

New Literature

Denmark

Bruhn Jensen, Klaus: *The social semiotics of mass communication*. London, Sage Publications, 1995, 228 p., ISBN 0-8039-7809-X.

This book offers a broad-ranging, innovative framework for understanding the key role of the mass media in the social production of meaning. The author draws on classic positions on the relations between communications and society, and on recent work in both social sciences and humanities. In particular, he brings together the traditions of semiotic research on media content, image and discourse, with current communication research on the audience as an active participant in the interpretation of mediated meanings.

Frid-Nielsen, Niels (ed.): *Freedom of expression: the acid test*. Stockholm, Nordic Council, 1995, 129 p., ISBN 92-9120-757-8, (NORD; 1995:38), (Nordic debate), ISSN 0903-7004. (Nordisk Råd; Nordisk Ministerråd).

A collection of articles which open a debate on the subject of freedom of expression, the jumping-off point being the death sentence issued by the Khomeini regime against author Salman Rushdie.

Hansen, Flemming: *Recent developments in the measurement of advertising effectiveness: the third generation*. København, Copenhagen Business School, 1995, 22 p., (Research paper; 1995:1), ISSN 0900-1808. (Handelshøjskolen i København, Institut for Afsætningsøkonomi).

A study of the historical development of advertising testing, including recent developments in the measurement of advertising effectiveness. The paper shall primarily be concerned with pretesting.

Hong, Nathaniel: *Sparks of resistance: the illegal press in German-occupied Denmark, April 1940 – August 1943*. Odense, Odense University Press, 1996, 308 p., ISBN 87-7838-126-6, (Odense University studies in history and social sciences; 190). Note: Chapter three was published as Journalism monographs; 146.

This book attempts to describe the scope and functioning of the illegal press that arose in Denmark during the German occupation, to place it in context, and to understand how it contributed to the subversion of the official policy of accommodation to Germany in the period April 9, 1940 through August 1943.

Kühn Pedersen, Mogens: *A theory of information systems: the business cycle model: economics, organisation, information systems and management*. Frederiksberg, Samfundslitteratur, Roskilde Universitetsforlag, 1996, 511 p., ISBN 87-593-0588-6. Note: Dr. diss.

This book argues not only for an interdisciplinary research foundation of information systems but for a conception of information which calls upon other disciplines in a determined way rather than the opposite, the other disciplines calling upon information systems in an ad hoc way. The conception of information therefore bears upon issues in the management of the firm. The author argues how efficiency objectives, information, organi-

sation and management must interrelate to enhance business effectiveness.

Philipsen, Hans Henrik (ed.); Markussen, Birgitte (ed.): *Advocacy and indigenous film-making*. Århus, Intervention Press, 1995, 74 p., ISBN 87-89825-09-8, (INTERVENTION – Nordic papers in critical anthropology; 1), ISSN 0909-9778.

Today the field of visual anthropology embraces theoretical analyses of audiovisual communication as well as a wide range of practical activities such as training seminars for future generations of filmmakers in the First and Fourth World. A concern with visual anthropology and ethnographic film is to some extent on cinema produced about native groups and does not necessarily have very much to do with cinema produced by indigenous peoples themselves. The present selection of articles is meant to reflect this diversity in visual anthropology. The articles are papers emanating from the Nordic Anthropological Film Seminar held at the European Film College in Ebeltoft, Denmark, in October 1993. Contains among other things the following articles:

Introduction: the professional native and technological broker (Hans Henrik Philipsen og Birgitte Markussen), *Nature and advocacy in ethnographic film: the case of Kayapó imagery* (Peter Ian Crawford).

Skouby, Knud Erik; Falch, Morten; Herten, Anders: *Social and economic implications of telecommunications*. Lyngby, Danmarks Tekniske Universitet, 1995, 252 p., ISBN 87-90288-01-7, (CTI-report; 95:2). (Danmarks Tekniske Universitet, Center for Tele-Information / CTI).

The scope of this anthology is to present a collection of papers dealing with different aspects of tele-information. The anthology is divided into six different parts each dealing with different socio-economic aspects: 1) Telecommunications economics; 2) Electronic data interchange – technical and organizational barriers; 3) Impact of telecommunications on other sectors; 4) Internationalization of telecommunication services; 5) Telecommunications in developing and transitional economies; 6) Danish telecommunications policy.

Articles

Bondebjerg, Ib: Public discourse/private fascination: hybridization in "true-life-story" genres. *Media, Culture and Society* 18(1996)1, ISSN 0163-4437, pp. 27-45.

Describes new forms of television documentary – building on the documentary film tradition – where hybridization of factual forms and fictional elements are found. It can either take the form of observational, voyeuristic images of "back stage", social and private life, dramatized true-life narratives or highly meta-communicative forms of play with factuality and objectivity. According to the author the increase in forms with blurred borderlines and hybrid genre formats makes it all the more necessary to take a look at the interaction between private and public discourses and at the pragmatic dimension of reception.

Clark, Mark; Nielsen, Henry: Crossed wires and missing connections: Valdemar Poulsen, the American Telegraphone Company, and the failure to commercialize magnetic recording. *Business History Review* 69(1995)1, ISSN 0007-6805, pp. 1-41.

The first magnetic recorder, the telegraphone, was invented in 1898 in Denmark. Despite favorable publicity and considering investment, the telegraphone was a commercial failure. This article uses the theoretical concept of "frames of meaning" to explain that failure, focusing on three factors in particular: Denmark's status as a technologically peripheral country, the telephone orientation of the telegraphone's inventors, and management failures by the firm set up to manufacture the machine.

Knudsen, Susanne V.; Tufte, Birgitte: Youth culture: towards new educational texts. In: Skyum-Nielsen, Peder (ed.): *Text and quality: studies of educational texts*, Oslo, Scandinavian University Press, 1995, 187 p., ISBN 82-00-22453-8, pp. 122-133.

The article tries to show that the young people at school today require a new and broader type of qualification involving an extended textuality that integrates verbal and non-verbal expression and regards the multicultural expressive forms of the media as good educational texts.

Poulsen, Jørgen: Denmark: From community radio to regional television. In: Moragas Spà, Miquel de; Garitaonandia, Carmelo (eds.): *Decentralization in the global era: television in the regions, nationalities and small countries of the European Union*, London, John Libbey, 1995, 234 p., ISBN 0-86196-475-6, pp. 35-41.

A description of the Danish regional television model, including a survey of television in Greenland and the Faroe Islands.

Tufte, Birgitte: An integrated approach to media education in Europe. *Media Development* 42(1995)2, ISSN 0143-5558, pp. 25-28.

Media education has gradually gained status in many countries all over the world during the past two decades, although only a few countries have integrated it into the curriculum of the school. The article describes the current situation in Europe.

Tufte, Thomas: *How do telenovelas serve to articulate hybrid cultures in contemporary Brazil? København, Københavns Universitet*, 1995, 19 p. Note: Public lecture given March 1995 in completion of Ph.D. degree at Department of Film and Media Studies, University of Copenhagen.

How do telenovelas serve to articulate hybrid cultures in contemporary Brazil? In order to answer this question, the author will first introduce what a telenovela is and what hybrid cultures in contemporary Brazil are. Thereafter, he will enter more into the answering of the question by elaborating on three main findings from the case study in his Ph.D. thesis "Living with the Rubbish Queen: a media ethnography about telenovelas in everyday life of Brazilian women".

Aslama, Minna: *Private talk in public: a case study on a talk show in Finnish television*. Helsinki, Helsinki School of Economics and Business Administration, 1995, 35 p., ISBN 951-702-812-1, (Working papers, W; 124), ISSN 1235-5674. (Helsinki School of Economics and Business Administration).

The publication deals with the dualisms public/private and written/spoken. Following questions are studied: The role of a talk show in public discussion, listeners reception of a talk show, women's vs. men's reception of a talk show and how this reflects women's position in political discussions. Research object is the television talk show "Haastattelijana Mirja Pyykkö".

Paasilinna, Reino: *Glasnost and Soviet television: a study of the Soviet mass media and its role in society from 1985-1991*. Helsinki, Finnish Broadcasting Company, 1995, 211 p., ISBN 951-43-0696-1, (Research report; 1995, 5).

The Soviet mass communication during 1985-1991 is studied. The first part of the book gives a general overview of glasnost and its background. The second part presents the role of the media, in particular the central television, in the process leading to the dissolution of the Soviet Union.

Rekola, Juha: *Excluding the minorities: ethnic representation in the Finnish press*. Helsinki, Kehitysyhteistyön palvelukeskus, 1996, 40 p., ISBN 951-8925-26-7, (Kehitysyhteistyön palvelukeskuksen raporttisarja; 10), ISSN 1236-4797. (Finnish International Development Agency). Note: The paper is based on the author's MA dissertation to the University of Wales, Cardiff College

In the report the growing racism and the role of communication are studied. The status of different groups, e.g. ethnic minorities, refugees, asylum applicants and foreign workers is studied. In the research the method of Teun A. van Dijk is used. The report includes newspaper articles about ethnic minorities.

Steinbock, Dan: *Triumph and erosion in the American media and entertainment industries*. Westport, Conn., Quorum

Books, 1995, xv, 328 p., ISBN 0-89930-914-3.

The publication is a product of a research project started in 1986 and it is meant for students investigating film, television, communication, applied economics, industry, competition strategies and financing. It may also be useful for professionals in communication and industry and for authorities, economists and journalists.

Valaskivi, Katja: *Wataru seken wa oni bakari: mothers-in-law and daughters-in-law in a Japanese television family drama*. Jyväskylä, University of Jyväskylä, 1995, 112 p., ISBN 951-34-0644-X, (Nykyltötuurin tutkimusyksikön julkaisuja; 46), ISSN 0782-8632. (University of Jyväskylä, Research Unit for Contemporary Culture).

In this textual study the representations of the mothers-in-law and daughters-in-law in a Japanese television family drama are looked at. Through two constructed reading positions the serial appears as a space where changes in the sex-gender system and the family ideology are discussed.

Articles

Dellinger, Brett: Concision: the constraints of the commercial discourse style. In: *Erikoiskielet ja käännteoria: VAK-KI-symposiumi XV*, Vöyri 11.-12.2.1995, Vaasa, Vaasan yliopisto, 1995, ISBN 951-683-564-3, (Vaasan yliopisto, humanistinen tiedekunta, käännteorian ja ammatikielten tutkijaryhmä; 20), ISSN 1235-5992, pp. 34-46. (University of Vaasa, Department of Arts).

The concision technique and the impact of the CNN in Finland are studied. According to Noam Chomsky concision is a discourse method. "Soundbite" in commercial television news in the USA is an example of this method.

Florin, Bo: Camouflaged technique: optical transitions in the films of Victor Sjöström. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 71-83.

The camera technique of Victor Sjöström is examined. In Sjöström's films the mobility of the camera is used with utmost moderation. His film style differs considerably from that of contemporary

Hollywood cinema. Devices considered as "primitive" in Hollywood context are used as a part of a conscious stylistic strategy which the author calls "camouflaged technique"

Hellman, Heikki: A toy for the boys only?: reconsidering the gender effect of video technology. *European journal of communication* 11(1996)1, ISSN 0267-3231, pp. 5-32.

Technology is traditionally considered to belong to the men's world. Is the video only "a toy for the boys"? The use of video in England, Finland and Sweden during 1984-91 is studied, especially considering men vs. women viewers. According to the author men are interested in sports and news, women in drama and soap operas.

Hietala, Veijo: The real thing?: the hauntings of realism in contemporary media theory. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 93-97.

The technical and ethical realism in cinema studies and the film image's capability to reproduce reality are discussed.

Kalliokoski, Jyrki: Affect, ideology and the narrator's point of view in news reports. In: Ventola, Eija; Solin, Anna (eds.): *Interdisciplinary approaches to discourse analysis*, Helsinki, University of Helsinki, Department of English, 1995, 180 p., (The new courant; 4), ISSN 1236-3103, pp. 119-134. (University of Helsinki, Department of English).

In the article the development of the Finnish press news report during the last hundred years is studied. The research material is from the years 1890 and 1994. The author examines the news discourse in order to find out whose feelings and values the news are reflecting and which linguistic methods are used.

Lahti, Martti: "Gosh, what's the world coming to next!": the sonic spectacle and early sound cinema. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 49-61.

The development of sound cinema and melodrama is discussed. Tom Gunning's conception of cinema is presented.

Laitila, Tiina: Journalistic codes of ethics in Europe. *European journal of com-*

munication (1995)4, ISSN 0267-3231, pp. 527-544.

The rules and regulations of journalism are examined. Special attention is paid to differences in the journalistic codes of ethics found in the European countries. The article is based on a pro gradu thesis at the University of Tampere.

Lundemo, Trond: Decomposition of movement and the photogram: the conception of the photogram in the work of Marey, Vertov, Eisenstein and Godard. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 30-48.

The relation between movement and photogram especially in the films of Godard, Vertov, Marey and Eisenstein is discussed. The production of Godard in the 70's and 80's is compared with earlier film technique and the conception of image and movement with special attention to the innovations by Etienne Jules Marey and the films and writings of Sergei Eisenstein ja Dziga Vertov.

Nordenstreng, Kaarle: The journalist: a walking paradox. In: *The democratization of communication*, Cardiff, University of Wales Press, 1995, XII, 223 p., ISBN 0-7083-1323-X, pp. 114-129.

The MacBride-commission aspects on contemporary journalism are studied. A paradox of four dimensions is studied: accuracy, speed, seriousness and autonomy. The three key factors in the information society are the journalists, the politicians and the citizens. This triangular relation leads to democratization. Finally the importance of the Unesco communication declaration to journalism and journalistic ethics is discussed.

Nordenstreng, Kaarle: The NWICO debate: module four: unit 20. Leicester, University of Leicester, 1995, 403-454 p., ISBN 0-903507-25-0.

"New World Information and Communication Order" is a central concept in international communication studies. The concept was originally defined in Tunis in 1976 and covers the field of news, communication, journalism and human rights. The publication presents the 11 mass communication articles stated in the UNESCO conference in 1978.

Rantanen, Terhi; Vartanova, Elena: News agencies in post-communist Russia: from state monopoly to state dominance. *European journal of communication* 10(1995) 2, ISSN 0267-3231, pp. 207-220.

The transformation of Russian news agencies occurred within the general framework of perestroika. The article focuses on the new competitive situation in the Russian news market, examines the origins of private news agencies and identifies the major changes in the position and functions of state-owned agencies. New relationships between news agencies as suppliers and the Russian media as consumers of political news are examined. The importance of financial news for the modern Russian news agencies is shaped.

Schantz Lauridsen, Palle: Defining a new media: the discourse on and technology of sound film in Denmark and the USA, 1923-1930. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 62-70.

Film history in the USA and in Denmark is presented. Sound film in the USA and in Denmark in the 1920's was never narrative according to the author.

Sihvonen, Jukka: Technobody metamorphoses. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 16-29.

The transformation of the "technobody" and the incorporation in films are studied. The key questions are: what is defined as natural and what is defined as artificial in the bodily perspective. The comprehension of intertextuality and idea formation in film are discussed.

Söderbergh-Widding, Astrid: Eidölon/ imago: some reflections on the film image. *Lähikuva* (1995)3, ISSN 0782-3053, pp. 4-15.

The visual experiences and the western conception of images are studied beginning with the antique death masks and ending with our concepts of film.

Wiio, Osmo A.: Is television a killer: an international comparison. *Intermedia* 23 (1995)2, ISSN 0309-118X, pp. 26-31.

The article presents an international research on violence in television. In the research statistics from different countries were compared using cluster analy-

sis. The analysed data covered the number of televisions, viewing hours, violent crimes and violence in the television programmes. Norway

Norway

Nærø, Gry Scholz: *News on assembly line: managerial or professional control of the newspaper?: the transformation of the American newspaper industry 1970-1990*. Bergen, Universitetet i Bergen, 1996, 297 p., ISBN 82-578-0341-3, (Institutt for medievitenskap Rapport; 25), ISSN 0801-2814. (Universitetet i Bergen, Institutt for medievitenskap). Note: The report is registered earlier, as graduate thesis, see NORDICOM NO 198830115.

There has been an enormous growth of media monopolies in the United States for the last 25 years, bringing about greater homogenisation in the news, increased national control over local outlets and an integration of the newspapers and other media within the corporate nexus of American industry. The author tries to show the link between these industrial trends, the introduction of new computer technology, the new organisational strategies toward a changing market, and the influence this has on the work of journalists. Loss of autonomy for the professions and control over their work are among the results of the computerisation and Taylorisation of the work process. "The corporate newsroom" has also led to an increasing sameness of American news-media.

Reiakvam, Oddlaug: *Bilderøyndom røyndomsbilde: fotografi i kulturanalytisk perspektiv*. Bergen, Universitetet i Bergen, 1994, 320 p. + app., (Universitetet i Bergen, Institutt for kunsthistorie og kulturvitskap). Note: Doctoral thesis. App. includes some of the analysed photographs.

The author will place the photography as a phenomenon in the cultural scientific field by visualising it as a visual medium, and by doing picture and cultural analysis on her three types of material. The material contains photographs from three Norwegian photo archives: The professional, commercial tourist photographer Knud Knudsen's national portraits 1870-1880, the amateur photographer Lauritz Bekker Larsen's family photos

from 1897-1920 and the local parish photographer Olai Fauske's photos from 1905-1920.

Skogerbø, Eli: *Privatising the public interest: conflicts and compromises in Norwegian media politics 1980-1993*. Oslo, Universitetet i Oslo, 1996, 375 p., ISBN 82-570-6091-7, (Rapport; 20), ISSN 0802-1872. (Universitetet i Oslo, Institutt for medier og kommunikasjon.). Note: Dr. polit. dissertation submitted to the Department of political science, University of Oslo.

The author discusses justifications for regarding the media as democratic institutions with specific obligations towards the public. She then uses these justifications as starting points for evaluating the development of political objectives and regulatory instruments in the media sector. She also confronts the results of the broadcasting reforms in Norwegian local broadcasting with the objectives, and evaluates the development. The empirical analysis is structured around the political decision-making process, and around some "critical turning points" between 1981-1993.

Aarseth, Espen: *Cybertext: perspectives on ergodic literature*. Bergen, Universitetet i Bergen, 1995, 218 p., (Universitetet i Bergen). Note: A Ph.D. dissertation.

The author will show what the functional differences and similarities among the various textual media imply about the theories and practices of literature. The exploration is based on the concepts and perspectives of narratology and rhetoric. He analyses adventure games and MUDs (multi-user discourse), and wants to produce a framework for a new theory of cybertext or ergodic literature, and identify the key elements for this perspective.

Sweden

Hultén, Olof: *Digital television broadcasting – implications for national media policy: some notes on the case of Sweden*. Paper presented to the IAMCR Conference, Sydney, August, 1996. Stockholm, Sveriges Television, 1996, 7 p.

The paper starts with description of the evolution of the present broadcasting sys-

tem in Sweden, further discusses four alternatives for future digital distribution – terrestrial broadcasting, cable distribution, satellite distribution and telecom networks, digital platforms in Sweden and reactions to the proposal to digitalize terrestrial television.

Rydin, Ingegerd: *Making sense of tv-narratives: children's reading of a fairy tale*. Tema Barn, Linköpings universitet, 1996, 284 p., ISBN 91-7871-712-4, (Linköpings Studies in Arts and Science; 142), ISSN 0282-9800. Note: Dr. diss.

The present study deals with young children's reading and reception of television fiction. Theoretically, the study is interdisciplinary, combining text-reader oriented approaches within literature theory and sociocultural approaches within psychology and sociology. A television program within the genre of fairy tales is

analyzed by using both narratological and psychological theoretical frameworks. Issues of intertextuality, dialogism, narrative codes, cinematic and literary conventions are considered in the analysis.

Articles

Gustafsson, Karl Erik; Weibull, Lennart: European newspaper readership – an overview. In: *Europeans Read Newspapers*. Bryssel, ENPA, 1996, 118 p., ISBN 90-803033-1-3, pp. 27-54.

The article looks into the development trends of European newspapers mainly from a readership point of view. The authors point out countries with similar newspaper penetration and analyses the reasons for the position of newspaper in their national contexts. Furthermore common development trends in countries with different strengths of newspapers are dis-

cussed, as well as the strategies of the newspaper industry. The authors also present an overview of newspapers share of the advertising market and relate it to readership levels. Finally they formulate some general conclusions concerning newspaper development in Europe.

Rosengren, Karl Erik: Klaus Bruhn Jensen: The social semiotics of mass communication. London: Sage, 1995. (Review article). *European Journal of Communication* 11(1996)1, ISSN 0267-3231, pp.129-141.

The author critically evaluates the empirical results presented by Jensen, as well as the methodology used to gain those results, and the substantive theory forming the framework in terms of which they have been produced. Finally Jensen's empirical results are discussed.