New Literature
The Aesthetics of Television

The aim of the anthology is to describe and analyse television as an aesthetic phenomenon. The question is approached from different angles: general aesthetic problems concerning the audio-visual media, the particular aesthetic means of expression belonging to the television medium, the quality of the individual programme, the distinctive features and aesthetic codes of individual television genres, enunciation and forms of address in television, etc. Among the television genres and programme formats dealt with are: talk shows, documentaries, police series, sport, fiction, advertising, everyday talk on television, comedy series, TV journalism, and interactive programme formats.


Note: For further information, see: http://www.forlag.auc.dk/

Instead of the Ideal Debate: Doing Politics and Doing Gender in Nordic Political Campaign Discourse

This book is about Nordic political campaign discourse. More specifically, it analyzes how political actors present themselves and their message in televised election campaign debates in Denmark, Finland, Norway, and Sweden. A wide spectrum of phenomena related to women’s and men’s campaign discourse is covered, including discursive styles, rhetorical strategies, and conversational tactics.


Note: For further information, see: http://www.unipress.dk/
This book is published on the basis of the seminar “Advertising Research in the Nordic Countries” held in Copenhagen, June 7th-8th 2000. The seminar was organised and hosted by the Forum for Advertising Research, Department of Marketing, Copenhagen Business School. Researchers from Iceland, Norway, Sweden, Finland and Denmark were present at the two-day seminar. All the presentations gave an interesting insight into advertising research in the different countries, and furthermore the seminar gave a valuable network of Nordic researchers.


Note: For further information, see: http://www.samfundslitteratur.dk/
Comics & Culture: Analytical and Theoretical Approaches to Comics


The book offers an introduction to the field of comics research written by scholars from Europe and USA. The articles span a great variety of approaches including general discussions of the aesthetics and definition of comics, comparisons of comics with other media, analyses of specific comics and genres, and discussions of the cultural status of comics in society.


Note: For further information, see: http://www.mtp.dk/

Special Issue: Comparing American and European Filmmaking and Practices in Other Media


The articles in the present issue of p.o.v. are devoted to comparisons of American and European filmmaking and practices in other media. The reader will find in these pages a broad spectrum of opinions as to how European and American storytelling and media practices might best be compared, as well as whether or not such comparisons can be made at all.


Note: This, as well as all previous issues of p.o.v. can be found on the Internet at: http://imv.au.dk/publikationer/pov/POV.html/

Other new literature


NEWSPAPERS • NEWS COVERAGE • REFUGEES • IMMIGRANTS


MEDIA • CHILDREN • MEDIA USE • GLOBALIZATION


MEDIA • INFORMATION SOCIETY • HYPERTEXT • INTERNET


The question of national cinema is currently very much on film scholars’ critical agenda, where it figures alongside such terms as “nationalism”, “postnationalism”, “transnationalism” and “supranationalism”, which are held to identify related or competing phenomena, depending on the specificity of the theoretical account in question. This book is designed to contribute to the project of conceptual clarification that orients discussions of national cinema during the late 1980s and 1990s. Contains among other things the following articles: Mette Hjort and Scott MacKenzie: Introduction, Mette Hjort: Themes of nation, Ulf Hedetoft: Contemporary cinema: between cultural globalisation and national interpretation.

FILMS • NATIONAL IDENTITY • SOCIOLOGY • HISTORY


INTERNET • INFORMATION SOCIETY • LAW • GLOBALIZATION

Poster, Mark: Print and digital authorship. Århus, The Centre for Internet Research, 2001, 21 p., ISBN 87-91163-00-5, (Papers from The Centre for Internet Research; 1), ISSN 1601-5371. (Århus Universitet, Institut for Informations- og Mediævidenskab, Center for Internetforskning/CFI).

PRINT MEDIA • HYPERTEXT • DIGITAL COMMUNICATION SYSTEMS • INTERNET


**FILMS • SHORT FILMS • FILM DIRECTORS**

**MEDIA • CHILDREN • MEDIA USE**

**TELEVISION SERIALS • ETHNOGRAPHY • EVERYDAY LIFE • TELEVISION GENRES**
The Politics of Public Issues

What was the public profile of the economic crisis in Finland like, and how did people interpret and mediate it? How does the media mediate information about scientific achievements? How is gender constructed in television? All the processes and phenomena analysed in the articles have been central issues in Finland in the 1990s. Some texts are linked together as parts of projects; some are “interim reports” of individual doctoral students. Articles are: Kivikuru, Ullamaaja: Media coverage versus citizen response. Kantola, Anu: Power talk: institutionalising political authority in the Finnish economic crisis. Aslama, Minna; Valtonen, Sanna: Under bad weather: or how to approach “citizens’ talk” about the economic recession and the media. Kivikuru, Ullamaaja: Paradise lost or regained?: citizen culture and media in pre, core and post recession Finland. Salovaara-Moring, Inka: Symbolic geography of media: identity formation and meaning marketing in Finnish regional press. Parikka, Tuija: Media, memories and the economic crisis: subjectification of the unemployed in the 90’s Finland. Väliverronen, Esa: From mediation to mediatization the new politics of communicating science and biotechnology. Hellsten, Iina: Opening the book of life politics of metaphors and the human genome. Ojajarvi, Sanna: A private issue of public interest discourses of gender and sexuality on television.


Other new literature

The objective of the study is to deepen the understanding of how productional practices give one ink-printed work a certain kind of aesthetic identity and another a completely different character. According to a pragamatic approach, the aesthetic identity of an artwork is not something determined and invariable. The study consists of two parts: the textual part (this book) and the artistic part (the photobook Metropol).

PHOTOGRAPHS • PHOTOGRAPHY • AESTHETICS • IMAGE


This is an anthology which deals with the Internet as a space of local communication. The articles are: Heinonen, Ari: Introduction: the global net,
locality and publicness; Mäkinen, Maarit: The Internet as a community media; Ridell, Seija: Manse Forum; a local experiment with web-mediated civic publicness; Martikainen, Ari: Towards dialogical online journalism; Halttu, Mika: Local content production: hardware and software development; Hei- nonen, Ari; Ridell, Seija; Sirkkunen, Esa: Lessons learned from the project. Publisher’s home page and possibility for ordering: http://granum.uta.fi/

INTERNET • CITIZENS • LOCAL COMMUNICATION • WORLD WIDE WEB


FILMS • FEMINISM • PORNOGRAPHY • GENDER ADVERTISING • TELEVISION • SEXUALITY


The aim of this study is to look at the impact of culture on international branding, that is, what kinds of cultural factors and the extent to which the marketer should take them into account, with particular reference to the case of a Finnish mobile phone marketer in Finland. The key finding of this study is that the Chinese did not respond positively to the branding of the Finnish marketer analysed in this case due to different cultural values and practises. Book orders: E-mail: kirjamyynti@kampusdata.fi

MARKETING • COMMUNICATION • CULTURAL INTERACTION


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

JOURNALISM • IDEOLOGIES • CENSORSHIP • SOCIETY


This book deals with the production, the public criticism and the authorship of TV 2 serial drama. TV 2’s family series are known for their investment in “realism”, strong female figures, and their utility value in portraying social life. Iiris Ruoho explores the particular discourse of the utility drama, which has had different articulations in the family genre. These have served the special interpretations of the informational program policy and the ideology of public service. Publisher’s home page and possibility for ordering: http://granum.uta.fi/ TELEVISION DRAMAS • TELEVISION SERIALS • TELEVISION PROGRAMMES • TELEVISION


The focus of the study is the design of modern, computerized media- and communication technologies which systemically influence subjective experiences and knowledge of the perceivers. Publisher’s
home page and possibility for ordering: http://granum.uta.fi/

COMMUNICATION TECHNOLOGY • MEDIA
• PERCEPTION • SEMANTICS


As media organizations embrace the Internet as a viable media, new models of publishing are being investigated. This is due both to the need to find a new economics of customer-driven publishing services and to the emergence of a more demanding and technologically empowered customer. Customized forms of information selection and presentation increase the perceived relevance of media content, and provide new and potentially more efficient tools for learning and creation of new knowledge.

ELECTRONIC PUBLISHING • CONSUMERS • INTERNET • NEWS


This study investigates the Latin American negotiators’ perceptions of Finnish and Colombian negotiators and the cultural differences that the Latin American negotiators perceive when communicating with Finnish negotiators. The Latin American and Spanish negotiators’ perceptions of Finnish negotiators is compared. Book orders: E-mail: kirjamyynti@kampusdata.fi

INTERCULTURAL COMMUNICATION
• INTERNATIONAL COMMUNICATION
• GLOBALIZATION • CULTURE

Articles

Isotalus, Pekka: Presidential campaigning in Finland and americanization. World communication 30 (2001)2, ISSN 0882-4088, pp. 5-23.

POLITICAL COMMUNICATION
• ELECTION CAMPAIGNS • POLITICIANS


PUBLIC SPHERE • ECONOMIC TRENDS • POLITICS
• POLITICAL COMMUNICATION


JOURNALISM • DEMOCRACY


PUBLIC SPHERE • MEDIA RESEARCH • CITIZENS


GLOBALIZATION • MEDIA INDUSTRY
• INTERNATIONAL COMMUNICATION


MEDIA • DEMOCRACY
• INTERNATIONAL COMMUNICATION
• COMMUNICATION POLICY


ETHICS • VALUES • JOURNALISM • FREEDOM OF SPEECH


COMMUNICATION EDUCATION • SURVEYS
• JOURNALIST TRAINING
• SCHOOLS OF JOURNALISM


PUBLIC OPINION • COMMUNITIES
• POLITICAL THEORY • PUBLICITY


**OPINION POLLS** • **JOURNALISM** • **AGENDA SETTING**

**CHILDREN** • **YOUTH** • **MEDIA** • **MEDIA RESEARCH**
Articles


ECONOMICS • ARTS • SUBSIDIES • POLITICS

Bakke, Marit: Cultural policy in Norway. The journal of arts, management, law and society 31 (2001)1, ISSN 1063-2921, pp. 10-34.

CULTURE • POLITICS • CULTURAL POLICY • ECONOMICS


AUDIENCES • ETHNIC MINORITIES • PRESS • MEDIA USE


FILMS • HEALTH INFORMATION • CONTENT • TEXT ANALYSIS


ANIMATED CARTOONS • DOCUMENTARY FILMS • DOCUMENTARISM • HISTORY
Sweden
Documentalist: Roger Palmqvist


This is the second volume of the project called ‘Journalism in the New World Order’. The present volume deals with theoretical, historical and methodological problems of war reporting and war propaganda. The first part of the book deals with the media’s role in conflicts and provides conceptual and theoretical tool for the analysis of conflict coverage and war reporting. Under the title ‘How Did We Get There?’, the second part of the volume provides the historical background needed to understand the present situation of journalism in war. The third part presents different methodological approaches to the study of war and the media, applying both quantitative and qualitative methods of analysing media discourse. The fourth part is dedicated to studies of the Gulf War and the conflict in Bosnia and demonstrates application of the previously described theoretical models and methodological approaches. Finally, ‘Beyond Wishful Thinking’, the closing part of the volume, summarises the implications of this kind of research in terms of practical journalism.


The publication gives a broad outline of children and media in the world, focusing on media literacy in the manifold sense of the word. The concept of ‘media literacy’ has been given a great many definitions worldwide, something that is touched upon in the booklet. What we have in view here is knowledge of children and media, and efforts made to realise children’s rights in this respect, not least their right to influence and participate in the media. The yearbook contains a review of recent and current international trends in media literacy including research on children and media – this is, summarising examples of/references to research and practices, important conferences and declarations related to the area, and a selection of relevant organisations and web sites.
The Triumph of Technology over Politics? Reconstructing Television Systems: The example of Sweden


Based upon perspectives and concepts from a social and historical research on technical systems, this dissertation describes and analyses events and processes relating to the dramatic changes in television in Western Europe during the 1980s and early 1990s. In particular, it focuses on how Swedish television, conceived as a large socio-technical system, has shifted from a traditional public television broadcasting, it has now come to encompass several commercial channels distributed through an expanding combination of technical and market alternatives, including satellite television.

The study traces the multiple ways in which socio-historical processes and contingencies have shaped the television system in Sweden. The most detailed historical description and analyses focus on the entrepreneurial activities of the Swedish firm, Industriförvaltnings AB Kinnevik, documenting the introduction of the satellite channel TV3 in Sweden and the related expansion of the system. The entrepreneurial actions of Kinnevik in establishing the new satellite channel TV3 are analysed against the background of 1) the characteristics of the traditional Swedish radio and TV Broadcasting system, 2) the development of cable television in Sweden, and 3) the broad history of satellite television. Emphasis is placed on how and why it was possible for a new actor to successfully challenge, gain access to, and help transform a well-established system that had remained relatively stable for a long time. This raises attendant questions of timing. How do we account for and explain the relative stability of this system for such a long period? Why did radical change occur at a particular time and not before or after? Whereas the empirical material concerning the activities of Kinnevik in relation to its entrance on the television market covers the period between 1984 and 1991, the study in general addresses developments throughout the twentieth century and, occasionally, even further back in history. The focus is thus on the system as a whole, rather than on only one of its components.
This thesis investigates the public debate on gene technology, between 1973 and 1996, in one of the agenda-setting media in Sweden, Dagens Nyheter.

Gene technology is one of the latest technologies which characterise our present Western society. The main concern of the study is the dynamic of this mediated debate on gene technology, which represents variation in the intensity and content of the debate over time. Potential controversies in this debate have also been a major focus.

The study is mainly based on a quantitative content analysis of all articles published by Dagens Nyheter with gene technology as the main theme, but also on a qualitative text analysis of a smaller amount of articles covering controversies within the same population of articles.

Radical breakthroughs in the technologies for registration and dissemination of moving images have created a need for common vocabularies that can be shared by media practitioners, researchers from different fields of inquiry, and end-users of documentary accounts.

The dissertation proposes a conceptual framework for the analysis of historical programming in digital media. The elements of the proposed framework are derived from the fields of architecture, genre theory, and computer software design. It adheres to the pattern language approach proposed by Christopher Alexander, a methodology for cooperative design that has been applied in the design of computer software. The study suggests that this method for identifying design elements resonate well with recent contributors to genre theory made by film-scholar Rick Altman and by computer-scientist Thomas Erickson.

The application of pattern-informed genre framework is demonstrated in a series of explorations that exemplifies documentaries from different periods of production informed by different techniques for research, production, distribution, and exhibition. The examples range from the films of Humphrey Jennings, produced in the 1940’s to current examples of digital documentaries produced and exhibited on the World Wide Web. A collection of forty-three candidate design patterns is identified that characterise the different modes of production and technologies employed. For each example, a small set of characteristic patterns of composition is discussed and some pertinent shifts in practical application of new techniques for recording, editing and navigating are briefly reviewed. The last example demonstrates the application of design patterns as a tool for design dialogues with end-users in an ongoing project at the Centre for User-oriented IT Design (CID, Royal Institute of Technology), a project in which the author has taken an active part.
The hypothesis that pattern languages for documentary analysis and design can offer new practical insights into digital media of moving images is assessed in the concluding part of the study. Finally, the pattern language method, and an early technique for motion capture that mimics it, are discussed against the backdrop of current socio-political analysis made by sociologist Manuel Castells. Here the pattern approach and chronographic techniques through which it can be applied, are proposed as means for documentary producers to meet critical audience demand for authenticity in history programming.

### Other new literature


This thesis consists of five articles. Their common denominator is advertising and promotion on the Internet. The articles cover Web advertising and promotion effectiveness with respect to a number of important factors, such as involvement, product type, brand familiarity, ad wearout, and Internet user experience. The behaviours of visitors to a retail site are also studied, with important implications for Web site and promotion design.

INTERNET • WORLD WIDE WEB • ADVERTISING • MARKETING


This dissertation probes two somewhat different but interrelated practices: vision mad difficult, and making visible what is otherwise not seen with the naked eye. The construction of cinematic invisibility furnishes a paramount example of a counter-visual tendency manifested within the frame of a medium not only based on the visual but on the idea of being an indexical imprint of reality. Invisibility therefore challenges the replicating abilities of the cinematographic medium, but simultaneously displays the medium’s prowess to depict phenomena impinging on reality in different fashions.

The many guises of this theme were gradually transferred from a performance context within a theatrical setting to a quasi-realistic narrative of sorts. These simple stories were often set in urban surroundings, where the phenomenon of invisibility was explained by means of technologies, inventions or other aspects brought about by modern society. Trick work played a central role when it came to the development of cinematic techniques and changes in narrative strategies. The complexity of the trick-film genre and its hybrids exceeds the purely spectacular and the apparent simplicity of the tricks themselves.

This study displays and analyzes the wide range of applications of the trick mode. The same underlying conception to make visible the otherwise invisible can be found not only in trick films proper, but also in féeries, early animated films, biblical films, and scientific films, and in a less obvious sense even in comic films, detective and crime films. By this process of colonization or absorption, the cinematic depiction of invisible realms became conspicuous facets of film making during the years 1896-1916, especially in three of the main production companies in France, namely Star-Film, Pathé Frères and Gaumont.

FILMS • FILM GENRES • TECHNOLOGY • VISUAL MEDIA


MEDIA • CHILDREN • VIOLENCE • EFFECT ON AUDIENCE


MEDIA • MEDIA USE • YOUTH • GENDER

Johnsson-Smaragdi, Ulla: *Young people & new media in Sweden*. Växjö universitet, Institutionen

The newspaper and media companies’ venture into electronic editions during the last decade place new demands on the organization, the workflows, and the technology utilised within the organisation. In order to predict the future development of printed and electronic products and services within newspaper (and other media) companies, a set of content characterisation tools are presented in this thesis. By using the concepts of push versus pull orientation, and topicality versus durability, the migration patterns of certain information types, fulfilling a number of information needs, between different publishing channels is mapped.

The research presented is based on a deductive approach, where the author has studied newspaper companies and products in their present form, and through analyses formed new theories. The studies have been carried out partly retrospectively through studies of literature, partly prospectively through qualitative interviews. The interviews have been semi-structured, and the author has guided the discussions. The study is primarily based on Swedish morning newspapers and newspaper companies.


This work is a corpus-based diachronic study of the language of English up-market (“quality”) newspaper editorials, covering the period 1900-1993. CENE, the Corpus of English Newspapers Editorials, was compiled for the purposes of this study and comprises editorials from the Daily Telegraph, the Guardian, and the Times chosen to represent periods at ten-year intervals.

The language of the editorial was investigated with regard to features that previous research had proved to be markers of such types of discourse as might be of interest to an investigation of the development of the language of newspaper editorials. The linguistic features included in the present study were such as Douglas Biber had proved to be markers of the communicative functions the author was interested in: personal involvement, information density, narrative discourse, argumentative discourse, abstract discourse, and explicit reference, comprising 42 features, all in all. To these the author added four features: imperatives, as a marker of personal involvement, sentence length and subordination, as markers of information density, and relative that, as marker of explicit reference.

**Articles**


**NEWSPAPERS • EDITORIALS • LINGUISTICS • HISTORY**


**NEWSPAPERS • PRESS • POLITICS • REGIONS**

**JOURNALIST • POLITICIANS • COMMUNITIES • INFORMATION SOURCES**