegalese director based in Paris and Dakar, using Canadian actors, shot in Senegal, based on a French author's short story set in Spain, and produced in France with multi-national funding? The research data consist of discussion in newspapers and

on the Internet as well as film reviews from Senegal, France, the United States and Canada. The author also interviewed Senegalese journalist and filmmakers, including Ramaka. The important methodological choice was that the focus of the study was not only on the analysis of the film and its reception, but the whole process, production included. In Senegal, the film was banned six weeks after its premiere because the threats of religious leaders.

Pasti, Svetlana. / *The changing profession of a journalist in Russia*. Tampere: Tampere University Press, 2007. 303 p., ISBN 978-951-44-7100-1, ISBN (electronic) 978-951-44-7101-8, (Acta Universitatis Tamperensis; 1265). , (Acta Electronica Universitatis Tamperensis; 658). Doctoral dissertation. Available also on the Internet.

The doctoral dissertation examines the profession of a journalist in Russia in the light of its history and by looking at the future through its practitioners. They represent the old Soviet and new post-Soviet generations in the profession and bring empirical evidence of on-going change. In brief, the research questions are: What does it mean to be a journalist in Russia? What are the changes in the profession of a journalist in Russia? What conditions for the professional work of a journalist are in a big city and a little settlement? What relationships are developing between media and authorities? In practice, the research has been conducted as four case studies. The interviews and surveys of journalists were carried out. Chronologically it started in St. Petersburg, 1998-2002, continued in the Republic of Karelia and then moved to other peripheries in Russia, covering nine regions of the North West, the Central and Southern parts, the Urals and Siberia, 2003-2005, and then returned to St. Petersburg. The dissertation consists of an overview and five earlier publications based on case studies.

Poutiainen, Salla. / *Finnish cultural discourses about mobile phone communication*. Amherst: Department of Communication, University of Massachusetts Amherst, 2007. 294 p. Doctoral dissertation. Available only on the Internet on the author's home page.

The study describes the cultural discourses in the communication and meta-communication among Finns about the mobile phone. The main task was to find out how mobile phone communication is described and discussed in speech and writing about mobile phoning. Talk about Finnishness when related to the mobile phone was an important research subject. The research objective was approached from the perspective of ethnography of communication, and from cultural discourse analysis in particular. The analysis included interview talk,

newspaper, magazine and other media texts, official documents and reports.

Siitonen, Marko. / *Social interaction in online multiplayer communities*. Jyväskylä: University of Jyväskylä, 2007. 235 p., ISBN 978-951-39-2896-4, ISBN (electronic) 978-951-39-2931-2, (Jyväskylä studies in humanities; 74). Doctoral dissertation. Available also on the Internet.

The purpose of the study is to describe and understand the dynamics of social interaction in online multiplayer computer game communities. The study was conducted qualitatively. The data was collected by a year-long participant observation in two different online multiplayer communities in the game Anarchy Online, and by interviewing members (n=15) of online multiplayer communities. The study concerns the concept of community in the context of computer-mediated communication. The various dynamics of social interaction were analyzed including motivation behind membership, the processes of establishing roles and rules, the emergence of identity, and the meaning of conflicts.

Siivonen, Jonita. / *Personporträttet som tidningsgenre: en närläsningstudie med fokus på innehållsliga teman, berättarkonventioner och kön* [The portrait interview as a newspaper genre: a qualitative close reading focussing on topical motifs, conventions of narration, and gender]. Helsingfors: Svenska social- och kommunalhögskolan vid Helsingfors universitet, 2007. 486 p., ISBN 978-952-10-3149-6, ISBN (electronic) 978-952-10-3150-2, (SSKH skrifter; 25). Doktorsavhandling. English summary. Available also on the Internet.

Doktorsavhandlingen definierar personporträttet som tidningsgenre och analyserar hur huvudpersonerna konstrueras i texterna. Basmaterialet omfattar 107 personporträtt ur morgontidningarna Dagens Nyheter (Stockholm) och Hufvudstadsbladet (Helsingfors) veckorna 46/1999 och 38/2002 samt ett tilläggsmaterial om 59 porträtt från fyra tidskrifter. Arbetet placeras sig inom traditionen för journalistisk genreforskning, forskning om kön och journalistik samt inom traditionen för kritisk textanalys. Metoderna omfattar både kvantitativ innehållsanalys och kvalitativ närläsning. Boken behandlar vilka egenskaper och meriter uppskattas i vårt samhälle och hur beskrivs kvinnor och män i personporträttsgenren. Boken definierar också olika typer av personporträtt och behandlar stilistiska grepp som är typiska för genren.

Sivunen, Anu. / *Vuorovaikutus, viestintäteknologia ja identifoituminen hajautetuissa tiimeissä* [Social interaction, communication technology and identification in virtual teams]. Jyväskylä: Jyväskylän yliopisto, 2007., ISBN 978-951-39-2986-2, ISBN (electronic) 978-951-39-3046-2, (Jyväskylä studies in humanities;

79). Doctoral dissertation. English summary. Available also on the Internet.

The goal of this study is to explore team members' social interaction, communication technology use and identification with the team in geographically dispersed virtual teams. As organizations globalize and invest in new technologies that enable virtual collaboration, virtual teams that rely on mediated communication and rarely meet face-to-face have become common in many organizations. Such settings present challenges to team members' social interaction as well as to the construction of a shared team identity. This study was conducted qualitatively. Members of four virtual teams from four different organizations (N=35) were interviewed and their computer-mediated communication was observed and recorded. In analyzing the data, qualitative data analysis phases and methods were used in line with grounded theory approach. The analysis was made by constantly comparing the new, emerging codes with the previous incidents labelled with the same and different codes.

Sjö, Sofia. / *Spelar kön någon roll när man räddar världen?: kvinnor, kvinnlighet och messiasmyter i SF-film* [Does gender matter when you save the world?: women, femininity and myths of messiahs in SF-film]. Åbo: Åbo Akademi, 2007. 285 p., ISBN 978-951-765-352-7, ISBN (electronic) 978-951-765-353-4. Doktorsavhandling. English summary. Available also on the Internet.

Mötet mellan film och religion erbjuder olika teman t.ex. i många science fiction filmer kan lån från religiösa traditioner uppfattas, men i filmerna omarbetas också myt och religion, och tidigare tankesätt utmanas. Denna studie riktar blicken mot den kvinnliga närvaron i myten om en messias, såsom den möter oss i några kända science fiction filmer och tv-serier (t.ex. Star Wars och Alien filmer). Med en religionsvetenskaplig och kvinnovetenskaplig infallsvinkel strävar studien att ge svar på frågor som: Vilken roll tilldelas kvinnliga karaktär i filmernas berättelser? Har den moderna trenden med starka kvinnliga karaktärer i mycken populärkultur påverkat messiasmytens framställning?

Tiilikka, Päivi. / *Sananvapaus ja yksilön suoja: lehtiartikkelin aiheuttaman kärsimyksen korvaaminen* [Freedom of speech and privacy: the grounds on which a newspaper publisher, editor, reporter, or other journalist becomes liable in damages for distress caused by the contents of an article or image in the paper]. Helsinki: WSOYpro, 2007. 643 p., ISBN 978-951-0-33047-0. Doctoral dissertation. English summary.

The research topic of the present dissertation is the grounds on which a newspaper publisher, editor, reporter, or other journalist becomes liable in damages for distress

caused by the contents of an article or image in the paper. According to chapter 5, section 6(1)(1), of the Tort Liability Act ("TLA"; vahingonkorvauslaki), the right to damages for distress appertains to a person whose liberty, peace, honour or privacy has been violated by a punishable act. In the newspaper business, liability is virtually always based on an act constituting one of two criminal offences: Invasion of personal reputation or defamation.

Väliaho, Pasi. / *The moving image: gesture and logos circa 1900*. Turku: Turun yliopisto, 2007. 293 p., ISBN 978-951-29-3393-8, (Turun yliopiston julkaisu = Annales Universitatis Turkuensis, Sarja B; 303). Doctoral dissertation.

This study is to articulate differential relations of the moving image from the viewpoints of "gesture" and "logos" insofar as they become manifest in actual affects, perceptions, functions, propositions and concepts circa 1900. Circa 1900 leans on a rather extensive historical period, approximately 1870-1920, within which the actualizations and the moving image's changing functions are studied and, consequently, concepts harnessing the ideal tendencies created.

The study is positioned around three kind of "philosophies" advanced in the works of Friedrich Kittler, Gilles Deleuze and Giorgio Agamben. The study mainly concentrates on the ontological and epistemological issues regarding the rhythmic constellations by which we are embedded in and defined with respect to the images that surround and determine us. Contemporary philosophers studied are Sigmund Freud, Friedrich Nietzsche and Henry Bergson.

## Licentiatavhandlingar

Kuusisto, Päivi. / *"Virtuaalivirasto on avattu": verkosivusto www.tampere.fi kunnan viestinnän välineenä vuosina 1994–2003* [Virtual civil service is open: Internet pages of the City of Tampere as a tool in official communication, 1994-2003]. Tampere: Tampereen yliopisto, 2007. 214 p. Licentiate thesis. Available also on the Internet.

Laukkarinen, Antti. / *Kuntalaisviestintä muuttuvassa kuntakentässä* [Municipal communication in the era of bigger and bigger local districts]. Jyväskylä: Jyväskylän yliopisto, 2007. 215 p. Licentiate thesis. Available also on the Internet.

Mäkelä, Anna. / *Patriarkaatin taikaluoteja ja postfeministisiä kostajattaria: raiskauksen mediarepresentaation tutkimus* [Research on the media representations of rape]. Helsinki: Helsingin yliopisto, 2007. Licentiate thesis.

Salomaa-Valkamo, Johanna. / *Verkonkutominen on tehtävämme: näkökulmia suomalaisten teknologiakeskusten viestintään* [Network weaving as a mission: perspectives on the organized communication of Finnish technology

centres]. Tampere: Tampereen yliopisto, 2007. 137 p. Licentiate thesis. English summary. Available also on the Internet.

# Norge

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Enli, Gunn Sara. / *The participatory turn in broadcast television, institutional, editorial and textual challenges and strategies*. Oslo: Unipub AS, 2007. 222 s., (Acta Humaniora; 309).

The television industry faces new challenges in the digital age, as a result of forces such as deregulation, digitalisation, and convergence. The thesis investigates how increased focus on audience participation is a strategy to meet challenges, and to expand the TV-companies activities to digital platforms such as the Internet and the mobile phone.

The thesis opens with a conceptual discussion of audience participation, and argues for the term's relevance in studies of entertainment and popular journalism genres. The aim of the thesis is to analyze the research questions: (1) Why do the broadcasters enable new forms of audience participation, (2) how do the institutions construct alliances with their audiences, and (3) what characterizes the institutional, editorial and textual challenges related to the new participatory formats?

The first part of the thesis discusses institutional strategies for audience participation, and points to ratings, revenue and legitimacy as the key rationales for enabling viewer involvement in programming. The strategies for participation involved a set of challenges for the media companies, related to the limitations of one-way communication in television for interactive purposes. The thesis explores three central institutional strategies for overcoming these challenges: new digital return channels, extended scheduling, and renewed TV-genres. The thesis demonstrates that new forms of audience participation adopt and intensify basic features of popular journalism.

The second part examines audience participation in the realm of popular journalism, and editorial challenges related to combining journalism and audience-produced material. The analysis finds that the new challenges were handled through traditional 'gatekeeping' methods for selection and edition of incoming material. In addition, the chapter identified the moderator as the modern gatekeeper, but pinpointed that the new function in media production had considerably lower status than the original 'Mr. Gates'. The low status of audience contributions as editorial raw material was also suggested as an explanation for why fabrication of text messages was included in the editorial practise.

The third part analyzes textual techniques for generating viewer response in broadcast television produc-

tions. The analysis demonstrate how participation is enabled in the realm of the popular, and how central characteristics of popular journalism are expanded in order to achieve audience response. The thesis identifies six key methods for textual implementation of audience participation: personalization, liveness, therapy, storytelling, provocation, and morality.

Towards the end, the thesis discusses further societal implications of the increased focus on audience participation in broadcast media, with emphasis on media literacy and new competence requirements, media-centrism and the media's role in the public sphere, and audience-produced material in the context of participatory journalism.

Kjelstrup, Jan Richard. / *The aesthetics of the spectacular*. Oslo: Unipub AS, 2007. 229 s., (Acta Humaniora; 295).

In the past several decades, special episodes of US television series have become a minor but very visible and frequent part of a show's run. This dissertation investigates special episodes of long-running series to see how – and to what extent – they deviate aesthetically from conventions, formats, and genres.

More specifically, the main research questions ask which aesthetic practices can be found in special episodes and how special episodes are different from ordinary aesthetic practices in television series. This study focuses on three particular categories of specials: musical episodes, crossovers, and live episodes.

The textual analysis approach is supplemented by interviews with some of the writer-producers behind several of the episodes examined in this study. Crucially, the interviews provide insights into the production and the decision-making processes behind the making of special episodes.

Klevjer, Rune. / *What is the avatar?: Fiction and embodiment in avatar-based singleplayer computer games*. Bergen: Universitetet i Bergen, 2007. 229 s., ISBN 978-82-308-0311-0

Lüders, Marika. / *Being in mediated spaces: An enquiry into personal media practices*. Oslo: Unipub AS, 2007. 226 s., (Acta Humaniora; 323).

The main purpose of this thesis has been to analyse mediated practices among young people: what significance do use of personal media have for the individual user? The concept of personal media is understood as denot-

ing tools for interpersonal communication and personal content creation. Although the history of personal media did not commence with digital network technologies, the development since the mid 1990s indicates that new patterns of being in mediated spaces have materialised. The consequences are potentially considerable, and it is therefore vital to understand personal media practices from a user-perspective. Moreover, the recent development affects previous notions of communication media. A crucial ambition has consequently been to conceptualise the notion of personal media and the distinctions between personal communication and mass communication. This study is primarily based on qualitative interviews with 20 users, aged between 15 and 19 years old. Participants all have a multifaceted online presence and, accordingly, a particular knowledge on the area of study. The thesis opens with a synthesizing discussion, in which previous research on personal media is presented; eight specific research questions is introduced; the methodological approaches pursued is considered; and theoretically deliberate on aspects concerning communication, subjectivity and privacy in networked cultures. The opening discussion is followed by five articles, which comprise the main part of the thesis.

Mølster, Ragnhild. / *Journalisten, folket og makten: En retorisk studie av norsk journalistisk fjernsynsdokumentar*. Bergen: Universitetet i Bergen, 2007. 230 s., ISBN 978-82-308-0486-5

Avhandlingen er en studie av 'journalistisk fjernsynsdokumentar'. Dens sentrale tematikk er hvilket virkelighetsbilde fjernsynsdokumentaren formidler, hvordan den gjør det og hva dette innebærer, samt hvilken rolle journalistiske tenkemåter eller ideologi spiller. Avhandlingen tar sitt utgangspunkt i en diskusjon om nettopp journalistisk ideologi og håndverk, om 'journalisme' og sofistisk retorikk, og den fokuserer på genrens aktuelle samfunnsrolle og tenkemåtene hos dem som produserer dem. Diskusjonen baseres på analyser av fire dokumentarprogram, hvorav tre er laget av TV2s dokumentarmagasin Rikets tilstand og ett er produsert av NRKs dokumentarredaksjon Brennpunkt. Særlig sentralt står spørsmålet om hvordan sakene formidles og hvilken betydning fremstillingsmåten har. Derfor er fremstillingsform, retorikk og argumentasjon sentrale emner for avhandlingens analyser og drøftinger. Videre tar den for seg ulike etiske problemer knyttet til genren, som for eksempel forholdet mellom yringsfrihetsprinsippet og medias informasjonsplikt og -rett og forholdet mellom det offentlige og det private. De analyserte programmene aktualiserer også

mer "pragmatiske" etiske spørsmål som angår grep som lyd- og billedredigering, dramaturgi og bruk av skjult kamera.

Nøding, Aina. / *Vittige kameleoner: Litterære tekster i norske adresseaviser 1763–1769*. Oslo: Unipub AS, 2007. 347 s., (Acta Humaniora; 304).

Litteratur publisert i aviser har i liten grad vært gjenstand for studier innen norsk presse- og litteraturforskning. Denne avhandlingen forsøker å bote på det ved å undersøke litteraturen publisert i de tre norske adresseavisene som utgjorde Norges første trykte presse i 1760-årene: *Norske Intelligenz-Seddel* (fra 1763), *Efterretninger fra Adresse-Contoirtet i Bergen i Norge* (fra 1765) og *Tronhiems Adresse-Contoirts Efterretninger* (fra 1767). Adresseavisene har i tidligere studier blitt behandlet som annonseorganer med interesse primært for handel. Mengden og betydningen av de litterære tekstene har ikke blitt berørt.

Avhandlingen viser at tre fjerdedeler av alle avisnumre i perioden trykte én eller flere litterære tekster. Til sammen utgjør det i alt 707 tekster. Disse er listet opp i et register trykt som vedlegg i avhandlingen, og publisert som søkbar database på internett ([www.folk.uio.no/ainano/](http://www.folk.uio.no/ainano/)). Tekstene spenner over et vidt spekter av sjangere fra fabler, essays og dikt, til romanutdrag, fortellinger og én komedie. Det gis også spesielt plass for en analyse av orientalske, pseudoorientalske og norrøne tekster i avisene.

Tekstene analyseres både i forhold til sin funksjon i avisen og i forhold til avisen som distribusjonskanal for litteratur på det norske markedet. Avhandlingen viser at avisene sto sentralt i å skape en litterær offentlighet i Norge i 1760-årene ved å publisere dansk-norsk, ikke minst lokal, og utenlandsk litteratur og skape debatt rundt tekster og normer. Avisen var i mange tilfeller det stedet hvor tekstene ble trykt for første gang, enten det var lokale tekster eller oversettelser.

Som utgangspunkt for analysen av tekstene diskuteres både litteraturbegrepet og forfatterbegrepet i perioden. Innledningsvis presenteres også en systematisk oversikt over internasjonal forskning på presselitteraturfeltet. Avhandlingen benytter både en tekstsosiologisk og en diskursiv tilnærming til avislitteraturen.

Orgeret, Kristin Skare. / *Moments of Nationhood: the SABC news in English – the first decade of democracy*. Oslo: Unipub AS, 2006. 354 s. ISBN 0806-3222, (Acta Humaniora; 267).

The thesis examines the television news produced by the South African Broadcasting Corporation (SABC) in the ten years from Nelson Mandela's inauguration

in 1994. It does so by means of qualitative and quantitative analysis of television news output, backed up by an extensive programme of newsroom observation and interviewing of key executives and professionals involved with the SABC during that decade.

The focal point is the structure and content of the news stories in light of the processes of change affecting the institution that produced them. Various approaches are covered focusing on discourse structures of the news, enunciation, textual strategies and aesthetics, representation, the institution and its news production.

The thesis argues that common assessments of public service broadcasting are inapplicable to complex and rapidly changing multi-cultural societies like South Africa, and the traditional defence of such broadcasting systems may underestimate the benefits of alternative structures. The SABC news, it is suggested, provides particular constructions of the nation and nationhood, and these are both detectable in routine coverage as well as celebrated in set piece news about such events as elections and presidential inaugurations. The news is also a custodian and manufacturer of memory and history in a nation whose identity is dynamic and contested.

The development, transformation and change within the SABC from 1994 to 2004 clearly show that social transformation was not a linear process. In the first phase of transition to democracy the SABC responded rather enthusiastically to the new democratic openings and prospects. As the consolidation of democracy increasingly developed the SABC's challenges lay in expanding its democratic role by strengthening its independent and critical position both in relation to the government and the market.

Prøitz, Lin. / *The mobile phone turn: a study of gender, sexuality and subjectivity in young people's mobile phone practices*. Oslo: Unipub AS, 2007. 108 s. ISBN 0806-3222, (Acta Humaniora; 314).

The mobile phone is a cultural artefact that facilitates a social process in which exchange and participation are conditions for enacting and social membership. In various ways, it has contributed to making people's everyday life the new obsession. The purpose of this thesis is to study the interplay between young people's mobile telephony practices, gender and sexuality performances, and social relationships and change that media and genres of the self constitute.

The thesis questions of how performances of gender and sexuality take place at the micro-social level of text-message communication and camphone image practices, with a particular focus on whether mobile telephony practices may have implications for alternative

performances across traditional gender and sexuality norms. The way young people present and become a self in relation to gender and sexuality performances are scrutinised.

The thesis also examines how new technologies of the self affect young people's role of agency in which the visual documentation of the family is particularly examined. In order to understand the continuity and possible changes in the practice of family photography, camphone and traditional family images are examined in a wide socio-cultural and historical context. These thoughts are framed within a wider examination of media and genres of the self.

Solhjell, Dag ; Dahl, Hans Fredrik (Redaktør) ; Helseth, Tore (Redaktør). / *Kunstpoltikkens historie i Norge 1814-2006: Akademiregime og kunstinstusjon. Kunstpolitikk fram til 1850 / Fra embetsmannsregime til nytt akademiregime. Kunstpolitikk 1850-1940 / Fra akademiregime til fagforeningsregime. Kunstpolitikk 1940-1980 / Kuratorene kommer. 1980-2006*. Oslo: Unipub AS, 2007. 1000 s., ISBN 82-92625-03-8, ISBN 82-92625-11-9, ISBN 82-92625-17-8, ISBN 82-92625-19-4

"Kunstpoltikkens historie i Norge 1814-2006" er en studie i fire deler;

Bind 1: Akademiregime og kunstinstusjon. Kunstpolitikk fram til 1850 (2004)

Bind 2: Fra embetsmannsregime til nytt akademiregime. Kunstpolitikk 1850-1940 (2005)

Bind 3: Fra akademiregime til fagforeningsregime. Kunstpolitikk 1940-1980 (2005)

Bind 4: Kuratorene kommer. Kunstpolitikk 1980-2006 (2006)

De er utgitt på Unipub som rapporter i forskningsprosjektet "Norsk kulturpolitikk 1814-2014", hvis resultater er fremstilt av Hans Fredrik Dahl og Tore Helseth (2006) To knurrende løver. Kulturpolitikkens historie 1814-2014, Universitetsforlaget. Studiens sentrale forskningsobjekt er den historiske utviklingen av relasjonen mellom det politiske felt og billedkunstfeltet.

To viktige funn er: 1) Fremveksten og utviklingen av billedkunsten som en særegen, autonom institusjon i samfunnet har i stor grad vært drevet frem gjennom statens kunstpolitikk 2) Staten har påvirket kunstinstusjonens indre struktur ved å forme relasjonen mellom det politiske feltet og kunsten som et bestemt kunstpolitisk kunnskapsregime "Kunstpolitisk kunnskapsregime" er studiens sentrale analytiske verktøy, konstruert på grunnlag av Rune Slagstads begrep "kunnskapsregime" i Nasjonale strateger (Pax 2001). Verktøyet bygger på en gjennomgang særlig av Kunstakademiet i København fra 1754. Det påvises at staten, helt siden etableringen av Den kongelige Kunst- og Tegneskolen i 1818 etter modell av et tradisjonelt kunstakademi,

har utpekt en bestemt instans med en bestemt evaluerende kompetanse, som på statens vegne har utøvet et stabilt kompleks av evaluerende og fordelende funksjoner som er nødvendige for at et kunstfelt skal bestå som autonom institusjon. Denne statlig favoriserte instans får en hegemonisk posisjon i kunstfeltet, men bare lenge den har tillitt både fra stat og kunstliv. Endringer i kunnskapsregimer kan skje når tilliten svikter fra begge hold, slik det skjedde i 1869, 1884, 1940-45, 1974 og rundt 2000.

I dagens situasjon anses det kunstpolitiske kunnskapsregime å være uten noen hegemoniske instans. Studien viser at kunstpolitikken har hatt tre hovedmål: nytte for landet, ære for nasjonen, og åndsdannelse for folket, med det nasjonale som et forenende hensyn.

Vågnes, Øyvind. / *Zaprudered: The journey of Zapruder's images*. Bergen: Universitetet i Bergen, 2007. 357 s., ISBN 978-82-308-0437-7.

Då hobbyfotografen Abraham Zapruder kom til å filme mordet på John F. Kennedy i 1963, enda han opp med å skape ein av dei mest kjende filmsnuttane i det tjuande hundreåret. Avhandlinga "Zaprudered: the Journey of Zapruder's Images" søkjer å kartlegge og å analysere korleis denne filmen har funne vegen til ei rekkje ulike kulturelle uttrykksformer, som avisreportasjer, fjernsynsprogram, kunstverk, spelefilmar, romanar, og museumsinstallasjonar. Zapruder laga det forfattaren kallar "travelling images", bilete som når dei vert framviste og siterte i stadig nye kontekstar gradvis riv seg laus frå det mediet dei vart til i, samt den hendinga dei viser oss. Avhandlinga viser korleis Zapruders film, som til å byrje med i all hovudsak vart sett på som bevismateriale og historisk dokument, i seinare år i veksande grad vorte betrakta som estetisk uttrykk, og drøftar ei rekkje konsekvensar av ei slik utvikling. Sjølv om monografien fokuserer på historien til ein enkelt film, ekstrapolerer den såleis ei kulturhistorisk utforsking av samtidas visuelle kultur.

# Sverige

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Abelius, Hans. / *Det självpåtagna uppdraget: en undersökning av medborgarprojektet kring tidningen Östgötha Correspondenten 1840-1870* [The Self-assigned mission: a study of the citizenship project around the Swedish newspaper Östgötha Correspondenten 1840-1870]. 2007. 357 s., ISBN 91-88614-66-2, (Avhandlingar från Historiska institutionen i Göteborg; 50).

Östgötha Correspondenten startade liksom ett stort antal landsortstidningar samtidigt med Aftonbladet under första hälften av 1800-talet. Ett flertal av dessa tidningar finns kvar än idag. Tillsammans med de föreningar och sällskap som grundades vid den här tiden och som byggde på frivillighet och inte på stånd eller korporationer, kom dessa tidningar att bli en viktig motor i den pågående diskussionen om samhällets framtida organisation. Författaren tar i sin avhandling ett samlat grepp på den framväxande landsortspressen som i sin tur banade väg för de kommande folkrörelserna.

I avhandlingen studeras ett antal initiativ som under perioden 1840-1870 togs av en grupp personer – ett nätverk – som möttes i skärningspunkten mellan den liberala Linköpingstidningen Östgötha Correspondenten och fem Linköpingsbaserade associationer. Dessa föreningar och sällskap hade på sin agenda så till synes vitt skilda saker som frågan om utvidgad manlig rösträtt, viljan att förse hantverksarbetare med passande kunskaper, ambitionen att återanpassa straffade fångar till ett liv i samhället, att utrusta befolkningen med vapenkunskaper samt att grunda en bank som kunde tillhandahålla krediter till rimliga villkor. Dessa strävanden studeras i ett medborgarskapsperspektiv. Gemensamt för de initiativ som togs var att de alla syftade till att såväl stärka som fostra enskilda individer i civilt, politiskt och socialt hänseende. Mot slutet av det radikala 1840-talet var huvudprincipen att alla män över 21 år kunde få rösträtt. Undantagen var dock många; till exempel kunde de män som stod i annans tjänst, understöddes av fattigvården, tillhörde de värvade trupperna eller dömts för grova brott förvägra rösträtt.

Appelgren, Ester. / *Media convergence and digital news services: adding value for producers and consumers*. Stockholm: Kungliga Tekniska högskolan, Numerisk analys och datalogi, 2007. 225 s., ISBN 978-91-7178-800-9, (Trita-CSC-A; 2007:19).

In this thesis, media convergence strategies and added value of digital news services are investigated, focus-

ing on the newspaper industry and its audience. Convergence implies that previously unalike areas come together, approaching a common goal. A subordinate concept of convergence, i.e., media convergence, is a concept that has become common when denoting a range of processes within the production of media content, its distribution and consumption.

Newspapers are one of many so-called publishing channels that provide information and entertainment. They have traditionally been printed on paper, but today's digital technology makes it possible to provide newspapers through a number of different channels. The current strategy used by newspaper companies involves a process of convergence mainly regarding multiple publishing. A newspaper company interested in publishing content through multiple channels has to adapt its production workflow to produce content not only for the traditional printed edition, but also for the other channels. In this thesis, a generalized value chain involving four main stages illustrates the production workflow at a newspaper company in relation to the convergence processes. The four stages are creation, packaging, distribution and consumption of content.

One of the aims of this thesis is to assess how the views and strategies of newspaper companies concerning media convergence correspond with the opinions and views concerning convergence of their audience. In order to discuss this, seven types of media convergence are suggested. Furthermore, the thesis explores how the newspaper industry is relating to the processes of convergence, using two examples: newspaper companies' ventures into the use of moving images, and the newspaper companies' strategies for a future epaper edition.

Arvidsson, Kjell. / *Skivbolag i Sverige: musikföretagandets 100-åriga institutionalisering* [Record Companies in Sweden: 100 years of music business institutionalisation]. Göteborg: Handelshögskolan vid Göteborgs Universitet, 2007. 271 s., ISBN 978-91-89584-91-4.

This thesis is about the development of Record Companies in Sweden over more than hundred years. The Aim is to understand the role of the record company in the change of the music industry by narrating and interpreting its development. The Record Companies did dominate the music industry in Sweden from its birth 1903 until after year 2000, when new forms of music business were born. Despite this the remaining record companies still have similarities with the first

gramophone company from 1903.

The empirical story is based on some 20 interviews with central actors in the music industry together with a mapping of the independent music producers, published 2004 and material from other studies on the music business. The story is in itself an important contribution to research since it appears to be the first one done in this way.

The conception of the record company as the dominant actor in the organisational field, the music industry, very soon became an institution. This institution has been created and developed in an institutional process that here is analysed in four themes: delimitations, dominant logics, and organising and ownership structure/actors. During the process the limitations for the record company and the organisational field is changing. The logic is being pushed towards either art or commerce during different periods, different forms of organising are created and developed and actors turn up and disappear.

Bengtsson, Stina. / *Mediernas vardagsrum: om medieanvändning och moral i vardagslivet* [Mediated living rooms: moral dimensions of media use in everyday life]. Göteborg: Göteborgs universitet, Institutionen för journalistik och masskommunikation / JMG, 2007. 272 s., ISBN 978-91-88212-48-1, (Göteborgsstudier i journalistik och masskommunikation; 47).

Modern media have a severe impact on almost all parts of our everyday lives in the Western world. Even so, many people have ambivalent feelings towards some parts of their media use. They might feel guilty spending time in front of the television, or try to keep their children from the computer games. This book deals with the moral dimensions of media use in a variable everyday context.

The aim of this study is to understand media use in everyday life, primarily its moral dimensions. Three particular aspects of media use in everyday life is analysed. The first step is to identify dominant places of everyday media use and to analyse what kind of impact the media has on our experiences of these places. The second goal is to examine the role of the media in cultural transformations of everyday spaces. Finally follows an analysis of values, strategies and moral discourses to handle media use in everyday life.

Three kinds of materials are analysed qualitatively. First, fifty individual interviews. Second, a reception analysis of 12 focus group interviews and third, an analysis of the material dimensions of the media in everyday life; organization of the media in the home, and how we relate to the media as artefacts, contents and texts.

Brodin, Karolina. / *Consuming the commercial break: an ethnographic study of the potential audiences for television advertising*. Stockholm: Economic Research Institute (EFI), Stockholm School of Economics, 2007. 294 s., ISBN 978-91-7258-721-2.

Despite of the sociality of TV viewing, advertising researchers have traditionally studied the solitary viewer. The study of the social uses of advertising has been limited, and the reception of advertising in a naturalistic setting has practically been ignored. As a consequence, contextual factors of time, space, and everyday life have received only scant attention in the advertising literature.

This thesis adopts the ethnographic method to investigate within a naturalistic setting the phenomenon of the consumption of commercial breaks. Eight households in Northwest London varying in age, socio-economic factors and other variables were filmed during a two-week-period and later interviewed. The videoethnography led to the identification of a set of cultural themes, which are illustrated in the thesis by behavioral episodes and interview excerpts from the participating households. In addition to the identification of archetypical behaviors, the thesis underlines a set of contingencies that have implications for behavior of potential audiences for television advertising, such as audience composition and time-of-day effects.

Buskqvist, Ulf. / *Medborgarnas röster: studier av Internet som politisk offentlighet* [The Voices of the Citizens: Studies of the Internet as Political Public Sphere]. Örebro: Örebro universitet, 2007. 243 s., ISBN 978-91-7668-549-1.

The purpose of the study is to investigate the conditions for and forms of citizen participation in the websites' communicative practices. A main point is to compare website-located within separate institutional contexts, in terms of how they are designed and how they are used. Three types of websites are studied: media corporations, political parties and social movements, in connection with the Swedish parliamentary election 2002 and the election to the European parliament 2004.

The dissertation involves case studies that take into account three different links of the communicative chain: production, content and interaction. The production dimension was studied with the help of qualitative interviews and observation. The content dimension – the design of websites, discourses and communicative invitations – was studied with critical multimodal discourse analysis (see e.g. Kress & van Leeuwen 2001). Finally, the interaction dimension was studied with inspiration from the theoretical and methodological perspectives of discourse and conversation analysis (see e.g. Hutchby

2001, van Dijk 1998, and Fairclough 1995).

Dunkels, Elza. / *Bridging the distance: children's strategies on the internet*. Umeå: Umeå universitet, 2007. 50 s., ISBN 978-91-7264-371-0, (Doktorsavhandlingar i pedagogiskt arbete; 18).

This thesis deals with the following questions: What do children find negative on the Internet? What counter strategies do they use? How have they developed these strategies? The method used is one-to-one online interviews and the analyses are qualitative in nature. The sample is children in grade 6 of the Swedish compulsory school, aged between 11 and 13. 104 children, 52 girls and 52 boys, from different parts of Sweden were interviewed.

The media debate seems to display consensus regarding what threats the Internet poses to young people. The conclusion of this thesis is, however, that children's views of the Internet in many ways differ from the media related adult view. The children of this study do not express a great deal of anxiety about the negative sides of the Internet. They are aware of, and can describe many downsides but these are not present in their everyday use of the Internet. Digging deeper it turns out that many children have in fact well-developed counter strategies. However, these strategies are not conscious in the sense that the children discuss them. Instead, they seem integrated in their online environment. The counter strategies have been developed by the children alone or together with peers. In some, but remarkably few, cases adults have been giving tips or teaching the children strategies. Nevertheless, the study does not paint a picture of naïve children, unable to see actual threats, but of responsible young citizens who are aware of the threats that exist in their online setting – sometimes from personal experience – and have developed methods to avoid such threats.

Ekstrand, Eva. / *Kaj Anderssons Morgonbris: kvinno-press, trettiotal och längtan efter fri tid* [Kaj Anderssons' Morning Breeze: women press, the thirties and yearning for free time]. Umeå: Umeå universitet, Institutionen för kultur och medievetenskaper, 2007. 272 s., ISBN 978-91-7264-296-6, (Medier & kommunikation; 10).

In the 1930s the Swedish homes were modernized through a series of social reforms. As a result of this, time was expected to be released from the housewife's daily domestic duties and the question was what to do with this time. In this dissertation the concept of time is used in the sense of free time as time for free thinking. The time issue during the thirties is an underlying question throughout the study. The magazine *Morgonbris* (1904-), a political campaign journal published by the

social democratic women's association (in Swedish: Socialdemokratiska kvinnoförbundet, SSKF) was the public arena for political issues of this kind.

The aim of the study is to scrutinize the magazine, its shape (typography and layout) and content, the editors' journalism as well as the relationship to the SSKF and the circle of readers during the decade, in order to describe the dramatic changes of this political and public arena with special focus on the editorship of Kaj Andersson (1931-1936).

Methodologically this study draws on Hannah Arendt's "storytelling" or "fragmented historiography". Theoretically the concepts "public sphere" and "proletarian experiences" are adopted and Jürgen Habermas, Oscar Negt & Alexander Kluge as well as Pierre Bourdieu, are referred to. The gender perspectives of Joan F. Scott and Yvonne Hirdman are also adopted.

Ellefson, Merja. / *"Staten är vår herde god": representationer av annorlundahet och ordning i fyra svenska trettiotalstidningar* ["State Is Our Shepherd": Representations of Order and Otherness in four 1930's Newspapers in Sweden]. Stockholm: Stockholm University, Faculty of Humanities, Department of Journalism, Media and Communication (JMK), 2007. 270 s., ISBN 978-91-7155-520-5, (JMK:s avhandlingsserie (journalistik); 30).

The thesis studies representation of order and otherness in the late 1930's Swedish press. That is, who are envisioned as "us" and who are the "Others"? The theoretical frame is based on Foucault's concepts of pastoral power, the reason of state and biopolitics. The Good Shepherd is an excellent metaphor for the Nordic-style welfare state and the Foucauldian approach fits well with the social Darwinist and race biological metaphors of the time. Furthermore, news, myths and law articulate public morality and belong to disciplining, naturalizing and normalizing discourses. The symbolic boundaries between "We" and "Them" are outlined and modes of thinking, acceptable ways of behavior, and possible solutions for existing problems are provided.

The material examined consists of four Stockholm-based newspapers *Dagens Nyheter*, *Stockholms-Tidningen*, *Svenska Dagbladet* and *Social-Demokraten*. The years studied are 1935 and 1938. The quantitative content analysis is based on a selection of four months from each year. The articles are coded according to a theme and the characteristics of the actors. Gripsrud's version of Propp's actant model is used to examine the narrative structure of the stories. Linguistic tools, such as ideational and interpersonal functions, are used to analyze the individual texts.

The groups depicted as deviant include religious sects, ethnic minorities, foreigners, criminals and political activists on the extreme right and extreme left. A number of articles discuss various social problems in more general terms. Quantitatively more than eighty percent of the material consists of crime news. Approximately five percent of the articles are about ethnic minorities and foreigners. Religious sects and political extremists constitute about one percent each and roughly ten percent of the material is about social problems.

Esping, Ingrid. / *Dokumentärfilmen som tidsresa – Modstrilogin* [The documentary film as time travel – the mods trilogy]. Lund: Lunds universitet, Filmvetenskap, 2007. 316 s., ISBN 978-91-628-7154-3.

Stefan Jarl (1941-) is perhaps most well known for his trilogy of films about a group of outcast mods in the Swedish welfare state. The trilogy covers three decades: the first film, *They Call Us Misfits*, was made in 1968; the second, *A Respectable Life*, in 1979, and the third, *Misfits to Yuppies*, in 1993.

In this dissertation, the mods trilogy is studied against a background of film history and film theory. The films, and their different production contexts, are used to illustrate a social history and a history of changing film policies. Furthermore, the films offer an opportunity to reflect upon a number of film theoretical issues, while simultaneously showing how Jarl himself has developed as a film-maker within the genre of documentary.

Falkner, Carin. / *Datorspelande som bildning och kultur: en hermeneutisk studie av datorspelande*. Örebro: Örebro universitet, Pedagogiska institutionen, 2007. 291 s., ISBN 978-91-7668-534-1, (Örebro Studies in Education; 19).

The aim of the dissertation is to understand the playing of computer games based on its own conditions, and questions are asked such as what is the meaning constructed around playing and themselves as players, what is the social construction of playing and how can playing computer games be understood from the perspective of youth culture? A basic interest in the thesis is to contribute to the understanding of *Bildung* in an informal context outside the institutions, activities and genres that traditionally stand for *Bildung*.

The empirical investigation that forms the basis of this thesis is in the form of presence at various LANs and interviews with players. The research perspective includes a hermeneutic point of departure and playing computer games is interpreted and understood from three perspectives: playing computer games as a meaning of *Bildung* (play and mimesis), as social meaning (friendship and community) and as cultural (style).

Fast, Carina. / *Sju barn lär sig läsa och skriva: familjeliv och populärkultur i möte med förskola och skola* [Seven children learn to read and write: family life and popular culture in contact with preschool and primary school]. Uppsala: Uppsala universitet, Fakultetsövergripande enheter, Acta Universitatis Upsaliensis, 2007. 231 s., ISBN 978-91-554-6795-1, (Uppsala Studies in Education; 115).

This thesis is an ethnographic study in which seven Swedish children from different social and cultural environments were followed over three years. The study began when the children were four years old.

The main aim of this thesis is to investigate through what social and cultural practices seven children meet literacy events in their families. A second aim is to track informal and everyday literacy events which the children take part in or practice on their own. A further aim is to study the transition between home, preschool, preschool class and primary school in order to determine to what extent and in what ways the children are allowed to use their previous experience with and knowledge of literacy.

Fernaesus, Ylva. / *Let's make a digital patchwork: designing for childrens creative play with digital material*. Kista: Stockholms universitet, Samhällsvetenskapliga fakulteten, Institutionen för data- och systemvetenskap (tills m KTH), 2007. 148 s., ISBN 978-91-7155-390-4 (genererat), ISBN (elektronisk) 91-7155-390-8 PDF, (Report Series / Department of Computer & Systems Sciences; 07-001).

This thesis explores new approaches to making and playing with programming materials, especially the forms provided with screen-based digital media. Designing with these media expressions can be very attractive to children, but they are usually not made available to them in the same degree as are physical materials.

Inspired by children's play with physical materials, this work includes design explorations of how different resources alter, scaffold and support children in activities of making dynamic, screen-based systems. How tangibles turn the activity of programming into a more physical, social and collaborative activity is emphasised. A specific outcome concerns the importance of considering 'offline' and socially oriented action when designing tangible technologies. The work includes the design of a tangible programming system, *Patcher*, with which groups of children can program systems displayed on a large screen surface.

The character of children's programming is conceptualised through the notion of a digital patchwork, emphasising (1) children's programming as media-sensitive design, (2) making programming more concrete by combining and reusing readily available program-

ming constructs, and (3) the use of tangibles for social interaction.

Gustafsson, Henrik. / *Out of Site: Landscape and Cultural Reflexivity in New Hollywood Cinema 1969-1974*. Stockholm: Stockholms universitet, Acta Universitatis Stockholmiensis, 2007. 228 s., ISBN 978-91-85445-65-3, (Stockholm cinema studies; 6).

This dissertation examines landscape as a concept for analysis and interpretation in film studies by considering the New Hollywood cinema in the late 1960s and early 1970s. Contextualized within the contested notion of nationhood at the time as well as the concern among filmmakers to probe the properties, practices and traditions of American cinema, this was also a period when landscape underwent widespread redefinition as a field of artistic and academic practice. From the outset an aesthetic and pictorial concept, landscape is understood as consisting of a number of interacting ideas and systems of representation which are addressed in terms of intermedial relations. Not something to be encountered or discovered and fixed on canvas or film, landscape involves an ongoing process of construction, appropriation and transformation.

Departing from a discussion of the historical role landscape has played in cultural practices of self-representation and self-definition, this study is concerned with how it can be turned against itself and used as a point of departure for adversary and antagonistic views of national myths and media. The organization is roughly chronological, based around a series of reconsiderations of key films, mainly focusing on road movies and genre-revisionist work of the period. Rather than a repository of stable identities and values, each chapter shows how landscape can be advanced in a process of reflecting on attempts to impose meaning, order and linearity.

Hang, Min. / *Media business venturing: a study on the choice of organizational mode*. Jönköping: Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2007. ISBN 91-89164-81-4, ISBN 978-91-89164-81-9, (JIBS Dissertation Series; 44).

In a dynamic environment characterized by constant technological advancement, new business opportunities appear in a variety of forms in the media industries. While venturing for these emerging opportunities, media firms are confronted with challenges such how to organize venturing and why to choose a certain organizational mode for the development of new business.

Both the IO and RBV give valuable implications to the choice of venturing organizational mode. However,

in some circumstances, explanations derived from these two theories may conflict with each other rather than harmonizing. Therefore, how to understand the different interpretations given by the two theories and what is the relationship between the traditional economics theories and the more recent resource-based theories in the specific context of new media business venturing are the central issues in this research.

To answer such questions, a case study strategy was adopted, and eight new media venturing cases were investigated within six media companies.

Hockenjos, Vreni. / *Picturing Dissolving Views: August Strindberg and the Visual Media of His Age*. Stockholm: Stockholms universitet, Acta Universitatis Stockholmiensis, 2007. 250 s., ISBN 978-91-85445-70-7, (Stockholm cinema studies; 7).

The subject of this study is August Strindberg's interaction with the visual media of his day. Its dual aim is to examine Strindberg's work in the light of media history and to allow Strindberg's work in turn to illuminate the media history of the *fin de siècle*. Taking its cue from the commonplace scholarly observation that Strindberg's drama, particularly that of his later phase, is strikingly "cinematic", it asks: What do such comparisons really tell us about Strindberg's art and what, if anything, do they tell us about cinema?

The thesis of this study is that the putatively "cinematic" style of Strindberg's writings can only be understood against the backdrop of a mass culture, oriented towards the visual sense, which was undergoing rapid expansion at the turn of the last century. In devising his "dream play techniques", it argues, Strindberg both drew on and reacted against various image-based modes of representation that had become extremely widespread in the late nineteenth century. The loss of reality that is so prominent a feature of works such as *To Damascus* (1898) or *A Dream Play* (1901) should in this sense be regarded as marked by an experience of *mediatization*, that is, the steady incorporation of all aspects of daily life by mass media technologies. Shifting the spotlight away from cinema, a critical encounter with Strindberg's work can cast light on largely overlooked media practices such as magic lantern or Sciopticon exhibition, panoramic entertainments, instantaneous photography, and the introduction of the halftone process in printing. At the same time as it unsettles received notions of Strindberg's drama as "cinematic", the study seeks to show how the writings of this revolutionary artist can provide fresh material for a reassessment of life in a media-saturated age.

Janson, Malena. / *Bio för barnens bästa: svensk barnfilm som fostran och fritidsnöje under 60 år* [Cinema of Best Intentions?: 60 Years of Swedish Children's Film as Education and Entertainment]. Stockholm: Acta Universitatis Stockholmiensis: Almqvist & Wiksell International, 2007. 176 s., ISBN 978-91-85445-76-9, (Stockholm cinema studies; 8).

The main aim of this dissertation is to examine the different childhood discourses permeating Swedish children's cinema. This is done through close readings of three films that, each in their own way, play an important role in the history of this tradition: The children of frosted mountain (Rolf Husberg, 1945), The children of bullerby village (Olle Hellbom, 1960) and ELVIS! ELVIS! (Kay Pollak, 1977).

Other subjects analysed are media debates about children's film from the periods in which the films were produced, as well as official reports on the same subject. Taken as a whole, these elements form a significant body of material, describing the notions of children and childhood, as well as ideas around children's film as medium, that predominated in Swedish society at three given moments in the 20th century. The study shows, that the most striking characteristic is that ever since 1945, when the first film specifically made for children was produced in Sweden, such films have been created with the intention of 'benefiting' the young audience. This 'cinema of best intentions', in turn, contains a number of attributes that are not always as unequivocally positive as they might initially seem.

One of the main starting points for this exploration comes from modern childhood studies, according to which every given time and culture has its own complex of ideas, understandings and representations of children and childhood. Another central theoretical source is Michel Foucault. His ideas of power and knowledge, discipline and oppression, as well as his methodology, permeate this study. From this point of view, there is an aspect of 'best intentions' children's cinema that can be seen as imposing 'the oppression of benevolence.'

Jernudd, Åsa. / *Filmkultur och nöjesliv i Örebro 1897-1908* [Movies and Entertainment in Örebro 1897-1908]. Stockholm: Acta Universitatis Stockholmiensis: Almqvist & Wiksell International, 2007. 204 s., ISBN 978-91-85445-56-1, (Stockholm cinema studies; 5).

This dissertation is a historical study of film exhibition in the context of emerging popular entertainment in Örebro, a medium-sized town in Sweden, 1897 to 1908. It argues that since 80% of the population resided in towns and rural areas around 1900, studying the impact of film culture in a town setting is essential for an un-

derstanding of early film culture in Sweden. The local press is used as primary source of marketing schemes, venues and programming policies as well as of cultural debate and conflict.

Across Europe, theatres and fairgrounds were the preferred venues of traveling exhibitors of film shows. In Örebro, however, film exhibition preferably took place in the 'respectable' halls of voluntary organizations. Of special importance to local film culture were two working class societies: the liberal Arbetareföreningen (AF) and the labor-based Arbetarekommun (AK) – albeit in different ways. AF, which embraced reformist ideals, owned the most popular venue for film exhibition and transformed their hall into a movie theater in 1907. AK encouraged the working class population to spend leisure time (and money) on popular forms of cheap entertainment by opening an amusement park in town and by frequently organizing bazaars, funfairs and variety shows. Socio-cultural conflict was concentrated to the fairground around the turn of the century and later turned to AK's bazaars and funfairs. The emerging film culture influenced opinion in the big cities of Sweden, yet in Örebro it only received sporadic public attention.

In stark contrast to the situation in the big cities, the transformation of itinerant film exhibition to permanent forms was a gradual and relatively inconspicuous process in Örebro that took place in the shadow of AK's more obtrusive culture of cheap amusements. Three movie theatres opened in 1907 and were accepted by the town's public with relative ease.

Klerfelt, Anna. / *Barns multimediala berättande: en länk mellan mediakultur och pedagogisk praktik* [Children's digital story telling and cultural meaning: a link between educational practice and mass media]. Göteborg: Göteborgs universitet, Institutionen för pedagogik och didaktik, 2007. 157 s., ISBN 978-91-7346-589-2, (Göteborg studies in educational sciences; 256).

The overall aim of the studies was to describe, analyse and problemize how the encounter between institution and media culture is shaped in the interaction between children and pedagogues. Questions asked in the studies were directed towards the interactive processes that arise when children and pedagogues meet in the educational practice to create stories with digital technology. A particular focus was on how the verbal and gestured interaction between children, pedagogues and technology appeared when they created stories in words and pictures. Furthermore, the question about what children communicate in their multimedia productions and how this communication links within and between different

practices was asked. In order to aid understanding of the empirical studies centred on stories, an overview of how narratives have been regarded through history is given.

The studies take their point of departure from socio-cultural perspectives. How people understand each other's meaning making processes is analysed. To construct data about these processes and products tools from educational ethnography and ethnomethodology have been used. About 300 children and their pedagogues from 17 educational practices were followed over a period of two years. Initially an extensive set of methods was used for descriptive observation. These were followed by focused observation, video-documentation of 34 children and 17 pedagogues' close interaction at the computer through verbal conversations and gestures. Finally, selective observation of the children's pictorial stories were carried out. Different methods for analysis were used.

Leckner, Sara. / *Is the medium the message?: the impact of digital media on the newspaper concept?* Stockholm: Medieteknik och grafisk produktion, Kungliga Tekniska högskolan, 2007. 92 s., ISBN 978-91-7178-807-8, (Trita-CSC-A; 2007:17).

The impact of digital (new) media has caused both challenges and threats to newspapers' continuing existence as a profitable and influential mass medium. While this is not the first time in history that new media appear to be challenging the future of the newspaper medium, from one perspective digital media offer not only direct competition, or alternative ways to produce and deliver news, but also possibilities for convergence, for making new media part of the traditional newspaper, inducing whole new possibilities for publishing. From another perspective, the newspaper medium is an old concept; a powerful mass medium with very profound consumption patterns, strongly associated with its traditional output medium: ink-on-paper.

The purpose of the present work has been to examine the impacts digital media have on the old, well-established newspaper medium, and what consequences these impacts have for the future of newspaper as a mass medium, that is, is the medium the message? In order to achieve this aim, the present work has been carried out from three different angles: digital media, publishing and reading behaviour and presentation factors. The areas have been examined using several methods: instrumental experiment, eye-tracking experiment, secondary analysis, and case study design.

Newspapers' 'to be or not to be' depends, in a theoretical sense, on what media constitute. The medium is the message in the sense that, in the definition of a mass medium, the strength of the newspaper message is that it is recognized as the newspaper concept. It

is not, in that the message per se is dependent on the medium it is reproduced on, as a newspaper can be considered a newspaper even if presented on a digital medium, yet the specific way the content is presented will always depend on the technology and characteristics of the chosen output medium. Thus, while defusing the output medium's significance for the concept, the strength of the newspaper, and its industry, lies in what hitherto constitutes the message: accurate, credible, serendipitous, and diverse content, but which is continuously adapted to the technology of the output medium, thus benefiting from it and further strengthening the developed, digitalized newspaper concept, or what will become of it. The newspaper industry has great potential to differentiate itself in a world where news is becoming increasingly commoditized, though it must further emphasize its power, which lies in the long-defined 'old' newspaper concept. Moreover, the industry must be aware of the fact that this refashioning and adaptation is a slow process.

Linde, Per. / *Metamorphing: the transformative power of digital media and tangible interaction.* Malmö / Karlskrona: Malmö högskola, Konst, kultur och kommunikation / Blekinge tekniska högskola, Avdelningen för interaktion och systemdesign, 2008. 245 s., ISBN 978-91-7295-115-0, (Blekinge Institute of Technology doctoral dissertation series; 2007:12).

The thesis explores how interactive technologies and digital media can be used as transformative mediators and tools. They have the potential to strengthen and enrich the experience of different transformations that are discussed as being important for practices of creativity and learning, where the engagement and relationship to processes of change is fundamental. The flexibility of digital media and forms for tangible interaction constitutes major elements in the design experiments described in the thesis. Material artefacts and physical space play a central role in how people make sense of the world.

Looking closely at practices where creativity, learning and communication are important for collaborative work it becomes clear that this insight implies that the concepts of objects and space carry quite a portion of multiplicity. They are used differently and with different intentions, they are understood differently from different perspectives and the look and feel of them appears differently even if they can be described as "one" thing or "one" space. Dealing with these heterogeneities challenges the way we use objects and spaces. It becomes a matter of connecting the multiplicities and how we configure them in relation each other. The research discusses how the discipline of interaction design can

support dealing with multiplicity, configuring and mixing of objects and spaces. They are not only used or inhabited; they are performed and enacted. In exploring these issues the thesis discusses the development and experiments with a couple of design prototypes that rests upon basically the same technology, which is a combination of technologies for tracking and/or tagging. Studies and experiments have been performed in three different domains; design work, patient learning while undergoing lengthy rehabilitation and artistic work and performances. The diversity of studied domains provides a way of talking about design that focus on use and users' appropriation of technology rather than reflecting the technology itself. From a methodological perspective issues of participatory design have been foundational to the research

Lindholm, Maria. / *La Commission européenne et ses pratiques communicatives: Étude des dimensions linguistiques et des enjeux politiques des communiqués de presse* [Europeiska kommissionens kommunikativa praktiker: en studie av pressmeddelandenas språkliga och politiska dimensioner]. Linköping: Linköpings universitet, 2007. 399 s., ISBN 978-91-85831-01-2, (Studies in language and culture; 10). , (Linköping Studies in Arts and Science; 401).

I den här avhandlingen studeras Europeiska kommissionens kommunikativa praktiker i ljuset av de pressmeddelanden som dagligen distribueras till världens största presskår i Bryssel, men också via internet till andra journalister och allmänheten.

Övergripande syften med avhandlingen är att beskriva textproduktionen i denna en av världens största textproducenter och att lyfta fram den, hittills förvånansvärt osynliga, språkliga dimensionen av kommissionens kommunikation.

Avhandlingen tar avstamp i ett dialogiskt perspektiv på kommunikation, där kommunikation förstås som en dynamisk process i vilken människor (sam)agerar i ett givet sammanhang. Avgörande blir således att se pressmeddelandena som en del av den produktions- och distributionskontext de ingår i, både på lokal nivå och på en mer övergripande institutionell nivå.

Empiriskt bygger avhandlingen på fältstudier vid Europeiska kommissionen och textanalyser av pressmeddelanden från kommissionen och från franska och svenska departement. Pressmeddelandena studeras både som process och produkt: formuleringsprocesser å ena sidan och textmönster och tempusbruk å den andra. Som ett exempel detaljstuderas produktionen av två pressmeddelanden mot bakgrund av skribenternas förklaringar och motiveringar till sina ändringar. Med sin unika inblick i hur ett pressmeddelande blir till steg för

steg och av olika aktörer utgör denna del ett viktigt bidrag till forskningen om resmeddelanden, som först på senare år blivit mer processinriktad.

Orrghen, Anna. / *Den medierade konsten: scenen, samtalet, samhället* [Mediated art: the scene, the conversation, the society]. Hedemora: Gidlunds, 2007. 248 s., ISBN 978-91-7844-736-7, (Doktorsavhandlingar från JMK).

This dissertation takes its starting point in three Swedish art exhibitions which contain so called new media: *Avatar* (1998), *Bäst före* (1999) and *Electrohype* (2000-2006). These exhibitions take place in a time which according to media scholars is significant; media society, media age, media landscape, image culture, media culture and media space is a handful of concepts being used to characterize this particular time. These exhibitions contain new media, thematically or as an apparatus, and are to be considered as expressions of the contemporary media society.

With the starting point in how printed media, radio, television and internet discuss *Avatar*, *Bäst före* and *Electrohype* the aim of this dissertation is to examine how the contemporary media society is thematized in the mediated discourse of art and new media in Sweden, formwise as well as thematically, during the turn of the century 2000. The overall intention is to shed light upon the pattern of tensions that are brought to the fore when new media emerge in the society.

The societal context of the exhibitions is defined as a media society. The research object of the dissertation are mediation processes related to *Avatar*, *Bäst före* and *Electrohype*. The role of the exhibitions in the study are as discourse producing events. The material consists of written, auditive and visual texts from the mass media that relates to the three art exhibitions. By using textual analysis this dissertation puts to the fore spatial dimension of the synaesthetical practices of looking, the embodied vision, the compression of time and space, the importance of learning oneself how to see phenomena related to new media. This describes the contemporary media society as ephemeral and changeable, at the same time as it proves to have a continuity. It is vital to stress the importance of not understanding this characterization in terms of binary oppositions. On the contrary, it is their parallel existence that contribute to the elasticity significant of the contemporary media society.

Petersen, Anja. / *På visit i verkligheten: fotografi och kön i slutet av 1800-talet* [Visiting reality: photography and gender at the end of the nineteenth century]. Eslöv: Brutus Östlings Bokförlag Symposion, 2007. 184 s., ISBN 978-91-7139-795-9.

In the centre of the dissertation stands the photographic portrait. The author's point of departure has been to combine different theories of gender with an interest in photography. The aim has been to show how, during the period of 1850 to 1910, photographic portraits in different social and cultural relations contributed to formulating various images of what a woman was. To do this, the author compares photographic portraits of women collected from archives of private photographers and pictures taken at a mental hospital and by police and in prisons.

Petrelius Karlberg, Pernilla. / *Den medialiserade direktören* [The medialization of CEOs]. Stockholm: Ekonomiska forskningsinstitutet vid Handelshögskolan i Stockholm (EFI), 2007. 296 s., ISBN 978-91-7258-737-3.

Vilka krav ställer den ökade mediebevakningen på företagsledare? Vilka konsekvenser får det för VD:s uppdrag? På vilket sätt påverkar mediernas personifiering och skärpta fokus på aktieägarvärde föreställningar om vem som är en bra VD? Det är några av de frågor som behandlas i den här doktorsavhandlingen.

Studien ger, utifrån ett organisations- och lednings-teoretiskt perspektiv, en djupare inblick i vad medialiseringen av näringslivets ledare innebär och hur företagsledare hanterar medier och kändisskap. Här berättar en VD, nyckelmedarbetare, styrelseledamöter och en rad journalister om en händelserik tid i ett av landets mest medieuppmärksammade börsbolag.

I studien åskådliggörs, problematiseras och tolkas interaktionen mellan medier och företagsledare. Begrepp som rationalitet, legitimitet, medialt kapital och parallelljag diskuteras och används som verktyg i analysen.

Platen, Sara von. / *Intern kommunikation och menings-skapande vid strategisk organisationsförändring: en studie av Sveriges Television* [Internal communication and sensemaking processes in connection with strategic change of a public service organization: a study of Sveriges Television]. Örebro: Örebro universitetsbibliotek, 2007. 269 s., ISBN 91-7668-512-8, (Örebro studies in media and communication; 5).

Planned change and change-related communication are perceived very differently by the members of an organization. Strongly varying perceptions of new tasks, work processes and goals make joint action difficult and cause the failure of many change initiatives. The purpose of this study is to investigate how internal communication and sensemaking processes contribute to the perception of strategic change among the members of a public service organization. The following questions are answered: How does the management plan

and perform internal communication during a strategic change of the Swedish public service television company Sveriges Television (SVT)? How do the members of the organization make sense of a strategic change and the internal communication related to the changes that are planned and carried out?

A social constructivist perspective combined with theories of sensemaking, communication, social identities, roles, groups, power and status constitutes the analytical framework. The investigation is designed as two case studies of the SVT production facilities in Malmö and Örebro. The empirical material consists mainly of personal interviews. Written documents and observations have also been used. The case studies took place between 2002 and 2004.

Seifarth, Sofia. / *Råd i radion: modernisering, allmänhet och expertis 1939-1968* [Advice on the radio: modernization, the public and the experts 1939-1968]. Stockholm: Carlsson, 2007. 387 s., ISBN 978-91-7331-076-5 (inb), (Linköping studies in arts and science; 382).

This dissertation deals with two series of radio programmes where listeners' social and personal questions were answered on the air, broadcasted between 1939 and 1968. This is the period in Swedish history which is usually called the era of the *folkhem* ("The people's home") when social reforms, cultural radicalism and social planning-modernization in the cultural, political and material senses- became a broad project and an ideology.

The aim of the dissertation is to study how, and on basis of what interests and expectations, these series of programmes were used by the public and by the advisers, as well as to analyse the ideals, norms and visions expressed in programmes and in letters from listeners. Original letters and programmes are analysed both in relation to each other and within broader contexts.

The book is organized chronologically and divided into two parts. The first part is centred on the series of programmes, *Vart skall jag vända mig?* (Where shall I turn?) (1939-1956), and the second part is centred on *Människor emellan* (Just between us) (1956-1968).

Sternvik, Josefine. / *I krympt kostym: morgontidningarnas formatförändring och dess konsekvenser* [In shrunken suit: The Newspapers' Format Change and its Consequences]. Göteborg: Göteborgs universitet, Institutionen för journalistik och masskommunikation, 2007. 376 s., ISBN 978-91-88212-52-8, (Göteborgsstudier i journalistik och masskommunikation; 49).

During the first years of the 21st century, the number of newspapers printed in tabloid format in Sweden increased dramatically. The major morning papers

switched to a smaller page size and the tabloid format became the branch standard.

The empirical aim of the dissertation is to describe the process of format change and explain its significance for the newspaper market in Sweden. The process is analyzed from points of view – the organization's and the readers'. On the one hand, the study analyzes the change in format over time and the format's impact on the newspaper as a product and on its production. On the other hand, it analyzes present and potential readers' impressions and judgments' as well as their reading habits in relation to the change in format.

Material and methodology used are, among others: document analyses, personal interviews, content analyses, survey research and focus group interviews.

Styvén, Maria. / *Exploring the online music market: consumer characteristics and value perceptions*. Luleå: Luleå tekniska universitet, 2007. 248 s., (Doctoral thesis / Luleå University of Technology; 2007:71).

The advent of the Internet and the digitization of music has resulted in a multitude of new challenges and opportunities for the recording industry. So far, sales of digital downloadable music have not compensated for the decrease in CD sales throughout the twentyfirst century. To attract new customers and successfully compete with file-sharing networks, commercial online music services need to meet customer expectations by delivering what they value. Therefore, to increase the understanding of prospective customers, the purpose of this thesis was to explore and describe customer value and target groups within the online music market. Data were collected through a survey of Swedish consumers between 16 and 60 years old.

Svensson, Anders. / *Från norra ståplats till cyberspace: en beskrivning av en diskussion på Internet om ishockey utifrån ett offentlighetsperspektiv* [From the north stands to cyberspace: a description of a discussion on the Internet about ice hockey from a public sphere perspective]. Göteborg: Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2007. 277 s., ISBN 978-91-88212-46-7, (Göteborgska studier i journalistik och masskommunikation; 46).

Internet involves possibilities for public debate and civic participation in democratic life. Space is provided on the World Wide Web for new communities and public discussions, both with and without explicit political intentions. The starting point of this study is that online discussions in everyday life, political or not, contribute to the reproduction of democratic and civic culture.

The aim of the study is to analyze whether an unpolitical discussion forum in everyday life can be described as a public sphere and the discussion on hockey

as communicative, democratic and deliberative.

The data consists of contributions to the discussion from three seasons, 1999-2002, of the Swedish National Hockey League. The final sample, 3993 contributions posted during totally 149 days, have been undergone a content analysis.

Aarsand Simonsen, Pål André. / *Around the screen: computer activities in children's everyday lives*. Linköping: Linköpings universitet, Institutionen för tema, Tema Barn, 2007. 72 s., ISBN 978-91-85831-82-1, (Linköping Studies in Arts and Science; 388).

The present ethnography documents computer activities in everyday life. The data consist of video recordings, interviews and field notes, documenting (i) 16 students in a seventh grade class in a computer room and other school settings and (ii) 22 children, interacting with siblings, friends and parents in home settings. The thesis is inspired by discourse analytical as well as ethnographic approaches, including notions from Goffman (1974, 1981), e.g. those of activity frame and participation framework, which are applied and discussed.

The thesis consists of four empirical studies. The first study focuses on students' illegitimate use, from the school's point of view, of online chatting in a classroom situation. It is shown that the distinction offline/online is not a static one, rather it is made relevant as part of switches between activity frames, indicating the problems of applying Goffman's (1981) notions of sideplay, byplay and crossplay to analyses of interactions in which several activity frames are present, rather than one main activity. Moreover, it is shown that online identities, in terms of what is here called tags, that is, visual-textual nicknames, are related to offline phenomena, including local identities as well as contemporary aesthetics. The second study focuses on placement of game consoles as part of family life politics. It is shown that game consoles were mainly located in communal places in the homes. The distinction private/communal was also actualized in the participants' negotiations about access to game consoles as well as negotiations about what to play, when, and for how long. It is shown that two strategies were used, inclusion and exclusion, for appropriating communal places for computer game activities. The third study focuses on a digital divide in terms of a generational divide with respect to ascribed computer competence, documenting how the children and adults positioned each other as people 'in the know' (the children) versus people in apprentice-like positions (the adults). It is shown that this generation gap was deployed as a resource in social interaction by both the children and the adults. The fourth study focuses on gaming in family life, showing that gaming

## Sverige

was recurrently marked by response cries (Goffman, 1981) and other forms of blurted talk. These forms of communication worked as parts of the architecture of intersubjectivity in gaming (cf. Heritage, 1984), indexing the distinction virtual/‘real’.