

# Foreword

*The 15th Nordic Conference for Mass Communication Research* was held on the 11<sup>th</sup>-13<sup>th</sup> August in Reykjavik, Iceland. Hosts of the meeting were the Icelandic media and communication researchers. More than 330 scholars from Denmark, Finland, Iceland, Norway and Sweden gathered to discuss current research and research findings. Some dozen colleagues from the Baltic countries of Estonia, Latvia and Lithuania, as well as Russia, also attended.

As usual, the conference programme comprised working groups, plenary sessions and a number of social and cultural events. The unifying theme of this year's conference was *New Media, New Opportunities, New Communities*, a question that particularly keynote speaker Professor Kirsten Drotner addressed in the first plenary session. The two other plenary sessions were dedicated to the themes *New Generations – New Media*, and *Media History*.

Working groups have been the meat of every Nordic conference to date, and the fifteenth conference was no exception. 170 papers were presented and discussed in 20 different working groups:

Media and Global Culture	Reception and Audience Studies
The Structure and Economics of the Media	Children, Adolescents and the Media
Multimedia and Internet	Media Education
Local and Regional Media	Popular Culture
Media History	Fiction in Films and on Television
Television: Institution, Production and Text	Visual Culture
Radio Research	The Language and Rhetoric of the Media
Political Communication	Images of Gender in the Media
Research in Journalism	Public Relations/Planned Communication
The Sociology and Aesthetics of News Reporting	Mediated Risk and Crisis Communication

A number of conference papers have been revised by their authors for publication in this special issue of *Nordicom Review*. The articles, which were selected with the advice of the working group chairmen, serve as indicators of the breadth and depth of inquiry in the field of media and mass communication research in the Nordic countries today. All addresses to the plenum are included here, as well.

I wish to take this opportunity to thank the authors for the time and effort they have put into making this anthology possible.

The Nordic conferences for media and communication research play an important role in the development of the research field in the Nordic countries. We hope that the contents of this anthology will also interest our colleagues abroad.

Göteborg in August 2002

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Editor