

# New Literature

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## Danmark

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Bruhn Jensen, Klaus: *La semiótica social de la comunicación de masas*. Barcelona, Bosch Casa Editorial, 1997, 362 p., ISBN 84-7676-401-4, (Colección Bosch comunicación; 23). Note: Transl. from English by: Raquel Solà García. Orig. title: *The social semiotics of mass communication*, London, Sage Publications, 1995.

Bruhn Jensen, Klaus: Sociedade significante: uma nova teoria de semiótica social. In: Lopes, Maria Immacolata Vassalo de (eds.): *Temas contemporâneos em comunicação: i colóquio Brasil Dinamarca de ciências da comunicação*, Sao Paulo, Edicon, 1997, 318 p., pp. 129-150.

Integrating recent social science in a Peircean framework of communication theory, this paper outlines a new theory of social semiotics with special relevance for the study of mass communication and culture. The first section develops the concepts of time-in culture and time-out culture and suggests that the mass media serve as social institutions-to-think-with which mediate between the two aspects of culture. The second section goes on to specify media reception as a cultural practice with reference to Peirce's several concepts of the interpretant, questioning current notions of "interpretive communities" and exemplifying the explanatory value of Peircean semiotics for central communication-theoretical concepts: discourse, subjectivity, and context. The third and final section examines the methodological requirements for a systematic social-semiotic approach to empirical reception studies.

Finnemann, Niels Ole: *Modernity modernised: the cultural impact of computerisation*. Århus, Århus Universitet, 1997, 23 p., ISBN 87-7725-165-2, (Arbejdsrapport; 50:97), ISSN 0904-4760. (Århus Universitet, Center for Kulturforskning). Note: Guest lecture, Tampere University, Finland, January 16th 1997.

A discussion of the cultural impact of computerization, including a general definition of the computer as a

medium and a description of the invariant properties of the computer.

Jauert, Per; Prehn, Ole: Local television and local news. Communications. *The European Journal of Communication Research* 22(1997)1, ISSN 0341-2059, pp. 31-56.

The question addressed in this article is whether there is anything local and alternative about local television news in Denmark. Many stations claim local news to be of particular importance for their profile and the primary legitimisation of local television. The article presents findings from a content analysis of programming for a week period in 1996 and, as such, is meant to contribute to an understanding of local programming content and flow.

Juel, Henrik: *Smiling through the lonesome rain: weather forecasts on Nordic television*. Odense, Menneske og natur, 1997, 19 p., ISBN 87-89844-97-1, (Arbejdsrapport/Menneske & Natur; 90), ISSN 0907-1385. (Odense Universitet, Humanistisk Forskningscenter, Menneske og Natur).

A study of the weather forecasts on Nordic television. Why do the Nordic weather programmes look the way they do? Why are they generally so much alike in structure and form? Why is it still so popular to watch the weather reports? What are they really all about? The author argues that the main function of the programmes is not to just hand out information about the weather. It is much more about reassuring us of time and place, a feeling of identity and social belonging.

Langkjær, Birger: Spatial perception and technologies of cinema sound. *Convergence: The Journal of Research into New Media Technologies* 3(1997)4, ISBN 1-86020-024-9, ISSN 1354-8565, pp. 92-107.

This article argues for the incorporation in film analysis of theories concerning viewer perception, cognition and emotional response, particularly in relation to the soundtrack. It discusses sound space and perception through a brief study of technologies such as stereo

sound, Dolby SR (Spectral Recordings) and digital sound. It examines the ways in which the development and introduction of these technological advances in film sound recording, mixing and cinema reproduction have affected the role of sound in film diegesis.

Nielsen, Bjarne: *The Great Northern adventures of Sherlock Holmes*. (København), Pinkerton, 1997, 80 p., ISBN 87-88469-49-2.

A catalogue of Sherlock Holmes films produced by the Danish Great Northern Film Company from 1908 to 1911 with stills, credits and plot synopses for all the films.

Niss, Hanne: *Made in Denmark: summary of a PhD dissertation on the role and function of national images in Danish export promotion: completed June 1993*. Aalborg, Aalborg University, 1997, 23 p., (European studies; 24), (Series of occasional papers), ISSN 0906-0308. (Aalborg Universitet, European Research Unit).

Summary of a Ph.D. dissertation on the use of national-ity in Danish export promotion.

Prehn, Ole: Vom Public service zum dualen System: die dänische Fernsehlandschaft. *Media Perspektiven* (1997)3, ISSN 0170-1754, pp. 141-149. Note: German summary, pp. 171-172.

The article gives a survey of the Danish television system, describing the history and development of Radio Denmark, TV2, TV3 and local television.

Schrøder, Kim Christian: Media ethnography as uses and gratifications research: the need for the qualitative study of media use. *Journal of Behavioral and Social Sciences* (1996)1, ISSN 0389-2077, pp. 159-177.

Presents a qualitative study of media use in Denmark in 1995. The purpose of the study is to explore through qualitative methods how people are using the media in everyday life in multimedia and multichannel society, and how their use of the media is related to their participation in democratic processes. The article opens with a discussion of methodological issues, showing how the study of media use may benefit from an "ethnographic" perspective.

Søllinge, Jette Drachmann: News and modernization: newspaper structure and developments in the earliest stages of the Scandinavian press. In: *63rd IFLA General Conference*, August 31 – September 5 1997 Copenhagen, Denmark: booklet 5, København, IFLA, 1997, 44 p., pp. 36-44.

In the 16th and 17th centuries news publishing sprang up all over Europe as a symptom of and factor in the modernizing process and at the same time as the emergence of the centralized nation-states. In this paper the

development in the Scandinavian countries until around 1720 is described in analytical terms of newspaper typology, the emergence of the modern nation state of centralized authority and absolute monarchy, and social changes. Further, contents of newsbooks and newspapers at different stages of this process are analyzed. Similarities and differences between the two main models – the Danish and the Swedish – are discussed.

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## Finland

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Kanerva, Jukka: *Character, intimacy, and issues in a presidential campaign: a rhetorical analysis of the PresiTentti interview series, Finland*. Jyväskylä, University of Jyväskylä, 1997, 123 p. ISBN: 951-34-0960-0, (Jyväskylä studies in communication, ISSN 1238-2183; 9)

This study focuses on television interviews of 11 candidates of Finnish presidential campaign in 1994. The main focus is on the analysis of nature of political interviews and political narration. Also questions related to national identity are discussed.

Kauhanen, Erkki A.: *The river of ink: media epistemology, ontology and imagology in the light of science, pseudoscience and technology material in six major Finnish newspapers in 1990: a discourse analytical study*. Helsinki, University of Helsinki, 1997, 354 p.+ 119 app. ISBN: 952-90-8789-6. Note: Doctoral dissertation.

The dissertation looks at the position of science in the press. The research material consists of the six major Finnish newspapers' articles in 1990: Aamulehti, Hufvudstadsbladet, Helsingin Sanomat, Kaleva, Turun Sanomat and Uusi Suomi. The author uses quantitative and qualitative approaches in his analysis.

Lundsten, Lars: *Communication as experience: a Reinachian inquiry*. Helsinki, L. Lundsten, 1997, 169 p., ISBN: 952-90-9084-6. Note: Doctoral dissertation.

The purpose of this study is to explore to what extent so-called realist phenomenology can provide tools for a comprehensive understanding of the nature of communication. A German philosopher Adolf Reinach's theory of social acts is examined and elaborated it into a general theory of communicative acts.

Mustonen, Anu: *Media violence and its audience*. Jyväskylä, University of Jyväskylä, 1997, 44 p.+ 88 app. ISBN: 951-39-0060-6, (Jyväskylä studies in education, psychology and social research, ISSN 0075-4625; 135). Note: Doctoral dissertation.

The study was designed to specify the variation in violent media content, and the dispositional and motivational basis of the media content choices of different individuals. The study first reports the development of a comprehensive coding scheme for documenting the variation in television violence and the results of two content analyses based on this scheme. Secondly, it reports an audience analysis of individual differences in the consumption of violent content.

Nieminen, Hannu: *Communication and democracy: Habermas, Williams and the British case*. Helsinki, Finnish Academy of Science and Letters, 1997, 223 p., ISBN: 951-41-0824-8, (Suomalaisen tiedeakatemia toimituksia. Sarja Humaniora, ISSN 1239-6982.

The author looks at the question how communication could promote democracy and its realization in the modern society. He claims that we need a better theoretical knowledge about the relationship between democracy and communication and that relationship's historical development. Theories of Jürgen Habermas and Raymond Williams have been used as basis for the analysis.

Salokannel, Marjut: *Ownership of rights in audiovisual productions: a comparative study*. The Hague, Kluwer Law International, 1997, 383 p. ISBN: 90-411-0415-1. Note: Doctoral dissertation.

The purpose of this comparative study is to see how the specific nature of audiovisual production and licensing of rights has been taking into account in the regulation relating to the ownership and exercise of rights in audiovisual works in different legal systems.

## Articles

Kohvakka, Rauli: The audio-visual sector in the European Economic Area in the 1990s. In: *Statistics in focus. Distributive trades, services and transport* (1998): 2, ISSN 1017-589X, pp. 1-16.

This statistical publication examines the development of six market segments within the audio-visual field in Europe during the 1990s. The segments covered are the audio-visual production market, the cinema market, the television broadcasting market, the cable & satellite operating markets, the video market and the audio market.

Lehtonen, Kimmo: On the relationship between visuality and rhetoric In: *Exploring the chronospace of images*. Jyväskylä, University of Jyväskylä, 1996, ISBN 951-34-0744-6 (SoPhi 1238-8025; 4)., pp. 69-83.

The author analyses the content and elements of rhetoric in photography using Frank Webster's ideas.

Mustonen, Anu; Pulkkinen Lea: Television violence : a development of a coding scheme. *Journal of broadcasting & electronic media* 41 (1997): 2, ISSN 0883-8151, pp. 168-189.

The article presents a new coding scheme designed to examine the amount of violence portrayed on TV; the degree to which it is obtrusive; and the messages it conveys. The final, 37 item coding system includes contextual themes concerning intensity and attractiveness of TV violence.

Nordenstreng, Kaarle: Ethics and professional codes in journalism: new rules for the 21st century. In: Yassen N. Zassoursky and Elena Vartanova (eds.): *Changing media and communications: concepts, technologies and ethics in global and national perspectives*. Moscow, ICAR, 1998. ISBN 5-7974-0012-x, pp. 113-129.

The author concentrates on three central concepts of journalism: ethics, professionalism and codes in the article. First he takes a closer look at professionalism as a paradigm, secondly codes of ethics as a central instrument of professionalism and thirdly ethics as an important area of media studies.

Pietiläinen, Jukka: Regional newspaper in transition. In: Yassen N. Zassoursky and Elena Vartanova (eds.): *Changing media and communications: concepts, technologies and ethics in global and national perspectives*. Moscow: ICAR, 1998, ISBN 5-7974-0012-X, pp. 189-194.

The author reports on his on-going research which topic is to study the new role of regional newspapers in Carelia, Russia. This article consists of remarks concerning the transformation of the Carelian press in the 1990s.

Pörhölä, Maili, Sallinen Aino & Isotalus Pekka: Culture as communication context: Finnish cultural characteristics in political television programs. In: *Context and communication behavior*. Reno, Context Press, cop. 1997, ISBN 1-878978-28-4, pp. 425-444

The article discusses the nature of culture as a communication context. The focus is on the complicated interrelationships between national culture, subcultures, environmental contexts, and subcontexts. These interrelationships are illustrated by Finnish empirical data gathered in particularly of the televised political programs.

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## Norway

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Erstad, Ola: *Multimedia in educational settings: prospects for learning*. Oslo, Universitetet i Oslo, 1997, 13 p.,

(Notatserie for kommunikasjon, teknologi og kultur (KTK); 4). (Universitetet i Oslo, Institutt for medier og kommunikasjon).

The author presents some problems and possibilities for using multimedia in educational settings. He argues that multimedia will play an important role in defining the framework for the conception of future education.

Gripsrud, Jostein: *Television, broadcasting, flow: key metaphors in TV theory*. London-New York, Arnold, 1998, 337 p., ISBN 0-340-66232-8.

The author presents and discusses three of the central metaphors in television studies: television, broadcasting and flow. He relates them, on the one hand, to the historical and geographical circumstances under which they were conceived, and, on the other, to the medium as it currently appears.

Hetland, Per: *Media technological dramas: beyond domesticated monsters and the brutalism of triviality*. Oslo, Universitetet i Oslo, 1997, 25 p., (Notatserie for kommunikasjon, teknologi og kultur (KTK); 7). (Universitetet i Oslo, Institutt for medier og kommunikasjon).

The author presents some results from an investigation of how the Internet is mediated to the Norwegian public by three Norwegian newspapers: *Aftenposten*, *Dagbladet* and *Arbeiderbladet*. Taking the results as a point of departure, he discusses parts of McLuhans ideas, specifically on the processes of hybridisation within the field of the media, and launches an alternative to the debate on modernism/post-modernism within media research.

Høyer, Sverre: *Media on the eve of the second millennium: comparing revolutions in communication*. Oslo, Universitetet i Oslo, 1998, 17 p., (Notatserie for kommunikasjon, teknologi og kultur (KTK); 14). (Also In: Zassoursky, Yassen N.; Vartanova, Elena (eds.): *Changing media and communications: concepts, technologies and ethics in global and national perspectives*, Moscow, Faculty of Journalism/Publisher ICAR, 1998, 227 p., ISBN 5-7776-0005-0, pp. 46-70). (Universitetet i Oslo, Institutt for medier og kommunikasjon).

The author describes two previous "revolutions" in print media and foresees a continuation of the ongoing electronic revolution. He holds that mass media will lose their dominant position in everyday life, and foresees changes in both the patterns of consumption of public communication and in how the institutions of communication will integrate into the rest of society.

Knight, Graham: *Hegemony, the press and new right politics: Ontario in the late 1990's*. Bergen, Universitetet i Bergen, 1998, 36 p., ISBN 82-578-0384-7, (Arbeidsnotater; 1998, 28). (Universitetet i Bergen, Institutt for medievitenskap).

The report discusses the relation between the media and the rapid rise of New Right politics in Ontario, during the 1995 election campaign.

Sejersted, Francis: *Information technology in its cultural setting: (or the impact of society on information technology)*. Oslo, Universitetet i Oslo, 1998, 14 p., (Notatserie for kommunikasjon, teknologi og kultur (KTK); 8). (Universitetet i Oslo, Institutt for medier og kommunikasjon).

The author discusses the relationship between information technology and society. The argument departs from his questioning of three widespread assumptions about IT: that it is revolutionary, that the alleged revolution is a benefit, and that the technological development is relatively autonomous.

Vettenranta, Soilikki: *Making sense of Chernobyl nine years after: TV news reception study of the environmental disaster*. Trondheim, NTNU, 1998, 294 p., ISBN 82-7575-012-1, (Pedagogiske rapporter; 13), ISSN 0802-8664. Note: Dissertation for the degree of dr. polit.

The author examines how fifteen respondents, involved directly or indirectly with the Chernobyl disaster, experience and interpret the authentic TV evening news nine years after the accident. She aims at developing theoretical concepts on audiences' reception of risk messages.

## Articles

Askeland, Jon; Ramirez-Ospina, Alvaro: Identidades y viajes de los personajes centrales de la película "Sur". *Corriente del Golfo (1998)3/4*, ISSN 0804-7383, pp. 241-251.

The authors analyze some scenes from Fernando E. Solanas film "South" ("Sur", 1989). Departing from Ibsen's Peer Gynt metaphor of the peeling of the layers of an onion, the article traces a non essentialist concept of identity in the "nomadic" actions and behaviour of the two main characters in the film.

Høyer, Sverre: Why study journalistic genres? In: Koivisto, Juha; Lauk, Epp (eds.): *Journalism at the crossroads: perspectives on research*, Tartu, Tartu University Press, 1997, ISBN 9985-56-272-0, pp. 65-77.

The author discusses why the forms of journalism should be studied more closely, apart from the content and effects of journalistic messages. He argues that journalistic forms and methods should be studied in their historical context, not only in their effects.

Skogerbø, Eli: The press subsidy system in Norway: controversial past: unpredictable future? *European Journal of Communication* 12 (1997)1, ISSN 0267-3231, pp. 99-118.

The article discusses the origins, functions and future of the Norwegian press subsidy system. The author discusses how in some countries the impact of competition on the newspaper structure resulted in the establishment of a comprehensive subsidy system. She also asks what the prospects are for this type of specific national policies.

Slaatta, Tore: Media and democracy in the global order. *Media, Culture and Society* 20 (1998)2, ISSN 0165-4437, pp. 335-344.

The review article discusses David Held's book "Democracy and the Global Order". It focuses on how the author's presentation on the challenges for democratic theory in the global order links to an understanding of the democratic role of the media.

## Papers

Eide, Elisabeth: *Is the African woman allowed to speak?* 1998, 12 p. + app., (Høgskolen i Oslo, Journalistutdanningen; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Participatory Communication Research" session.

The author analyses and compares two journalistic reports on African women. She argues that the portrayal of African women in Western media does not differ much across journalistic genres, and that they are generally muted and presented as different.

Hagen, Ingunn: *Reaching the wrong audience?: fascination and ironic distance in viewers' relationship to "Blind Date"*. 1998, 23 p., (NTNU, Psykologisk institutt; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Media and Popular Culture" session.

The paper describes viewers' reactions to the Norwegian Blind Date-show "Reisesjekken". It portrays the main reasons viewers give for finding the program enjoyable, and also for disliking it. The author also focuses on the differing reactions to the show among different age groups.

Hagen, Ingunn: *Memories of the Disney universe: report from Norway*. 1998, 11 p., (NTNU, Psykologisk institutt; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Global Disney Audience" session.

The paper presents some aspects of consumption of Disney products as remembered by Norwegian students.

The study is part of the "Global Disney Audience" project.

Hagen, Ingunn: *The impact of media in our daily lives*. 1998, 8 p., (NTNU, Psykologisk institutt). Note: Contribution to the seminar on "Improving our Understanding of Communication and Interaction", in honour of Thomas Luckman, NTNU 14 may 1998.

The author discusses Thomas Luckmans concepts of "social constructivism" and "meaning", and reflects on their usefulness and implications for media research.

Hagen, Ingunn: *"Father watches the news, while mother watches soap": reflections on gender and media consumption habits*. 1998, 19 p., (NTNU, Psykologisk institutt; Crossroads in Cultural Studies Conference, 2, Tampere, 1998).

The paper examines the role of gender in determining media taste and preferences. It reports on some of the authors findings from studies of audiences' television news viewing habits, and includes a discussion of David Morley's work on family television.

Hetland, Per: *"To connect or de-connect? That is the question!" : the internet user, inscribed, transcribed and described*. Oslo, Universitetet i Oslo, 1998, 24 p., (Notatserie for kommunikasjon, teknologi og kultur (KTK); 15). (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association of Media and Communication Research Conference, 21, Glasgow, 1998).

The author discusses how the media's concept of Internet is shaped by the way people make use of it. He also describes the inscribed audience of the media's stories on the Internet. He argues that the media and the audience interact in developing an interpretation of the Internet.

Julsrud, Tom; Krange, Ingeborg; Ling, Richard: *Who are the computer illiterates?* (Oslo), Telenor FoU, 1998, 15 p., ISBN 82-423-0462-9, (R & D report; 1998, 19), ISSN 1500-2616. (Telenor forskning og utvikling; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Communication Technology Policy" session.

The paper presents results from a survey on PC use in Norwegian households. Differences between various groups of PC users and non-users are analysed and discussed in relation to economic status, gender, occupation, age etc. The paper also presents a demographic review of attitudes towards technology and Internet.

Nohrstedt, Stig A.; Ottosen, Rune: *Globalization and the new world order: a theoretical perspective on war journalism*. 1998, 22 p., (Universitetet i Örebro; Høgskolen i Oslo, Journalistutdanningen; International Association for Mass Communication Research. General

Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "International Communication" session.

The authors offers an analytical framework for studies of war journalism, developed from a study on the media coverage of the Gulf War. They focus on international problems for war journalism in conjunction with transnational relations between the media and the military.

Nonseid, John; Høyer, Svennik: *Diffusion of the news paradigm in Norway 1908-1930: how telegrams influenced genres of news stories in four Oslo papers*. 1998, 10 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "History" session.

The authors present the main results from a content analysis of four different Oslo newspapers during four weeks between 1908 and 1930. They focus on the "inverted pyramid" textual structure in news reporting, and argue that an increment in the use of telegrams increased the use of the "inverted pyramid" mode of presentation.

Puijk, Roel: *A global media event: coverage of the 1994 Lillehammer olympic games*. 1998, 21 p., (Høgskolen i Lillehammer, Avdeling for kultur- og mediefag; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "International Communication" session.

The paper presents some of the main results from an international comparative study of the media coverage of the 1994 winter olympics in Lillehammer, Norway. The results show the usefulness of the concept of media event in analyzing both the mediation of the event and its effects.

Skogerbø, Eli: *The political economy of popular entertainment: exploring the role of sponsorship in the Norwegian version of "Blind Date"*. 1998, 20 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Media and Popular Culture" session.

The author explores the relationship between sponsorship and programme production. Specifically she aims at tracing the consequences for production staff and non-professional participants in an entertainment programme like the Norwegian Blind Date-show "Reisesjekken".

Skogerbø, Eli; Storsul, Tanja: *National compromises and transnational alliances: the battle of universal ser-*

*vice regulations in Europe*. Oslo, ARENA, 1998, 26 p., (Working paper; 1998, 10), ISSN 0805-5130. (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Communication Technology Policy" session.

The authors investigates the development of the debates on the geographical and social distribution of telecommunication services. They have analysed the communications policy in three small West European states: Norway, Denmark and the Netherlands.

Syvertsen, Trine: *The active participant?: ordinary people in extraordinary circumstances: a study of participants on Norwegian "Blind Date"*. 1998, 21 p., (Universitetet i Oslo, Institutt for medier og kommunikasjon; International Association for Mass Communication Research. General Assembly and Scientific Conference, 21, Glasgow, 1998). Note: Paper presented to the "Media and Popular Culture" session.

The author aims at differentiating the view that people participating in a game show like the the Norwegian "Reisesjekken" are "vulnerable" and "passive" participants, subject to manipulation by television institutions. She argues that game show participants negotiate with the structural constraints imposed by the format and the production staff.

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## Sverige

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Carlsson, Ulla (ed.); Harrie, Eva (ed.): *Media trends 1997 in Denmark, Finland, Iceland, Norway and Sweden: descriptive analyses and statistics*. NORDICOM, Göteborgs universitet, 1997, 288 p., (Nordic Media Trends; 3), ISSN 1401-0410.

Presents national survey articles and Nordic media statistics on media ownership, newspapers, periodicals & magazines, books, radio, television, video, cinema films, phonogram, new technology and demographic & economic data.

Carlsson, Ulla (ed.); Feilitzen, Cecilia von (ed.): *Children and media violence: Yearbook from the UNESCO International Clearinghouse on Children and Violence on the Screen 1998*. NORDICOM, Göteborg University, 1998, 367 p., ISBN 91-630-6358-1.

The Yearbook is in two parts, a thematic, discursive section followed by a documentary, descriptive section. The thematic part focus on research concerning the influences of children's exposure to violence on television. Articles discuss findings on children and televised violence resulting from research undertaken in different parts of the world. The documentary section presents

statistics on children and the media, international declarations and resolutions, information about non-governmental organizations, and a selected bibliography.

Feilitzen, Cecilia von: *Representing families*. Centre for Mass Communication Research, Leicester University, 1997, 47 p., ISBN 0-903507-71-4. Note: Module 10: Unit 60.

Takes its point of departure in the debate about the changing family structure in Western countries and American studies on how the family was represented in the media, mainly American TV-families, supplemented with research from Europe and other parts of the world, and also discusses why the family is represented in the way it is.

Holst, Gull-May: *The TELDOK yearbook 1997: telecommunications and information technology in Sweden as seen from a user's perspective*. Stockholm, Teldok, 1997, 446 p., (Teldok Rapport; 116), ISSN 0281-8574.

Defines the IT area; looks at current IT users; refers to exemplary research; highlights trends of the Web and the business of intranets; samples exciting new IT applications; offers methods for generating visions of the future; and provides the links to operators, suppliers, and reference resources of various sorts.

Höijer, Birgitta (ed.); Werner, Anita (ed.): *Cultural cognition: New perspectives in audience theory*. Göteborgs universitet, 1998, 137 p., (NORDICOM-Sverige; 12), ISSN 0349-1242.

This anthology presents some perspectives in audience theory. The authors main frame of reference are culturally based cognitive perspectives. Following articles are included: *Models theory as a framework for media studies* (Bradd Shore), *A cognitive perspective on media effects* (Ragnar Waldahl), *Creation of socio-cultural meaning. Media reception research and cognitive psychology* (Ingunn Hagen), *Cognitive and psycho-dynamic perspectives on reception of television narratives* (Birgitta Höijer), *Media literacy among young people. Integrating culture, communication and cognition* (Ola Erstad), *How children make sense of TV-narratives* (Ingegerd Rydin) and *Understanding a story. A social semiotic approach to the development of interpretation* (Elise Seip Tønnessen).

Soila, Tytti; Söderbergh Widding, Astrid; Iversen, Gunnar: *Nordic national cinemas*. London, Routledge, 1998, 262 p., ISBN 0-415-08195-5.

Explores the film histories and cultures of Denmark, Finland, Iceland, Norway and Sweden and examines each country's film production, social and political context and domestic audience.

Tjernström, Vanni: *The construction of European cooperation in Scandinavian newspapers: issues, themes, and controversies in relation to the European Union*. Institutionen för medier och kommunikation, Umeå universitet, 1997, 27 p., (International Conference on Media & Politics, Brussels, 1997).

The paper reports some preliminary results from an ongoing study of similarities and differences in newspaper content relating to the European Union. The study is based on a comparison of four Scandinavian countries.

## Artiklar

Fock, Eva: Music – intercultural communication?: micro musics, world music and the multicultural discourse. *Nordicom-Information* (1997) 4, ISSN 0349-5949, pp. 55-65.

Discusses the significance of music in the creation of images of 'the others' and its importance to communicate cross-culturally.

Gustafsson, Karl Erik; Weibull, Lennart: European Newspaper Readership: structure and development. *Communications* 22(1997)3, ISSN 0341-2059, pp. 249-273.

Draws development trends of newspaper industries in Western Europe from a readership point of view.

Jensen, Iben: Intercultural communication: constructions of cultural identity between young people. *Nordicom-Information* (1997)4, ISSN 0349-5949, pp. 11-18. Note: This article is a revised version of a paper given to the "20th General Assembly & Scientific Conference of the International Association for Mass Communication Research" in Sydney, August 1996.

Presents a redefinition of intercultural communication. The discussion is based upon an empirical study of communication process between young people in a primary school, who live in the same multicultural community, but identify themselves as belonging to different cultures.

Kratz, Charlotta; Reimer, Bo: Fashion in the face of postmodernity. In: Berger, Arthur Asa (eds.): *The post-modern presence. Readings on postmodernism in American culture and society*, London, SAGE, 1998, 320 p., ISBN 0-7619-8979-X, pp. 193-211.

The article starts off by explaining that fashion is a cultural phenomenon involving communication and meanings and is much broader than clothes people wear. The author describes following phenomena which are characterizing fashions of our postmodern times: increasing heterogeneity, globalization, the pace of change, the blurring of distinctions and intertextual relationships.

Finally discusses how fashion is created, trend setters, the unpredictability of fashion and the ambiguity of postmodern fashion.

Pietikäinen, Sari; Luostarinen, Heikki: Minorities in Finnish publicity. *Nordicom-Information (1997)4*, ISSN 0349-5949, pp. 19-31. Note: Translated by Markku Mustaranta.

Discusses minorities in Finnish publicity with focus on the working methods of the media, their news criteria, work culture and professional ethics: on one hand their consequences to the minorities, on the other, the demands they make on the journalist's work.

Reimer, Bo: Diversity and polarization : on mediatization processes in late modernity. In: Giessen, Hans W (eds.): *Long-term consequences on social structures through mass media impact*, Berlin, VISTAS Verlag, 1998, 190 p., ISBN 3-89158-210-2, (Schriften der LAR Saarland; Band 7), ISSN 0947-5007, pp. 84-96.

The paper starts with a discussion of the research carried out on the relationship between media and social change, and how the last decade's turn towards the humanities in media studies has given new kinds of knowledge of how the media function in everyday life. That knowledge is then problematized, the need of treating not only micro-contexts but also macro-structures when dealing with media use is pointed out. Finally, societal changes and media changes in late modernity, and possible consequences of these changes.

Rosengren, Karl Erik: The climate of literature: A sea change? *POETICS 25(1998)*, ISSN 0304-422X, pp. 311-326.

Discusses the hypothesis that during the last few decades basic characteristics of the literary systems have come under increasingly strong influence from the economic sector of society.

## Papers

Becker, Karin: *The visual culture of the newspaper page – local and/or global*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK, 1998, (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "Media & Popular Culture" session.

The paper examines the relationship between photographs and texts in the context of the layout of the newspapers front page. The analysis is based on a systematic sample of Swedish local and national newspapers and examines first, how events and themes are constructed over the course of a week, and second, how this process takes different forms during different periods

in the institutionalisation of journalism and its relation to society in the twentieth century. Attention is paid to the question of what roles the photographs have played in representing journalistic events as a local or national, and as global or international, and to what extent these patterns can have been accounted for by reproduction techniques and the economics of news photography.

Djerf-Pierre, Monika; Melin-Higgins, Margareta: *Networking in newsrooms: journalist and gender cultures*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG; Queen Margaret College, Department of Communication and Information Studies, 1998, 25 p., (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "Gender and Communication" session.

The paper is about "journalist cultures". First the concept is defined, by drawing from theories of culture, organizational culture and sociology of journalism. Then follows the application of the defined concept. Two examples of studies, in which the concept is used, is given. One is about a Swedish women broadcast journalists in the 1960s, and their experiences of the editorial culture in the newly established Swedish TV. The other one is about British journalists in the 1990s, and how women journalists struggle to be "one of the boys", and at the same time define their own journalistic culture.

Ekecrantz, Jan: *Globalization/Textualization*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK, 1998, (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "Political Economy" session.

The paper sets out from the globalization turn of modernization theory and from prevailing assumptions of the role of communications media in late modernity. It is argued here that discourses of globalization often focus one-sidedly on spacial, notably territorial, aspects, defocusing political and cultural spaces as well as temporal dimensions of transnational communications. Critical attention is paid to certain assumptions relating to time-space contraction, reflexivity and power, and how these phenomena are interrelated in a transnational media world. It is stressed that the critical communication research agenda should include empirical analyses of the public textual systems, both supporting and, at times, threatening structures of power in late modernity.

Hedman, Lowe: *Digital media developments in Sweden*. Uppsala universitet, Institutionen för informationsvetenskap, Media och kommunikation, 1998, 12 p., (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "Local Radio & Television" session.

The paper gives a short description of the radio and television situation in Sweden now and how it has

changed during the 1990s. Attention is also paid to the new technology, especially the digitalization and the consequences that will have (1) on the number of radio channels available on local or regional level, (2) on the variety of content in local radio, (3) on the development of local and regional television, and (4) on the competition among local radio, television and newspapers.

Pasquier, Dominique; Buzzi, Carlo; d'Haenens, Leen; Sjöberg, Ulrika: *Family lifestyles and media use patterns: an analysis of domestic media reception among Flemish, French, Italian and Swedish children and teenagers*. Paris, Ecoles des Hautes Etudes en Sciences Sociales, CEMS, 1998, 21 p., (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "NEQTAR Working Group" session.

Examines childrens and adolescents use, reception, and integration of electronic media in daily life in Flanders, France, Italy and Sweden. Four areas of domestic media use are discussed: children and families in the four countries, bedroom culture and collective uses of media, family interactions around media, and media rules and parental control. Contextual frames in each country are explored, e.g. family structure, children's personal freedom, time spent at school, bedtimes etc. Media equipment use in children's and teenager's bedrooms is also studied.

Reimer, Bo: *Media use in contexts*. Göteborgs universitet, Institutionen för journalistik och masskommunikation/JMG, 1998, 20 p., (IAMCR Conference, 21, Glasgow, 1998). Note: Paper submitted to the "NEQTAR Working Group" session.

A number of key studies within contemporary qualitative audience research are analysed in order to see how (and if) they deal with the question of contexts and their structures, and the author draws out the implications of their treatment of this question. Finally follows a discussion how this question has been dealt with in a study of media use, lifestyle, and cultural identity in Göteborg, Sweden.

Åberg, Carin: *Radio aesthetics and the popular : on public service radio as "better than commercial radio"*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation/JMK, 1998, 32 p. (IAMCR Conference, 21, Glasgow, 1998).

In 1992 the Swedish national public service cooperation, Sveriges Radio (SR), met competition from commercial radio for the first time. In SR's third channel, P3, several main changes and rearrangements in programming were made in order to combine non-demanding content with public service obligations (How to sound commercial and still being able to legitimate the license fee?). By use of a model of analysis especially aimed at radio analysis the author analyses 12 hours of radio output from SR's P3 and the two main competitors in the Stockholm area (Nya Radio City and NRJ). The content, temporal flow and structure, are compared and the author tries to locate what is "public service" with the public service channel and "commercial" with the two commercial stations.