

NORDICOM

Medie- och kommunikationsforskning i Norden

INFORMATION

NordMedia *2017* *Mediated Realities* *Global Challenges*

23rd Nordic Conference
on Media and Communication Research
Tampere, 17-19 AUGUST 2017

Redaktör

Maarit Jaakkola, PhD
Nordicom, Göteborgs universitet, Sverige

Biträdande redaktör

Balder Holm
Nordicom, Universitetet i Bergen, Norge

Redaktionsråd

Karin Hellingwerf, Nordicom,
Göteborgs universitet, Sverige

Eija Poteri, Nordicom,
Tammerfors universitet, Finland

Mogens Verstergaard Kjeldsen, Nordicom,
Statsbiblioteket i Århus, Danmark

Koordinering av produktion

Maarit Jaakkola

Korrektur

Johannes Bjerling

Teknisk redigering och layout

Per Nilsson, Maarit Jaakkola

Prenumerationsärenden

Anne Claesson,
anne.claesson@nordicom.gu.se

Nordicom, Göteborgs universitet

Tryck

Ale Tryckteam AB, Bohus 2017



ISSN 0349-5949

ISBN 978-91-87957-87-1

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www.nordicom.gu.se

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**23rd Nordic Conference on Media and Communication Research
August 17-19, 2017, Tampere, Finland**

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Introduction

Ingela Wadbring

Director Nordicom

The conference NordMedia 2017, held in Tampere August 17–19, was the 23rd conference in a row. The national media and communication research associations in the Nordic countries have, in cooperation with Nordicom, arranged the conference every second year since 1973. The conference migrates between the Nordic countries, meaning that Denmark, Finland, Iceland, Norway and Sweden host the conference every tenth year. Since 1979, all conferences have been documented by Nordicom.

The field of media and communication science, as well as the NordMedia conference, have changed over time.

A conference with a history

Media and communication science is a young academic field. In 1973, when the first conference was held in Norway, media and communication science could not even be characterized as a field. Scholars came from history, sociology, political science, linguistics, literature, psychology and other subjects. However, for many years now, media and communication studies has been a research field of its own, even though scholars sometimes regard the boundaries with other fields as blurred.

NordMedia, as a conference, has grown over time (see Figure 1), in terms of both the number of participants and the number of papers. At the last conference, in Tampere in 2017, 287 papers were presented by 357 participants.

Compared to, for example, ECREA or ICA, NordMedia is a rather small, informal and familiar conference, but despite that, it has a breadth of divisions and working groups. The papers varied widely regarding subject, theoretical perspectives and methodologies.

The planning work that took place between the conferences in Helsinki (2007) and Karlstad (2009) represent a turning point concerning the number of divisions. In Helsinki in 2007, there were 24 divisions, compared to 12 in Karlstad in 2009. On the other hand, the number of temporary working groups (TWGs) has grown. In Akureyri (2011), there were no TWGs, compared to four in Oslo (2013), six in Copenhagen (2015) and eight in Tampere (2017). For the organization committee, it is a challenge to balance the demands from scholars who feel their research doesn't fit anywhere with the wish to construct a decent schedule for the whole conference, with not too many divisions and working groups.

Not only the structure of divisions and TWGs has changed, but the language used in the conference has also shifted over time. Until the turn of the century, the Nordic languages were totally dominant. At the beginning of the 21st century, both Nordic

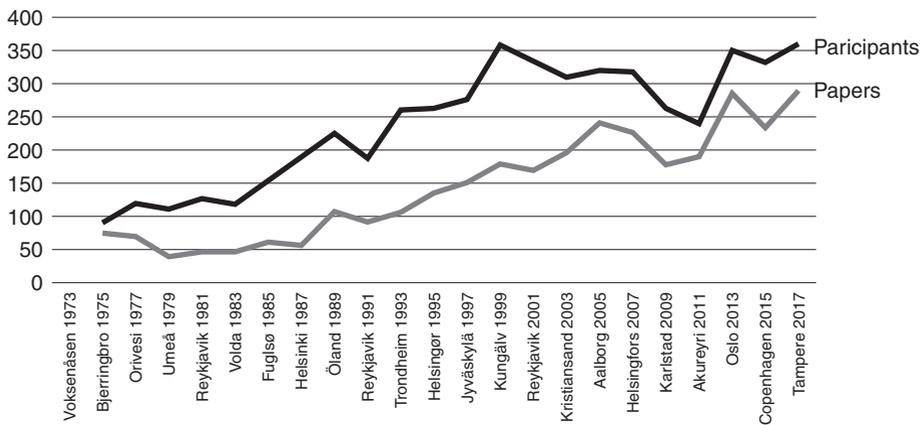


Figure 1. Number of participants and papers at NordMedia, 1973–2017

Note: Information about the conference in Voksenåsen is missing.

Source: Nordicom.

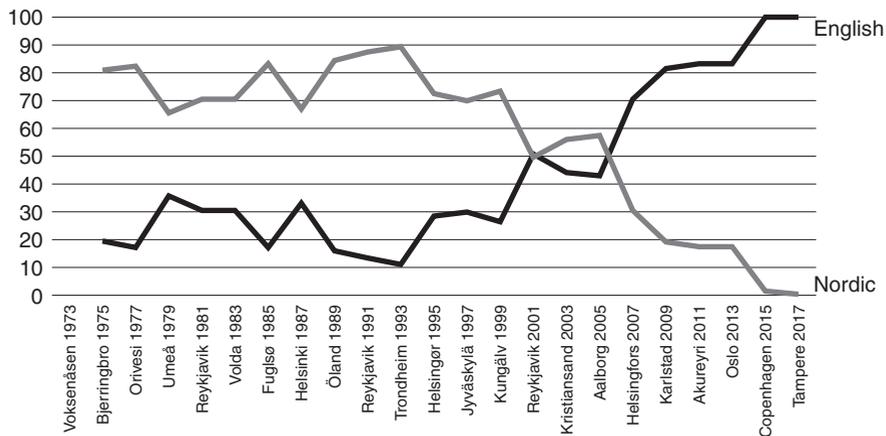


Figure 2. Languages of NordMedia papers, 1973–2017 (per cent)

Note: Information about the conference in Voksenåsen is missing.

Source: Nordicom.

languages and English were used, but during the last ten years, English has become the overall conference language. In Tampere (2017), no papers were written in another language than English.

The development of the conference reflects a general trend in the research community: internationalization. Research in media and communication science has, during the last decade, become international: it is nowadays obvious to conduct research and present it for an international readership. The number of scholars in the field has grown, and it is clear that NordMedia attracts scholars from countries other than the Nordic. A few participants from outside the Nordic countries were registered in Akureyri (2011) and Oslo (2013). That number grew to 28 in Copenhagen (2015) and to 41 in Tampere

(2017). Even though NordMedia still is a regional conference with a Nordic core, it is on its way to becoming a more international one.

Mediated realities – global challenges

The overall theme for the NordMedia conference in Tampere was *Mediated realities – global challenges*. As already mentioned, over 350 scholars gathered at the conference to discuss current research and findings. The conference proceedings included two keynote speakers and one panel in addition to the divisions and temporary working groups. The participants also enjoyed a number of social events.

The two keynote speakers were Lilie Chouliaraki from the London School of Economics and Jackie Stacey from the University of Manchester. Abstracts from their speeches are presented in this documentation. Lilie Chouliaraki spoke on the topic of selfies and the ethic of selfies in relation to refugee self-representation. Jackie Stacey's speech was about feminism, cultural studies and queer theory.

The panel was composed of four scholars: Maria Edström (SE), Stig Hjarvard (DK), Risto Kunelius (FI) and Kristin Skare Orgeret (NO). The overall theme for the panelists was *Media scholars facing global challenges – advocates or outsiders*, and their introductions to the panel can also be found in this documentation.

Furthermore, a pre-conference for doctoral students was held the day before NordMedia started. Twenty-three doctoral students participated in the pre-conference, organized by Eliisa Vainikka and Anna Rantasila. A short description of the pre-conference is presented in this documentation.

However, most of the business at the conference took place in the different divisions and working groups. Almost 290 papers were presented in the ten divisions and eight TWGs. These were as follows (with the number of papers given in parenthesis):

- Division 1. Environment, science and risk communication (16)
- Division 2. Journalism studies (49)
- Division 3. Media and communication history (12)
- Division 4. Media, globalization and social change (24)
- Division 5. Media literacy and media education (15)
- Division 6. Media management, policy, and economy (9)
- Division 7. Organization, communication and society (18)
- Division 8. Political communication (25)
- Division 9. Theory, philosophy and ethics of communication (9)
- Division 10. Television and film studies (19)
- TWG1. Media & religion (3)
- TWG2. Digital games & playful media (6)
- TWG3. Gender and the media (7)
- TWG4. Media & celebrity culture (4)
- TWG5. Onlife: Digital media sociology in a digital cross-platform world (23)
- TWG6. Media across the life course (15)
- TWG7. Visual communication and culture (11)
- TWG8. Audience studies (22)

For several years, papers from the different divisions and groups have been revised and edited for publication in *Nordicom Review*, the international scholarly journal at Nordicom. This was, however, not the case for the conference in Tampere.

The documentation of NordMedia 2017

The documentation of NordMedia 2017 is somewhat different compared to the documentation of the previous conferences. Over the last decades, the conference documentation has included all aspects of the conference, as well as articles based on papers from the different divisions and working groups. The documentation of NordMedia 2017 does not include any papers, but it does include all other documentation. There are several reasons for that.

It takes much time, money and effort to edit and produce an issue of *Nordicom Review*. If the documentation of the conference can be separated from the journal, it can be published in the same year that the conference is held. Furthermore, all scholars who are interested in publishing their work in *Nordicom Review*, are, of course, most welcome to submit their manuscripts to an ordinary issue of the journal. Last, but not least, *Nordicom Review* will, besides the ordinary issues – and in a not too distant future with an increased frequency – invest more in special issues, with specific themes. It is Nordicom's belief that both the journal and the scholars will benefit from such an alignment of the journal.

It is a pleasure to present texts from all keynote speakers and panellists from NordMedia 2017 in this Supplement to *Nordicom-Information* no. 2/2017.

The compilation of paper titles and participant lists is conducted by the Nordic research officers at Nordicom: Mogens Vestergaard Kjeldsen from Denmark, Eija Poteri from Finland, Balder Holm from Norway and Karin Hellingwerf from Sweden.

The organizing of NordMedia

The responsibility for arranging the conferences is divided into two parts. General questions, such as the theme, keynote speakers, working groups and fees, are discussed and decided by the Nordic Planning Committee, whose members are appointed by the national media and communication research associations and Nordicom. A local Planning Committee at Tampere University was responsible for the arrangements and details for the 2017 conference.

Members of the committee that planned NordMedia 2017 were Aske Kammer from SMiD (Denmark), Eliisa Vainikka and Sinikka Torkkola from Mevi ry (Finland); Lisbeth Morlandstø, Ragnhild Mølster and Lin Prøitz from NML (Norway); Margareta Melin from FSMK (Sweden); and Ingela Wadbring from Nordicom, along with the local committee from Tampere University, namely, Ilmari Hiltunen, Johanna Lehto, Anna Rantasila and Aino Sarenmaa. Sinikka Torkkola acted as conference general. Thanks to everyone, and also to Tampere university, especially the conference centre for excellent service, and Radio Moreeni for broadcasting parts of the conference.

The next NordMedia conference is to be held in Malmö, 21–23 August 2019. It will be the 24th NordMedia conference. Most welcome!

I. Keynotes

Abstract:

Face and the ethics of the selfie

A case study of refugee self-representation

Lilie Chouliaraki

In August 2015, a BBC news story broke out. It was about an awareness-raising campaign based on selfies by an actor-‘refugee’ documenting his dangerous journey to Europe. These were selfies of Survival. They documented the lethal risks of the Mediterranean sea-crossings and celebrated the triumph of enduring them. The BBC story featured illustrations of these fake selfies, pointing to signs of fakeness in the campaign and reflecting on the blurring of boundaries between authentic and non-authentic pictures. A compelling instance of embodied testimony under conditions of life and death, these selfies had originally gained a large Instagram following as sovereign acts of ‘refugee’ self-representation before ending up as a forensic exercise of ‘fake news’ in our media.

What is significant about this story is that it ended up being the only news story where the face of a refugee appears in full frontal view, in the news. The key question here is: why is that?

In order to address this question, I propose a new understanding of the selfie as a moral practice. Extending current approaches to the digital genre of the selfie as an aesthetic of techno-social practice, this new understanding stems from two places. First, it stems from the function of the selfie to confront the viewer with the face of the other (as a locative ‘here I am’ and an existential ‘here I am’) and, in so doing, to make a demand for a moral response. Second, it stems from the capacity of the selfie to flow both horizontally across social media (intermediation) and vertically onto mainstream news platforms (remediation). As both face and flow, the ethics of the selfie becomes particularly relevant in research questions around excluded or marginalized groups whose ‘face’ struggles for visibility in Western media spaces – for instance, refugees.

Taking, therefore, the 2015 refugee crisis and its extensive coverage in Western news as a starting point, I ask the following question: What does it mean for refugee selfies to circulate on Western media platforms? In which ways are they inserted in ‘our’ visual economies? How is their news value justified? And what role do these justifications play for Western media, not only as news platforms but also as moral and political spaces? In addressing these questions, I propose to re-theorize the selfie as a moral act of public address, which inserts the face into established structures of visibility that regulate who we see, how and why.

Systematic analysis of the two dimensions of the selfie as face and flow enables the construction of a typology of refugee selfies that consists of three categories: journalists’ photographs of refugees taking selfies, selfies of refugees with Western

public figures (such as Angela merkel or the Pope) and selfies of celebrities-as-refugees. Across these three categories, the public claims of the refugee self to place ('here I am') and to humanity ('here I am') appear to be consistently displaced in favour of public testimonies of people like 'us'. Ultimately, I conclude that the selfie as face is subjected to the institutional flows of Western news, which consolidate the geopolitical bordering of refugees stuck in the outskirts of Europe with practices of 'symbolic bordering' that appropriate, marginalize or displace the face of the other in the screens of our digital media.

Extended abstract:

Feminism, cultural studies and queer theory

An unfinished conversation

Jackie Stacey

This very ambitious conference title, *Mediated realities – global challenges*, addresses some vital issues for today's scholars in media studies and beyond. How are these scholars to make sense of current so-called 'realities' – cultural, social, economic and political? And how are these 'realities' inextricable from the multiple forms of mediation through which they are constituted? What does the coupling of the terms *mediated* and *realities* suggest? And how does the invocation of '*global*' challenges require scholars to rescale their frameworks to respond to the mediated realities they may wish to address?

These are disorienting political times to which it is proving hard to respond through usual critical and conceptual vocabularies. Since the double shock of the Brexit vote in the United Kingdom and the election of Donald Trump as president in the United States (and there are many other examples from different national and transnational contexts), scholars find themselves in a disturbing world in which *mediated realities and global challenges* have increased in political significance. Lauren Berlant has referred to the current political moment as a 'situation' (the way the police say, 'We've got ourselves a situation here'). As she puts it: a situation is a 'state of things in which *something* that will perhaps matter is unfolding amid the usual activity of life ... [and this] produces a sense of the emergence of something in the present that may become an event' (Berlant, 2011:7). Written before the election of Trump, Berlant's diagnosis has become even more prescient today.

Trump has oddly usurped the traditional media studies positions of Left, feminist, anti-racist and queer criticism by questioning the ideological investments of the 'realities' of mainstream news media accounts, which he refers to as 'fake news'. In wanting to challenge the myths and falsehoods that fuel current racist, sexist and homophobic hatred and violence circulating in the media, scholars may find themselves defending the truth-telling media, even though they know this model is problematic. Meanwhile, in what might feel like the continuing madness of current populisms, it has become ever more vital to theorize *the power of fantasy* in current political landscapes: scholars must *account for*, not just *dismiss*, the appeal of the irrational. In a world characterized by precarity and obfuscation, desires for transparency and legibility increase. But, on balance, the model of mediated realities that promises to hold so-called 'reality' steady enough to examine it under an academic magnifying glass should be rejected; our com-

plex realities cannot be reduced to a static object of study, like an insect caught and held still in order to be apprehended as an entirety or examined under a scientific microscope. This model of the media as transparent communication, making ‘realities’ ever more legible, is a wish and not a viable methodology, and it should be read symptomatically.

In post-Brexit Britain, observers are witnessing increasing racism and xenophobia, which chime with the disastrous unfolding of Trump’s administration. Across Europe, the rise of populism circulates racial and religious hatred and intolerance as a response to on-going economic instability. In trying to understand this current instability (which binds the economic to the cultural), Berlant has identified the ‘retraction, during the last three decades, of the social democratic promise of the post-Second World War period in the United States and Europe’ (Berlant, 2011:4). Here, she argues that everyday life is now characterized by the ordinary failures of ‘the good life’ promised by post-war social democracies: upward mobility, reliable intimacy and political satisfaction. This is not restricted to the United States and Europe; rather, according to Berlant, this is as ‘transnational as the circulation of capital, state liberalism and the heterofamilial, upwardly mobile good-life fantasy have become’ (Berlant, 2011:11). So when ‘the good life’ narrative – that keeps people striving, keeps them working, keeps them hoping – no longer holds traction, how is it possible to make sense of this failure? This ‘situation’, she argues, means that the present has begun to appear as *historical*, and it does so precisely *when it is not possible to respond to it through the usual affective genres* (Berlant uses ‘genre’ to refer to how modes of sociality are connected to media forms). The sense of the historical present, *as a temporality*, becomes most available when it falls apart – when ‘reality’ fails to live up to its promise. This is when its particularities become visible. It is the everyday failures of ‘the promised good life’, she argues, that require people to keep adjusting and adapting to the precarity of the historical present. For Berlant, precarity – the discursive organization of precariousness – is the current genre shaping Western social democracies. Precarity connects aesthetic forms to genres of political subjectivity. Even the privileged now have to adjust and adapt. Precarity is not only structural; it circulates through personal, sexual and affective genres.

In her most recent writing, Berlant has introduced the concept of ‘genre flailing’ to consider ‘social/aesthetic form in relation to the mass vulnerability lived by persons, populations, and nations’ (Berlant, 2017: 4). Etymologically, to flail means: to wave or swing wildly, to flap about or move erratically – if a person falls into a lake and cannot swim, the person will flail. Berlant argues that currently, ‘The violence of the world makes us flail about for things to read with, people to talk to, and material for inducing transformations that can make it possible not to aspire to feel at war or to be right, but to be disturbed together, to thrash with and to create value through a shift in the object’ (Berlant, 2017:6). As she puts it: ‘Genre flailing ... arises after the first gasp of shock or disbelief, or the last gasp of exhaustion. We genre flail so that we don’t fall through the cracks of heightened affective noise into despair, suicide or psychosis’ (Berlant, 2017:2). As people flail, she writes, their defensive projections mean their own ‘aggressions and irrationality and out-of-scaleness are put on to other objects’, while viewing their ‘own commitments, as non-distorted, flexible, receptive, and thoughtful’. In the context of the ‘failure of the political world to be worthy of our attachment to it’ (Berlant, 2017:1), those individuals in the humanities might be experiencing a kind of *genre flailing* in relation to objects of study, as they direct their aggression towards these objects in an

attempt to anchor themselves. Berlant extends an invitation to reflect upon how the current situation requires people to think about the precarity of their political landscapes and upon how their critical orientations and objects of study are subject to becoming unstable and disorientated.

This author's plenary talk discussed these ideas through four examples. It began by looking at Marcus Harvey's portrait *Maggie*, in his 2009 exhibition *White Riot*.¹ If *Maggie* at first appears to be a large-scale, black and white reproduction of a close-up photograph of Margaret Thatcher as prime minister, as the viewer moves closer her photographic appearance fragments into a densely populated high relief, composed of thousands of plaster-cast objects (15,000, to be precise).² Protruding towards the approaching viewer is a bizarre mixture of disproportionate vegetables, skulls, piles of coins, pointing fingers, missiles, phalluses and cartoon masks of Tony Blair and Thatcher herself. The visitor to the gallery can change *Maggie* from photograph to assemblage of objects and back again just by moving around the gallery space. There is a vengeful pleasure in shattering *Maggie's* apparent integrity and returning her to a precarious state – just as she inflicted precarity on others. This short reading considered the work's play with precarity, in both literalizing and metaphorical ways. In *Maggie*, Thatcher is finally made precarious, embodying the disintegration of Britishness itself.

As the centrepiece, *Maggie* is placed at the head of altered symbols of Britain's 'pathology of greatness', as Paul Gilroy has called it (2004). Together with the other artworks – *Victoria* (sporting greatness is deflated), *The Lord High Admiral* (national authority desecrated) and *Nike* (military prowess transformed) – *Maggie* signals the lament of the end of empire and the struggle to reclaim its greatness. This rescaling connects viewers to the wider political landscapes and longer colonial histories, pulling them out of the gallery and into the current 'global challenges' of the postcolonial world.

To continue this thread of exploring the global challenges of rescaling, a second example was a stunning three-screen installation about the life and work of Stuart Hall directed by John Akomfrah: *The Unfinished Conversation* (2010).³ In contrast to the common conceptualization of the *global* as the omnipotent view of ourselves from the outside, the plenary talk focused on this work to explore a different world view, one pioneered by the late Stuart Hall, who is the focus of this installation. Challenging the universalizing discourse of 'the global', the talk argued that to constitute oneself *as a global subject* is to produce an illusory unity with which to identify.⁴ Instead of this model of the global (as an omnipotent view from above), *The Unfinished Conversation* shifts scale in order to explore 'the making of Stuart Hall as a category that *could come into being*' (John Akomfrah, 2013) and to ask: what were the historical and cultural formations that produced this Jamaican-born writer, academic and critic who became a co-founder of the New Left, the director of the Centre for Contemporary Cultural Studies in Birmingham from 1968 to 1979 and broadcaster of more than 8,000 hours of television and radio?

In making Hall into 'the subject of his own ideas' (Akomfrah, 2013), *The Unfinished Conversation* thwarts the fantasy that cinema's relationship to history is one of capture and revelation. Instead, the viewer is immersed in the incommensurate scales of time and place, of the personal and the political, which move between and across the triple screens. These offer an aesthetic experience of hovering on the edge of flailing (to use Berlant's term): too much, missed that, rewind, hang on a minute, can't take it all in. As critics, we submit to this experience of genre flailing (which is perhaps the opposite of media capture),

but at least we are in it together. *The Unfinished Conversation* performs aesthetically what cultural studies sought to achieve intellectually: exploring the strikingly incommensurate scales that constitute culture (rather than capturing the ‘reality of global challenges and mediating them’).

Third, the plenary talk offered a reading of Sally Potter’s *YES* (2004), a love story in which a couple’s future depends upon their capacity to be open to each other’s cultural differences and unequal geopolitical histories. Taking the heterosexual couple as its trope for geopolitical conflicts and placing a cosmopolitan promise at their feet, *YES* introduces a desire for the subject’s capacity to compensate for historical violence and injustice. Potter’s film explores cosmopolitanism aesthetically as well as thematically: with its elegant formalities of scripted rhyming couplets, slowed montage sequences and exhilarating camera movement, *YES* presents less a direct political vision and more an aesthetic wish fulfilment. Its cosmopolitan imaginary traces not only love’s potential but also its failure to heal conflicted political histories. The prejudices within and beyond the couple’s intimacy are the potential obstacle to their future.

This film is interesting because it stages the shared *wishful ground* of love and cosmopolitanism. Two key ideas have characterized discussions of cosmopolitanism (Binnie, 2006:13): the wish to engender a sense of belonging, that feeling of being ‘at home in the world’ (Brenan, 1997) and an affirmation of living easily with cultural diversity, what Gilroy has called ‘convivial culture’ (2004). Cosmopolitanism flourishes in the context of what this author has called ‘an ease of proximity to the unfamiliar’ (Stacey, 2014). But, as Jacqueline Rose has argued, it is necessary to be cautious about the ways in which cosmopolitan visions risk ‘idealising the psyche’ and offering the ‘flexibility of individual psychic processes ... as the answer to the rigid identifications of political life’ (2014:42-43). Cosmopolitanism mobilizes ‘the individual – in a strikingly pre-Freudian incarnation ... as a corrective to the perils of the group’ (Rose, 2014:42-43). The danger of cosmopolitan ideals is that they individualize the burden of social harmony, repress ambivalence and antagonism, and take for granted a neoliberal ideal of the self-made subject. *YES* constitutes a yearning for the conditions of possibility that make politically transformative antagonistic encounters through love imaginable.

The plenary talk’s final example was taken from this author’s new work on Tilda Swinton’s whiteness. The analysis here draws on Richard Dyer’s argument that whiteness has historically provided the universal to the particularities of non-whiteness. Since the white subject has been ‘positioned as the overseeing subject without properties’, he suggests, this ‘may lead one to wonder if one is a subject at all’ (1997:207). Dyer identifies a fear of emptiness in the white subject that is denied and projected elsewhere. If anything is genre flailing today, it is surely the white subject, in its frantic disavowal of responsibility for the consequences of its history, in a world it has sought, and still seeks, to dominate and exploit.

Swinton offers an extensive image repertoire of strikingly pale whiteness: in Derek Jarman’s *Edward II*, her whiteness underscores her ruthlessness as Queen Isabella; in Sally Potter’s *Orlando*, the chalky paleness of her white skin anchors her in the mask of imperial Englishness, as he/she time-travels across the centuries and across cultures; in Susan Streitfeld’s *Female Perversion*, Swinton’s pale whiteness is extended into the fetishistic *mise-en-scene* of feminine desirability; in Luca Guadagnino’s *I Am Love*, her sculpted pale perfection confirms the surface appearance of bourgeois serenity about to crack; and in *Only Lovers Left Alive*, Swinton’s pallor is aestheticized as vampiric

desirability. The plenary talk's discussion of Swinton looked at whether her embodiment of an *over-presence of whiteness* can be read as *making visible the emptiness of the white subject*. Is this emptiness surfacing more generally in culture: the failing, or even flailing, genres of white subjectivity?

As a conclusion, the plenary presented the following provocations for discussion:

1. *Things are falling apart to such an extent that scholars are genre flailing.* (Berlant on the current 'situation': a structural and affective disturbance, making adaptation to unpredictability into an ordinary adjustment requirement)
2. *The social democratic fabric is now fatally torn, undermining the capacity of familiar affective genres and usual media analyses to work anymore.* (Maggie's precarity as symptomatic of her legacy)
3. *It is vital to scale-shift in the analysis of mediation (remembering that the 'global' is a discursive construction and not a point of view on the world from the outside, which is illusory).* (scaling up and down in *The Unfinished Conversation*)
4. *Idealizations repress antagonism and ambivalence, which cannot be wished away – the repressed will return.* (love and cosmopolitanism in *YES*)
5. *Whiteness claims its place as the universal with no particular properties, but is the white subject now genre flailing?* (Tilda Swinton's paleness makes visible the white subject's internal otherness that is usually denied or forgotten.)

Notes

1. For a detailed account of this work, see Stacey (2010).
2. 'High relief' is the term that best describes the form of this portrait.
3. For a fuller account of this installation, see Stacey (2014).
4. For a discussion of the problems with the discourse of the global, see Franklin, Lury & Stacey (2000).

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II. Introductions to the panel discussion:
Media scholars facing global challenges
– advocates or outsiders

Panel chair: *Heikki Hiilamo*

Extended abstract:

Time for media scholars to step up to the global challenges

Maria Edström

When thinking of media scholars as outsiders or insiders, it is important to ask for what and for whom. Is the discussion about media scholars in relationship to academia, to the media industry or in society in general? All these areas need to be addressed. One thing is sure. Time is ticking for everyone living on this planet called Earth.

The absence of media in Agenda 2030

Right now, the world is engaging in finding strategies to reach the Sustainable Development Goals (SDG), often called Agenda 2030. The global community of the United Nations agreed in 2015 on 17 goals and 169 sub-goals to reach economic, ecologic and social sustainability by 2030. Agenda 2030 is an important landmark that is hoped to involve all countries and sectors of society.

However, the role of media and journalism is not really part of the equation. In fact, the word ‘media’ is not mentioned at all in the resolution, nor is ‘freedom of expression’ or ‘freedom of the press’. At the same time, the resolution reaffirms the importance of the Universal Declaration of Human Rights in the portal text:

We emphasize the responsibilities of all States, in conformity with the Charter of the United Nations, to respect, protect and promote human rights and fundamental freedoms for all, without distinction of any kind as to race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth, disability or other status. (United Nations, 2015:6)

This can be interpreted as implying that freedom of expression and freedom of the media are there, although not spelled out. It can also be found indirectly in Goal 16, concerning the promotion of peaceful and inclusive societies for sustainable development and to ‘provide access to justice for all and build effective, accountable and inclusive institutions at all levels’ (United Nations, 2015:25). A sub-goal (16.10) is also about ensuring public access and fundamental freedoms. These are the few pathways where media researchers could engage in Agenda 2030 and stand up for the importance of bringing the role of the media into SDG conversations and actions.

University engagements in global challenges – the case of an ageing population

It is no longer possible to solve large global challenges within one academic discipline. There is a need for solid in-depth knowledge building from media and communication studies, but multidisciplinary environments that cross national and academic borders are also necessary. The University of Gothenburg has, in recent years, been a frontrunner on this topic by investing 300 million SEK in six multidisciplinary research centres on global challenges. The premise for the university to engage in this way is the notion that strong multidisciplinary research efforts are needed to meet today's global societal challenges.

JMG, the Department of Journalism, Media and Communication, is engaged in two of these research centres: 1) ageing and health (agecap.gu.se) and 2) antibiotic resistance (care.gu.se). Ageing and antibiotics are two research areas that hopefully will benefit from engagement of media scholars.

When it comes to ageing, there is a democratic deficit in the media regarding who has a voice in the public debate. More people are growing older all over the world: in Sweden, 25 per cent of the population is 60 years of age or older. But these persons are rarely seen or heard in the media. The fact that people are living longer and healthier lives is often framed in the media as an economic problem, if it is discussed at all.

Here it is also important to ask how the democratic deficit in the media affects the research agenda: who and what topics do media scholars not perceive as interesting due to lack of media reporting? The portrayal of older persons and ageing needs to be investigated further by media scholars, as well as how older people use and perceive the new digital environment. Here, the *Nordicom Review's* special issue on being old in the age of mediatization is an important contribution (*Nordicom Review*, 2017).

Taking data to the next level – gender and media research on the move

Another area where there are huge global challenges is gender and media. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW; 1979/80) is the most ratified UN convention and is still the most important global commitment in order to eradicate gender stereotypes. The UN Beijing Platform for Action from 1995 is also important since Women and Media is one of the 12 areas where state parties have agreed to take action.

At the same time, media is an area where there are almost no consistent comparable sex-disaggregated data at all. Only 15 per cent of all UN member states collect sex-disaggregated data on media, compared with 81 per cent when it comes to education and training (Seager, 2015). Work needs to be done.

With so many missing statistics, it is not surprising that media scholars have engaged in collaborations with activists to collect data. Thanks to the Global Media Monitoring Project on gender (GMMP), we now know of the persistent lack of women in the news: only 24 per cent of news subjects are women. We also know that there is a glass ceiling in the media industries, especially when it comes to top-level management and board rooms, thanks to a study from 2011 by the International Women's Media Foundation.

Recent years have seen more willingness to support research on gender and media financially. At JMG, a project financed by the Swedish Research Council will create an

open database, called GEM, combining several large sets of data collected on gender and media around the world. This means that media scholars will be able to take the collected data to the next level and start investigating patterns of gender inequality in the media – for example, to investigate further the relationships between gender equality and freedom of expression (Comparing gender and media equality across the Globe, 2016-2020, PI Monika Djerf Pierre).

Another example of financial support in this area is AGEMI, a project that aims to advance gender equality in the media by sharing good practices, developing meaningful training activities and fostering relationships between media and journalism students and media practitioners, thus bridging the transition from education to employment. AGEMI is funded by European Commission/DG Justice and is an innovation project consisting of a consortium of three universities, Newcastle, Padova and Gothenburg, which are collaborating with EFJ and Copeam to create a resource bank of good practices and online education modules (project leader: Karen Ross, Newcastle University). One challenge of the project is to communicate existing research so that it becomes useful for practitioners.

Steps to take – open the knowledge

Last but not least: all media scholars (and all other researchers) need to make sure that their research results are communicated in open access environments. They should ensure that data and reports are published with open access and stored in digital repositories that last over time. Right now, so much research is unavailable outside the universities, with Nordicom being an exception, offering open access to all its publications. The Nordic countries are wealthy enough to share their knowledge. Scholars should not settle for less than full open access to their work.

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Extended abstract:

Society, media, theory

Three global challenges to media studies

Stig Hjarvard

In order to discuss to what extent and in what ways media scholars should engage with global challenges, Jürgen Habermas' (2002) distinction between three knowledge interests provides a useful point of departure. In general, his argument is that science is not value free but depends on human knowledge interests. These knowledge interests are not to be mistaken for individual or subjective interests, but are to be understood as social and intersubjective interests that motivate and constitute forms of human knowledge production. The three knowledge interests have different origins and concern different dimensions of human life:

- Technical: interest of control of nature through prediction
- Practical: hermeneutical understanding of identity, culture and history
- Emancipatory: critical awareness of alternatives to the present order

Media studies, as a research field, depends on all of these knowledge interests, and scholars are to various degrees oscillating between them. Scholars are simultaneously inside and outside the problems they examine, and this double position is actually a strength. Scholars are not only detached observers, nor are they only committed advocates. The conscious and reflexive oscillation between different knowledge interests could be described as a 'detached commitment'.

How do scholars address global challenges on the basis of such a 'detached commitment'? An answer can be approached by addressing three types of global challenges concerning society, media and media studies theory.

1) Global challenges to society: immigration

Various forms of media (news media, social network media, etc.) have played an important role in the ways immigration has become a contentious issue in public debate during recent years. The role of media studies is not only to describe the development and characteristics of existing representations and discourses on immigration, but also to examine the socio-political dynamics of these discourses in and by media. For example, media scholars should question the ways in which political actors legitimize new immigration policies through reference to changes in public opinion and the growing critical media coverage of problems relating to immigration. This legitimizing argument is at most only partly true.

News media coverage and discussion of migration in online media may also be a supply driven phenomenon prompted by various political actors taking advantage of various media dynamics. A critical awareness of potential alternatives to the present order in the field of immigration may include research that examines how various media, including public service media and social network media, may stimulate critical, yet socially constructive debates about immigration and bring immigrants themselves into the debate.

2) Global challenges to media: infrastructure

A second type of global challenge concerns the media themselves. During the last two decades, national control over media infrastructure has been substantially diminished, and this concerns both the ability of national policies to regulate media markets and nationally based media industries' ability to control the value chain of their own businesses. In short, national media markets have been disrupted by global media and technology companies such as Google, Apple, Facebook, Amazon and Netflix. In addition to the question of control is also the problem of diminishing resources. Due to the disruption of previous business models, national media markets are systematically and increasingly losing money to global companies, in particular Google and Facebook.

This calls for research that both examines the political, cultural and economic consequences of this development and takes part in the generation of possible new ways of creating institutional structures that ensure a media system that supports democratic political functions and meets wider obligations towards culture and enlightenment. This research clearly also needs to develop a thoroughly international and global outlook, since these new media infrastructures cannot only be regulated at a national level, but need, for instance, European level regulation as well as other measures – for instance, regional industrial-political-cultural initiatives that may sustain media infrastructures.

3) Global challenges to media studies: theory

A third type of global challenge concerns media and communication studies, which has been thoroughly globalized during the last decades. This has intellectually been highly stimulating and has clearly widened the horizon for research, in terms of methodologies, choice of empirical material and theoretical outlook. However, scholars should also be reflective and critical of the often implicit political and cultural values that follow the importing of predominantly Anglo-American theories. Many of these theories have, during the last decades, been developed against the backdrop of – and sometimes in reaction to – a digital revolution taking place in countries influenced by strong neoliberal policies and with limited experience with the welfare institution models of Nordic countries.

Many newer theoretical frameworks favour bottom-up approaches, constructivism, practice theory and so forth, and following such perspectives, political democracy and social justice arise through social mobilization against systemic structures dominated by big institutions, including big businesses and big governments. There is an anti-institutional stance embedded in some of this thinking, often building on a political ideal of the digitally enabled activism that flourishes through horizontal and networked forms of organization. The problem is that these forms of horizontal organizations may lead to a systematic underrepresentation of anti-authoritarian, centre-Left parties and movements

in parliaments in Europe due to their poor performance in election campaigns. In contrast, authoritarian parties and movements favour centralized and vertical organizational structures, while exploiting digital networks to their advantage (Bennett, Segerberg & Knüpfer, 2017).

Some (certainly not all!) of the theories circulating in media studies may not be very helpful for addressing global challenges, such as immigration, populism and disruption, among others, due to their implicit digital utopianism (Turner, 2006). They tend, unintentionally, to belittle the importance of building strong institutional structures to secure democratic representation, social equality and other values.

This is particularly a problem considering the Nordic context of the research being discussed here. Nordic countries have a long and successful tradition of combining self-reliance ('det myndige individ') and institutionalism: individual freedom, equality and horizontal engagement in politics rely on very strong institutional arrangements, and vice versa: strong institutions are not the enemy of individual freedom, but – at best – both of them precondition each other.

In conclusion: as media scholars addressing global challenges, we should also address the implicit knowledge interests and political implications of fashionable theories circulating within the field.

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Extended abstract:

Out of the imagined centre

Notes on media and the role of media research

Risto Kunelius

In 2017, the option for media research acting as an ‘outsider’ seems to be outdated. Media has become a saturating factor in social and political life. This ‘central’ role puts pressure on media research. How does this challenge scholars of media and communication? It is possible to tackle this question by selecting three familiar notions found in thinking about the media: seeing the media as representation, as infrastructure or as effects.

1) Media as representation

Many of today’s media scholars grew up learning that important questions about media were about representation. Following the linguistic turn, we saw, correctly, media as an institution constructing shared realities. We learned how active audiences resisted and negotiated media’s claims, and we came to appreciate this pluralism as a critique of power. Media meant a contested site of representing reality for a diversifying set of social groups, identities and their interests. At the same time, an intensive popular debate made ‘the media’ an increasingly intensive bone of contention in social and political life. Today we can see that as universal claims about ‘reality’ were relaxed, the societal necessity of claims about how things really are surfaced with new zeal.

A small illustration of this representational dilemma comes from Finland. On 18 August 2017, an act of terrorism took place in the city of Turku. Several people were killed in a knife attack in the local market place. On the day of the murders, a photo in a news summary in the leading newspaper *Helsingin Sanomat*¹ showed Finnish police fencing off the scene for forensic investigation. When the caption described this as the ‘scene of the accident’, the story’s online comment stream had an instant reaction. Some commenters saw this choice of words as an attempt to downplay the role of Islamic fundamentalism (terrorism as an ‘accident’) and by implication as proof of whitewashing by the elite and the media. Of course, it is possible to deny such claims as nonsense and say that this was a slip (and now corrected), but the anti-pluralist’ populist reactionary critique will not stop there. From a radically pluralist argument s/he will say: Yes, a slip, but a telling one, one that reveals the (at best unconscious and naïve) liberal conspiracy. Having entered a conjuncture where representations are exhaustively reduced to power, where is it possible to anchor a critique? How much is this theoretical collateral damage of scholars’ own making?

2) Media as infrastructure

After the breakthroughs of first the internet and then social media, the notion of media as technology has become appropriately central. Looking at the interactive, quickened, all-storing and seemingly fragmented media infrastructure helps scholars to capture something beyond or beneath representations: the importance of the power to control public attention. In a society no longer dominated by mass media institutions, this power has become a key political resource, but a volatile one. Political mandates are short lived and rely on attention grabbing narratives that create loyalty and followers.

August 2017 also provides a telling example of this systemic dilemma. A group of United States climate researchers chose to leak their draft of a major recent report (part of the National Climate Assessment).² Leaks, as such, are a characteristic feature of the contemporary global challenge-opportunity menu of political action. However, the leakers' defence is the point here: they feared the Trump administration would not publish (all their) critical conclusions. This can be seen as a serious symptom: political mandates (here: populist, anti-climate) and knowledge of reality (here: complex but serious predictions of risk) have lost some of their capability to communicate and craft policy. The expert-politician axis, one cornerstone of 20th century representational democracy, is in need of rethinking, as societies face increasingly complex problems. Can media scholars facilitate relationships where the relevant evidence and intelligence about social reality could actually speak to political power? Should they?

3) Media as effects

'Networks' and 'connections' have taken the limelight in media theories. But perhaps the question of media effects is making a stealthy return. True enough, in today's world, people and their choices *are* the network, and their actions structure the channel of mediating of media effects from a 'sender' to a 'receiver'. But instead of seeing this merely as another enhanced upgrade of 'people power', media scholars could also argue for new urgency in studying media through its effects. Participants' choices (on which the network seemingly depends) are not individual but collective. They are not private but instead tracked, analysed and commodified. Targeted messaging has become politically effective and commercially lucrative at a qualitatively new level. The consequent virtual distortion chambers and the politicized media landscapes begin to catalyse each other.

An example of this propaganda dilemma comes from political advertising in social networking sites. In May 2017, observers learned³ that Facebook had recruited former UK political campaign strategists, in order to serve better their (political) advertisers' needs. This micro-targeting seems to have been part of a winning strategy in some key elections of 2016. In fact, serving up fake claims to feed the idiosyncratic concerns of specific voter groups in closed Facebook groups perhaps gave a new meaning to 'native advertising'. In September 2017, Mark Zuckerberg finally had to address this by promising not the end of such advertising but at least more 'transparency' in it.⁴ Several questions remain, however. How is public opinion mediated or political mandate-created? Who has the resources (the data) to build or make use of effective echo chambers? How will the public be able to defend itself in this communications arms race?

Conclusions

These are all examples. The object of concern is the condition the world is in. But even as such this selective inventory points to three things. First, questions about ‘media’ are intensified in times of rapid changes, and media scholars’ agenda becomes ‘central’ as media generates dilemmas in many fields of social life. Second, earlier scholarship offers relevant resources that articulate questions to be engaged. Third, the ‘centrality’ of media research is a fake notion, as problems of democratic communication are always articulated with some ‘carrier items.’

Free speech is never only about free speech: religious freedom and child pornography should be treated differently. News reports about mass surveillance are not just something scandalous but a moral outrage touching the constitutive elements of democratic political imagination. The meaning of Twitter is not just about the grammar and logic of the platform but about uses of these affordances when they intersect with key challenges of politics: racism, inequality, the environment and so on.

There is no media-centric solution to the complex problems that now shape democracy. The responsibility of media scholars has to start from an engagement with other disciplines and other social actors. That is an inspiring horizon: a path that leads us out of an imagined centre but not to a position of an outsider.

Notes

1. “Turun puukotuksia tutkitaan myös terrorismina” [“Stabbing in Turku Is Investigated Also As an Act of Terrorism”]. *Helsingin Sanomat*, 18 August 2017. <https://www.hs.fi/kotimaa/art-2000005331576.html>. When retrieved two days later, the wording of the caption had been corrected to ‘scene of the event’. The story indicates that the last updates took place at 10:58 on Saturday, whereas the comment stream critique took place the earlier evening. The paper, then, corrected the slip quickly.
2. “Scientists Fear Trump Will Dismiss Blunt Climate Report,” *New York Times*, August, 2017.
3. E.g., “Facebook Employs Ex-political Aides to Help Campaigns Target Voters,” *The Guardian*, May 8, 2017. <https://www.theguardian.com/technology/2017/may/08/facebook-political-aides-campaigns-target-voters>. See also “Revealed: Tory ‘Dark’ Ads Targeted Voters’ Facebook Feeds in Welsh Marginal Seat,” *The Observer*, May 27, 2017. <https://www.theguardian.com/politics/2017/may/27/conservatives-facebook-dark-ads-data-protection-election>.
4. The full remarks can be read at: <https://www.facebook.com/zuck/posts/1010405290725317>.

Extended abstract:

Researcher and activist – marching for science and academic freedom

Kristin Skare Orgeret

The 22nd of April, 2017, was a special day, as large numbers of researchers joined a protest march through the streets of Oslo, Copenhagen, Stockholm, Helsinki, London, New York, Cape Town, Tokyo and Santiago. In 400 cities all over the world, academics joined the March for Science. Joining a demonstration certainly felt strange for those researchers used to thinking that there ought to be a definite distance between the researcher and the activist. However, arguing ‘science not silence’, many researchers took a step out into the realm of activism, of being explicit about how academic freedom is a cornerstone of any democracy and free society. This freedom is now increasingly threatened in several countries with the rise of political leaders who actively undermine both facts and scientific findings. As one of the demonstrating scientists put it: ‘For too long we’ve relied on facts and evidence to speak for themselves. That strategy has failed us. The March for Science is a coming-out party for a movement of scientists and supporters who are speaking out in the public sphere’ (<http://blog.ucsusa.org/guest-commentary/whos-marching-for-science-and-why-here-are-15-answers>).

There is an inherent tension in the role of researchers as advocates. It is often argued that those researchers who take a public stance on a particular issue may be perceived to lack objectivity, which may have implications for the general acceptability of their research. Some of the tension may arise from a belief that research is value free. But research is, of course, not neutral in its analysis. Even if it exhibits academic rigour and excellence, research is always shaped by the political context in which it is produced (Young & Quinn, 2012). What scholars choose to undertake research on and – perhaps even more important – what issues are ignored are significant here. As media researchers know very well, the concept of objectivity is not as straightforward as it might appear at first sight. It does not even necessarily mean the same thing from one culture to another, from one journalism to another, as scholars have found in research about different journalism education institutions around the world (Krøvel, Ytterstad & Orgeret, 2012). And central journalistic concepts may be understood very differently from one context to another – something clearly shown in a transnational research project on conflict and post-conflict journalism (Orgeret & Tayeebwa, 2016). As feminism has taught, there is also a lot of definition power related to accepted norms.

Global challenges do not respect national borders, and transnational cooperation is needed to find good solutions to them, be it climate change, refugee crises, corruption, human trafficking, war or terrorism. Just as cross-border journalism may be required in high quality investigative journalism, such as the Panama Papers clearly illustrated,

cross-border cooperation is also needed in research in many areas. The researcher–activist nexus is approached quite differently in different cultures. In many countries, PhD candidates are expected to end their theses with policy recommendations, for instance. On the other hand, last year the UK government tried to introduce an anti-advocacy clause into all grants that specifies that taxpayer money cannot be used to ‘support activity intended to influence Parliament, government or political parties.’ The clause has been hugely controversial within the British research community, and due to the reactions, it has not been implemented yet. However, it raises some interesting questions. For instance, if research needs to be engaged, how, specifically, will this engagement happen?

Some scholars do research because they have a normative point of departure – because they want to achieve something with their findings. When the present author undertakes research on the voices represented in news media, she has a clear idea at the outset that a multitude of different perspectives is a better way to approach the truth, that increased representation of women is positive from a democratic perspective. When she undertakes research on journalism in conflict societies, her idea at the outset is that peace is better than war, in most cases, and that media can positively influence reconciliation in the aftermath of violent conflict, just as the negative use of the media magnifies and promotes conflict. She conducts research believing that freedom of expression is better than censorship – that truth is better than lies. All scholars conduct research within normative frameworks, and these frameworks have an impact both on the research projects they choose to undertake and on those they do not want to pursue.

What happens, then, when findings are contrary to the researcher’s own norms or when findings may be used to promote a political view that the researcher heavily opposes? What happens if an analysis of Norwegian humanitarian NGOs’ communication strategies may be used by the current government to cut support to these organizations (something the author would not support)? Is there an increased danger that researchers will hide findings they don’t approve of, if they also have strong feelings about the topic? Or perhaps a more common challenge: that researchers will not go into certain topics because they are nervous about how their findings may be used?

And how do scholars select research partners – do they tend to go for like-minded colleagues? What happens when partners’ normative frameworks are completely counter to one another’s? It is when researchers cooperate with others who have very different normative premises than their own, that they realize it is not easy to make a clear distinction between the researcher and the human being (Orgeret, 2016).

It is very easy for researchers to talk past one another when they talk about advocacy. Surprisingly little research has looked into the topic of advocacy by scientists. John E. Kotcher is one of the few who have researched this field. His team (2017) asked the simple and relevant question: Does engagement in advocacy hurt the credibility of the scientist? They conducted a randomized controlled experiment to test public reactions within a specific research community to six different advocacy statements made on Facebook by an invented climate researcher. Using a spectrum of advocacy, from a purely informational statement to an endorsement of specific policies, Kotcher et al. found that study participants perceived the scientist as just as credible if he stuck to the facts, warned readers about climate risks or endorsed emissions reductions from power plants. When the scientist’s Facebook post advocated for relying on nuclear power, however,

he, interestingly, took a slight credibility hit. Kotcher et al.'s findings challenge the conventional wisdom that advocacy always comes at the cost of perceived objectivity. But attitudes toward advocacy also vary a great deal from one field of research to another,

So, finally, where does this leave media researchers? Is it their duty as researchers to advocate when something important is at stake? Or will they gain more credibility and higher impact by letting findings speak for themselves? It is increasingly important for media researchers to discuss what advocacy means and to find a personal comfort zone when it comes to fitting activism, advocacy and political engagement into their lives. To do so, they need to be transparent about their beliefs, values and opinions, and to discuss continuously where to draw distinctions between scientific research results and personal views.

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III. About the conference: NordMedia 2017

Presentation of the keynotes and the panellists

Keynote: Lilie Chouliaraki

Professor of Media and Communications
Department of Media and Communications
London School of Economics and Political Science

Lilie Chouliaraki has written extensively about media ethics, particularly the problem of mediated suffering, digital journalism, human rights and humanitarian communication, as well as discourse theory and analysis. She is the author of fifty peer-reviewed articles or book chapters, two of which are award-winning, and the author or editor of seven books.

Keynote: Jackie Stacey

Professor of Cultural Studies
Centre for Interdisciplinary Research in Arts and Languages
The University of Manchester

Jackie Stacey is Professor of Media and Cultural Studies at the University of Manchester where she is currently co-director of the Centre for the Study of Sexuality and Culture. Her publications include: *Teratologies: A Cultural Study of Cancer* (1997), and *Writing Otherwise: Experiments in Cultural Criticism* (2013). She has just started a new research project on the work of Tilda Swinton.

Panellist: Maria Edström

PhD and researcher in journalism
Department of Journalism, Media and Communication
University of Gothenburg

Maria Edström has a background as a journalist, primarily in radio and print. Gender representation and human rights has been in focus for Edström for many years. Edström is also involved in ethical issues and the question of freedom of expression. She is currently engaged in two research projects: Ageing and health and Comparing gender and media equality across the globe.

Panellist: Stig Hjarvard

Professor in Media Studies
Department of Media, Cognition and Communication
University of Copenhagen

Stig Hjarvard's research interests include news media, journalism, political communication, media and globalization, media history, media and religion, and mediatization theory.

Presentation of the keynotes and the panellists

Panellist: Risto Kunelius

Professor in Journalism Studies
Faculty of Communication
University of Tampere

Risto Kunelius' research interests include theoretical questions of media and power, mediatization and social theory, the changing role of journalism and development of public sphere(s). He studies these issues as they intersect with contemporary, complex social and political problems. Most recently he has published on global climate change coverage and on surveillance and journalism.

Panellist: Kristin Skare Orgeret

Professor in Journalism
Department of Journalism and Media Studies
Oslo and Akershus University College (HIOA)

Kristin Skare Orgeret has broad international research and lecturing experience and currently heads the Norhed-project on Post Conflict Journalism (2013-2018) from Norway. Her research interests cover journalism in conflict and transition situations, freedom of speech and gender in media.

Nordmedia 2017 pre-conference for doctoral students

Eliisa Vainikka

The Nordmedia 2017 pre-conference for doctoral students was held the day before NordMedia started, 16 August 2017, in the Comet Research Centre, University of Tampere. The organizer was the Finnish Association of Media and Communication Studies (Mevi). All together, there were 23 participants with papers and six additional participants without papers. Those who presented papers received credit of 2 ECTS. The participants were doctoral students from the Nordic countries, southern Europe and China.

The morning session consisted of commenting on the papers in five groups with a lead mentor. After lunch, participants worked in groups with the ‘walking science café’ method. Themes covered in this session were the following:

- Time management
- Life after PhD
- Networking and how to present a study to others
- Theory and methodology building
- Supervision and support

The social programme consisted of a visit to the Finnish game museum (Museokeskus Vapriikki) and a get-together at the university. Feedback from the participants was positive, and the pre-conference is recommended as a good practice for future Nordmedia conferences.

Mentors at the event were Marko Ampuja (University of Helsinki), Risto Kunelius (University of Tampere), Margareta Melin (Malmö Högskola), Lisbeth Morlandstø (University of Nordland) and Ingela Wadbring (Nordicom, University of Gothenburg). Organizers of the pre-conference were Anna Rantasila (University of Tampere/Mevi) and Eliisa Vainikka (University of Tampere/Mevi).

Schedule for the pre-conference

- 09:00 Pre-conference starts: practical information, introductions of the mentors and division into smaller groups for paper sessions
- 09:30 Paper sessions in smaller groups (4 or 5 persons plus a mentor)
- 11:30 Summing up the discussion together
- 12:00 Lunch
- 13:00 Walking science café with mentors
- 15:00 Concluding remarks for the science café
- 15:30 Walk to Tampere Game Museum
- 16:00 Tour of the Game Museum exhibit
- 18:30 Informal get-together with food and drinks

Papers from the divisions and temporary working groups

Division 1: Environment, Science and Risk Communication

Backholm, Klas; Högväg, Joachim & Lindholm, Jenny: *Securing situational awareness in technical innovations for crisis journalism*. University of Helsinki; Åbo Akademi University.

Eide, Gøril Borgen: *From concerned alarmists to engaged visionaries? Scientists' normative participation in Norwegian climate summit coverage*. Oslo and Akershus University College of Applied Sciences.

Eskjær, Mikkel: *Environmental news or climate change news: Does it matter for media users?* Aalborg University.

Goldgruber, Eva: *"When the levee breaks": Recommendations for social media crisis communication during environmental disasters*. Joanneum University of Applied Sciences.

Hornmoen, Harald & McInnes, Colin: *Models and recommendations for social media communication during pandemic risks*. Oslo and Akershus University College of Applied Sciences; University of Glasgow.

Kangas, Jarkko: *The colours of the sky: The visual articulation of eco-modernist ideas in climate change imagery*. University of Tampere.

Olesk, Arko: *Media's uncritical love affair with a research group: Implications for media and science*. Tallinn University.

Roslyng, Mette: *Representations of mental illness and stigmatization in the media*. Aalborg University.

Stensen, Steen; Frey, Elsebeth; Ottosen, Rune; Hornmoen, Harald & Lund, Marie Konow: *Social media and situational awareness during terrorist attacks. Recommendations for crisis communication*. Oslo and Akershus University College of Applied Sciences.

Division 2: Journalism Studies

Ahva, Laura & Hautakangas, Mikko: *Understanding "constructive" through action research*. University of Tampere.

Banafsheh, Ranji: *Resisting censorship: Iranian journalists' use of new media as an alternative channel*. University of Oslo.

Brolin, Pär; Svedström, Alexandra & Monstad, Therese: *Web analytics and online journalism*. Södertörn University; Uppsala University.

Egan Sjölander, Annika: *Local journalism, 'prosumers' and pressing environmental problems*. Umeå University.

Eide, Tine: *Flows of terror: An analysis of information flows between traditional and social media during the 22 July 2011 terrorist attacks in Norway*. Oslo and Akershus University College of Applied Sciences.

Frey, Elsebeth: *Objectivity – an ideal or a misunderstanding?* Oslo and Akershus University College of Applied Sciences.

From, Unni: *Can soft news be constructive journalism?* Aarhus University.

Gripsrud, Jostein: *Covering the cultural public sphere*. University of Bergen.

Grönvall, John & Nylund, Mats: *A new analog newspaper in the digital age: Cause and effect of the crisis of superlocal journalism*. Arcada University of Applied Sciences; University of Helsinki.

Heinonen, Ari; Koljonen, Kari & Harju, Auli: *Where have they gone? The new jobs of journalists made redundant*. University of Tampere.

Hellman, Heikki; Kristensen, Nete Nørgaard & Riegert, Kristina: *Media and cultural legitimation of a bestseller: A comparative case study of Millenium 4 in the Nordic press*. University of Tampere; University of Copenhagen; University of Stockholm.

Hermans, Liesbeth & Drok, Nico: *Placing constructive journalism in perspective*. Windesheim University of Applied Sciences.

Hågvar, Yngve Benestad: *The rhetoric of Facebook journalism*. Oslo and Akershus University College of Applied Sciences.

Hägglund, Susanne; Nuopponen, Anita; Högväg, Joachim; Majors, Joachim & Elomaa, Jonna: *Personalization of mobile news apps meets user experience and usability*. Åbo Akademi University; University of Vaasa.

Jangdal, Lottie: *Local democracy and the media: Can hyperlocals fill the gap?* Mid Sweden University.

Kalsnes, Bente: *A typology of fake news*. Oslo and Akershus University College of Applied Sciences.

Khartanovich, Margarita: *Media can lie but they cannot "true": How transnational hybrid media construct the truth about global crises in the post-truth digital era. The case of the Syrian conflict*. University of Tampere.

Knudsen, Anders Graver: *Walking a tightrope – boundaries of journalism and precarious freelance journalists*. Oslo and Akershus University College of Applied Sciences.

Knudsen, Erik: *What makes a news source trustworthy? Evidence from a conjoint experiment*. University of Bergen.

Kristensen, Nete Nørgaard & Roosvall, Anna: *Editorial and cultural debates in Danish and Swedish newspapers: Understanding the terror attacks in Paris and Copenhagen in early 2015*. University of Copenhagen; University of Stockholm.

Krogh, Torbjörn von: *Media accountability instruments concerning migration and the polarization of trust in journalism in Sweden*. Mid Sweden University.

Kumpu, Ville; Kunelius, Risto & Reunanen, Esa: *The grammar of contextualization: Operationalizing the political actor perspective in mediatization*. University of Tampere.

Kunelius, Risto & Eide, Elisabeth: *The Snowden revelations and the meta-coverage of journalism*. University of Tampere; Oslo and Akershus University College of Applied Sciences.

Larsen, Elin Strand: *A justification and celebration of investigative journalism*. Østfold University College.

Leckner, Sara; Tenor, Carina & Nygren, Gunnar: *Everybody is a journalist? User participation in hyperlocal news media in Sweden*. Malmö University; Södertörn University.

Lehmann-Jacobsen, Emilie: *"You can't hide the facts": The emergence of the fact-checker role in Southeast Asian journalism*. University of Copenhagen.

Lehtisaari, Katja; Hujanen, Jaana; Grönlund, Mikko & Lindén, Carl-Gustav: *New forms of hyperlocal media in Finland: The fifth expansion period*. University of Helsinki; University of Turku; University of Helsinki.

Leppäjärvi, Anne: *"Solution Machine" tries to back up both society and journalism*. Haaga-Helia University of Applied Sciences.

Løvlie, Anders Sundnes: *"A pleasant place to be": Challenges in the development of a debate website for a public service broadcaster*. IT University of Copenhagen.

Manninen, Ville: *The mobile challenge for data journalism: State of the art in the Nordic countries*. University of Jyväskylä.

Martin, Christopher: *The five faces of fake news*. University of Northern Iowa.

Nygren, Gunnar: *Local media ecologies – networks, flow and dependencies*. Södertörn university.

Ottosen, Rune: *The media and Norway's role in the "global war on terror": Peace journalism as constructive journalism*. Oslo and Akershus University College of Applied Sciences.

Pashevich, Ekaterina: *Computational journalism and automation in newsroom: How the new practices transform journalism in Norway and challenge its status quo*. University of Oslo.

Peters, Chris & Schröder, Kim Christian: *Journalism's new audiences: The emergence, disappearance and (re)formation of digital news reportaires*. Roskilde University.

Pöyhtäri, Reeta & Carlsson, Ulla: *The assault on journalism: Journalists and freedom of expression attacked*. University of Tampere; University of Gothenburg.

Riegert, Kristina; Hellman, Heikki; Larsen, Leif Ove; Widholm, Andreas & Nygaard, Silje: *What is cultural news good for? Finnish, Norwegian, and Swedish cultural journalism in public service organisations*. University of Stockholm; University of Tampere; University of Bergen.

Räsä, Tiina: *Constructing mythical types and the social centre – sequential orchestration of reality*. University of Tampere.

Røe Mathisen, Birgit & Morlandstø, Lisbeth: *Wider scope or polarized debate? The role of regional media in regional public*. Nord University.

Schwartz, Sander: *News encounters on Facebook: Between the incidental and the deliberate*. IT University of Copenhagen.

Sirkkunen, Esa: *Research on the production of journalistic VR*. University of Tampere.

Sparre, Kirsten & From, Unni: *Journalists as tastemakers: An analysis of the coverage of the TV series Borgen in a British, Swedish and Danish newsbrand*. Aarhus University.

Svith, Flemming: *The democratic role orientation in news media*. Danish School of Media and Journalism.

Tenor, Carina: *The role of media accountability in hyperlocal website's entrepreneurship*. Södertörn University.

Uotila, Panu: *Responses of journalism education to the challenges of changing media environment in the digital era*. University of Jyväskylä.

Villi, Mikko; Lehtisaari, Katja; Lindén, Carl-Gustav & Grönlund, Mikko: *Business models for local newspapers in Sweden, Denmark and Norway*. University of Jyväskylä; University of Helsinki; University of Turku.

Voronova, Liudmila: *Crisis and journalism culture transformation: The case of Ukraine*. Södertörn University.

Wold, Thomas: *News reporting and discussions in social media*. University of Bergen.

Zhang, Shixin: *Chinese foreign correspondents: Identities, media cultures and journalistic practices*. The University of Nottingham Ningbo.

Zilliacus-Tikkanen, Henrika: *Case Lauttasaari – old and new hyperlocal media on an island in Helsinki*. University of Helsinki.

Örnebring, Henrik: *Does news ecology scale down? Results from a study of a mid-sized Swedish city*. Karlstad University.

Division 3: Media and Communication History

Bastiansen, Henrik G.: *The fall of the Berlin wall as presented in Norwegian media: A comparative analysis of the press, radio and television in November 1989*. Volda University College.

Fonn, Birgitte Kjos: *What do we talk about when we talk about the academisation of journalism?* Oslo and Akershus University College of Applied Sciences.

Gjesvik, Anders: *Import of bad guys: Swedish and Danish newspapers as sources for the representation of the homosexual man in Norwegian*

newspapers in the 1950s. Oslo and Akershus University College of Applied Sciences.

Jõessar, Andres: *The winding road on the media landscape: The establishment of Estonian (television) broadcasting between 1992 and 2016*. Tallinn University.

Kapper, Lise: *Beyond the museal aura: Hands-on engagement with vintage media technologies*. Odense City Museums.

Kortti, Jukka: *Media history: Revolution, evolution and mediatization*. University of Helsinki.

Lauk, Epp: *Continuity and discontinuity in the history of journalism profession. Estonia as an example*. University of Jyväskylä.

Mortensen, Christian Hviid: *The legacy of mediatization: Mapping the field of media museums*. Odense City Museums.

Nylund, Niklas: *Context(ual re-negotiating) in media preservation: Museology in the age of disappearing objects*. The Finnish Museum of Games.

Ryynänen, Sanna: *Outsiders of the Finnish press – from the cunning jews of the 19th and 20th centuries to the suspicious refugees of the 21st century*. University of Eastern Finland.

Ytreberg, Espen: *Media technology and verification in the historical media events: The case of the 1928 Nobile rescue operation*. University of Oslo.

Westlie, Bjørn: *Controlling the Norwegian war narrative*. Oslo and Akershus University College of Applied Sciences.

Division 4: Media, Globalization and Social Change

Agin, Sol: *Communication knows no borders – for media literate mobile elites there is no such thing as distance*. Karlstad University.

Atashi, Elham: *Diaspora media networks, reality TV and social transformation*. Georgetown University.

Custódio, Leonardo: *Media activist tactics for counterpublics formation in favelas of Rio de Janeiro*. University of Tampere.

Engel, Florencia: *Your attention can save lives? Digitally-driven human rights intervention as business development*. Stockholm University.

Fast, Karin: *Whose “mobility revolution”? The social construction of mobile media by telecom companies*. Karlstad University.

Graf, Heike: *“I trust only this 100 percent”: Trust-building in forced migration*. Södertörn University.

Haavisto, Camilla: *From affective encounters towards a politics of listening: The role of social media in anti-deportation protests*. University of Helsinki.

Hjarvard, Stig: *Contentious discourses on immigration in the Nordic countries: Culture, islam, nation, and affect*. University of Copenhagen.

Kvidal-Røvik, Trine: *#grabyourwallet: Purchase with a purchase and the potential for “real” resistance?* The Arctic University of Norway.

Maasilta, Mari: *Participatory service design for empowering Namibian indigenous youth*. University of Lapland.

Naper, Anja Aaheim: *Immigration control in the media*. Oslo and Akershus University College of Applied Sciences.

Nielsen, Poul Erik: *Critical perspectives on the interrelations between new media and processes of socio-cultural and political changes in contemporary Sub-Saharan Africa*. Aarhus University.

Ngomba, Teke: *Bungled connections: What the Reinhart-Rogoff controversy tells us about austerity, academia and the news media*. Aarhus University.

Ojala, Markus & Pöyhtäri, Reeta: *Negotiating professionalism with personal ethics: The emotional labour of Finnish journalists reporting on the “refugee crisis” in 2015-2016*. University of Helsinki; University of Tampere.

Parikka, Tuija: *Female bodies adrift: Undoing western media in the becoming of refugee subjectivities*. St. John’s University.

Polynczuk-Alenius, Kinga: *Universalistic moral discourses, situated moralities: Communicating ethical trade in Poland and Finland*. University of Helsinki.

Roosvall, Anna: *Climate justice activism, agonism, and agency: Indigenous peoples, media witnessing, and the political game of climate summits*. Stockholm University.

Ståhlberg, Per: *Indian imaginaries in world literature and domestic popular culture*. Södertörn University.

Widholm, Andreas & Roosvall, Anna: *Cultural journalism in Sweden 1985-2015: Outlooks and introspection in the global era*. Stockholm University.

Wildermuth, Norbert: *Discursive online constructions of collective identity: On the uses of Twitter during general elections in Kenya*. Roskilde University.

Division 5: Media Literacy and Media Education

Andersson, Linus & Danielsson, Martin: *The kids will have their say? Child participation in media literacy interventions*. Halmstad University.

Erdal, Ivar John; Laws, Ana Sanchez & Utne, Tormod: *Experimental journalism: Collaborative learning and students entering the newsroom*. Volda University College.

Jaakkola, Maarit: *Between teaching hospitals and innovation labs: The concept of pedagogical newsroom and its application in the Nordic journalism training*. University of Tampere/University of Gothenburg.

Jarvoll, Agniezka B.: *Minecraft at school! Focus on pupils’ experiences from an intervention*. Nord University.

Kotilainen, Sirkku: *Towards transcultural media competencies in higher education*. University of Tampere.

Melin, Margareta: *Media didactic: Arguing for a concept and best practices*. Malmö University.

Olesen, Mogens: *Balancing environments – digital strategies in Danish upper secondary schools*. University of Copenhagen.

Palsa, Lauri & Salomaa, Saara: *Multiliteracies in the local curricula – a media educational perspective*. University of Lapland; National audiovisual Institute KAVI.

Perović, Jelena: *Digital divide in Montenegro makes media education key for eradicating poverty in the digital age*. UNICEF Montenegro.

Pienimäki, Mari & Kotilainen, Sirkku: *Towards the well-being of vulnerable youth through media participation*. University of Tampere.

Rehder, Mads Middelboe & Bhroin, Niamh Ni: *Exploring “digital natives” learning processes: What happens when family and other informal settings are the primary arenas for young people’s instruction in how to use digital media?* University of Oslo.

Spurava, Guna: *The role of librarians as mediators in promoting digital literacy in Latvia: Analysis of librarian self-assessment*. University of Tampere.

Ståhl, Tore: *ICT savvy digital natives?* Arcada University of Applied Sciences.

Sumita, Sharma; Linna, Juhani & Turunen, Markku: *Designing inclusive digital media for education for children in India*. University of Tampere.

Thestrup, Klaus & Sandvik, Kjetil: *Challenging makerspaces*. University of Copenhagen.

Tække, Jesper: *Main features in the concept of digital bildung*. Aarhus University.

Tønnessen, Elise Seip: *Datavisualization for education*. University of Agder.

Division 6: Media Management, Economics and Policy

Ala-Fossi, Marko: *EU spectrum policy dissident*. University of Tampere.

Arriaza Ibarra, Karen: *Recent public service media transformations in Spain and Sweden*. Universidad de Complutense Madrid.

Barland, Jens: *Changing strategies for online publishing of journalism*. Norwegian University of Science and Technology.

Baumann, Sabine: *Learning from the apprentice: An investigation of the portrayal of entrepreneurs in TV business formats*. Jade University.

Borgen, Turid: *The changing role of editors in chief*. University of Stavanger.

Brandstetter, Barbara: *Measuring the usability of payment processes for paywalls*. University of Applied Sciences Neu-Ulm.

Holmene, Ingeborg Sofie Heggem: *Outlining strategies for social media in a small Nordic film nation*. Inland University of Applied Sciences.

Horst, Sven-Ove: *How mediated realities impact our understanding of strategy*. Bauhaus-University Weimar.

Ibrus, Indrek: *Nordic audiovisual media in emergent cross-innovation systems*. Tallinn University.

Kammer, Aske: *Data exchanges in news apps for smartphones: Media, audiences, and third-party actors*. IT University of Copenhagen.

Kvalheim, Nina: *Diversity in the local news market? A quantitative analysis of local newspapers*. University of Bergen.

Sjøvaag, Helle: *The diversity of newspaper markets in Norway*. University of Bergen.

Division 7: Organization, Communication and Society

Edlom, Jessica: *Fluid communication strategies in music online brand building*. Karlstad University.

Heikkilä, Heikki: *'Nothing to do with us': Snowden and surveillance in the Finnish public debate*. University of Tampere.

Herkman, Juha: *Nordic populists in political cartoons*. University of Helsinki.

Järventie-Thesleff, Rita: *The dialectical view between 'doing' and 'orchestrating' a corporate brand*. Aalto University School of Business.

Kalsnes, Bente: *The power of viral shares: Strategic use of social media in populist political parties in Norway and Sweden*. Oslo and Akershus University College of Applied Sciences.

Khartanovich, Margarita: *Exporting Finnish education through multiple images and channels*. University of Tampere.

Kuronen, Marja-Liisa: *From societal demands to corporate practices: The institutionalization of transparency in the European financial markets*. Aalto University.

Laaksonen, Salla-Maaria: *Digital dynamics of accountability and public legitimacy – case of Finnish immigration service during the “European refugee crisis”*. University of Helsinki.

Leivik Knowles, Britt-Marie: *Inter-organisational crisis communication*. Jönköping University.

Mykkänen, Markus: *Understanding the contribution of PR to decision making and autopoiesis – a conceptual model*. University of Jyväskylä.

Nas, Alparslan: *Branding Turkey as the “home”: Probing the boundaries of a nation brand identity*. Marmara University.

Penttilä, Visa: *Talking responsibility – construction of CSR in strategy documents and discussions*. Aalto University.

Sendra, Anna: *Using illness narratives on social media: Practices and types of self-narratives of chronic pain through Instagram posts*. Universitat Rovira.

Vaagan, Robert W.: *Diversity management in media enterprises in Turkey, the Netherlands and Norway*. Oslo and Akershus University College of Applied Sciences.

Valaskivi, Katja: *Building the image of Finland. From the Kantine process to the Mission for Finland report*. University of Tampere.

Wennström, Karin: *Pink power – pussyhats as political statements in women's networking on social media*. Jönköping University.

Widholm, Andreas: *Politics as pictures: Instagram and the popularization of the political discourse*. Stockholm University.

Division 8: Political Communication

Carpentier, Nico: *Community media and peace-building – a Cypriot case study on the community web caster MYCYradio*. Uppsala University.

Chadha, Siddharth: *Participation as a dialectic of necessity and contingency: A discourse theoretical analysis of Malmö Queer Film Festival 2017*. Uppsala University.

Doudaki, Vaia: *Audience responses on the refugee crisis in the Swedish edition of 'The Local'*. Uppsala University.

Eralp, Doga Ulas: *Social media as a tool for inclusivity in Turkey's Kurdish peace process*. American University.

Filimonov, Kirill: *Performance of participation on radical left-wing online platforms (case study of Avtonomnoye Deystviye, Russia)*. Uppsala University.

Grönvall, John: *Public service media under political pressure – what the national evaluations convey about the agency of Nordic news media*. Arcada University of Applied Sciences.

Gudmundsson, Birgir: *Political market media in Iceland: Trust and distrust between politics, the public and the media*. University of Akureyri.

Hakala, Salli: *Prime Minister and promotional logics*. University of Helsinki.

Hovden, Jan-Fredrik: *The refugee crisis in Scandinavian press*. University of Bergen.

Johansson, Elena: *Polish and Swedish journalists' source networks in Twitter: Who takes control?* The Arctic University of Norway.

Kannasto, Elisa: *The relation of personal and professional content on Twitter during an election campaign – building a politician's online identity on Twitter*. Seinäjoki University of Applied Sciences.

Karppinen, Kari: *Deconstructing digital rights*. University of Helsinki.

Lazic, Dragana: *Political conversations on Japanese Twitter: "Take Them Back"*. University of Tsukuba.

Mølster, Ragnhild: *The media and migration policy in Scandinavia: The 2015 migrant crisis*. University of Bergen.

Ólafsson, Jón Gunnar: *Small state political communication dynamics and journalist-source relations in Iceland following the financial crisis*. Goldsmiths University of London.

Prax, Patrick: *Dimensions of participatory game design in online games*. Uppsala University.

Rossi, Luca: *Algorithmic censoring of images of protest in social media*. IT University of Copenhagen.

Ruiz-Soler, Javier: *Twitter as the new coffee house? The mapping of the European political twittersphere and its significance for the European public sphere*. European University Institute.

Runge, Troels: *From cognition to impact*. IT University of Copenhagen.

Salovaara-Moring, Inka: *Political participation as media assemblage: Affects in digital networks*. University of Southern Denmark.

Slätis, Thomas: *Media practices and conflict transformation*. University of Helsinki.

Svensson, Jakob: *A logic of polarisation and dissent in a hybrid media setting*. Malmö University.

Trenz, Hans-Joerg: *Political participation on Facebook during Brexit: Does citizen engagement on media pages stimulate engagement with campaigns?* University of Copenhagen.

Valtysson, Bjarki: *Going with the flow? Civic agency in algorithmic software culture*. University of Copenhagen.

Väliverronen, Jari: *Finnish political journalism in the 2010s: A content analysis*. University of Tampere.

Division 9: Theory, Philosophy and Ethics of Communication

Ampuja, Marko: *Neoliberal "ideology critique"? Examining the writings of Hayek and von Mises on intellectuals, culture and the media*. University of Helsinki.

Bengtsson, Stina: *A manifesto for the user: Reclaiming user agency in digital media ethics*. Södertörn University.

Burkart, Patrick: *The hacking team as cybermercenary*. Texas A&M University.

Kirtiklis, Kestas: *The problem of methodological individualism in mediatization theory*. Vilnius University.

Krüger, Steffen: *Psychoanalytic subjectivities and digital media*. University of Oslo.

Kunelius, Risto & Reunanen, Esa: *The emerging media landscape of political power*. University of Tampere.

Malmberg, Tarmo: *Materialism in media studies: A comparison of historical materialism and technological materialism*. University of Tampere.

Reimer, Bo: *Talking the talk, and walking the walk. Practice-based interventions in the field of media and communication studies*. Malmö University.

Xu, Sisu: *New urban poverty, class differentiation and possibility of solidarity: Immaterial labor and knowledge workers in Chinese communication industry*. Fudan University.

Division 10: Television and Film Studies

Andersen, Mads Møller: *Making youth fiction on a small budget: DR3's creative comprehension and external TV production*. Aarhus University.

Bengesser, Cathrin: *Generation war – generating debate: On the emergence of transnational public spheres around historical TV drama*. Birkbeck University of London.

Bruun, Hanne: *Scheduling and 'continuity' in the third television paradigm? A production study*. Aarhus University.

Dahl, John Magnus: *A history of immigration comedy in Scandinavia: A public sphere approach*. University of Bergen.

Eichner, Susanne: *Meaning-making in the age of global circulation*. Aarhus University.

Helles, Rasmus: *The composition of international success*. University of Copenhagen.

Hiltunen, Kaisa: *Documentary film and the migration crisis: How to reach the spectator and to exceed images of victimhood?* University of Jyväskylä.

Jakobsson, Peter: *Hierarchies of speaking and being heard: Voice and social class on television*. Södertörn University.

Jensen, Pia Majbritt: *Ratings behaving madly: Danish TV drama's fortuitous success in Australia*. Aarhus University.

Johansen, Elin: *The shaping of the modern Arctic landscape in filmarims from the North of Norway: Negotiating landscape in Northern regional films*. University of Bergen.

Lai, Signe Sophus: *Co-producing television series: A network analysis of co-producers and distribution in Europe*. University of Copenhagen.

Mikos, Lothar: *Production value of co-produced European TV drama series*. Filmuniversität Babelsberg.

Pajala, Mari: *Making an "international" TV company: Finnish commercial television MTV's co-productions with partners from socialist countries from the 1960s to the 1980s*. University of Turku.

Puikj, Roel: *Minute for minute: Slow TV in Norwegian public service television*. Inland Norway University of Applied Sciences.

Rautkorpi, Tiina: *Media professionals meet their audience: Reflections on the co-creative audiovisual working process with amateurs*. University of Tampere.

Redvall, Eva Novrup: *Creative work and television co-productions: Cultural encounters behind the scenes*. University of Copenhagen.

Stiernstedt, Fredrik: *The country, the city and the "real man": An intersectional perspective on Swedish reality television*. Södertörn University.

Tuomi, Pauliina: *Provocative TV-production*. Tampere University of Technology.

Waade, Anne Marit: *Follow the money? Transnational co-productions and Nordic public service television drama*. Aarhus University.

Temporary Working Group 1: Media & Religion

Hjarvard, Stig & Rosenfeldt, Mattias Pape: *Planning public debate: Beyond entrenched controversies about islam*. University of Copenhagen; Uppsala University.

Lundby, Knut; Hjarvard, Stig & Lövheim, Mia: *Religion between politics and media: Conflicting attitudes to islam in Scandinavia*. University of Oslo; University of Copenhagen; Uppsala University.

Makkonen, Oulia: *Scripture in La Gènèse (1999) and Son of Man (2006): A transnational perspective*. University of Helsinki.

Temporary Working Group 2: Digital Games & Playful Media

Berg Marklund, Björn: *Higher education and the video game industry in Sweden: Past, present, and future*. University of Skövde.

Jørgensen, Kristine: *Is there such a thing as "Norwegianness" in Norwegian games?* University of Bergen.

Ryding, Karin: *What the end reveals – myths in post-apocalyptic videogames*. IT University of Copenhagen.

Sandqvist, Ulf: *The Nordic welfare state and computer games: The Swedish case 1950-2010*. Umeå University.

Sihvonen, Tanja: *Art mods as glitches in the game system*. University of Vaasa.

Sotamaa, Olli: *The meaning and roles of play in the everyday work of professional game developers*. University of Tampere.

Temporary Working Group 3: Gender and the Media

Cerqueira, Carla: *The voices of gender equality: An analysis of communication strategies of NGOs – what communication strategies are used by NGO's working with social change and gender equality and how affective are they in conveying the messages they want to the mainstream media?* University of Minho.

Eide, Elisabeth: *Strategically shameless – young Norwegian women of Arab descent formed a movement to demand from the media to take their voices seriously. Did they succeed?* Oslo and Akershus University College of Applied Sciences.

Isotalus, Pekka: *Coverage of straight vs. gay spouses of candidates in newspapers during the Finnish presidential election – privatization of politics and how mainstream media is covering spouses of the presidential candidates*. University of Tampere.

Pereira, Ana Cristina: *Representations of black women in Portuguese post-colonial cinema – how the Portuguese cinema represents women of African and Afro-descent*. University of Minho.

Nabil, Md: *Revenge porn – how news media is constructing knowledge about revenge porn and representing these misogynistic practices*. University of Gothenburg.

Siivonen, Jonita: *Inverting as a working method for gender sensitive journalism – exploring ways of alternative gender constructions in the press*. University of Helsinki.

Vainikka, Eliisa: *Agonistic online debate about gender and "the relationship market" – how participants of a Finnish forum are constructing their on-line alternative reality and communicating "geek masculinity" with each-other*. University of Tampere.

Temporary Working Group 4: Media and Celebrity Culture

Duckert, Fanny: *The struggle for control: Norwegian TV-show hosts relationship to journalists*. University of Oslo.

Kannik Haastrup, Helle: *Celebrity activism & the attention economy: Strategies of self-presentation, cultural critique and humanitarianism*. University of Copenhagen.

Meldgaard Kjær, Kathrine: *Celebrity food activism and the limits of embodied expertise*. University of Southern Denmark.

Zimmermann, Fabian: *Authorial fashioning as mediatization of literature*. University of Mannheim.

Temporary Working Group 5: Onlife: Digital Media Sociology in a Digital Cross-Platform World

Bechmann, Anja: *The Facebook newsfeed as news source*. Aarhus University.

Bolin, Göran: *The metric mindset: Interactive digital media and the meaning of measurement*. Södertörn University.

Eg, Ragnhild & Krumsvik, Arne H.: *Fake news, personality and information processing*. Westerdals Oslo School of Arts, Communication and Technology; Oslo and Akershus University College.

Ekström, Ylva & Svensson, Göran: *#jagärhär – social media action as participation, critique and media intervention*. Uppsala University.

Fast, Karin; Bengtsson, Linda Ryan & Conill, Raul Ferrer: *Geographies of free labor: Mobilizing consumers access immersive transmedia-scapes*. Karlstad University.

Frandsen, Kirsten: *Fitness apps in networked societies – institutional change from individual use*. Aarhus University.

Gammelby, Ane Kathrine: *Mapping the situational landscape of health-related Facebook-groups*. Aarhus University.

Gustafsson, Nils: *Online lurking and offline action: Young people, social media, and (non-) participation*. Lund University.

Kalsnes, Bente: *The social media logic of political communication*. Oslo and Akershus University College of Applied Science.

Karlsen, Faltin & Larsson, Anders Olof: *Media interruptions and coping strategies among students*. Westerdals Oslo School of Arts, Communication and Technology.

Karlsson, Amanda: *Tracking menstrual cycles digitally – exploring the datafied female body*. Aarhus University.

Kim, Jiyoung & Bechmann, Anja: *Gender social capital inequality on Facebook groups. A cross-country comparative study between Denmark and South Korea*. Aarhus University.

Kortesoja, Matti: *Policy – media dynamics in the Finnish surveillance and intelligence debate*. University of Tampere.

Leckner, Sara & Appelgren, Ester: *Skeptics of online privacy and supporters of companies using behavioral data: A study of changing attitudes towards sharing behavioral data in the Swedish population*. Malmö University; Södertörn University.

Monstad, Therese: *An interactive video website as a mode for communication about change: Exploring the impact on participation and empowerment*. Uppsala University.

Munk, Anders Kristian: *On the notions of the quali-quantitative in digital sociology*. Aalborg University.

Møller, Kristian: *Assembling media, medicine, and men: Approaching the pleasures and risks of gay sex and drug culture from a material perspective*. Roskilde University.

Rajkowska, Paulina: *Levels of participation in digital museum installations*. Uppsala University.

Sumiala, Johanna; Tikka, Minttu & Valaskivi, Katja: *'Liveness' and the acceleration of conflict in a hybrid, violent media event*. University of Helsinki; University of Tampere.

Syvertsen, Trine & Karlsen, Faltin: *Conflicting flows: An exploratory study of how media interrupts other activities and how such interruptions are resisted and controlled*. University of Oslo; Westerdals Oslo School of Arts, Communication and Technology.

Thylstrup, Nanna Bonde & Lomborg, Stine: *Self-tracking as flow*. University of Copenhagen.

Øie, Kjetil Vaage & Erdal, Ivar John: *How locative are locative media? Towards a typology of locativeness in mobile media*. Volda University College.

Ørmen, Jacob: *Explicating engagement: A clarification of a contested concept*. University of Copenhagen.

Temporary Working Group 6: Media Across the Life Course

Castro, Gisela: *Brazilian advertising for an ageing population: Stereotypes challenged or further reinforced*. ESPM.

Bolin, Göran: *Generational analysis as a methodological approach to study mediated social change*. Södertörn University.

Damkjær, Maja Sonne: *The role of digital media for new parents' information practices: Negotiating parenthood truths*. Aarhus University.

Edström, Maria: *From invisible to capable. Strategies and mindset of journalists to include older persons*. University of Gothenburg.

Givskov, Cecilie: *Growing old with mediatization – reflexivity and sense of agency*. University of Copenhagen.

Hermansson, Camilla: *Mediatization of self-identity and divorce*. Luleå University of Technology.

Jerslev, Anne: *Ageing along with ageing stars: Jane Fonda – Lily Tomlin, and Grace and Frankie fandom on Facebook*. University of Copenhagen.

Johansen, Stine Liv: *I'm a fan of my fans! – young children as YouTube celebrities*. Aarhus University.

Kivimäki, Sanna: *Old mules and caring grannies? Gender and age in the contemporary Finnish media*. University of Tampere.

Lumme-Sandt, Kirsi: *Three decades of images of ageing in one 50+ magazine*. University of Tampere.

Lundtofte, Thomas Enemark: *Young children's media play in an app-based transmedia environment*. University of Southern Denmark.

Mahnke, Martina Skrubbeltrang; Schwartz, Sander Andreas & Lundtofte, Thomas Enemark: *Everyday struggles with technology*. IT University of Copenhagen; Roskilde University; University of Southern Denmark.

Petersen, Line Nybro: *The ageing body in Monty Python Live (Mostly)*. University of Southern Denmark.

Stenström, Kristina: *Spaces of loss and becoming – involuntary childlessness online*. Stockholm University.

Yläne, Virpi: *Print media advertising portrayals of older adults in the UK: Typological change and continuity*. Cardiff University.

Temporary Working Group 7: Visual Communication & Culture

Christensen, Christa Lykke: *Promoting old age: Visual representation of older people on the website of the Danish association for older people*. University of Copenhagen.

Fabos, Bettina: *Visualizing history: Using amateur photo resources towards an online photo history of everyday Hungarian Life*. University of Northern Iowa.

Hokka, Jenni: *Visual racism: Racialized images and irony in memes*. University of Tampere.

Klastrup, Lisbeth: *A holistic approach to the analysis of visual communication on social media*. IT University of Copenhagen.

Lehmuskallio, Asko; Häkkinen, Jukka & Sepänen, Janne: *Photorealistic computer-generated images are difficult to distinguish from digital photographs: A case study with professional photographers and photo-editors*. University of Tampere; University of Helsinki.

Mäenpää, Jenni: *Ethnographic observations of news image production*. University of Tampere.

Macková, Veronika & Gëla, František: *"I am the others. Can you see it?" Images of athletes with and without disabilities*. Charles University.

Mattus, Maria: *Too dead? Image analyses of humanitarian photos of the Kurdi brothers*. Jönköping University.

Schantz, Miriam von: *Experimenting with reception methodology, mapping events of spectating affective mockumentaries*. Örebro University.

Skjulstad, Synne: *Vetements: Mediatized fashion in the era of connectivity*. Westerdals Oslo School of Arts, Communication and Technology.

Weselius, Hanna: *The world according to Touko – a case study on current transformations in narrative documentary photography*. Aalto University.

Temporary Working Group 8: Audience Studies

Christidou, Dimitra: *Visitor studies: Understanding visitors' meaning-making practices*. University of Oslo.

Danielsson, Martin: *The merits of Bourdieu in qualitative audience research: Uncovering class and continuity in the fragmented space of media practice*. Halmstad University.

Doona, Joanna: *Young adult audiences, news, and news satire: A double-voiced engagement*. Lund University.

Gronemann, Sigurd Trolle: *Young learners in the new inclusive landscape of participatory and mediated museum learning*. University of Southern Denmark.

Haara, Paula; Reunanen, Esa; Näsi, Matti & Kivivuori, Janne: *Experiencing violence in a cross-media environment: A focus group study*. University of Tampere; University of Helsinki.

Kangaspunta, Veera: *Talvivaara, the 'hopeless case': Analysis of discourse strategies, discursive legitimation, re-legitimation and delegitimation in online news and news comments*. University of Tampere.

Katajamäki, Heli & Raatikainen, Olli: *Developing a research framework for readings of news items: Critical readings and readers' expertise*. University of Vaasa.

Keinonen, Heidi; Jensen, Pia Majbritt; Lemor, Anna Maria & Esser, Andrea: *Transnational audiences and modes of engagement: Studying the reception and consumption of musical talent formats*. University of Turku; Aarhus University; Saarland, University; University of Roehampton.

Kjus, Yngvar: *Music experience in the intersection of concerts and archives*. Lillehammer University College.

Lüders, Marika: *Audience taste cultures and streaming media services*. University of Oslo.

Nærland, Torgeir Uberg: *Audiences, expressive culture and public connection: The case of TV-series*. University of Bergen.

Olsson, Tobias; Viscovi, Dino & Samuelsson, Ulli: *Not a generation of non-users: Variations in elderly's online practices*. Jönköping University; Lund University; Linnaeus University.

Pruulmann-Vengerfeldt, Pille: *From audience to visitors to participants*. Malmö University.

Saabye, Sigrid N.: *The podcast is (a)live! Exploring the liveness of audio podcasts*. Aarhus University.

Sakariassen, Hilde: *Why so quiet? Exploring self-censorship in and silence in the digital public sphere*. University of Bergen.

Schröder, Kim Christian: *Algorithms, filter bubbles and echo chambers: How news audiences feel about getting their news from Facebook*. Roskilde University.

Voronova, Liudmila: *Journalists and audiences on the move: Territorial changes, ideological challenges and "imagined communities" in Ukraine*. Södertörn University.

Ægidius, Andreas Lenander: *Multi-format music use at the intersection of music downloading and music streaming practices: Abstract of a study of everyday digital music use and the remediation of music formats*. University of Southern Denmark.

Participants

DENMARK

Amanda Karlsson
Aarhus University

Anders Kristian Munk
University of Aalborg

Anders Sundnes Løvlie
IT University of Copenhagen

Andreas Gregersen
University of Copenhagen

Andreas Lenander Aegidius
University of Southern Denmark

Ane Kathrine Gammelby
Aarhus University

Anja Bechmann
Aarhus University

Anne Jerslev
University of Copenhagen

Anne Marit Waade
Aarhus University

Aske Kammer
IT University of Copenhagen

Bjarki Valtýsson
University of Copenhagen

Cecilie Givskov
University of Copenhagen

Chris Peters
Aalborg University

Christa Lykke Christensen
University of Copenhagen

Christian Hviid Mortensen
The Media Museum

Christina Neumayer
IT University of Copenhagen

Emilie Tinne Lehmann-Jacobsen
University of Copenhagen

Eva Novrup Redvall
University of Copenhagen

Flemming Svith
DMJX

Hanne Bruun
Aarhus University

Hanne Tække
Horsens Kommune

Hans-Jörg Trenz
University of Copenhagen

Helle Kannik Haastrup
University of Copenhagen

Inka Salovaara-Moring
University of Southern Denmark

Jacob Ørmen
University of Copenhagen

Jesper Tække
Aarhus University

Jessica Gustafsson
Aarhus University

Jiyoung Ydun Kim
Aarhus University

Karin Ryding
IT University of Copenhagen

Katrine Meldgaard Kjær
University of Southern Denmark

Kim Christian Schröder
Roskilde University

Kirsten Drotner
University of Southern Denmark

Kirsten Frandsen
Aarhus University

Kirsten Sparre
Aarhus University & DMJ

Kjetil Sandvik
University of Copenhagen

Klaus Thestrup
Aarhus University

Kristian Møller
IT University of Copenhagen

Line Petersen
University of Southern Denmark

Lisbeth Klastrup
IT University of Copenhagen

Lise Kapper
Odense City Museums/
The Media Museum

Luca Rossi
IT University of Copenhagen

Mads Møller Andersen
Aarhus University

Mads Rehder
Aarhus University

Maja Sonne Damkjaer
Aarhus University

Martina Skrubbeltrang Mahnke
IT University of Copenhagen

Mette Marie Roslyng
Aalborg University

Michael Bossetta
University of Copenhagen

Mikkel Eskjær
Aalborg University

Mogens Kjeldsen
Royal Danish Library

Mogens Olesen
University of Copenhagen

Nete Nørgaard Kristensen
University of Copenhagen

Norbert Wildermuth
Roskilde University

Participants

Pia Majbritt Jensen
Aarhus University

Poul Erik Nielsen
Aarhus University

Rasmus Helles
University of Copenhagen

Runge Troels
IT University of Copenhagen

Sander Schwartz
IT University of Copenhagen

Signe Sophus Lai
University of Copenhagen

Sigrid Nielsen Saabye
Aarhus University

Stig Hjarvard
University of Copenhagen

Stine Liv Johansen
Aarhus University

Stine Lomborg
University of Copenhagen

Susanne Eichner
Aarhus University

Teke Ngomba
Aarhus University

Thomas Enemark Lundtofte
University of Southern Denmark

Unni From
Aarhus University

FINLAND

Aino Saarenmaa
University of Tampere

Anita Nuopponen
University of Vaasa

Anna Rantasila
University of Tampere

Anne Leppäjärvi
Haaga-Helia University of Applied Sciences

Ari Heinonen
University of Tampere

Asko Lehmuskallio
University of Tampere

Camilla Haavisto
Åbo Akademi

Carl-Gustav Lindén
Helsingfors universitet/SSKH

Eeva Mäntymäki
University of Tampere

Eija Poteri
University of Tampere / Nordicom

Eliisa Vainikka
University of Tampere

Elisa Kannasto
Seinäjohti University of Applied Sciences

Epp Lauk
University of Jyväskylä

Esa Reunanen
University of Tampere

Esa Sirkkunen
University of Tampere

Gregory Ferrell Lowe
University of Tampere

Guna Spurava
University of Tampere

Hanna Reinikainen
University of Jyväskylä

Hanna Weselius
Aalto University

Heidi Keinonen
Independent scholar

Heikki Heikkilä
University of Tampere

Heikki Hellman
University of Tampere

Heli Katajamäki
University of Vaasa

Henrika Zilliacus-Tikkanen
University of Helsinki/SSKH

Iiris Ruoho
University of Tampere

Ilmari Hiltunen
University of Tampere

Jaana Hujanen
University of Helsinki

Janne Seppänen
University of Tampere

Jari Väliverronen
University of Tampere

Jarkko Kangas
University of Tampere

Jenna-Riia Oldenburg
Alma Mediapartners

Jenni Hokka
University of Tampere

Jenni Mäenpää
University of Tampere

Jenny Lindholm
Åbo Akademi University

Johanna Sumiala
University of Helsinki

John Grönvall
Arcada

Jonita Siivonen
Helsingfors universitet/SSKH

Juha Herkman
University of Helsinki

Juhani Linna
University of Tampere

Jukka Kortti
University of Helsinki

Kaarina Nikunen
University of Tampere

Kaarle Nordenstreng
University of Tampere

Kaisa Hiltunen
University of Jyväskylä

Kaisa Saarenmaa
Statistics Finland

Kaisu Innanen
University of Oulu

Kari Karppinen
University of Helsinki

Kari Koljonen
University of Tampere

Katja Lehtisaari
University of Helsinki

Katja Valaskivi
University of Tampere

Kinga Polynczuk-Alenius
University of Helsinki

Kirsi Lumme-Sandt
University of Tampere

Klas Backholm
Åbo Akademi University

Laura Ahva
University of Tampere

Laura Saarenmaa
University of Tampere

Lauri Palsa
University of Lapland / National
audiovisual Institute

Leonardo Custódio
University of Tampere

Lily Diaz-Kommonen
Aalto University

Margarita Khartanovich
University of Tampere

Mari Ainasoja
University of Tampere

Mari Pajala
University of Turku

Mari Pienimäki
University of Tampere

Mari Maasilta
University of Lapland

Marja-Liisa Kuronen
Aalto University

Marko Ala-Fossi
University of Tampere

Marko Ampuja
University of Helsinki

Markus Mykkänen
University of Jyväskylä

Markus Ojala
University of Helsinki

Matti Kortesoja
University of Tampere

Matti Mäntymäki
Turku School of Economics

Merja Koskela
University of Vaasa

Mervi Pantti
University of Helsinki

Mikko Grönlund
University of Turku

Mikko Hautakangas
University of Tampere

Mikko Villi
University of Jyväskylä

Niina Uusitalo
University of Tampere

Niklas Nylund
Rupriikki Media Museum

Olli Raatikainen
University of Vaasa

Olli Sotamaa
University of Tampere

Oulia Adzhoo Makkonen
University of Helsinki

Panu Uotila
University of Jyväskylä

Pasi Ikonen
University of Jyväskylä

Paula Haara
University of Tampere

Pauliina Tuomi
Tampere University of
Technology

Pekka Isotalus
University of Tampere

Pertti Vehkalahti
University of Tampere

Päivi Harkko
University of Tampere

Päivi Pahta
University of Tampere

Reeta Pöytäri
University of Tampere

Riitta Yrjönen
University of Tampere

Risto Kunelius
University of Tampere

Rita Järventie-Thesleff
Aalto University

Salla-Maaria Laaksonen
University of Helsinki

Salli Hakala
University of Helsinki

Sanna Kivimäki
University of Tampere

Sanna Ryynänen
University of Jyväskylä

Sinikka Torkkola
University of Tampere

Sirkku Kotilainen
University of Tampere

Sumita Sharma
University of Tampere

Susanne Hägglund
Åbo Akademi University

Taisto Hujanen
University of Tampere

Tanja Sihvonen
University of Vaasa

Tarmo Malmberg
University of Tampere

Thomas Slätis
University of Helsinki

Tiina Rautkorpi
University of Tampere

Tiina Räisä
University of Tampere

Timo Leskinen
National Audiovisual Institute

Tore Ståhl
Arcada / University of Tampere

Turo Uskali
University of Jyväskylä

Tuuli Lång
University of Tampere

Ullamaija Kivikuru
University of Helsinki

Veera Kangaspunta
University of Tampere

Ville Kumpu
University of Tampere

Ville Manninen
University of Jyväskylä

Visa Penttilä
Aalto University

ICELAND

Birgir Gudmundsson
University of Akureyri

Participants

Valgerdur Johannsdottir
University of Iceland

NORWAY

Agnieszka B. Jarvoll
Nord University/NTNU

Anders Gjesvik
HiOA – Oslo and Akershus
University College of Applied
Sciences

Anders Graver Knudsen
HiOA – Oslo and Akershus
University College of Applied
Sciences

Anja Aaheim Naper
HiOA – Oslo and Akershus
University College of Applied
Sciences

Ardis Storm-Mathisen
University of Oslo

Arne Krumsvik
University of Oslo

Banafsheh Ranji
University of Oslo

Bente Kalsnes
HiOA – Oslo and Akershus
University College of Applied
Sciences

Birgit Røe Mathisen
Nord University

Birgitte Kjos Fonn
HiOA – Oslo and Akershus
University College of Applied
Sciences

Bjørn Westlie
HiOA – Oslo and Akershus
University College of Applied
Sciences

Dimitra Christidou
University of Oslo

Ekaterina Pashevich
University of Oslo

Elin Johansen
UiT – The Arctic University of
Norway / University of Norway

Elin Strand Larsen
Østfold University College

Elisabeth Eide
HiOA – Oslo and Akershus
University College of Applied
Sciences

Elise Seip Tønnessen
University of Agder

Elsbeth Frey
HiOA – Oslo and Akershus
University College of Applied
Sciences

Erik Knudsen
University of Bergen

Espen Ytreberg
University of Oslo

Faltin Karlsen
Westerdals Oslo School of Arts,
Communication and Technology

Fanny Duckert
University of Oslo

Gøril Borgen Eide
HiOA – Oslo and Akershus
University College of Applied
Sciences

Harald Hornmoen
HiOA – Oslo and Akershus
University College of Applied
Sciences

Heidi Rosok-Dahl
HiOA – Oslo and Akershus
University College of Applied
Sciences

Heikki Hiilamo
VID Specialized University Oslo

Helle Sjøvaag
University of Bergen

Henrik Grue Bastiansen
Volda University College

Hilde Arntsen
HiOA – Oslo and Akershus
University College of Applied
Sciences

Hilde Sakariassen
University of Bergen

Ida Vikøren Andersen
University of Bergen

Ingeborg S. H.Holmene
Inland Norway University of
Applied Sciences

Ivar John Erdal
Volda University College

Jan Fredrik Hovden
University of Bergen

Jens Barland
NTNU – Norwegian University
of Science and Technology

John Magnus Dahl
University of Bergen

Jostein Gripsrud
University of Bergen

Kjetil Øie Vaage
Volda University College

Knut Lundby
University of Oslo

Kristin Skare Orgeret
HiOA – Oslo and Akershus
University College of Applied
Sciences

Kristine Jørgensen
University of Bergen

Leif Ove Larsen
University of Bergen

Lisbeth Morlandsto
Nord University

Marika Lüders
University of Oslo

Martine Leknes
University of Bergen

Niamh Ni Bhroin
University of Oslo

Nina Kvalheim
University of Bergen

Ragnhild Eg
Westerdals Oslo School of Arts,
Communication and Technology

Ragnhild Mølster
University of Bergen

Robert Wallace Vaagan
HiOA – Oslo and Akershus
University College of Applied
Sciences

Roel Puijk
Inland Norway University of
Applied Sciences

Rune Ottosen
HiOA – Oslo and Akershus
University College of Applied
Sciences

Solveig Steien
HiOA – Oslo and Akershus
University College of Applied
Sciences

Steen Steensen

HiOA – Oslo and Akershus
University College of Applied
Sciences

Steffen Krüger

University of Oslo

Synne Skjulstad

Westerdals: Oslo School of Art,
Communication and Technology

Thomas Wold

University of Bergen

Tine Eide

HiOA – Oslo and Akershus
University College of Applied
Sciences

Torgeir Uberg Nærland

University of Bergen

Trine Kvidal-Røvik

UiT The Arctic University of
Norway

Trine Syvertsen

University of Oslo

Turid Borgen

University of Stavanger

Turid Øvrebø

Volda University College

Yngvar Kjus

University of Oslo

Yngve Benestad Hågvar

HiOA – Oslo and Akershus
University College of Applied
Sciences

SWEDEN**Anna Maria Jönsson**

Södertörn University

Anna Roosvall

Stockholm University

Annika Bergström

The SOM Institute
University of Gothenburg

Annika Egan Sjölander

Umeå University

Björn Berg Marklund

University of Skövde

Bo Reimer

Malmö University

Britt-Marie Leivik-Knowles

Jönköping University

Camilla Herrmannson

Luleå University of Technology

Carina Tenor

Södertörn University

Catharina Bucht

Nordicom
University of Gothenburg

Charlotte Jangdal

Mid Sweden University

David Cheruiyot

Karlstad University

Dino Viscovi

Linnæus University

Elena Johansson

Södertörn University

Eva Harrie

Nordicom
University of Gothenburg

Florencia Enghel

Stockholm University

Fredrik Stiernstedt

Södertörn University

Gunnar Nygren

Södertörn University

Göran Bolin

Södertörn University

Göran Svensson

Uppsala University

Heike Graf

Södertörn University

Henrik Örnebring

Karlstad University

Huang Ling-Yi

Linnæus University

Ingela Wadbring

Nordicom
University of Gothenburg

Jakob Svensson

Malmö University

Jessica Edblom

Karlstad University

Joanna Doona

Lund University

Johannes Bjerling

Nordicom
University of Gothenburg

Jonas Ohlsson

Nordicom
University of Gothenburg

Karin Björkqvist Hellingwerf

Nordicom
University of Gothenburg

Karin Fast

Karlstad University

Karin Wennström

Jönköping University

Kristina Riegert

Stockholm University

Kristina Stenström

Stockholm University

Liisa Sömersalu

Södertörn University

Linus Andersson

Halmstad University

Liudmila Voronova

Södertörn University

Maarit Jaakkola

Nordicom
University of Gothenburg

Margareta Melin

Malmö University

Maria Edström

University of Gothenburg

Maria Jervelycke Belfrage

University of Gothenburg

Maria Mattus

Jönköping University

Maria Nilsson

Mid Sweden University

Mart Ots

Jönköping University

Martin Danielsson

Halmstad University

Md Nabil

University of Gothenburg

Mia Jonsson Lindell

Nordicom
University of Gothenburg

Participants

Miriam von Schantz
Örebro University

Nico Carpentier
Uppsala University

Nils Gustafsson
Lund University

Patrick Prax
Uppsala University/Campus
Gotland

Paulina Rajkowska
Uppsala University

Per Ståhlberg
Södertörn University

Peter Jakobsson
Södertörn University

Pille Pruulmann-Vengerfeldt
Malmö University

Pär Brolin
Wasabi Web

Sara Leckner
Malmö University

Sol Agin
Karlstad University

Stina Bengtsson
Södertörn University

Therese Hedman Monstad
Uppsala University

Tobias Olsson
Lund University

Torbjörn von Krogh
Demicom/Mid Sweden
University

Ulf Sandqvist
Umeå University

Ulrika Facht
Nordicom
University of Gothenburg

Vaia Doudaki
Uppsala University

Ylva Ekström
Uppsala University

Yuliya Lakew
Örebro University

AUSTRIA

Eva Goldgruber
University of Applied Sciences
Graz

BRAZIL

Gisela Castro
ESPM

CHINA

Sisu Xu
Fudan University

Han Yongqing
Chongqing University of Arts and
Sciences

Shixin Zhang
The University of Nottingham
Ningbo China

CZECH REPUBLIC

František Géla
Charles University

Veronika Macková
Charles University

ESTONIA

Arko Olesk
Tallinn University

Indrek Ibrus
Tallinn University

GERMANY

Barbara Brandstetter
University of Applied Sciences
Neu-Ulm

Fabian Zimmermann
University of Mannheim

Lothar Mikos
Filmuniversität Babelsberg

Regina Greck
Catholic University Eichstaett-Ingolstadt

Sabine Baumann
Jade University of Applied
Sciences

Sven-Ove Horst
Bauhaus-University Weimar

ITALY

Javier Ruiz Soler
European University Institute

Dragana Lazic
University of Tsukuba

Natalia Novikova
University of Tsukuba

KENYA

Abraham Mulwo
Moi University, Eldoret

LITHUANIA

Kestas Kirtiklis
Vilnius University

MONTENEGRO

Jelena Perovic
UNICEF Montenegro

NEPAL

Sanju Devkota
Spring Society Nepal, NGO

PORTUGAL

Ana Cristina Pereira
University of Minho

Carla Cerqueira
University of Minho

SPAIN

Anna Sendra
Universitat Rovira i Virgili

Karen Arriaza Ibarra
Universidad de Complutense
Madrid

THE NETHERLANDS

Liesbeth Hermans
Windsheim University of
Applied Sciences

Nico Drok
Windsheim University of
Applied Sciences

TURKEY

Alparslan Nas
Marmara University

UK

Cathrin Bengesser

Birkbeck, University of London

Jackie Stacey

University of Manchester

Jen McCall

Emerald Publishing

Jón Gunnar Ólafsson

Goldsmiths, University of
London

Lilie Chouliaraki

London School of Economics and
Political Science

Virpi Ylanne

Cardiff University

USA

Bettina Fabos

University of Northern Iowa

Christopher Martin

University of Northern Iowa

Doga Eralp

American University

Elham Atashi

Georgetown University

Patrick Burkart

Texas A&M University

Tuija Parikka

St. John's University

23rd Nordic Conference on Media and Communication Research
August 17-19, 2017, Tampere, Finland

Thursday, 17 August

- 11.00–13.00 Registration
- 13.00–13.30 Opening of the conference: Mediated realities – Global challenges
Welcome speeches by *Eliisa Vainikka*, President, Finnish Association for Media and Communication Studies and *Katariina Mustakallio*, Vice Rector, University of Tampere
- 13.30–15.00 Keynote *Jackie Stacey*, Feminism, cultural studies and queer theory:
An unfinished conversation
Moderator *Iiris Ruoho*
- 15.30–18.00 **Sessions**
- 18.00–21.00 Coming together, University theatre annex “Monttu”

Friday, 18 August

- 09.00–10.00 **Sessions**
- 10.15–12.00 **Sessions**
- 13.00–14.15 Keynote *Lilie Chouliaraki*, Face and the ethics of the selfie: A case study in refugee self-representation
Moderator *Kaarina Nikunen*
- 14.15–15.15 **Sessions**
- 15.45–17.15 **Sessions**
- 17.15–18.00 National meetings
- 19.00 Tampere City Reception, Old City Hall

Saturday, 19 August

- 09.00–10.00 Sessions
- 10.15–12.00 Sessions
- 13.00–14.30 Panel: ”Media scholars facing global challenges – advocates or outsiders”
Panel Chair *Heikki Hiilamo*
Panellists *Maria Edström, Stig Hjarvard, Risto Kunelius, Kristin Skare Orgeret*
- 14.30–16.15 Sessions
- 16.30–17.30 NordMedia business meeting for division and TWG chairs and vice-chairs and organizing committee
- 19.00 / 20.00 Gala dinner, Hotel Rosendahl

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Nordiskt Informationscenter för Medie- och Kommunikationsforskning

Göteborgs universitet
Box 713, SE 405 30 Göteborg
Telefon +46 31 786 00 00 • Fax + 46 31 786 46 55

e-post info@nordicom.gu.se

www.nordicom.gu.se

ISBN 978-91-87957-87-1



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