



LUNDS  
UNIVERSITET

# KOM Public seminar series

LUND UNIVERSITY | DEPARTMENT OF COMMUNICATION AND MEDIA  
AUTUMN 2017

# Reality TV Crime Programmes

AUGUST 30 | 1-3 PM | SOL FACULTY CLUB | RESEARCH SEMINAR

Annette Hill is a Professor of Media and Communication at Lund University, and Visiting Professor at CAMRI, University of Westminster, UK. Her research focuses on audiences, with interests in media engagement, everyday life, production practices, genres and cultures of viewing. She is the author of seven books and numerous journal articles and book chapters on news and documentary, reality TV, television drama and entertainment, ethics and media violence, live events and sports entertainment. Her latest book is *Reality TV: Key Ideas* (Routledge 2015) and her forthcoming book is *Media Experiences* (Routledge 2018).

"Crime reality television is a significant origin story in understanding reality entertainment. This research uses a cultural approach to the study of genre in relation to the origins of crime reality television and its development across news, documentary, drama and entertainment. In the 1980s crime reality television captured the public's imagination with cold cases, ongoing criminal investigations, surveillance feeds, and live appeals to the public for information to catch criminals. Early crime reality television borrowed from other factual genres, including news reportage, crime and observational documentary, and crime drama; this mixing of different generic elements helped to create representations of crime that were a combination of dramatised spectacles, surveillance footage, and public appeals.

What united this mix of factual and dramatic styles was the sense of liveness; the live address to the public, and the caught in the act camerawork, contributed to an experience of watching as immediate and real. This feeling of liveness, a central component of television itself, meant that crime reality television was popular entertainment that also connected to the real world, inviting audiences and publics to engage with crime in their local neighbourhood, in society, and in public debates about law and order. This was citizen crime television that had commercial and public appeal. At some point in the origin story of reality television, crime was overshadowed by the global development of this entertainment genre. What happened to crime reality television?

Today, true crime is flourishing in commercial zones, for example on branded digital television channels like CBS Reality, or international surveillance format *Hunted*, and subscription video on demand true crime *Making a Murderer*. Many of these popular series tap into that feeling of liveness so crucial to early crime reality television, particularly the connection between representing crime and the real world. This makes crime reality television a rich site of analysis for an intergeneric space where there are tensions surrounding the staging of real crime for entertainment, and its connection to traditional values of authority and duty, representations of ethnicity, gender and social class, and broader moral, legal and political issues.

# High Technology Clusters and The Creative Industries

SEPTEMBER 13 | 1-3 PM | SOL FACULTY CLUB | INTERNATIONAL GUEST SEMINAR

The presentation is based on current research by Prof Lizzie Jackson, and deconstructs the organisational culture of today's High Technology and Media Clusters typified by TechCity UK in London and Silicon Valley in the USA (see [www.creativemediaclusters.com](http://www.creativemediaclusters.com)). In the Industrial Age factories aggregated in city locations to take advantage of steam power and distribution networks: roads, railways, and canals. It was also easier to house the large numbers of workers needed to service the machines of textile or steam production in dense tenement blocks.

In 'the weightless economy' (Picard, 2011) of the digital or Knowledge Age firms still cluster but for different cultural, economic, political and technological reasons. Project-based production in clusters of small to medium-sized businesses often either replace or support the large corporations. Global Corporations such as Google and Amazon are - themselves - aggregations of smaller businesses which they have taken over. In the digital economy co-working spaces enable high technology communities to grow through agile working enabled by co-location, knowledge-sharing and the presence of common values.



Photo: Fredrik Miegel

Professor Lizzie Jackson is Director of Research for the School of Arts and The Creative Industries at London South Bank University. She researches emerging forms of public service media with particular emphasis on the Web, and Social Media. She is an advisor and policy-maker to the Council of Europe on public service media, digital culture, and the empowerment of citizens. Lizzie is also an advisor to the UK Intellectual Property Office. She was named 'One of the 100 innovators of the Internet Decade' by NOP World in 2004 for her work encouraging the development of Online Communities in the UK, and Internet Safety.

Before becoming an academic Lizzie worked for BBC Radio, BBC Online, and BBC New Media and Technology where she developed and managed the BBC's online communities, first streamed events, and Internet safety initiatives. She was nominated for a Guardian 'Race In the Media Award' for the BBC's Asian Life website. As Managing Director of Soundbite Productions Limited 80% of her radio documentaries were critics choice of the day. She has won research grants from the AHRC, the EPSRC, and the Paul Hamlyn Foundation to undertake applied and pure research, and she publishes widely in books and journals. She is an experienced international speaker, a Fellow of the Royal Society of Arts and Manufacturing, and an Associate Member of BAFTA.

# Genus, sport och mediekultur

## Perspektiv på identitet, kulturellt medborgarskap och lokaljournalistik

20 SEPTEMBER | 13-15 | SOL FAKULTETSKLUBBEN | DOKTORANDPRESENTATION

**Britt-Marie Ringfjord är doktorand i medie- och kommunikationsvetenskap vid institutionen för kommunikation och medier.**

Den här avhandlingsplanen ingår i ett större forskningsprojekt om regionalpressens betydelse för dess läsare i södra Sverige – REGPRESS – och tar sin utgångspunkt i tidigare licentiatavhandling "Fotboll är livet" (Ringfjord 2006). I den här texten utvecklas licens teman om sport och unga kvinnors vuxenblivande genom

genus och mediekultur med att närmre undersöka mediernas del i hur samhörighet och identitet upplevs av medieanvändarna genom genus och sport.

Avhandlingsplanens forskningsfråga är:

- Hur samverkar medier med människors meningsskapande om genus, sport, demokrati och kulturellt medborgarskap?

Forskningsöversikten startar i Rapporten Global Media Monitoring Project 2015 och presenterar kortfattat begreppen kulturellt medborgarskap (Couldry), feministisk teori och genus med mediekulturperspektiv (Gauntlett, Hallberg, Jarlbro, Robinson och Richardson). Perspektiv på demokrati och människors möjligheter att delta i demokratiska processer genom medieanvändning är aspekter som diskuteras genom temana mediekultur, genus och sport.

De metoder som använts i projektet är survey, djupintervjuer och fokusgrupper. Materialet i kommande avhandling bygger främst på insamlat material från djupintervjuer och fokusgrupper om hur medieanvändarna besvarat och diskuterat temana mediekultur, genus och sport. Vidare presenteras Grounded Theory (Chamberlain-Saluan, Mills och Uscher, Kjaer Jensen, Tudor) som har använts i arbetsprocessen av forskningsteamet. De problem och fördelar med metoden diskuteras och problematiseras kort.

Avslutningsvis öppnar avhandlingsplanen upp för diskussion om studiens vetenskapliga bidrag till forskning och med samhällsperspektiv på och kunskaper om hur medierat sport som en samhällsinstitution samspelar med normer och värderingar om genus, sport och kulturellt medborgarskap.

## Forskare möter filmare

27 September | 13-15 | SOL FAKULTETSKLUBBEN | SAMVERKANSEMINARIUM

**Välkommen till ett lite annorlunda onsdagsseminarium. Den här gången lär vi känna en av institutionens senaste tillskott – Forskare möter Filmare.**

Forskare möter Filmare stimulerar och underlättar möten mellan forskning och samhälle. Plattformens uppdrag är att utgöra en länk mellan forskare och filmproducenter för att utveckla och producera dokumentära berättelser där forskningen får spela en viktig roll.

Den 27 september berättar grundaren Bengt Orhall och föreståndaren Andreas Mattsson om plattformens tidigare produktioner och FmF:s framtidsplaner.

Sedan 2001 har FmF hjälpt forskare och filmare med att hitta finansiering till gemensamma filmprojekt, man har anordnat seminarier om film och forskning samt introducerat unga filmare till universiteten. Plattformen har fram till dags datum genomfört drygt tio egna produktioner. Bland tidigare samarbetspartners finns bland annat producenter som Folke Rydén och meteorologen Pär Holmgren.

FmF var till en början en ideell förening men är sedan flera år tillbaka en införlivad del av Lunds universitet. Sedan årsskiftet är den en del av journalistikämnet vid KOM. Föreståndare är Andreas Mattsson. Ledningsgruppen består av Måns Svensson (Rättsociologi), Johan Nyman (Kommunikationsavdelningen), Lisa Thelin (Avdelningen Samverkan) och Bengt Orhall (exekutiv producent och medgrundare FmF).

Läs mer om Forskare möter Filmare:

<http://www.journalistik.lu.se/forskare-moter-filmare>

# Getting Your Fan Base In

## Web series and the Value of the Online Audience.

OCTOBER 4 | 1-3 PM | SOL FACULTY CLUB | INTERNATIONAL GUEST SEMINAR

While the web series as a format has a history that encompasses several decades, in the last ten years it has begun to receive increased attention as the screen industries compete to locate new audiences online. As is evident from this history, audiences have always played an axiomatic role in the development of the web series, whether this be through crowd-funding and other forms of on-going participation, or envisaged as a niche, intimate audience for content that would not otherwise be seen (Aymar 2011). This would include the development of drama and comedy series by young content producers determined to translate their own creative vision to the web with the support of a loyal fan base, as well as series that contain diverse representations of race and gender unlikely to make it via the more established production routes (Monaghan 2017).

Meanwhile, as is clearly the case in Australia, the established screen industries are on the look out for talent and content with demonstrable audience reach that they can appropriate and/or adapt for their own purposes. In order to illustrate these claims, three case studies will be discussed, the Emmy Award winning series *The Lizzie Bennett Diaries* (2012), the long-running and 'most watched' Australian series *Horizon* (2009), and the comedy series *The Katering Show* (2015).

In seeking to understand the vital role of the audience in this competition for attention, this paper will draw on a range of approaches to the economic valuation of culture in order to explore the value of the audience to the web series; as well as the value of the web series to the audience. As has already been argued, the concept of value in relation to screen production extends well beyond the economic to include all the many and varied types of cultural and social value that may accrue in the value chain (Throsby 2010).

Sue Turnbull is Professor of Communication and Media Studies at the University of Wollongong in Australia where she is Discipline Leader for the Creative Industries. Her publications include *The TV Crime Drama* (Edinburgh University Press 2014) and *The Media and Communications in Australia* with co-editor Stuart Cunningham (Allen and Unwin 2014). With Martin Barker, Sue is joint editor of *Participations, Journal of Audience and Reception Studies* and is currently completing a monograph on the topic of audiences for the Palgrave Macmillan series, *Key Concerns in Media Studies*.

# Mobile Socialities:

## Media and People on the Move

OCTOBER 11 | 1-3 PM | SOL FACULTY CLUB | INTERNATIONAL GUEST SEMINAR

This research seminar is based on the RJ funded Visiting Professorship with Maren Hartmann, Berlin University of the Arts, and KOM, Lund University. The seminar brings together media and communication researchers located in Sweden and Germany who have begun to work together on a hitherto under-researched field: the question of the emerging forms of the social in increasingly mobile contexts, often involving mobile media.

We have called our emerging research field 'mobile socialities'. This newly developed concept bridges theoretical, conceptual and empirical divides in mobile communications studies and mobilities research in order to widen our horizon of understanding about people on the move and the lived realities of their media experiences. We draw on our expertise in media and communication studies, ranging from audience research, media engagement and participation, to media and migration to explore real world cases of diasporic communities, the homeless, transnational audiences, transportation, movement and stillness.

The aim of the mobile socialities concept is not only this new combination of approaches and theoretical claims, but ultimately the development of a timely concept that describes and explains many of the phenomena we find today in our increasingly media-entangled worlds. In the seminar, we would like to introduce the mobile socialities concept and present the current state of ideas for a larger research project on the topic.

Maren Hartmann is professor of Communication and media sociology at Berlin University of the Arts.

Chaired by professor Annette Hill and associate professor Magnus Andersson, Department of Communication and Media, Lund University

## ”Splendid shelters, declares Prince Carl” The Stockholm’s press’ depiction of civil defence, shelters and the transformation of the modern city, 1935 – 1945.

OCTOBER 18 | 1-3 PM | SOL H140 | GUEST SEMINAR

Peter Bennesved is a doctoral candidate in the History Science and Ideas, at the department for Historical, Religious and Philosophical studies, Umeå University. His dissertation project is titled *Sheltered Society: A Century with the Swedish Air-Raid Shelter*.

During the early Cold War, Swedish Civil Defence became known world-wide for their extensive planning and well-funded shelter system. Since then, Civil defence technologies, and particularly shelters, has become a normalized and well integrated part of the Swedish urban fabric, and only during periods of war-scares and crisis they surface in the public debate. However, the origins of shelters and other civil defence technologies often associated

with the Cold War-narrative, do stretch further back than the Cold War and the year 1945. To argue for this, I will outline the earliest origins of public acceptance of shelters and other technologies of war.

The overall scope is to find out what the framing of shelters and civil defence in the press during the period 1935 – 1945 can tell us about how they became a naturalized part of civilian, urban life during the Cold War and up until today. While inspired by STS-studies and other trends within the field of Civil Defence studies, the presentation draws mainly on press material from the Stockholm based daily paper Dagens Nyheter, and, asks how influential journalists framed and depicted the modern city’s fast paced integration with civil defence technologies through examples from Spain, England, Finland, Germany and Sweden, during ten years of unrest and war.

## Studenters skrivande

### Brister, förväntningar, ansvar

25 OKTOBER | 13-15 | SOL FAKULTETSKLUBBEN | PEDAGOGISKT SEMINARIUM

Sara Santesson är adjunkt i retorik och språkkonsult. Hon håller högskolepedagogiska kurser om skrivutveckling och har författat ett antal projektrapporter om skrivande och skrivundervisning vid LU. Hon har, tillsammans med Susanne Pelger, skrivit läroboken *”Retorik för naturvetare”* (Lund, 2012) och gjort en MOOC för studenter och lärare om akademiskt skrivande (2016).

I medierna hävdas emellanåt – mer eller mindre högljutt – att dagens studenter inte kan skriva. Man kan hävda att sådana utspel är del av en kontraproduktiv skrivkrisdiskurs (Malmström 2017). Men bakom dem står i många fall universitetslärare som är frustrerade över att undervisningens kvalitet blir lidande eller att lärarens tid inte räcker till. Det är en situation som påverkar både studenter och lärare.

För att få en klarare bild av våra studenters faktiska skrivförmåga genomfördes vid HT-fakulteterna en pilotstudie under våren 2017 (Josefsson & Santesson 2017). I pilotstudien deltog ca 100 studenter, samtliga nyantagna på grundkurser inom HT, som skrev en referatuppgift. Referaten har bedömts med utgångspunkt i gymnasieskolans betygskrav och kraven för högskolebehörighet.

Resultatet visar stor spridning i studentgruppen, men anmärkningsvärt är att mer än tredjedel av studenterna misslyckas med någon eller några aspekter av sitt skrivande. Oftast gäller det styckeindelning, stilnivå eller meningsbyggnad. En rimlig fråga i sammanhanget borde då vara om detta är att betrakta som brister eller om det helt enkelt är vad vi kan förvänta oss hos personer som inte är skolade akademiker utan i början av sin universitetsutbildning (Ask 2007).

Under seminariet kommer jag att diskutera studenternas skrivförmåga utifrån fyra olika perspektiv:

- högskolans behörighetskrav,
- gymnasieskolans kunskapskrav,
- universitetslärarens förväntningar och
- universitetets ansvar för studenters skrivutveckling.

Därefter hoppas jag på en konstruktiv diskussion om hur vi på KOM kan hjälpa våra studenter att utveckla sitt skrivande under universitetsstudierna.

# ”An Ice Cold Glass of Pure Racism.”

## Mapping The Entanglements of Dairy Milk and White Supremacy

NOVEMBER 15 | 1-3 PM | SOL FACULTY CLUB | RESEARCH SEMINAR

This paper explores the entanglements of milk, oppression and exploitation of both humans and non-humans. Milk, both literally as a substance and symbolically in culture and social life, has been connected to exploitative and oppressive practices through history, and the inherent exploitation of other animals involved in milk can be seen as triggering other kinds of exploitative and oppressive practices.

Many authors have addressed questions of how food has come to play a significant role in colonial projects and in the subjugation of both people of colour and the nonhuman animals occupying the colonized territories. Authors like Carol Adams have explored how meat-eating contributed to the Western world’s pre-eminence, describing how “the racialized politics of meat” worked to split the “world into intellectually superior meat eaters and inferior plant eaters”, accounting for the Western conquering of other cultures.

By examining empirical material consisting of both archive sources from dairy propaganda in the early-to-mid 20th century and recent examples of the use of milk in Trump America, where white nationalists have been using it as a symbol both in online settings and throughout the spring of 2017 at numerous pro-Trump and “alt-right” demonstrations, the paper maps what could be called “the racialized politics of milk” that manifests in discourses about physical/bodily and social perfection and white racial superiority, as well as ways in which dairy production and consumption are permeated by the complex dynamics of race, gender, class and species, thereby shaping food production/consumption and dietary regimes.

Tobias Linné, Assistant Professor, Department of Communication and Media, Lund University

Iselin Gambert, Associate Director, Legal Research & Writing Program, The George Washington University Law School, USA.



Photo: Fredrik Miegel

# KOM Research seminars

## Autumn semester 2017 programme

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The KOM seminar series is an international and multidisciplinary forum for research in the Communication and Media Department at Lund University. The seminar series features scholars from within the University and around the world, presenting academic research in the social sciences and humanities.

Our aim is to share ideas and dialogue on the theories and practices of communication and media, including journalism studies, media and communication studies, media history, and rhetoric.

For further information please contact seminar coordinator Tommy Bruhn at [tommy.bruhn@kom.lu.se](mailto:tommy.bruhn@kom.lu.se) and see our website: <http://www.kom.lu.se/forskning/konferenser-och-natverkstraffar/>

Cover photo: Fredrik Miegel

