



The Present Absence

- the representation of immigrant women
in the Swedish television news

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Abstract

This study on the representation of immigrant women in the news investigates three questions: How often do immigrant women appear in the news? In what roles are the immigrant women presented and what issues do they speak about? What are the relationships between those involved in the news features? The research has been conducted through the use of content analysis in combination with the qualitative approaches of semiotics and discourse within a framework of the theoretical perspective of intersectionality. Additional theories in the study are considering the global tendencies and the media, the social construction of news, us & them and stereotypes, as well as feminist media studies. A sample of 15 programmes each of the public service prime-time television news programmes *Rapport* and *Aktuellt*, a total of 30 hours, provides the material for this study.

The findings of the content analysis indicate that immigrant women are underrepresented in numbers in the Swedish public service television news, and that when immigrant women are speaking in the news, they are more likely to speak about international issues than about Swedish domestic issues. Further, the study finds that most immigrant women are presented in the roles of “immigrant” and mother, while very few immigrant women are speaking in the role of expert/professional. In the qualitative part of the research, it is argued that the report on “Rosengårdsskolan” is consequently building on stereotypically constructed media discourses around the victimized immigrant women, the “ethnification of poverty” and the “racification of the city”. As a contrast, the report on “Adel och hans familj” is displaying a different viewpoint in its aim to depict a well-integrated family in exile in Sweden, but, nevertheless, the immigrant women are informationally backgrounded in contrast to the men in the report.

One of the main conclusions of this study is that the immigrant women, and especially the non-European women, appearing in the Swedish television news, are so scarce that their mere appearance becomes loaded with stereotypes, myths, symbolism and prejudices. The findings of the study suggest that the possibilities for immigrant women to get their voices heard and take part in the setting of agendas in the mediated public sphere in Sweden, seem very small.

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1. Introduction

“Living as we do in a predominantly visual culture, the significance of words can often be overlooked. For many women, at the same time, being able to speak out, *and* be listened to, remains an important political objective.”

Myra MacDonald (1995: 41)

In the beginning of 2010, I was watching the Swedish prime-time television news, and I got surprised. A coloured woman was speaking frankly, in Swedish, with a foreign accent, her opinion about the Swedish school system. What surprised me was the feeling I had, that this was something quite out of the ordinary – eloquent immigrant women like her seldom appear in the national news, or do they?

In this study I am interested to find out who gets to express themselves in the Swedish prime-time television broadcasting. Narrowing it down, I am interested in looking at the representation of immigrant women¹ in national Swedish public service television news.

My research questions concern immigrant women speaking in the Swedish television news:

- How frequent do they appear in the news?
- How are they represented and what issues do they speak about?
- What are the relationships between those involved in the news features?

With this study, my aim is to contribute to media research from a female perspective, when looking at the way immigrant women are represented in the news. My aim is also to contribute to the area of development research, by focusing on a “minority” group within the Swedish society. I think that there is a development aspect in this, because in the end it has to do with questions of power and ideology - whose agendas are seen as important in news reporting and in society as a whole? As an example, an underlying problem through the history of development approaches are the invisible, and often unconscious, norms: who decides what is good and right, bad and wrong, and who has the power to implement and

¹ For a discussion around the concept “immigrant”, see chapter 6.1 Definition of the concept “immigrant”

promote - or prevent - changes? Within the area of development economics Diane Elson (1995) discusses gender-blindness, “a blindness as to the gendered nature of economic structures and processes” (Elson 1995: preface). She argues that in cases thought of as gender-neutral, there is an inherent, unconscious bias towards the male sex. Lourdes Benería (2003) agrees on that women were long ignored within the field of development, and that their “interests had most often been *absent, denied, suppressed* in official discourses, as well as in policy and action” (Benería 2003:xii).

2. Overview of existing research

In a Swedish context, there are two areas of interest that are dominating media research from a female perspective, according to Kleberg (1993: 16). One area investigates oppressive power structures, looking at, for example, working conditions of female journalists. The other area looks at the female representation within mass media, using both qualitative and quantitative research methods. Jarlbro (2006) states that during the last decades, a variety of quantitative research on gender representation in the news media has been conducted by universities, government authorities and by the news media itself. The results have been quite similar, showing that out of all people getting their voices heard in news articles and television news features, no more than a third are women (Jarlbro 2006: 29). Finding research that combines gender and multiplicity perspectives has proved to be harder, though. One small study was recently made by researcher Gunilla Herlitz, around multiplicity in DN.se (the internet version of the daily newspaper Dagens Nyheter), commissioned by the newspaper itself (<http://www.dn.se/blogg/mangfald/2011/04/06/dn-se-later-granska-dn-se/> accessed 12-01-05). The study concludes that 70 per cent of the main actors in the articles are men, and that 8 per cent of the main actors have a minority background. The women that get to speak in the articles mainly get to represent the general public and very seldom the elite. The study did not consider ethnical differences within the gender groups. In the research area around ethnic multiplicity in the news, a number of studies have been made. In her book

Nyheter från gränsen. Tre studier i journalistik om "invandrare", flyktingar och rasistiskt våld, Ylva Brune (2004) mentions Kent Asp's studies of the television news programme Rapport. The research was conducted during two decades, between the years 1979 and 1999 and Asp concludes that during this time, the reports on issues concerning immigrants and refugees, racism and xenophobia were given much attention in Rapport (Asp 1998, 2002 in Brune 2004: 15). Asp also states that 9.7 per cent of the persons interviewed in Rapport have another ethnical background than the Swedish (Asp 2002, in Brune 2004: 18), but his research does not consider gender differences. In her own journalistic studies around immigrants, refugees and racist violence, Brune (2004), on the contrary, does look to gender in combination with ethnicity, when examining stereotypes around "immigrants" in general and "immigrant women" in particular. In this study, I am examining the way that "immigrant women" are represented in the Swedish news, both in quantity and in quality. Therefore my research belongs to two areas; the development aspect of this study connects it to the field of development studies, and the research theme connects it to the area of media research from a female perspective.

3. Outline of the study

The **Introduction** is followed by an **Overview of existing research** and this chapter, describing the **Outline of the study**.

Chapter 4. Theory: Here I present the theories that I have based my analyses on in my research. Firstly, Sweden is part of a globalized world, much more "inter-connected" than ever before. Nowadays, Sweden has become a multicultural society with inherent possibilities to construct and expand the images of Self and Others. At the same time there is a reaction against the global tendencies, a reaction that seeks to strengthen the aspects of "the local". And in this social climate people are coming from many parts of the world to settle down in Sweden. Therefore the theory on *Global tendencies and the media* is there to provide the

contemporary background and setting for this study. After this I am zooming in on one more aspect that resonates through this study – the news media. In the part on *Social construction of the news*, I describe some of the ideas that are in action, explicitly or implicitly, within the field of news production, such as the notion of news reflecting the world, “journalistic objectivity” and the concept of hegemony. This concept of hegemony is linked to the next theoretical area, *Us & Them and Stereotypes*, where I shortly describe a discourse of difference with its roots in colonialism, as well as post-colonial critique around ethnocentrism. The concept of stereotyping is connected to the colonial thoughts around “us” & “them”, and stereotyping may be practiced in, for example, the production of news. Feminist theory and research is, from a gendered point of view, looking at concepts mentioned earlier, like hegemony and questions of power, stereotyping and discourses of difference. This is treated in *Feminist media studies*. And the last theoretical viewpoint, the one on *Intersectionality*, has its roots in the post-colonial critique around ethnocentrism within the feminist movement. This theory stresses the importance of looking at how sociocultural hierarchies interact around constructed categories like gender, race, class, etc. In this study I am applying the intersectionality perspective to look at the relations of power between the reporter and the interviewees in the study on “Rosengårdsskolan”. And in “Adel och hans familj”, the intersectionality perspective investigates the power relations in between the family members as well as their place in the Swedish society.

Chapter 5. Methods: In this chapter I describe the method of content analysis in *The quantity of representation*. I am applying content analysis in my study to find out how many immigrant women get to speak in the news, and also to see what roles they are presented in. To find out more about the representation of immigrant women in the news, I am applying the combination of the qualitative constructionist approaches of semiotics and discourse, presented in the part *The quality of representation*. Finally, my way of using these methods, and the adding of an intersectionality perspective, is described further in the *Methodology* part.

Chapter 6. Material: This chapter starts with a *Definition of the concept “immigrant”*, where I discuss my choice of this word, “immigrant”, which has become a contested expression. Next follows a description of *The sampling process*, which is summed-up with an account of the actual sample used in this study. In the part *Role and background of the researcher* I describe my position as such.

Chapter 7. Pilot study: Here I give an account of the pilot study that was conducted as a pre-study to evaluate the categories and variables chosen for the quantitative analysis.

Chapter 8. Quantitative research – Rapport and Aktuellt: This chapter starts with a part called *Counting who gets to speak in the news*. I have compiled the findings from the code sheets into a table which shows the amount of news features and the total of female and male speakers as well as immigrants speaking. I am also considering the differences in representation between the non-European immigrants and the rest. After a short discussion around the reliability and validity of the quantitative findings, I go in to the analysis of *Who gets to speak in the news*. The second part of the quantitative analysis, *Roles in Rapport and Aktuellt*, looks at and discusses the roles that are set up for the speakers in the news features.

Chapter 9. Qualitative research / Case study 1 – “Rosengårdsskolan”: The first part contains a denotative *Description of the news report*, noting what is heard and seen in this feature. In the second part, *Analysis of the news report on Rosengårdsskolan*, I use a linguistic semiotic as well as a discursive approach, in combination with an intersectionality analysis. The study brings up and discusses different components of the news report. In the part *“Shame on you, Rosengårdsskolan!” – News trailer*, I discuss the discursive concept of framing and connect to theories around news production. In the part *“Poor and strongly segregated...” – The area presented*, I discuss discourses around “ethnification of poverty” and “racification of the city”. Then I continue to discuss the people involved in the news report and the power relations between the reporter and the interviewees. In *The victimized immigrant women*, my analysis indicates that the immigrant mothers interviewed are presented in a constructed role of victims of injustice. And in *The immigrant politician as a scapegoat*, the analysis finds the male politician being put into the role of the scapegoat. Why these people have been put into these roles I discuss in the final part of this analysis, *The production of the news report*, where I connect to theories concerning news production and news culture.

Chapter 10. Qualitative research / Case study 2 – “Adel and his family”: As in the first case study, the first part contains a denotative *Description of the news report*, noting what is seen and heard in this feature. Thereafter follows the analysis, which combines semiotics and discourse approaches with an intersectionality perspective. In the first part *The news trailers and the visual introduction to the report*, I conduct an in-depth picture analysis and connect it to theories around the Other. After this, in *About the setting of the scene*, I continue to look at

the visual representations present in the report. The persons who speak in the news narrative are analysed in the parts of *Adel*, *Youssif*, *The young woman* and *The woman*. The chapter ends with a summary and analysis, including ideas of backgrounding/foregrounding, superiority/subordinance and explicit/implicit messages, in the part *Summing up the report on the Libyan family in exile*.

Chapter 11. Summary and final discussion: This ending chapter sums up the research and the findings, puts analysis and discussion into perspective and gives recommendations for future research.

4. Theory

4.1 Global tendencies and the media

Globalization can be seen as an on-going process which, since prehistory, has been interconnecting the inhabitants of the world. Sweden is part of a globalized world, and Hylland Eriksen describes the phenomenon of globalization as “all processes contributing to make differences irrelevant”². This is a very broad definition, but in a media perspective it goes well together with Castells theory about “the space of flows”, meaning a de-localized space of networks “that are connected around one, simultaneous social practice” (Castells & Ince 2003: 56), existing within electronically managed circuits. “The space of flows” connects to various features like *disembedding*, *acceleration* and *interconnectedness*, which Hylland Eriksen discusses in his book “Globalization” (2007). New communication technologies as the Internet and satellite broadcasts are examples of Castell’s electronic circuits that respond to the concepts mentioned above. Appadurai (1996) looks in the same direction when he

² In his lecture the 14: th of September 2007, held at the course Communication for Development -07, at Malmö Högskola, Sweden

describes the way images are spread worldwide through the electronic media, providing “new disciplines for the construction of imagined selves and imagined worlds” (Appadurai 1996: 3), in this era of mass migration and the growth of a new trans-national work force (de los Reyes & Mulinari 2005). But one flip-side to the growing inter-connectedness is, for example, the emergence of national and fundamentalist tendencies.³ With the concept of re-embedding, Hylland Eriksen (2007) describes a reaction towards the abstract, faraway powers, media flows, commodities, etc, inherent in the globalization processes. Re-embedding refers to the strengthening and recreation of most aspects of “the local” – history, political action, cultural expressions, personal identity, “home-grown” products, etc. Looking at the case of mass media, Curran & Park (2000) follow the same line of thought when arguing that the nation state influences the media system; that the nation is an important marker of difference regarding languages, traditions, power structures, etc; and that the media systems within nation states often are built upon a historical system of relationships (Curran & Park 2000: 12). Therefore, Curran & Park further claim, the national television is still important, and they state that “perhaps nations are still centrally important and that their continuing significance tends to be underplayed by globalization theory” (*ibid* 2000: 11). A recent example of this line of thought is to be found in the order from the Chinese government to the satellite channels to cut down on the Western programming in their broadcasts. Instead there will be an increase of domestic news and programming that “promotes traditional virtues” (http://www.svd.se/nyheter/utrikes/kina-skar-ner-tv-underhallning_6749837.svd/ accessed 12-01-05).

4.2 The social construction of news

Social constructionism is a theory of knowledge which looks at the social construction, by groups and individuals, of reality. According to Berger & Luckmann (1966) “commonsense ‘knowledge’ rather than ‘ideas’ must be the central focus for the sociology of knowledge. It is precisely this ‘knowledge’ that constitutes the fabric of meanings without which no society could exist” (Berger & Luckmann 1966: 15). This social construction of reality and meaning, is through re-affirmed knowledge a process that is on-going and open to changes in its

³ In September 2010 a right-wing racist political party - Sverigedemokraterna - was elected to the Swedish parliament. The fact that Sweden now has a racist party in parliament position has stirred the society.

interpretation. When we move this theory of knowledge into the area of media, Peter Dahlgren argues that the media plays a big role in “organizing the images and discourses through which people make sense of the world” (Dahlgren 1995: 28). Thompson (1997) is of the same opinion, and he has developed a social theory of the media concerning the process of reception, interpretation and reinterpretation of mediated messages. Thompson writes that “...in interpreting symbolic forms, individuals incorporate them into their own understanding of themselves and others. They use them as a vehicle for reflection and self-reflection, as a basis for thinking about themselves, about others and about the world to which they belong” (Thompson 1997: 42). Thompson uses the word ‘reflection’, which is a word used also to describe the notion around news reporting; that it should be “a ‘mirror’ to describe how the social world is ‘reflected’ in news accounts” (Allan 2000: 64). In the production of news there is an, often implicit, understanding that the news should give “impartial” accounts of happenings. Tied closely to this understanding there is, as Allan describes, the idea of “journalistic objectivity’ as a professional ideal” (*ibid* 2000: 17), where “truth” should be separated from “values”. But, since any course of events has as many aspects of “truth” in it as it has participants and standpoints, the notion of “truth” falls into mainly implicit, taken-for-granted structures embedded in the dominant ideology. “Dominant ideology becomes invisible because it is translated into ‘common sense’, appearing as the natural, unpolitical state of things” van Zoonen argues (1999: 24). van Zoonen is referring to Gramsci’s theory of hegemony, as is Hall (1997), McQuail (2000) and van Ginneken (1999), among others. Allan (2000) discusses the concept of hegemony and argues that it is a “lived process”, involving itself in the individual’s activities, rituals and cultural practices. Allan agrees with van Zoonen on that hegemony is also a matter of ‘common sense’, and, further, that hegemony is always contested, i.e. in a constant process of negotiation, and it can “never be taken for granted by the ruling group” (Allan2000: 85-86). Tuchman (in Jensen 2002), mentions the problem of ‘mediation’, when the “ideas of a dominant class become the ideas of an epoch” (Tuchman in Jensen 20002: 86). As an example of hegemonic workings in the news, Brune (2004) argues that “the journalistic position coincides with the ideals of modern Western society” (2004: 247). She explains this by referring to Dyer’s discussion around how the Western ideals of distance and objectivity can be connected to discourses of “whiteness”, where those “less white” are seen to “belong to a race or a culture, while the white man is universally human” (Dyer in Brune 2004: 247).

4.3 Us & Them and Stereotypes

Colonial discourse is described by Homi Bhabha (1994) as “a form of discourse crucial to the binding of a range of differences and discriminations that informs the discursive and political practices of racial and cultural hierarchization” (Bhabha 1994: 67). According to Brune (1994), this line of thinking was crucial for the way that the colonisers characterized themselves in relation to the “natives”. When constructing an “us”, follows a construction of “them”. In other words, “they’ are what ‘we’ are not” (Brune 1994: 36). Throughout history, Sweden was never involved in any big colonisation project that carried with it the thought of the “white man’s burden”, and other colonial racist approaches. But Brune argues nevertheless that the “Swedish creation of national identity and views on ‘foreign people’ has, during the last century, stayed close to the European stream” (*ibid* 2004: 34). An example of this could be the prejudices in Sweden which are similar to the stereotypes prevailing in the rest of Europe around “gypsies” and “the Jew”.

Post-colonial theory is critically analysing Western discourses around themes like Orientalism, Imperialism and the Other. Chandra Talpade Mohanty (1984), for example, turns against the ethnocentrism within the Western feminist scholarship with the statement that “...my argument holds for any discourse that sets up its own authorial subjects as the implicit referent, i.e, the yardstick by which to encode and represent cultural Others. It is in this move that power is exercised in discourse” (Mohanty 1984: 336). Hall (1997) is reasoning along the same line around discourse and power when he connects Edward Said’s discussion of Orientalism with Foucault’s power/knowledge argument. According to Hall, this power/knowledge argument shows how power is in operation in a discourse that, through practices of representation, produces “a form of *racialized knowledge of the Other*” (Hall 1997: 260). An example of this kind of “racialized knowledge” comes from Baaz (2005), who investigates the silence of identity in development in her book *The paternalism of partnership; A postcolonial reading of Identity and Development*. Baaz argues that contrary to the partnership discourse, where both parties are supposed to be equals, the “donor and development worker identification involve a positioning of the Self as developed and superior in contrast to a backwards and inferior Other” (Baaz 2007: 1). This was also an experience Rasna Warah (2009) encountered when conducting a UN study in Nairobi’s slum quarters. After having asked a woman very intimate questions, Warah realized that she perceived herself as different from this poor woman whom she regarded as “my inferior, worthy of my sympathy” (Warah 2009: 2).

One way of characterizing the Other is the representational practice of stereotyping. According to Bhabha (1994), the practice of stereotyping is the main discursive tool of colonialism, a discursive tool that needs to be repeated over and over again. To load it with specific significance, the stereotype needs to become part of a “repetitive chain of other stereotypes” (Bhabha 1994:77). The discussion about stereotyping belongs to the constructionist theory, which claims that meaning is constructed through language. In a broad sense, stereotypes can be seen as creative kind of categorization that we use to make sense of the world around us. In a stereotype the material concept receives a symbolic meaning. The idea of a stereotype can be characterized as the reduction of a person, or an area, etc, to a few simple characteristics, i.e. “the old hag”, “the big boss”, and roles like “mother”, “neighbour”, “foreigner”, as well as “segregated area”, “white middleclass suburb”, etc. Within media studies, Tolson describes a stereotype as a character with a “limited set of traits (the accent, the twitch) which the audience can easily recognize, and with restricted patterns of behavior which the audience can predict” (Tolson 1996: 65). Fowler (1991) connects stereotypes with the construction of news events and argues that there is a reciprocity between these two, when stating that “the occurrence of a striking event will reinforce a stereotype, and, reciprocally, the firmer the stereotype, the more likely are relevant events to become news” (Fowler 1991:17). Hall (1997) is problematizing the concept of stereotyping, when concluding that stereotypes are “fixing difference”, are “excluding”, and that “*stereotyping tends to occur where there are gross inequalities of power*” (Hall 1997: 258). Together with its references to power, stereotypes are closely at work with the ruling hegemonic taken-for-granted norms and values that shift in between different societies. van Zoonen (1994) looks at these social values from a gendered point of view when she writes about the communication research around stereotypical images of women in the media. And van Ginneken (1998), who studies news production on a global scale, speaks about ethnocentrism and argues that “since most of the world’s most influential transcontinental media are Euro-American, it is not surprising that their dominant stereotypes are about Africans and Arabs, Asians and Latinos” (van Ginneken 1998: 213).

4.4 Feminist media studies

Theories discussing hegemony and power structures are many within the feminist discourse, where the terms “gender” and “power” are central concepts that explain the patriarchal domination of society. According to feminist media researcher Liesbet van Zoonen, “...media are the contemporary mediators of hegemony, the question being how, and to whose avail, particular ideological constructs of femininity are produced in media content” (van Zoonen 1994: 24). van Zoonen also claims that media studies typically contain a male bias: “... as far as reception analysis is concerned, the public knowledge project tends to become a new male preserve, concerned with ostensibly gender neutral issues such as citizenship, but actually neglecting the problematic relation of non-white, non-male citizens of the public sphere, whereas the popular culture project seems to have become restricted to the pleasures of women in their domestic roles” (*ibid* 1994: 125). Mass media researcher Gaye Tuchman is of the opinion that media reflect society’s dominant values, and she looks at the strong influence the media messages have on a passive audience.⁴ Tuchman (1978) thinks that the mass media has a vast formative power and that it influences the way the viewer understands society, and she speaks about the symbolic annihilation of women in the North American mass media. This symbolic annihilation will, according to Tuchman, endanger social development, since girls and women lack positive images on which to model their behaviour. Tuchman (1978) argues that since the predominant roles of women in mass media are connected to subordination, to dependence of men and to the household- in the roles of housewife, mother and spouse, this signals that women are not important in society, in the world outside the home. Adding another perspective, Myra MacDonald studies the representation of women in media practice. She points out that considering language and gender, we should look less at the grammar and structure and more at the power at the level of discourse, “... more to the relative entitlement of men and women to speak up and be heard, and to define the world we live in” (MacDonald 1995: 43).

⁴ Within media research, the effect theory about media messages influencing a passive audience is called the transmission model. See for instance McQuail, Denis (2000) *McQuail's Mass Communication Theory*, 4th Ed, London: Sage Publications

4.5 Intersectionality

The feminist sociological theory of intersectionality has its roots in the post-colonial critique around the ethnocentrism within the feminist movement. Mohanty (1984), for example, turns against the way that Western feminisms uncritically adopt discourses around the “Third World Woman” and in this way “colonize’ the fundamental complexities and conflicts which characterize the lives of women of different classes, religions, cultures, races and castes in these countries” (Mohanty 1994: 335). The intersectionality theory today looks to how sociocultural hierarchies interact and create inclusion/exclusion around constructed categories like gender, ethnicity, race, class, sexuality, age, disability, nationality, etc. These interactions and creations are seen as “reciprocal processes where different phenomena construct and transform each other” (Lykke 2005: 2). Intersectionality theory has adapted Gramsci’s theory of hegemony, as well as other theories of power and knowledge used within feminist discourse, which puts focus on systems of oppression. Put into a Swedish context, de los Reyes & Mulinari (2005) argue about the necessity to theorize around the central role of ethnicity and racism in the Swedish system of social, cultural, political and economic relations. The intersectional perspective questions how power and inequality are woven into ideas around whiteness, manliness, gender, heterosexuality, class, etc, through a constant creation, and recreation, of new markers that produce social codes from the constructed difference between “us” and “them” (de los Reyes & Mulinari 2005: 9). In today’s globalized world capital and people are moving (more or less) freely across the old national borders, and de los Reyes & Mulinari argue that intersectional research need to broaden its views and put more focus on issues like global inequality and national processes of exclusion (*ibid* 2005: 33).

5. Methods

5.1 The quantity of representation

I have chosen content analysis because of its possibilities to detect patterns in a text. I use the findings from this quantitative research as a way of mapping the field and providing a background for the in-depth analysis. The content analysis is a quantitative method concerned with systematic gathering of data. The researcher identifies and counts the key units of the manifest content of messages in a text (O'Sullivan 1998: 62). The content analysis can be seen as a useful control of the more subjective ways in which we spontaneously receive any type of messages. Through breaking down the media-text into countable units, the content analysis can present an "objective, measurable and verifiable account of the obvious or manifest content in messages" (Fiske 1990: 181). In the categorization of the units lie inherent values, and this is one of the critiques of this statistical method. One other critique is that content analysis lacks a theory of meaning, and Cottle & Hansen et al argues that this type of quantitative analysis concerned with content "... should be enriched by the theoretical framework offered by more qualitative approaches..." (Cottle & Hansen 1998: 91). I have chosen to follow this recommendation in this study, putting the emphasis on the qualitative research. In Pickering's (Ed) book *Research Methods for Cultural Studies* (2008), David Deacon gives an account of the long-term disengagement with the usage of quantitative methods in cultural studies. Deacon explains that the root of this rejection is to be found in the human sciences *zeitgeist* back in the 1960's when "...positivist epistemology and methodology were not only identified as philosophically untenable but also as politically reactionary, complicit in the legitimisation of capitalist exploitation, racism and sexism" (Deacon in Pickering 2008: 91). In his essay *Why counting counts*, Deacon remarks that especially feminists have been very influential in their critique on the use of quantification, partly because of the method's inherent objectification. But van Zoonen is a feminist researcher who shows her appreciation of the use of quantitative methods when she argues that method triangulation can modify the weaknesses of each individual research method "and thus greatly enhance the quality and value of interpretative research projects" (van Zoonen 1994: 139).

5.2 The quality of representation

Within the constructionist approach Stuart Hall (1997) argues that meaning is constructed in and through language. “Language” in this case does not necessarily refer to only the spoken or written word; language rather operates as a whole system of representation, comprising visual signs and symbols. And representations produce culture; “Representation through language is therefore central to the processes by which meaning is produced” (Hall 1997: 1). The constructionist approach can be divided into two different parts – the semiotic approach, building on the ideas of Saussure and more, and the discursive approach, with Barthes as one of the main figures.

5.2.1 Semiotics

Semiotics is the study of signs in culture, and the semiotic approach looks at language as a system of signs. The signs are working on two levels – the form (word, image or object) is called the signifier, and the concept linked to the form is called the signified. The meaning of the sign is constructed and fixed by the code, i.e. shared conceptual maps that are fixed socially and fixed in culture. The production of meaning involves a process of encoding and decoding, meaning that the writers’ message/code needs to be interpreted/decoded by the reader. And the result might very well be that the message is interpreted by the reader in a different way than the writer intended, because of different cultural settings, codes, judgements and biases. A sign is the combination of signifier and signified, of form and its concept. The sign itself is connected to a broader level of cultural meanings and concepts, thus the sign can be divided into two levels, namely the levels of denotation and connotation. The level of denotation is a descriptive level where there is a wide consensus of the decoded meaning of the sign, like “chair”. The second level, the one of connotation, links the sign “chair” to the “wider *semantic fields* of our culture” (Hall 1997: 38). If the chair is plain, made of wood and painted in a vivid blue colour with floral ornamentation on its back, then a Swedish person could connect this chair to the region of Dalarna and associate to the traditional values that are kept in the region including the “kurbits” painting, the midsummer pole, the string instrument “träskofiol” and the folk music. The reading of the message on the level of connotation thus includes a process of association. The completed message of the sign

is linked to a second set of signifieds that together construct a myth. Myths, according to McQuail (2000) are “pre-existing and value-laden sets of ideas derived from the culture and transmitted by communication” (McQuail 2000: 313). Within the myth, the interpretation of the sign is now connecting to wider systems of social ideology, to culture, history and knowledge. The blue chair “speaks” the myth of Dalarna for those who can “read” the signs. A critique against the semiotic approach is described by Hall (1997). This critique is referring to the problem of interpretations, that they vary according to time and place and that meaning can never be totally fixed, that “interpretations never produce a final moment of absolute truth” (Hall 1997: 42).

5.2.2 Discourse

The discursive approach is focusing on the production of knowledge rather than the meaning of it. This approach implies that there are relations of power in the production of knowledge, and discourse theory argues that there are power relations in every level of social existence. “Discursive’ has become the general term used to refer to any approach in which meaning, representation and culture are considered to be constitutive” (Hall 1997: 6). In his book *Media Discourse* (1995), Fairclough argues that media language should be analysed as discourse, including the linguistic analysis of media. Linguistic analysis focuses on reading various kinds of media texts, and discourse analysis adds to this the analysis of discourse practices as well as sociocultural practices. Analysis of production, reception and distribution of media texts are all included in discourse practices, and within sociocultural practices, Fairclough distinguishes three levels: the ‘situational’, ‘institutional’ and the ‘societal’ (Fairclough 1995: 16). Further, Fairclough argues that the analysis of language in media texts can contribute to the understanding of three major sets of questions about media output:

1. How is the world (events, relationships, etc.) represented?
2. What identities are set up for those involved in the programme or story (reporters, audiences, ‘third parties’ referred to or interviewed)?
3. What relationships are set up between those involved (e.g. reporter-audience, expert-audience or politician-audience relationships)?

From a feminist point of view, Myra McDonald argues that “Discourse is particularly relevant to an analysis of gender because it links language to issues of power and the operation of social processes” (McDonald 1995: 43). van Zoonen is also in favour of using discourse analysis, for example to questions asked about how gender discourse is encoded in media texts, and in finding out which meanings are available in media texts and from which discourses they do draw (van Zoonen 1999: 131). A critique against discourse research is found in a text, *Analysing Discourse* by audience researcher Martin Barker (in Pickering 2010). Citing his own research, Barker argues that issues like the conceptualization of power in language vary in between seven different tendencies within discourse work. Within critical discourse theory, for example, the notion of power in language is conceptualized as “embedded grammars which remain unexposed, hence unchallenged”, while in Lacanian Post-structuralism language is seen as a “function of desire which powerfully constructs the world” (Barker in Pickering 2010: 154). In Barker’s opinion, discourse analysis need to learn from the quantitative field of research when it comes to reducing the subjectivity and strengthening the trustworthiness in research (*ibid* 2010: 170).

5.3 Methodology

This is an interpretative study that uses a combination of qualitative and quantitative approaches. The combination of qualitative and quantitative methods is a form of method triangulation, where findings from different sources can be contrasted against each other in pursuit of more valid interpretations (Cottle & Hansen 1998).⁵ My research questions, concerning immigrant women speaking in the Swedish television news, are inspired by Fairclough’s (1995) three sets of questions mentioned above, questions considering representation, identities and relations in media output. My first research question looks at the frequency of representation. This is what the quantitative part of the study, the content analysis, aims to find out. My second research question looks at the quality of representation: in what roles are the immigrant women presented and what do they speak about? This set of questions will draw on the findings from both the content analysis and the qualitative analyses involving the semiotic levels of denotation/connotation/myth, as well as discourse analysis.

⁵ See also for example Svensson, Per-Gunnar & Starin, Bengt (ed) (1996) *Kvalitativa studier i teori och praktik*, Lund: Studentlitteratur

My third research question considers relationships between those involved in the analysed features. To get more structure and depth I here introduce the application of an intersectionality analysis as a framework for the semiotic and discursive tools of analysis applied in the study. Furthermore, semiotics and discourse analysis share an interest in looking at what is explicitly and implicitly present as well as absent in a text, and the use of this methodology will be found in this study.

6. Material

6.1 Definition of the concept “immigrant”

The focus in my research is on the representation of a certain group of women in the Swedish television news, but when I set out to define this group I came into problems. I wanted to narrow it down to concern women who appear to be “non-Swedish”. But what does this mean? This very loose and unscientific categorization caused me quite a problem. Normally the speakers interviewed in the Swedish news are not presented by their country of origin. Therefore I thought I will need, like a detective, to look for signs of “non-Swedishness”, which is a difficult definition, since it is connected to societal and cultural norms. At this point my definition so far of a “non-Swedish” person would include the speaking of Swedish with an accent or not speaking Swedish at all; skin colour; and someone explicitly, expressed in text or clothing, belonging to an ethnical minority. Maybe the words “foreign” or “immigrant” would be better words to use, but I felt a need to define my analytical category more thorough. I had some help with my definitions in an article about Åsa Möller, where she speaks about her research on policies of social and cultural diversity in Swedish multicultural schools (Möller 2010: 85-106). In the interview article *När är man svensk?*, written by Lotta Nylander (2010), Möller argues that “The language you speak is mostly comprehended as a marker for identity and belonging. Not speaking Swedish or speaking Swedish with an accent

becomes a sign of non-Swedishness” (Nylander 2010: 21). In the interview Möller puts light on “...how differences (of class, language and ethnicity) are socially constructed and closely tied to norms regarding ‘Swedishness’” (*ibid* 2010:19). And further, Möller describes that the students in her study define themselves in terms of race in relation to Swedishness, acknowledging “whiteness as a racializing and privileging norm” (*ibid* 2010:19). With these arguments as a background, I decided to not use the term “non-Swedish”, since the focus in my research lies in my interpretation of the female speakers as a viewer rather than on the definitions that the women use on themselves. I needed a less subjective definition, so I turned to SCB - Statistiska Centralbyrån, The Swedish Statistics Bureau (www.scb.se/ accessed 2011-03-18), to look at their demographic definitions. In the SCB document on statistic definitions ([scb-dokument om statistiska definitioner.pdf/](http://scb-dokument.om.statistiska.definitioner.pdf/) accessed 2011-03-18) I found the following categories of interest for my research:

- *Persons with a foreign background*, who are either born abroad or born within Sweden by abroad born parents
- *Persons born abroad*

From this information, I decided on the criterion that the person should be born abroad.

Then I turned to a book by Ylva Brune (2004) *Nyheter från gränsen. Tre studier i journalistik om ”invandrare”, flyktingar och rasistiskt våld*, where Brune discusses the term “immigrant”. She argues that from being just a statistical term, the news media has created a discourse around the term “where characteristics are brought forward that are assumed to unite the immigrants as well as formulating around what is typical of immigrants” (Brune 2004: 214). As a researcher of this study, I do not wish to involve in pre-suppositions or prejudices around persons categorized as “immigrants”, as described by Brune (2004). But since I needed a category with some kind of scientifically tested value, I decided to use the term “immigrant”, meaning a person who is born outside of Sweden. In his research on Rapport, Asp used the variable “name” as the main one, together with “the setting of the report”, when estimating if the interviewee had a different ethnical background than the Swedish (Asp 2002, in Brune 2004: 18). But times have changed; through the workings of an increasing globalisation, Sweden has become a much more multicultural country during and after Asp’s two decade long research that ended in 1999. Therefore I have decided to note if the person interviewed speaks with a foreign accent or not, and I will use “Speaking Swedish with a foreign accent” as a variable for categorizing “immigrants” in this study. But this variable still needs a bit

more of explaining. Apart from the few speakers that are explicitly presented as some kind of immigrant, I have chosen to put the main weight on the way the persons speak; if there is a hint of a foreign accent I have put them in the category “immigrant”. As a complement to the use of the Swedish language, I have used the variable “name”. This has led me to conduct some research on the internet around some of the speakers to try to find out whether they are born in Sweden or not.

6.2 The sampling process

6.2.1 The beginning

Initially, my aim was to cover all three levels of media research: to interview one or more persons in the area of media production; to quantify and analyse media content, applying semiotic and discourse analysis; and to do a reception study with the use of a focus group. But regarding the initial feedback I got, that this might be too ambitious for this kind of a study, I chose to concentrate on the level of media content. I decided to use content analysis for the quantitative approach to investigate the frequency of apparition of immigrant women in television news, as well as semiotic and discourse analysis for the qualitative approach. At first, I intended my sample to be the analysis of the daily prime-time half-hour news program *Rapport*, which is broadcast at 19.30 in the evenings, through the Swedish public service television channel SVT1, for ten consecutive days at two points in time – six months before and six months after the Swedish election for parliament in September 19, 2010. But as I decided to put my focus on the qualitative research, the quantitative research would more serve the purpose of mapping the field and providing a background for the in-depth analysis. In this context, I considered a quantitative comparison over time as superfluous for the aim of the study. The sample days are instead of random choice, concentrated on weekdays, excluding the shorter news programmes at weekends.

I conducted a quantitative pilot study before starting the main project. The sample was an analysis of the news program *Rapport* for two days, to evaluate the analytical categories and variables in the code sheet constructed. From the findings of the pilot study I adjusted some of

the variables and criterions. I decided to rename the variable “Interviewee” to “Speaker”, since there are people who are filmed when speaking to a public. These may or may not be officially interviewed but they are nonetheless expressing themselves and giving voice to their opinions in the newscast. Concerning the variables, I decided to leave out “Speakers with non-white skin colour” and “Speakers explicitly belonging to ethnic group”, and keeping the variable of “Speakers speaking Swedish with a foreign accent”. The major criterion change was my further limitation of the sample to only consist of domestic news, and to entirely leave out the analytical category media workers and instead focus on the speakers in the features.

6.2.2 In the process of collecting the sample

Since the presence of immigrant women in *Rapport* was very meagre, quite soon in the process of collecting the sample I decided to include the analysis of *Aktuellt*. This is a half-hour news program which is broadcast at 21.00 in the evenings through the Swedish public service television channel SVT2. I further decided to change the category of analysis “domestic news” and divide it into two parts. The two new categories of analysis are instead: “Features treating Swedish news events”, in short: Domestic news, and “Features treating foreign news events that are commented upon by persons in Sweden”, in short: International comments. I also added some new variables to the code sheet, for example “Person in exile”, and “Person from X living in Sweden”. After having collected and quantified the material from ten weekdays in March 2011, I decided to get some more sample, resulting in the collection of material from five weekdays in June 2011.

6.2.3 The actual sample

I choose my sample from public service television because of its explicit mission to inform, educate and entertain the public in an independent, impartial and honest way.⁶ The Swedish public service media consists of SVT – Sveriges Television, SR – Sveriges Radio and UR – Utbildningsradion, which provides educational programming in both radio and television.

⁶ Here I have picked the information in English from BBC, since it is serving as a role model for the Swedish public service: <http://www.bbc.co.uk/aboutthebbc/purpose/> accessed 2011-01-03

Each public service media organization is also represented with homepages on the Internet (<http://svt.se/>, <http://sverigesradio.se/>, <http://www.ur.se/> accessed 2011-01-03). There are written policies that Sveriges Television has to follow concerning gender equality (<http://svt.se/content/1/c6/69/94/61/J%E4mst%E4ldhetspolicy%20f%C6%20Sveriges%20Television.pdf/> accessed 2011-01-03) as well as the issue of ethnic diversity (<http://svt.se/content/1/c6/69/94/61/M%E5ngfaldspolicy%20f%C6%20Sveriges%20Television.pdf/> accessed 2011-01-03). The material that I base my analysis on consists of the half-hour long news programmes *Rapport* and *Aktuellt*, broadcast through the Swedish public service television channels SVT1 and SVT2. The material is from the following days in March 2011: 9, 10, 11, 14, 15, 21, 22, 23, 24 and 25. And the days in June 2011 are: 6, 7, 8, 9 and 10. I have filmed and saved digitalized copies of the 30 news programmes, and the code sheets are found in Appendix 3. *Rapport* and Appendix 4. *Aktuellt*.

6.3 Role and background of the researcher

This study is based on theoretical interpretations in connection to the analyses and the findings. Regarding my personal role and position as a researcher I am statistically defined as a second-generation immigrant in Sweden. My parents are both from Finland, and though I was born in Sweden, Finnish was my mother tongue, until I started school and completely switched over to Swedish. I have no trace of Finnish accent when I speak now. During my childhood, my mother often commented on “those Swedes”, putting a gap between “us” and “them”, as did my class mates in small school, where I was the only “foreigner” in the class of 25 pupils. Swedish demography has changed much since then and now we are experiencing a multicultural society. I think that my background is suitable for this particular research, since I have had to reflect on questions of ethnical identity and cultural norms actually since childhood. In a sense I define myself both as being a Swedish and a “non-Swedish” person at the same time, depending on the angle of incidence. Further, I have travelled quite a lot and lived for longer or shorter periods in countries like Mexico, Zimbabwe, Greece, Germany and the USA. I think I have acquired an understanding for differences in and between cultures and cultural expressions through my travelling experiences. The interpretations that I make in my research are bound to have a connection to me as an individual coming from a specific place,

time and culture as well as my personal knowledge and experiences. Therefore I find it important to reflect on my role as a researcher throughout the whole research process, strive to be explicit every step of the way, try to avoid the pitfalls of cultural taken-for-granted norms.

7. Pilot study

Before starting the main project, I conducted a quantitative pilot study. I made an analysis of the daily prime-time half-hour news program *Rapport* for two days, mainly to evaluate the analytical categories and variables in the code sheet.⁷ As a part of the preparation for the pilot study, I started off by noting the general structure of the newscast.

<u>Newscast segments:</u>	<u>Running time:</u>
1) News trailer	- 30 sec
2) Swedish news	- 8 min
3) Local Swedish news	- 17 min
4) International news	- 23 min
5) Business news	- 25,30 min
6) Miscellaneous news	- 27 min
7) Weather forecast	- 28,30

- Variables:

Gender: Woman/Man

Age: child & youth / adult / 65+

Person presented as: professional/expert or socially related, i.e. mother/daughter/wife or other

Nationality: when this is presented

Explicitly belonging to ethnical minority: Yes / No

Speaking Swedish with a foreign accent: Yes / No, my personal estimation

Skin colour: non-white / white (Caucasian), my personal estimation

⁷ see Appendix 2. Pilot study

This is a summary of the findings from my analysis of two newscasts. From my preparatory material for the content analysis I constructed a preliminary code sheet. I analysed two newscasts of *Rapport*, broadcast on the 11th and 12th of January 2011. I conducted the research by watching the newscast on SVT Play⁸, an Internet site with streamed broadcast copies of programmes shown in Sveriges Television. During the coding process I realized I had to make some changes in my preliminary code sheet. For example, my reflections are based on both the international and domestic news features, but the project work will have its focus on the domestic news.

- Group of analysis: Media workers (the people involved in the production)

	<u>Female</u>	<u>Male</u>
Newsreaders:	2	0
Business news readers:	1	1
Reporters:	7	16
Photographers:	0	8
Editors:	2	5
Graphics:	0	1
<u>Weather presenters:</u>	<u>2</u>	<u>0</u>
Total sum:	14	31

- Group of analysis: Speakers in the features

<u>Total sum:</u>	<u>Female</u>	<u>22</u>	<u>Male</u>	<u>35</u>
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In the roles of

Professional	8	23
Expert	3	5
Victim	6	3
Perpetrator	0	1
Student	1	2
Consumer	3	0
Activist	1	1

⁸ <http://svtplay.se/t/103261/rapport/> accessed 2011-01-12

- Other variables in the code sheet

	<u>female</u>	<u>male</u>
Speakers speaking Swedish with a foreign accent	1	0
Speakers with non-white skin colour	0	0
Speakers explicitly belonging to ethnic group	0	0

What struck me while I was watching and coding the newscasts was the total lack of people of colour in the domestic news. Only in one feature, from a school situation, the camera swept over the classroom, showing a few pupils that were non-white. The three students that were interviewed in the report - two male, one female - were all white with blond hair. The total amount of speakers represented in the two newscasts was 22 female and 35 male, which is quite a big difference. And the gender difference was even bigger, with 14 female and 31 male, in the media workers group, although this result is a bit misleading because of the lack of information in some features. Looking at the roles of representation, the women were in majority in the roles of victims and consumers, while the men were most of professionals, experts, perpetrators and students. Further, there was one woman (and not one man) who spoke Swedish with a foreign accent. This woman was white, presented as a professional, speaking in the role of an investigator at an organization. Is she then Swedish or “non-Swedish”? Here I choose to use Möller’s definition “...speaking Swedish with an accent becomes a sign of non-Swedishness” (Nylander 2010: 21), and therefore regard the woman as a “non-Swede”, an immigrant.

8. Quantitative research

This is a quantitative analysis of the Swedish public service news programmes *Rapport* and *Aktuellt*, a total of 30 half-hour long programmes, 10 weekdays in March and 5 weekdays in June 2011.^{9 10}

8.1 Counting who gets to speak in the news

Rapport

<i>Domestic features</i>	<i>International comments</i>	<i>Speakers</i>	<i>Total female speakers</i>	<i>Female immigrant speakers</i>	<i>Total male speakers</i>	<i>Male immigrant speakers</i>
106		248	101	6	147	1
	8	12	4	0	8	1
Rapport in total: 114 features		260	105	6	155	2

Aktuellt

<i>Domestic features</i>	<i>International comments</i>	<i>Speakers</i>	<i>Total female speakers</i>	<i>Female immigrant speakers</i>	<i>Total male speakers</i>	<i>Male immigrant speakers</i>
28		111	42	1	69	5
	14	32	7	2	25	4
Aktuellt in total: 42 features		143	49	3	94	9

⁹ For an explanation of categories and variables, see Appendix 1 a)

¹⁰ The code sheets are found in “Appendix 3_Rapport”, and “Appendix 4_Aktuellt”

Rapport and Aktuellt

<i>Domestic features</i>	<i>International comments</i>	<i>Speakers</i>	<i>Total female speakers</i>	<i>Female immigrant speakers</i>	<i>Total male speakers</i>	<i>Male immigrant speakers</i>
134		359	143	7	216	6
	22	44	11	2	33	5
Rapport and Aktuellt in total: 156 features		403	154	9	249	11

8.1.1 Reliability and validity

Concerning the reliability of the findings in this content analysis, there could be some question marks on some of the speakers in the study - whether they can be characterized as immigrants or not. The figures are to be interpreted with care since my tools for categorizing the speakers is not a hundred per cent accurate; there is always a possibility of misinterpretation with variables like “speaking Swedish with a foreign accent”.¹¹ I have done research on some persons on the Internet, and from what I have found I have decided to include the political professional/expert Nisha Besara in the immigrant group. This is because that even though she speaks fluent Swedish, she was born outside of Sweden and immigrated here as a child, with her family (http://sv.wikipedia.org/wiki/Nisha_Besara/ accessed 2011-12-15). On the other hand, I have decided to exclude a person from the immigrant group despite of her Asian sounding name - Yukiko Duke, because apart from speaking Swedish fluently, she was born in Sweden (http://sv.wikipedia.org/wiki/Yukiko_Duke/ accessed 2011-12-15). An important detail to point out regarding the categories is that not all non-immigrants are Swedes. For example, there are some English speaking people on visit to or studying in Sweden, but they are not categorized as immigrants in this study. Concerning the validity of the findings in this content analysis, a total of 30 news broadcasts were analysed during 15 days. A few days in to the analysis period in March 2011, there was the tsunami in Japan, with the following nuclear plant problems. The news put their focus on reporting from Japan,

¹¹ For a further explanation of categories and variables, see Chapter 6, the discussion around the use of the concept “immigrant”, as well as Appendix 1 a)

but since my analysis only considers news features in Sweden, my research was not very affected. My research might have been affected in other ways, though, when the news agendas changed and both *Rapport* and *Aktuellt* interviewed experts on natural and nuclear disasters. On the other hand, there were reports made in Sweden about people's opinions and fears around natural disasters and radioactivity threats. In other words, the international happenings were "echoed" in Swedish circumstances, and from this point of view the happenings did not affect the study in any big way. Considering the sample of broadcasts analysed, there might not be a sufficient amount to be able to generalize and draw any definite conclusions around the appearance of immigrant women in the news. But I do think that the findings are pointing towards directions that I will further discuss in the study.

8.1.2 Analysis of the findings

Rapport

Looking first at the Domestic news, there are 106 news features, with a total of 248 speakers out of whom 7 fall into the immigrant category - 6 female and 1 male. When I try to find out the origins of the female immigrants, my qualified guess is that Marja Kammouna is from Finland, Anna Milavica and Maria Rasouni are from Eastern Europe, Weihu Qui is from Asia, Faten Moussa is from an Arab country, and Nisha Besara has her origins in Turkey. That makes three European and three non-European women. The male immigrant speaker is from Greece. The remaining 241 speakers are non-immigrants - 95 women and 146 men.

In the International comments category, there are 8 news features, with a total of 12 speakers out of whom one is a male immigrant from Iceland. The remaining 11 speakers are non-immigrants - 4 women and 7 men.

Summing up both news categories, *Rapport* displays 114 news features with a total of 260 speakers. Out of these there are 105 women and 155 men speaking. The female immigrant speakers sum up to 6 and the male immigrant speakers are 2.

Aktuellt

In the Domestic news there are 28 news features, with a total of 111 speakers out of whom 6 speakers are categorized as immigrants - 1 female and 5 male. The woman, Weihsu Qui, is Asian, and between the men, my guess is that one is from Norway, one is Latin American and three are coming from Arab countries. The remaining 105 speakers are non-immigrants – 41 women and 64 men.

In the International comments category, there are 14 news features, with a total of 32 speakers out of whom 6 are categorized as immigrants – 2 female and 4 male. The two (nameless) women are presented as coming from Libya, and among the four men two come from Syria, one from Libya, and one from Hungary. The remaining 26 speakers are non-immigrants – 5 women and 21 men.

Summing up both news categories, *Aktuellt* displays 42 news features with a total of 143 speakers. Out of these there are 49 women and 94 men speaking. The female immigrant speakers sum up to 3, all non-European, and the male immigrant speakers are 9, out of whom 2 are European and 7 are non-European.

Who gets to speak in the news?

This quantitative study may not be extensive enough to draw any vast generalizing conclusions from, but the findings are nevertheless interesting because of their suggestions towards certain directions that will be discussed here. What we can see is that the men, 61.8%, are given more opportunities to speak in the news than the women, adding up to 38.2%. This is quite a difference, though, in favour of the women, to the 70% - 30% divide.¹² When it comes to the immigrants, they make 4.9% of the total speakers. Out of these, 2.2% of the speakers are women, and 2.7% are men. In the previously discussed research by Kent Asp on the representation of immigrants in the news, Asp stated that 9.7% of the persons interviewed in *Rapport* have another ethnical background than the Swedish (Asp 2002, in Brune 2004: 18). The results of this study, 4.9% immigrants, show only close to half of Asps

¹² This divide is previously mentioned in Chapter 2. Overview of existing research

percentage. It might be difficult to compare these figures, though, since Asp conducted his research during 20 years, and this is a study of much smaller range with 30 hours analysed.

An interesting result in the research is found when the speakers are divided into gendered groups: 5.8% of the female speakers are immigrants, compared to 4.4% of the male speakers. This is a small, but maybe surprising, difference. When it comes to the quantitative representation of immigrants in the news, the immigrant women are actually more numerous among the women than the immigrant men are among the total men speaking. This result is quite opposite to the results found in the groups of non-immigrant speakers mentioned above, where men in general by far outnumber the women.

Out of the approximately 9 million inhabitants in Sweden, around 700 000 female “outside born” immigrants were registered in 2010,¹³ which translates to around 8% of the population. If you compare this number to how many immigrant women get their voices heard in the public service news, a bit over 2%, one can argue for that the news media does not mirror the reality. In their research on women in the news, Rakow & Kranich (1999) state that women have a ritualized role in the North American television news. The reason for this statement is, Rakow & Kranich argue, that news is a male dominated area where women are so scarce that they become reduced to the sign “woman”, i.e. an object that carries a certain meaning. If we look at the findings in this study, with a total of 154 female speakers and 249 male speakers in the 30 news programmes analysed, this might not be the case considering women in general who speak in the Swedish television news. But if we take this statement of Rakow & Kranich one step further and apply it to the immigrant women getting their voices heard in the Swedish news, this might correspond in a more accurate way. When immigrant female speakers count to the amount of 9 among a total of 403 speakers, 2.2% in this research, one could claim that the “immigrant women” indeed are in danger of becoming reduced to a sign because of their scarcity. If we narrow down the scope of immigrant women speaking in the news to consist of only non-Europeans, we get the figure of 1.5%.

This study is also interested in finding out the relation of immigrants speaking between the two news categories of Domestic features and International comments. Looking at the total count of both *Rapport* and *Aktuellt*, we find that there are 134 Domestic features, with 359

¹³ <http://www.scb.se/> accessed 2011-03-18

speakers, and 22 International comments, with 44 speakers. In the Domestic features the immigrants are counted to 3.6%, and in the International comments they are counted to 16%. This is quite a big difference, and the figures translate to the suggestion that immigrants get to speak more around international happenings than around domestic happenings. As we can see, dividing the news into the two categories of Domestic news and International comments illuminates an imbalance in between the two categories. What is found in this research is that when immigrants speak in the news, they are more likely to speak around international issues than around Swedish domestic issues. The immigrant women who are getting their voices heard are counting to 1.9% of the total speakers in the domestic news and to 4.5% of the total speakers in the international comments. If we take this even further and look at the amount of non-European immigrant women speaking we get an even lower percentage. Among a total of 359 speakers in the domestic news, there are 4 non-European women, approximately 1%, who are getting to speak their opinions around domestic news topics. This is pointing towards effects that are connected to the possibilities of immigrant women to take an active part in the Swedish society. Among the male non-European immigrants the number, 1%, is exactly the same. These numbers suggest that the possibilities for immigrants to get their voices heard, to participate in the Swedish society and take part in the setting of agendas in the public sphere of the news media, seem very small. With numbers like these, it may also be difficult to find any correspondence in the news to the fact that Sweden is a multicultural country, part of a globalized and interconnected world.

8.2 Roles in Rapport and Aktuellt

This next quantitative study concerns the roles/identities that are set up for the speakers in the news features. Within feminist media research, the study of roles in the form of content analysis is one frequently used method. But this method needs to be combined with other, preferably more qualitative approaches. The selection of role categories and the categorization of the speakers into these roles, as I am doing in this study, imply an act of interpretation from the point of the researcher. McQuail argues that the result of a content analysis is “based on a form of ‘reading’ of content that no actual ‘reader’ would ever, under natural circumstances, undertake. The new ‘meaning’ is neither that of the original sender, nor that of the text itself,

nor that of the audience, but a fourth construct, one particular interpretation” (McQuail 2000: 327). Some of the roles, like *father*, *mother* (or *parent*), and the three ways of categorizing immigrants; *person in exile*, *(person from x) living in Sweden* and *new Swede* have explicitly been used in the news reporting. The other roles have more been subject to my personal interpretation.¹⁴ Here, the study looks at the total result of both news programmes, *Rapport* and *Aktuellt*.

<u>Role</u>	<u>Total</u>	<u>Female</u>		<u>Male</u>	
		<u>Total</u>	<u>Immigrant</u>	<u>Total</u>	<u>Immigrant</u>
<i>expert/professional</i>	284	88	2	196	4
<i>student/child</i>	29	15	-	14	3
<i>activist/engaged</i>	8	3	-	5	1
<i>public opinion</i>	38	22	-	16	-
<i>consumer</i>	10	5	-	5	-
<i>mother</i>	3	3	2	-	-
<i>father</i>	2	-	-	2	-
<i>victim</i>	22	14	1	8	-
<i>person in exile</i>	3	2	2	1	1
<i>(person from x) living in Sweden</i>	2	-	-	2	2
<i>new Swede</i>	2	2	2	-	-
<i>Total</i>	403	154	9	249	11

¹⁴ For an explanation about the roles used in this study, see Appendix 1 b)

The expert/professional role

With a total of 284, the most frequent role here is the one of the *expert/professional*. We can see that the male speakers within this category, 196 men, are getting their voices heard more than twice as many times than the female speakers, 88 women.

If we look at the representation of immigrants, we find them in a minority. In the female *expert/professional* role the study counts to two immigrants, whereas one of them comes from Finland. The other *expert/professional* is the politically engaged Nisha Beshara, born in Turkey, who makes a political comment around the election of the new leader for the Swedish Social Democratic Party, Håkan Juholt. One European and one non-European immigrant women are getting their voices heard as *expert/professionals* in the 30 half-hour long news programmes *Rapport* and *Aktuellt* in this study.

The male *expert/professional* immigrants are counted to four, and they are all Europeans, originating, most probably, from Iceland, Greece, Norway and Hungary. The role of the man from Greece is more closely studied in the qualitative case study of “Rosengårdsskolan”. In sum, no non-European immigrant man is speaking in the role of *expert/professional* in this study.

The public opinion role and the consumer role

In the *public opinion* category there are a total of 38 speakers, more women than men speaking their opinion, and no one is categorized as an immigrant in this study. The *consumer* role is equally devoid of immigrant representations.

The mother role

This is the category where immigrant women are at majority; three women are speaking in the role of *mothers*, and two of them are immigrants. These are Faten Moussa, probably from an Arab country, and Anna Milavica, probably from Eastern Europe. These women and their roles are more closely studied in the qualitative case study of “Rosengårdsskolan”.

The “immigrant” roles

Person in exile, (person from x) living in Sweden and new Swede - these three categories are all used in the news to describe immigrant persons. Here we find four female and three male speakers. The women are coming from Libya and Asia. The Asian is actually one and the same woman interviewed as a *New Swede* in both *Rapport* and *Aktuellt*. The two women from Libya and their roles are more closely studied in the qualitative case study of “Adel och hans familj”.

The three male immigrant speakers are coming from Syria and Libya. The Syrian men, presented as “*Syrians in Södertälje*”, are commenting on the political situation in Syria, and so does the “*Libyan in exile*”, whose role is more closely studied in the qualitative case study of “Adel och hans familj”.

In what roles are the immigrants represented?

The main role of the immigrants speaking is the one of “immigrant”, followed by the role of *expert/professional*. The total of immigrant women in this study is nine. They reach their highest percentage in the role category of *mother*, with two immigrant women out of three women in total. Further, immigrant women have four representatives in the “immigrant” category, two representatives in the *expert/professional* role, and one in the role of *victim*.¹⁵ The eleven immigrant men are mostly represented in the role of *expert/professional*, followed by the roles of “immigrant” and *student/child*,¹⁶ and one male immigrant is found in the *activist/engaged* category.¹⁷ What does this indicate? One way to clarify these results is to look at the roles in the study that do *not* have any immigrant representatives. Within the discursive approach, Fairclough (1995) argues for the importance of looking not only to what is present in a text, but also to what is absent from it. So, to follow this reasoning, this study does not find any immigrant representatives at all in the categories of *public opinion* and *consumer*. There are no immigrant women in the roles of *student/child* or *activist/engaged*, and no immigrant men in the roles of *father* or *victim*. The results of this analysis suggest that

¹⁵ A woman, probably from Eastern Europe who is a victim of illness

¹⁶ Three teenage boys from an Arab country visiting a summer camp

¹⁷ A politically engaged Latin-American man shouting at the leader of the Social Democratic Party

immigrant women and men are portrayed differently. The women are represented in the roles of *mother*, “immigrant”, *victim*, and, to a smaller extent, *expert/professionals*. But they are not represented as *consumers*, *public opinion*, *student/child* or *activist/engaged*. On the basis of these findings, it seems like the representation in the news of immigrant women is mainly depending from what “they are” instead of what “they do”. The impressions connote more to passivity than activity, and the two female *expert/professionals* seem to fit into this reasoning by being the exceptions that prove the rule. The immigrant men are presented in the roles of *expert/professional*, “immigrant”, *student/child* and *activist/engaged*, but not in the roles of *consumers*, *public opinion*, *father* or *victim*. In this case, the representation of immigrant men is somewhat ambiguous. They are ascribed more active roles in general, but their actions are more limited since they are not representing the general public or the *consumers*; instead they represent the category “immigrants”. According to this study of roles in the news, there are no immigrant fathers or victims, while there are two fathers and eight victims to be found among the non-immigrant men.

9. Qualitative research

After the analysis and findings from the quantitative research, this study now moves into the part of qualitative research. As units of analysis I have chosen two cases from the 30 hour news material - the report on “Rosengårdsskolan” from *Rapport* and the report on “Adel och hans familj” from *Aktuellt*. To identify and delimit a portion of reality is part of the tradition of qualitative research (Jensen 2002: 237). There are various reasons as to why I have decided on these two particular reports. First, I decided on analysing one report from each of the news programmes, *Rapport* and *Aktuellt*. Second, my interest lies in news reports involving mainly immigrants. Third, it was important that the immigrant speakers were given some time to speak around the subject matter in the report. Fourth, I wanted news reports where both immigrant women and men are speaking. And, finally, as it also turned out, the two news reports analysed belong to both news categories used in the content analysis – the report on “Rosengårdsskolan” belongs to the category Domestic news, while the report on “Adel och hans familj” belongs to the category International comments.

9.1 Case study 1 – “Rosengårdsskolan”

This news report was broadcast on the evening of 21 March 2011, in the Swedish public-service television news programme *Rapport*.

9.1.1 Description of the news report

This is a denotative description of what is heard and seen in the news report. The semiotic term of denotation connects to the first level of signification, according to Barthe’s terminology. After this denotation part the analysis, including the connotation part, the second level of signification, will follow.

Malmö – Rosengårdsskolan – the headline news trailer

<i>Images</i>	<i>Text signs</i>	<i>Voice over - VO, speakers - S</i>
Interior cuts: <ul style="list-style-type: none"> • Camera passing interior classroom windows. Adults and children are standing up and moving around • Camera moving into a classroom, passing an elderly man in grey suit who is standing inside the door, watching pupils sitting and looking down 		VO: Om inte Rosengårdsskolan skärper sig väntar stängning

Malmö – Rosengårdsskolan – the news feature

<i>Images</i>	<i>Text signs</i>	<i>Voice over - VO, speakers - S</i>
Female news presenter in studio	Malmö Skolan kan stängas	S: För ett par veckor sedan berättade vi om Rosengårdsskolan, där nästan nio av tio elever underkänns. Många föräldrar är förtvivlade och politikerna säger nu att om inte skolan skärper sig så kommer den att stängas.
Interior cuts: <ul style="list-style-type: none"> • Adults sitting discussing around a table • Pupils sitting in classroom, writing • Teacher helping pupils who are writing • Two pupils sitting, writing, the girl turns around • Close-up on desks with books and pupils writing 	Ylva Esping reporter	VO: Många föräldrar i Rosengård i Malmö är chockade över de katastrofala skolresultaten. Det har bara blivit sämre de senaste åren och härom veckan visade Skolinspektionen i en rapport att bara drygt var tionde elev klarar kunskapsmålen i alla ämnen och knappt var tredje kommer in på gymnasiet. Skolan har inte talat klarspråk med föräldrarna om hur illa ställt det är, säger Faten.
Woman sitting, talking and gesticulating, dressed in black and grey, scarves around her head covering her hair, wearing a long necklace and a wedding ring	Faten Moussa förälder	S: <i>Faten speaking Swedish with a foreign accent:</i> För min del, jag pratar om min erfarenhet när det gäller min dotter; de har alltid sagt att det går jättebra, det är utmärkt, det är inga problem. Och det har visat sig

		att hon hade lågt betyg; min dotter kommer inte att bli glad när jag säger det i dag; fast hon har förändrat på det hela, hon har ökat jättemycket och hon har gått ut med godkänt betyg i dag. Men problemet har uppstått sen länge.
Interior cuts: <ul style="list-style-type: none"> Exterior view of a low , modern building, presumably the school, people passing by Inside a classroom with pupils sitting at tables with teacher walking around, hand held camera moving around 		VO: Skolinspektionen pekar på att lärarna har låga förväntningar på eleverna i Rosengård, som är ett fattigt och starkt segregerat område. Faten menar att skolan pratar för lite med barnen om framtiden.
Woman sitting, talking and gesticulating, dressed in black and grey, scarves around her head covering her hair, wearing a long necklace and a wedding ring/ Faten		<i>S: Faten speaking Swedish with a foreign accent:</i> Det handlar om uppfostran, redan hemma, och detta ska ske i skolan också, det ska fortsättas i skolan. För när jag har gått i skolan, min lärare kunde exakt säga liksom min mamma säger till mig; det är viktigt att ha en utbildning...
Interior cuts: <ul style="list-style-type: none"> Inside classroom, pupils sitting, discussing, in front of a map of the Nordic countries on the wall Exterior, school playground, children on swings, walking, kicking ball 		...så det saknas här faktiskt. Prata med barnen; det handlar om din framtid, hela din framtid. Har du en utbildning så du kommer att klara dig; vad kommer du bli när du blir stor? Det är en stor fråga.
Inside school, corridor, children running around		VO: enligt föräldrarna är det ett problem att många av lärarna inte talar perfekt svenska.
Woman sitting, talking, black hair, glasses, dressed in black, one tooth missing in front	Anna Milavica förälder	<i>S: Anna speaking Swedish with a foreign accent:</i> Våra barn som är född här, uppväxt här, och de som kommer till Sverige som små, alltså ska ha en svensk lärare...
Interior cuts: <ul style="list-style-type: none"> Camera follows two persons in the corridor: a man dressed in gray suit and a woman in brown sweater. Camera passing 	fotografer A Burman/S Zvejnieks redigerare Christer Swede	... eller svensk fröken redan på dagis. Jag kunde inte hjälpt mitt barn, alltså när hon lärde sig från början svenska; jag har brytning, jag lär henne fel.

<p>interior classroom windows. Adults and children are standing up and moving around.</p> <ul style="list-style-type: none"> • Camera moving into a classroom, passing an elderly man in gray suit who is standing inside the door, watching pupils sitting and looking down 		<p><i>S: reporter:</i> Varför är det viktigt att prata utan brytning?</p>
<p>Woman talking, black hair, glasses, dressed in black, one tooth missing in front/ Anna</p>		<p><i>S: Anna speaking Swedish with a foreign accent:</i> Hon är född här; det är oacceptabelt.</p>
<p>Exterior cuts:</p> <ul style="list-style-type: none"> • Street • School building 	<p>arkivbilder</p>	<p><i>VO: Uppfattningarna om vad som ska hända med skolan går isär i området. Vissa tycker att man ska försöka rycka upp undervisningen, andra tycker att man ska stänga Rosengårdsskolan och flytta eleverna till bättre skolor. Och den tanken är inte främmande för politikerna</i></p>
<p>Man standing, talking and gesticulating, grey hair, dressed in dark suit and striped shirt</p>	<p>Andreas Konstantinides (S) Ordf stadsdelsnämnden Rosengård</p>	<p><i>S: Andreas speaking Swedish with a foreign accent:</i> Om det inte fungerar, och vi har en skola där 60 eller 70 procent av eleverna inte uppnår målet och inte kan gå vidare till gymnasiestudier; den skolan har inget existensberättigande och måste stängas.</p> <p><i>S: reporter:</i> Men borde ni inte ha stängt den här skolan för länge sen då?</p> <p><i>S: Andreas</i> Nu är sista chansen.</p>

9.1.2 Analysis of the news report on Rosengårdsskolan

After the denotative description of the report, I will in this section move on to an analysis of the second level of signification, the connotative level, according to Barthe's terminology around signifier and signified that I discussed earlier in the method part. Although I have

included images in the denotative description, and refer to these on some places in the analysis, I want to clarify that this is mainly a linguistic semiotic analysis. I will also connect to the semiotic level of myth, and combine the semiotics with an analysis of discourse, implying a focus on power issues. My aim is to use the semiotic and discursive tools of analysis as means to discuss the theoretical perspective of intersectionality. By the use of the intersectionality perspective, my intention is to illuminate some power structures between the different participants, mainly between the reporter and the interviewees, in the news report.

“Shame on you, Rosengårdsskolan!” - News trailer

The short sequence in the headline news trailer expresses that the school “needs to pull itself together”¹⁸ otherwise it will be closed down. It is the female news presenter who uses these words, and the address makes me think of a stern teacher reprimanding a disobedient pupil. Or of a parent who informs the child of the consequences of not following the rules at home. Within the discourse analysis, Jensen (2002) speaks about the concept of framing. This is a way for media producers to position a standpoint, to affect the reception of the issue at the level of the public. It is a way to influence the audience, in subtle nuances of the way that words are used, how to interpret issues. And the effects may be quite intentional or quite unintentional (Jensen, 2002: 150). When Fairclough (1995) discusses intertextuality and the news he argues that the news reports include a hierarchical web of voices: “Some are given prominence, and some are marginalized. Some are used to frame others. Some are legitimized by being taken up in the newsreader’s or reporter’s voice, others are not” (Fairclough 1995: 81). I think that this opening expression in the headline news trailer is a good example of framing. The headline tells me as a viewer that someone, i. e. “the school in Rosengård”, has done something wrong and needs to be ashamed of it, and it is through these lenses I will watch the coming news report.

The explanation of whom the “reprimanding voice” belongs to in the headline news trailer comes later, with the reporter’s voice-over in the news feature. It is the standpoint of “the politicians” that is expressed, probably meaning the local politicians, but this is not defined anywhere. Fairclough (1995), again, speaks of the social control that news reports are

¹⁸ In Swedish: ”Om inte Rosengårdsskolan skärper sig väntar stängning”, see the description part on Rosengårdsskolan

subjected to, something which is connected to “the social purposes of journalism” (Fairclough 1995: 86). In this case, with the headline that the school “needs to pull itself together”, the news report legitimizes the opinion of the politicians. According to the reporter the Swedish School Inspection Agency thinks that the teachers carry low expectations on the pupils in Rosengård. But the teachers do not get to speak in this news report. With a news trailer like this one, following the logic of the news story, someone will need to take the blame for the present situation at Rosengårdsskolan. As we see in the further analysis of the news feature it is a local politician who is made guilty while the immigrant women are made the victims, in the report that displays the supremacy of the Swedish female reporter at work for the Swedish Public Service news.

“Poor and strongly segregated” - The area presented

The viewers are informed about the “catastrophic situation” in the reporter’s voice-over. We see short interior cuts from class rooms, filmed with an alternating still, moving or skew camera, some cuts showing sitting pupils, some cuts showing persons moving. This way of filming and editing, mixing still and moving camera as well as interiors where people move and people are sitting still, creates a sense of chaos with the viewer. The exterior cuts show mainly the school buildings and the surroundings, some of the cuts carry the written sign “archive”, meaning that this was filmed at an earlier occasion.

By naming the area “poor and strongly segregated”, the journalist quickly wants the viewer to get a grip of the situation. So she is using words to stereotype the area, words that have been used frequently enough to create a myth around this kind of suburbs. At the level of connotation, phrases like “poor and strongly segregated area” connects to “the wider semantic field of our culture” (Hall 1997: 38), where we also find the value systems of a society. The word “poor” has strong historical connotations in Sweden where political reformers in the past century wanted to eradicate poverty, and expressions like *fattig-Sverige* - “poor-Sweden”, and *lort-Sverige* – “dirt-Sweden” were used as opposed to “*Folkhemmet*”, a system where most needs were to be taken care of by the society. *Folkhemmet* – “the people’s home” was an idea connected to the Social Democrats and the Swedish welfare state which sought to even out the class society and promote equality through radical changes in areas like

education, housing and health-care (<http://en.wikipedia.org/wiki/Folkhemmet/> accessed 2011-12-08). Now, present day poverty frequently carries the face of an immigrant, and newspapers publish articles with headings like “Outside born [people] have become the largest group of the poor” (<http://www.dn.se/nyheter/sverige/utrikesfodda-har-blivit-storsta--gruppen-fattiga/> accessed 2011-12-08).¹⁹ Reports like these can serve more than one purpose. Apart from informing the public of the latest statistics and possibly try to evoke sympathy for those stuck by poverty, this information may, at another level, feed straight into ethnocentric discourses around stereotypes about “otherness”, “us and them”, orientalism, etc. Articles like these, no matter how accurate the statistics, can very well contribute to the discourse of “ethnification of poverty” in Sweden.

The area itself is also described in the news report as “strongly segregated”. There are various factors contributing to this kind of labelling, and one part has historical roots. I earlier mentioned the housing project called the Million Programme. In the 1960s - 1970s, large suburbs with huge blocks of flats were constructed for the growing population, offering modern features like windows in every room and bathrooms in every apartment. The building of these suburbs was seen as something very positive and progressive, but something seems to have happened along the way, when nowadays a Million Programme area as Rosengård is characterized as poor and strongly segregated. Among other things, it seems like the societal myth has changed regarding Rosengård and other similar suburbs. Molina (2006) refers to an OECD report from 1998 when commenting that “in different European comparisons, Sweden stands out displaying the highest frequencies of ethnical housing segregation” (Molina 2006:10). Molina argues that complex processes involving the fields of politics, discourse and ideology contribute to the “racification of the city”. Within media reports, the expression “segregated area” has become associated with problem-stricken living areas inhabited by immigrants of different ethnical and national backgrounds, mainly from places outside of the European Union. If we take the semiotic analysis one step further, we land into the ideological level of the myth. According to Brune (2004), the news media images are using typifications that work through mythical chains of associations, and with this case the myths have contributed to the creation of a discriminating genre of its own around the “immigrant suburbs” (Brune 2004: 52). With her use of the phrase “poor and strongly segregated area”

¹⁹ This is taken from a recent article in Dagens Nyheter, one of the leading newspapers. The article comments on the statistics showing that the largest group among the poor people - those receiving economic aid from the state - are the immigrants, those who are born outside of the country. A sociology professor, Björn Halleröd, is quoted in this article, arguing that “It is a huge problem that poverty in Sweden has taken on an ethnical dimension”.

the reporter is immediately placing the Rosengård area into the widespread myth of Million Programme housing complexes where only immigrants live, in various stages of misery. “The suburb has become increasingly typified as an “immigrant ghetto”, with criminality, poverty and segregation in focus” (*ibid* 2004: 249). The news reporter now has set the stage, using the word “poor” to make the viewer tap into the discourse of the “ethnification of poverty”, as well as the words “strongly segregated” to make us connect to the “racification of the city” as well as the “immigrant ghettos”. Adding to the voice-over, the images describing the area are creating a chaotic feeling with the viewer. Through this kind of framing, we are now fully informed on that this report will *not* consider another stereotype, namely the “rich”, “white” people who are born in Sweden and who live in residential suburbs.

The victimized immigrant women

Faten Moussa is presented with her name in the role of parent. Although she has an accent, her reasoning in Swedish is quite clear. Faten Moussa is dressed in a way perceived as traditionally Muslim, with her hair covered by scarves. She wears subtle make up, a long necklace and a wedding ring. Her appearance comes across as polite and mannerly and the way she sits in the chair with her back straight signals self-esteem. She speaks about the former lower grades that the teachers were giving her daughter while informing the parents that everything went well at school. She also stresses the importance of getting an education, as she herself was told by her teachers and mother. The overall impression I get of Faten Moussa is that she is a married Muslim woman, possibly quite well educated and well economically situated.

Anna Milavica is presented with her name in the role of parent. Her Swedish is less grammatically proper than Faten Moussas. Anna Milavica is dressed in a black sweatshirt, she wears glasses, and when she speaks one can notice that one front tooth is missing from the lower jaw. The point that Anna Milavica makes is the importance of speaking Swedish without an accent. She stresses that it is important for the children with immigrant parents to have Swedish speaking teachers already from kindergarten. When the Swedish female reporter asks why it is so important to speak Swedish without an accent, Anna Milavica answers that her daughter is born here, therefore it is unacceptable for her to speak with an

accent. The overall impression I get from Anna Milavica is that she is a woman who has gone through hardships, is living in a strained economic situation and who wishes for her daughter to get a good start in life, that including speaking Swedish without any accent.

In this news report we are implicitly urged to see these two women as victims. This stereotyped role comes partly from what we have learnt earlier around the “poor and strongly segregated” area. Faten Moussa and Anna Milavica and their families are living in Rosengård, possibly without means to leave. These women are also victimized because they, and their daughters, have been subject to injustice. Faten Moussa describes how she was led by the teachers to think that her daughter was doing well at school, but despite of the reassuring words the daughter brought home low grades. Anna Milavica, herself speaking with an accent, is concerned over the possibility that her daughter will not learn to speak perfect Swedish. We understand that this is seen by Anna Milavica as a prerequisite for becoming successful in Sweden; it is “unacceptable” to speak with a foreign accent when you are born here.

The mothers are presented as victims in the report, but there is also a subtle power hierarchy between the immigrant mothers. From my interpretation above, Faten Moussa with her self-asserted appearance comes across as a woman from a higher societal/economical class than Anna Milavica. This is not mentioned anywhere, it is just my own conclusion based on my observations of the displayed information. And, from the news productions’ point of view, it may not be interesting to diversify the neatly packed stereotype of “immigrant women”, as we shall understand further on.

And how is the power relation between the reporter and the immigrant mothers? Judging from the news reporting we can assume that the reporter herself does not live in this “poor and strongly segregated” area. The reporter might have feelings of justification and sympathy for the immigrant mothers, but nevertheless she is in a more privileged position than Faten Moussa and Anna Milavica. For example, the reporter has the power to fit the immigrant women into the victim role, even though they themselves might not approve of this description. Further, we are not informed about whether the immigrant women are working or not, but we do know that the reporter has a high status job at the Swedish governmental public service television. And the reporter has a Swedish sounding name – Ylva Esping, as well as fluency in the Swedish language, something that the two immigrant women lack. So, apart

from her probably enjoying more power and privilege in society in general than the immigrant mothers, the Swedish reporter Ylva Esping exerts an obvious professional power over Faten Moussa and Anna Milavica in her report. And from the intersectional class and ethnicity perspective discussed, the Swedish reporter, coming from the outside, apparently has more power to make something happen around the problematic situation at Rosengårdsskolan, than the immigrant mothers have, who are living this situation. It is Ylva Esping who confronts the politician with the crucial question that implies negligence from the part of the local politicians. The viewer has no information on whether the immigrant mothers have tried to confront the politicians or not. This is a logic that, according to Brune (2004), follows a news report tradition of stereotyping the immigrant woman as an isolated home worker from an underdeveloped country, having low or no education and no knowledge of her rights in society or in the work force, etc (Brune 2004: 223-225). According to this analysis, the immigrant mothers are in the report solely in the role of victims.

The immigrant politician as a scapegoat

Andreas Konstantinides (S) is presented as the Chairman of the city district of Rosengård, belonging to the Social Democratic Party. He speaks Swedish with an accent, gesticulates while standing and talking, looking distinguished in his grey hair, dressed in a formal suit. He is of the opinion that a school producing such bad results, where 60 to 70 per cent of the pupils don't qualify for further studies, needs to be closed down. When the female Swedish reporter asks him why this school was not shut down already a long time ago, Andreas Konstantinides gets an uncertain look on his face for a second and finally answers that "this is now the last chance". The man, Andreas Konstantinides, uses complex wording in a way that is common among politicians, but he also has a strong foreign (Greek) accent. Andreas Konstantinides is probably a well-known person within the Rosengård area who is used to be treated with respect for being an elderly, male politician. But in this news feature he is treated in another way. Andreas Konstantinides belongs to the anonymous group presented in the report voice-over as "the politicians" who are ready to close down the school if things do not get better. And when he starts speaking in the feature he has an air of authority, but the quick and hard question by the female reporter: "But shouldn't you have closed the school already a long time ago then?" makes Andreas Konstantinides lose the grip of the situation, lose his

“mask”. We understand this from his silence, a few seconds too long, as well as from the way he clearly swallows before answering “This is now the last chance”.

So how is the power relation between the reporter and the politician? The easy answer would be that the reporter exercises her power as a representative of the media with the mission to question the political power. But we also need to be aware of the fact that journalists and reporters are deeply socialized within the culture and that they “have just as much of an ideological and cultural framework as other people, and this inevitably conditions their reports on ‘Others’ and their interaction with sources” (van Ginneken 1999: 69). We also should not forget the framing in the news headline trailer on this report which suggests, in an authoritative tone, that someone needs to be ashamed of the things gone wrong at Rosengårdsskolan. According to my analysis, it is quite clear that the immigrant, older, male politician Andreas Konstantinides is turned into the scapegoat.

The production of the news report

So, what is the position of the reporter in this news feature on Rosengårdsskolan? In my analysis, the reporter Ylva Esping appears as, to use some mythical dramatization, a representative of the “immaculate Swedish justice”, a “Bringer of Light” sent out to this “poor and strongly segregated area” where mainly immigrants dwell. She comes back from Rosengård with the material and the news team puts the story together. They create a narrative which feeds well into the societal myth of the “poor and strongly segregated area” and its inhabitants. The news producers use conflicting stereotyped roles involving victims of injustice and a scapegoat. In his book *News Culture*, Stuart Allan (2000) describes this phenomenon as newsworthiness through conflict, where an interest for the conflicting sides is “enhanced through *dramatization*” (Allan 2000: 62). It is decided that the news headline trailer will be stating that the school “needs to pull itself together” otherwise it will be closed down. This way of framing, expressing an opinion, is quite remarkable for public service media with much invested in the sense of objectivity in news reporting for their audience. So when this phrase mentioned above is used to legitimize quite a subjective standpoint there must be some kind of consent behind it at the level of production. Maybe Brune (2004) has an answer to this kind of legitimization of the stereotyping involving the people and places in

this particular report, when she argues that the characteristic traits of the news report include “negativity, orientation towards the societal elite and ethnocentrism” (Brune 2004: 215). Further, Brune (2004) states that these traits affect minority groups and others far from the power elite in such ways that they are interesting for news reports only when involved in negative happenings (*ibid*, 2004: 215). This might well be combined with the arguments of Allan (2000). When he claims that “journalists are among the pre-eminent story-tellers of modern society” (Allan 2000: 83), he aims at the way that the news accounts help shaping our perceptions of the outside world. This thought is connected with the social constructionist idea of the definition of reality as an on-going process shaped by groups and individuals. The theory of hegemony takes these ideas further by arguing that the dominant ideology in society is constructing the notions of “common sense”. In this way, the “journalistic objectivity”, with its aims of describing “the truth”, easily falls into implicit structures embedded in the dominant ideology, if not contested. With this in mind, we understand that the reporter and the news producers clearly consider themselves having the legitimized power, probably in the service of “truth”, to label a news story and to decide the angle of the story, the roles and the outcome.

9.2. Case study 2 – “Adel och hans familj”

This news report on “Adel and his family” was broadcast on the evening of 10 March 2011, in the Swedish public-service television news programme *Aktuellt*.

9.2.1 Description of the news report

As in the previous case study, a denotative description of what is seen and heard in the news report is presented, and this description is then followed by an analysis.

News headline trailer

Image	Voice
<ul style="list-style-type: none"> • Close-up of a man looking at something to the right, serious expression on his face, hands clenched in front of his mouth, wedding ring on his finger • Camera panorating in a living room, from TV-screen to people sitting in sofas, watching 	<p>Female news presenter: "... och här i Norrköping följer Adel sin brors kamp mot Kadaffi"</p>

Second trailer, within the news programme

Image	Voice	Subtitles
<p>Close up of the same man, Adel, as before, still looking to the right, speaking, waving his hand</p>	<p>Adel, speaking Swedish with a very strong accent: "De bryr sig inte om även om de dör, någonting... Men de vill bli så här, de vill vara så här, utan Kadaffi"</p>	<p>De bryr sig inte om ifall de dör. Huvudsaken är att de blir av med Kadaffi.</p>
<p>Interior from the same living room as before, two adults and three young people in different ages sitting in a sofa, an armchair and an additional chair; a glass sofa table, a white rug and green-grey curtains covering the windows</p>	<p>Female news presenter: "Adel i Norrköping, som följer sin brors kamp mot Libyens diktator Kadaffi. Mer om det senare i sändningen."</p>	

Studio introduction to the report

Image	Voice
<p>The news presenter stands in front of a huge image, a photo collage showing an extreme close-up of a young woman dressed in black shawls, looking at something to the left, hand held in front of her mouth, tears gleaming in her eyes. The background is a silhouette photo, in an orange colour, of rifles raised up into the air.</p>	<p>Female news presenter: "Och samtidigt som många i Libyen flyr från landet så följer Libyer i exil noga vad som händer, med hjälp av olika medier. En av dem är Adel som bor här i Sverige med sin familj. De tittade i går på SVT:s Korrespondenterna, som träffat Adels bror, en av de oppositionella i staden Benghazi. Och Aktuellt var med framför TV:n."</p>

The news report

<i>Image</i>	<i>Voice</i>	<i>Subtitles</i>
<ul style="list-style-type: none"> • Interior from the living room, five persons watching the TV-screen, the Libyan flag hangs down among the closed window curtains in green and black, black leather sofas, black shelves, green small rug under the glass coffee table with green details • Close-up of the three persons in the sofa: a woman with shawls covering her hair, a man in a dark shirt, a boy in a chequered shirt and jeans • Close-up of the young woman from the studio photo collage, dressed in black shawls, hand in front of her mouth, displaying an expensive-looking watch, sitting beside a boy in an orange t-shirt, both watching the TV to the right • Interior showing a low glass table with a laptop and the man, Adel, connecting a web camera, the woman with shawls sits in the sofa, silver coloured tray holding coffee cup on the table • The same woman, standing and serving something hot into cups while the younger woman sits in sofa • Close-up of hands holding and pointing at a family photo • 	<p>Female reporter: "Hemma hos familjen El Feturi har man varje dag följt händelseutvecklingen i Libyen, minut för minut. Och i går kväll, när SVT ägnade kvällen åt revolutionerna i Nordafrika, var till och med en faster i Schweiz med via webbkamera. Familjen hade fått veta att Adels bror, Youssif, intervjuats till programmet Korrespondenterna. Youssif, och nästan hela den stora släkten El Feturi är kvar i Benghazi."</p>	
<p>Adel in dark shirt, speaking</p>	<p>Adel: "Det är oroligt, det är oroligt för oss, för min mama min baba, för alla, hela familjen."</p>	<p>Det är oroligt för oss, för mamma och pappa, för hela familjen.</p>
<p>The young woman in black scarves, speaking</p>	<p>Young woman, speaking Swedish without any accent: "Det känns jobbigt, man vill ju vara där. Alltså, härifrån, det är klart, vi får ju veta allting, dom ringer till oss och berättar verkligen allting som händer och så. Men det är inte samma sak,</p>	

		det är inte... varje minut vi inte pratar med dom så är man jätteorolig att det har hänt någon någonting i just den minuten.”	
Camera panorating in the living room, from TV-screen to people sitting and watching		Female reporter: ”De står mycket nära varandra, Adel och Youssif. Men Youssif vill att Adel och hans familj ska hålla sig borta från oroligheterna.”	
A cut from the Libyan report with Youssif:			
Short interior cuts showing probably Muslim dressed women standing and sitting in sofas with many children around them, in white stone-wall houses		Youssif speaking in a voice-over: ”He wants to come here, he wants to come here. And I told him that it’s not the time to come...”	Han vill komma hit. Men han fick höra att det inte är läge...
A man, Youssif, sitting in a sofa, wearing modern shaped glasses, dressed in a striped shirt and a grey suit	A text sign displaying the name: Youssif El Feturi	...because we still have more fights. So it is better that one will live...	... att strider fortfarande pågår. Det är bättre...
Back to Adel and his family in Sweden: Adel sitting in his sofa, watching the TV, leaning himself backwards, smiling and commenting to the woman beside him who also says something, but we cannot hear their conversation		... if the other died.	... att en av oss är kvar i livet
Adel in dark shirt, speaking		Adel: ”Jag sa till honom att jag ville åka dit, jag vill, jag vill vara dit med dom, jag vill utkämpa den här krig med dom... mot Kadaffi.”	Jag sade att jag ville åka till dem – att jag ville utkämpa det här kriget med dem – mot Kadaffi.
Adel and his family sitting and watching TV, all pointing at it and smiling		Female reporter: ”Varje dag säger Adel till sina barn att ’i morgon, då faller Kadaffi’. Och när det händer, ja, då vill Youssif träffa sin bror igen, i deras hemland.”	
A cut from the Libyan report with Youssif:			
Youssif, in the same position as before, talking, listening and smiling		Male reporter asks: ” Will you get him a ticket?” Youssif answers: ”Yes, first class ticket, for	-Köper du biljett åt honom? -Ja, i första klass, åt hela

	<p>all his family” Male reporter: “From Sweden to Libya?” Youssif: “From Sweden to Libya! I promised him to do that!”</p>	<p>familjen. -Från Sverige till Libyen? -Ja. Jag lovade honom det.</p>
<p>Back to Adel and his family in Sweden: Close-up of Adel’s elbow in the air, while he keeps his hands behind the head, and in unsharp foreground is the younger woman. Adel wipes some tears from his eyes. The focus changes and she come in focus, now holding the pose (hand in front of mouth, tears running down her cheek) used in the photo collage earlier</p>	<p>Youssif: “And Inshallah it will not last, maybe two weeks, three weks... two weeks.”</p>	<p>Om Gud vill är han här om två, tre veckor. Nej, högst två veckor!</p>
<ul style="list-style-type: none"> • The woman dries tears from her eyes with a white handkerchief in the background while Adel sits in the foreground, watching the TV • A detail from a political painting showing Kadaffi 	<p>Female reporter: ”Både Adel och Youssif har suttit fångslade i Libyen. Adel för att han hjälpte en annan familj att fly ut ur landet, och Youssif, när han som fjortonåring var inblandad i ett mordförsök på Kadaffi.”</p>	
<p>A cut from the Libyan report with Youssif:</p>		
<ul style="list-style-type: none"> • Close-up of Youssif talking with a boy and a woman holding a small baby • A sofa corner where two young men are sitting, wearing jeans, sweaters and sneakers. One of them, wearing a black beret, beard and long hair, spreads out his legs and puts his hand in front of his crotch • 	<p>Male reporter: Och familjen trakasserades sen så hårt att de flyttade till Marocko. Efter åtta år blev han släppt och familjen kunde återvända till sitt hus i Benghazi.</p>	
<p>Back to Adel and his family in Sweden: The woman speaks in a close-up</p>	<p>Woman, speaking Swedish with a strong accent: ”Jag tänker på allt som... dom dör där, dom också dom som lever där. Vad ska händer i framtiden? När slutar den här kriget, när...?”</p>	
<p>A camera shot from the back, showing the family sitting in the sofas watching TV and family photos</p>	<p>Female reporter: ”Nu väntar familjen i Sverige otåligt på att få vända hem till ett fritt Libyen.”</p>	

The young woman in black scarves, speaking	<p>The young woman: "Det är ju där jag hör hemma, eller, det är ju mitt land. Fast jag ska ju inte glömma Sverige, så klart, det är ju mitt andra hem."</p> <p>Female reporter, asking the young woman: "Tror du att du kommer att komma iväg?"</p> <p>The young woman: "Till Libyen? Ja, det vet jag att jag kommer att göra."</p>	
A cut from the Libyan report with Youssif:		
Exterior cut of Youssif standing on a beach, wearing a thick jacket, watching out over the sea.	Youssif: "We have this chance, we must get it out, this is the first chance and the last for us. We'll not let it go."	Det här är vår enda chans och den får vi inte försitta.
Youssif standing on the beach, wearing shaded glasses, talking to the camera	Youssif: "We will win. We will win, I'm sure of that. Maybe it takes time, but, we will win."	Vi kommer att segra, det är jag säker på. Det får ta den tid det tar.
Back to Adel and his family in Sweden: Adel speaks to the camera in close-up	Adel: "Dom, dom... dom har smakat freedom. The Libyan's got the taste for freedom in Libya now. That tastes so good. We haven't tasted this for 42 years..."	De har smakat på friheten... Libyerna har fått smak för frihet. Det har vi inte gjort på 42 år och det känns härligt.
Exterior cut, probably from Benghazi, Libya, showing two men carrying flags, riding on traditionally dressed-up horses	... tastes so good."	

9.2.2 Analysis of the news report on "Adel och hans familj"

After the denotative description of the report, I will proceed with a similar type of analysis as in the first case study. In this analysis my aim is to find out who gets to express themselves and how the speakers are presented, as well as to look for explicit and implicit messages in the report. I will connect the denotative description to the connotative level, analysing the second level of signification. But there are differences between the ways of analysing the two cases. Since this report is more visually interesting to me as a researcher, the analysis on

“Adel och hans familj” combines the visual and linguistic semiotics to a higher degree than the analysis on “Rosengårdsskolan”, when including a picture analysis and a description of the visual setting. Further, the semiotic and discursive tools of analysis will be used as means to discuss the theoretical perspective of intersectionality. In this case study, the intersectionality perspective investigates the power relations in between the family members as well as their place in the society.

The framing - the news trailers and the visual introduction to the report

This evening *Aktuellt* is reporting on the latest happenings in Libya from a more personal point of view. In the first news trailer the news presenter says “... and here in Norrköping Adel is following his brother’s fight against Kadaffi.” The tone in this initial presentation is very far from the reprimanding tone framing the report on “Rosengårdsskolan”. In the second trailer Adel is speaking in broken Swedish with subtitles saying “They don’t care if they die. The main thing is to get rid of Kadaffi.” Summing up the news trailers for the report on “Adel och hans familj”, two men, Adel and his brother, and a family, are mentioned, and Adel gets to speak two sentences.

Adel and his family are presented in the next coming studio introduction to the report. In the introduction, the news presenter is standing in the studio in front of a huge photo image. This image is the second part, following the two trailers, of the framing of the story. Referring to Jensen (2002), I discussed the concept of framing in the previous case study on “Rosengårdsskolan”. This concept of framing indicates a way of influencing the media audience towards specific interpretations of, in this case, news issues. The choice of the visual codes displayed carry inherent social meanings, according to Fairclough (1995: 24). Visual semiotic analysis, considering the denotation and connotation aspects, will therefore be used in an analysis of this photo image in the studio. The image is a photo collage showing the profile of a young woman in extreme close-up on the right side of the image. She is dressed in a black scarf covering her hair and neck, and while she holds a hand in front of her closed mouth, tears are gleaming in her eyes. Her gaze is directed to the left side of the image, and she appears to be looking at something. On the left side is a stylized image in orange shades, showing people, in a vague silhouette, with fists and rifles raised into the air. With its neatly

stylized, orange coloured image, the image seeks to give positive connotations of the on-going Libyan revolution where the people rise against its dictator Kadaffi. This silhouette background with men waving fists and rifles connotes to “freedom fighters”. The orange colour connotes to the Orange Revolution in Ukraine in 2005,²⁰ which was another public upheaval against totalitarian leaders, and which received extensive coverage in Swedish news media at the time. Orange is also a colour connected to the, in Swedish context well-known, Tibetan monks and their leader Dalai Lama, who was awarded the Nobel Peace Prize in 1989.²¹ So, this analysis finds that this orange coloured part of the photo image wants the viewers to associate to a “good grassroots revolution”, a revolution that has elements of violence and killing when needed, but nonetheless strives to be peaceful. Further, this photo image used to introduce the report on Adel and his family displays the kind of simplified messages that are typical of stereotyping. The image is quite dramatic, when showing a young woman crying, dressed in a way perceived as traditionally Muslim, as well as male silhouettes waving with rifles and fists into the air. An image like this can well fit into discourses around the Other in general and Orientalism in specific, as described by Hall (1997). The discourse of Orientalism looks to how the European hegemony produced, among others, political, imaginative and ideological “knowledge” about the Orient (Hall 1997: 259-260). This “knowledge” could become manifest within stereotyped images of people from the Orient. The image of the young woman connotes to the images of crying and screaming women on the streets, dressed in black scarves, images that are, in my opinion, quite frequent in news reporting around conflicts in the Middle East. In the eyes of “Swedish” viewers, these kinds of “unfamiliar cultural expressions” could very well be signs that differentiate “us” from “them”. And when images like these are frequently used in the media, the images of the crying women contribute to the myths around the Others. But this analysis suggests that the reason for using this image as a framing of the news report is to evoke sympathy. When constructing an image of the Other that is supposed to evoke sympathy, you need to make the perceived differences between “us” and “them” less explicit. The way this is done here is through the use of one young woman in the image, as opposed to the previously mentioned images of many women crying together in public spaces. The young woman is alone, she is crying softly, with her hand in front of her closed mouth. In this way, the viewers are not led to buy into the created myths around “foreign, unfamiliar expressions” of grief that might be

²⁰ For more information, see: http://en.wikipedia.org/wiki/Orange_Revolution/ accessed 2012-01-20

²¹ For more information, see: http://en.wikipedia.org/wiki/14th_Dalai_Lama/ accessed 2012-01-20

ascribed to “Oriental women” as a group. Following this line of thoughts around myths of the Other, we can connect them to the colonial theory of Culture/Nature distinction, where the whites were thought to have overcome “nature” and become “culture”, but the black’s “culture” was forever their “nature” (Hall 1997: 244). A way to evoke sympathy for the immigrant people in this news report is, according to this analysis, to imply that they have “cultivated their nature”, they have become “civilized” and they have become part of “us”. The image of the young woman is put there as a symbol of “integration”, she is accordingly not a “threat”, in the form of an unknown Other, to “us”; then “we”, the viewers, can relax and feel sympathy for this crying girl and for her family. In addition to this visual framing discussed, we have the words of the female news presenter describing a family in exile that are “following the latest happenings in the news - minute by minute”, in worry of the well-being of their relatives back in Libya. Now the framing is done, and my interpretational analysis of it is that the viewers are supposed to follow the coming news report with feelings of sympathy, both for the grassroots people in the Libyan revolution and for this family in exile who have found a safe, temporary, haven in Norrköping. The reasons for my use of the word “temporary” will be explained further on in the analysis.

About the setting of the scene

We are informed that the setting of the report is the home of a Libyan family in exile living in Sweden. Here we have no descriptions of immigrants living in poor and segregated areas; instead there is a mentioning of the average-sized Swedish town of Norrköping. This information leads the connotations in a specific direction – the family does *not* live in one of the Million Programme suburbs in the cities of Malmö, Stockholm or Göteborg that have come to symbolize segregated, problem-stricken areas, which I discussed in the previous case study. Therefore, this family does not explicitly fit into the mediated myths created around immigrants in connection with the “racification of the city”.

Since the report involves the watching of, and reactions to, an earlier television report about Adel’s brother in Libya, the focus of the visual setting lies on the television set and the surrounding living room. In the first interior cut we see people sitting and watching television. According to the reporter, we are visiting the home of the El Feturi family. As a viewer, I am

used to the media stereotypes of immigrant people and their settings. I would not have thought more of it had there been an interior with strong connotations to the myth of the Orient, including certain patterned carpets and furniture, a colour setting towards the red-brown-yellow palette, heavy curtains and certain types of symbolic ornamentation, like a water-pipe. But instead, this living room has an air around it that connotes to the Swedish furniture company IKEA, with its claim of Nordic, “simple but tasteful” design; the white walls, black narrow wooden shelves and black skin sofas, the slick glass table with green details, the light green rug and the black and light green curtains together connect to the myth around the “Western European Good Taste”.²² In Adel’s living room, the only detail that slightly “disharmonizes” with this interior arrangement is the fact that the curtains are covering the windows, and that the Libyan flag hangs down from the curtain rod. Apart from the way some of the people in the room are dressed, this strong symbol - a flag - is the item that differentiates this living room from the myth of a “typical Swedish” living room expressing the “Good Taste” as displayed, for instance, on the IKEA web site.²³ Interestingly enough, the Libyan flag contains the colours green, black, white and red, and this makes me think that the colour scheme of the living room may have been picked to match the symbolic colours of the flag.²⁴ Further, we notice that the television set consists of a large, modern, wall-hanging, flat television screen. And while we are informed by the reporters’ voice over that there was “even an aunt in Switzerland participating via webcam”, the image shows Adel working with a laptop computer. The modern technique equipment displayed in the report connotes to an average household situation where flat screen televisions and laptop computers are part of everyday life of the large Swedish middle class. Summing up these interior details, the conclusion is that the living-room of the El Feturi family neither fits into the myths surrounding the stereotypes of people from the Orient, nor does it connect to the discourses around the “ethnification of poverty” discussed in the previous case study on Rosengårdsskolan.

²² According to the Finnish researcher Susann Vihma (2003), there is an existing Western European tradition within the sphere of design. And connected to this specific tradition is the notion of Good Taste, a fostering notion that, according to Vihma, was consciously implemented in Western Europe and the Nordic countries in the 20:th century. “The taste of the people was to be improved through the production of the right kind of design that would represent the Good Taste” (Vihma 2003: 15).

²³ see for example http://www.ikea.com/se/sv/catalog/categories/departments/living_room/tools/livingroom_rooms_ideas/ accessed 2012-01-02

²⁴ “... black [was selected] to remember the black days that Libyans lived under the occupation of the Italians and green to represent its primary wealth, agriculture, and the future prosperity of the country” http://en.wikipedia.org/wiki/Flag_of_Libya/ accessed 2012-01-20

The setting consists of the furniture displayed in the living room, but the opening scene that is presented to the viewer also includes the people in the setting. Previously, we have seen Adel speaking in the news trailer, as well as the photo collage in the introduction of the report that shows a young woman in black scarves. We are now introduced to images of the whole family. We can see Adel and two boys of varying age, dressed in shirts, t-shirt and jeans. We also see two women of varying age - we recognize the young woman from the introductory photo image - both dressed in clothes perceived as traditionally Muslim, with scarves covering hair and neck. We understand that this family most probably confesses the Muslim faith.

This study will not analyse the parts of the report featuring Adel's brother Youssif in Libya in any large extent, but what can be said about the setting is that we are introduced to environments both in private houses and in public spaces in Libya. In the apprehended private home of Youssif we can see women, dressed in clothes perceived as traditionally Muslim. Some women are standing up and some are sitting down in low, colourfully patterned sofas, holding babies while children are moving around them. We also see young men sitting and talking, in white-washed stone-wall rooms with thick carpets and curtains. This colorful setting, with many people moving around, is creating a contrasting image to the "calmness" and focus experienced in the Swedish living room of Adel and his family.

Adel, Libyan in exile

Adel is the main character in this narrative. As viewers, we have seen Adel twice already, in two news trailers featured at the beginning and in the middle of the *Aktuellt* newscast. Because of this, we already experience a little familiarity with Adel when the actual report starts, near the ending of this evening's newscast. We have been told that Adel lives in exile, with his family, in Norrköping and that Adel's brother fights against Kadaffi back in Libya. We have seen the wedding ring on Adel's finger, and a short glimpse of his family watching television, in the news trailer. Adel speaks in three parts in the news feature. When he speaks Swedish he does it with a strong foreign accent, and sometimes he switches over to speaking English, and his words are consequently subtitled. Adel speaks about his worries for the relatives staying in Benghazi, about his willingness to leave Sweden to join the fighting in

Libya, and he comments on how the Libyan's have acquired "the taste of freedom". Despite his quite dramatic comment in the news trailer - "They don't care if they die! The main thing is to get rid of Kadaffi!" we get the feeling that Adel, with his soft voice, is quite an unobtrusive man. Through the news presenter's words, describing Adel and his family, Adel is implicitly presented as a family man, as father and husband. Also, the repeated words "Adel and his family" are giving patriarchal connotations to Adel as the head of "his" family and as such, the bread-winner and the provider. But since we are not presented with his professional title, Adel is first and foremost speaking as a representative of refugee immigrants living in exile in Sweden. Being portrayed without any professional title and as a refugee in exile, Adel is being put in a subordinate level within the Swedish society as well as in a global context. With his opening words in the report, that the fighters "don't care if they die", Adel is touching upon a symbolic level involving the fight for freedom in Libya. This symbolic level is connected to the question of male honour, and with this it is understood that Adel wishes of nothing more than to participate in the fight, to restore his position in the eyes of his family and his home society.

Brother Yuossif in Libya

The second character in this news feature is Youssif, the brother of Adel. Youssif also speaks in three parts in the feature. He is interviewed in Libya, and he starts by saying that he does not allow for Adel to come there to participate in the fight, "...better that one will live if the other died". This statement gives connotations around the power structure between the brothers, where Youssif seems to be the older brother who is in a position of being able to make decisions for his younger brother. Wearing his modern glasses, grey suit and shirt, Youssif comes across as a person who is not poor, but rather belonging to an intellectual middle-class. It is also quite soon suggested that Youssif is reasonably wealthy, because of his outspoken promise to buy first-class plane tickets from Sweden to Libya, to Adel's whole family, when the war is over. What we understand from Youssif, then, is that he experiences a real as well as a symbolic superiority towards Adel, since being in the position of the older and more affluent of the two brothers, Youssif probably is the head of the whole extended family. Further, Youssif is a privileged man in his society instead of a refugee living in exile

in a foreign country like Adel, and, last but not least, Youssif is actively taking part in the important fight for freedom.

The young woman, Libyan in exile

We recognize the young woman from the image in the studio introduction to the report. She is probably the teenage daughter of Adel. She is not presented by her name, neither in a text sign nor in the voice-over. She speaks in two parts in the news feature. When she speaks Swedish, she speaks with an ease, and we can hear no foreign accent at all. She is dressed in a way regarded as typical of Muslim women. On her wrist we can see a big, quite expensive-looking watch. She speaks of her worries about the relatives back in Libya and how the family tries to stay in constant contact. When the reporter asks the young woman if she thinks she will be able to go back to Libya, she is confident that she will. She also calls Libya her home country, and explains that she “will never forget Sweden, of course, this is my second home”. This young woman comes across as more integrated into the society than her parents are. Her age as well as her fluent Swedish implies that she is taking part in the Swedish school system, maybe she started her school years here, and she might even be born in Sweden. Still, she considers Libya as her home country and expresses a wish to return to Libya for good. Maybe part of her wish to leave Sweden has to do with the paradox of the positions within the family that the exile might have created. She, the teenage daughter actually experiences a superior position in society in contrast to the subordinate position of her parents. But, interestingly enough, in this report she is put in a subordinate position because of the lack of her being presented by her name.

The woman, Libyan in exile

The woman gets to speak in one part of this news feature. She is probably the wife of Adel, and the mother of the three children in the room, and she is dressed in a way regarded as typical of Muslim women. Similarly to her daughter, the woman is not presented by name, neither in a text sign nor in voice-over. The woman speaks Swedish with a strong accent, but her words are not subtitled. With a pale face, she expresses her worries about the people

living and dying in Libya as well as worries over the future. The woman looks quite young to be the mother of a daughter in her late teens. As a Muslim woman, she is put in a stereotype where she is subordinate to her husband, but as discussed above, she is also subordinate to her teenage daughter. Furthermore, the woman is, equally to her husband Adel, a refugee in exile, and as such put in a subordinate level within the Swedish society as well as in a global context. But, it is possible that within the private context of her family, she may have a superior position as the mother. And, maybe the life in exile has given her a superior position towards her husband, since her role is constant and she does not need to defend and accentuate her female role in the Swedish society, as her husband needs to do with his male role. In this report, though, the woman is backgrounded and put in a subordinate position because of the lack of presentation and subtitling.

Summing up the report on the Libyan family in exile

Apart from the female news presenter introducing this news feature, there are two reporters heard, but not seen, in the report. The female reporter is in charge of this feature of Adel and his family in Norrköping, and the male reporter is heard in the earlier report with Youssif in Libya that is used as a reference in this feature. This analysis will not discuss the roles of the reporters at any length, but rather use some voice-overs to illuminate some parts of the analysis. With this said, the analysis starts with the way that the persons in the report are presented.

The women in the interview are not presented by their name, but the men are.²⁵ Adel's words are consequently subtitled all the way through the report, both when he speaks Swedish with a very strong accent and when he switches over to speak in English. Adel's nameless wife speaks Swedish with an equally strong accent as her husband, but her words are not subtitled. It seems like there is a difference in the news report's treatment of the women and the men who are speaking. The women seem to be both present and absent at the same time. If we put an intersectionality aspect to this and compare the gendered difference of representation, the women fall into a category that can be labeled 'suppressed', according to Fairclough

²⁵ What is speaking against this being the effect of a technical mistake is the fact that there was no customary excuse, concerning technical problems, made by the news presenter in the studio, neither before nor after the report, or in the *Aktuellt* broadcast the following evening.

(1995:24). In order to clarify certain aspects in a text, Fairclough has constructed a scale to differentiate degrees of presence. The scale goes: absent – presupposed – backgrounded – foregrounded. Something presupposed is part of the implicit meaning, and something explicitly present in a text can be informationally backgrounded or foregrounded (Fairclough 1995: 106). Using this scale to look at the differences between the gendered representations in the report, the category of women can be interpreted as informationally backgrounded while the category of men can be interpreted as informationally foregrounded. The interpretation of this kind of backgrounding/foregrounding would imply a deliberate choice to treat the women differently from the men in the news report; but whose choice? If it is the wish of the women themselves to stay anonymous, this is somewhat contradictory, since the women are showing their faces in the interview, and their family name, El Feturi, is mentioned several times in the report, as well as the names of the men, Adel and Youssif. In the Swedish news reports it is customary to present the interviewees' by their full names and professional titles, so what are the reasons for the news producers to abstain from doing it here? As a viewer I cannot be sure of the reason for not naming the women, or to not subtitle the words of the mother in the report, but what I can be sure about is the question mark this leaves; why are the immigrant women informationally backgrounded and portrayed in this anonymous way? If this were to be a deliberate action on the part of the news producers, maybe the question can be illuminated by the arguments of Brune (2004) around the growing tendencies towards an "Orientalization" in the Swedish news media. Brune's journalistic research on the mediated images of the "immigrant" finds that in the Swedish news media, from the 1990's and onward, non-European Muslim women increasingly have become symbols for the victimized and oppressed immigrant woman (Brune 2004: 366).

As noted earlier, no person speaking in the report is presented by their professional title. "A work, irrespective of which, is considered to be the entrance not only to the working life but also to a complete life in Sweden" (de los Reyes & Mulinari 2005: 105). As a consequence of this kind of thinking one might realize that the presenting of yourself, or someone else, by the professional title is very common in Sweden, a trait that is also reflected in the Swedish news media. It can be seen as a way of classifying people. As an example of this kind of mentality, a Swedish journalist, who recently moved back to Sweden after a few years abroad, writes that "in Stockholm there exists also a fascinating conformism that causes everybody within a

group to look identical and to speak about the exact same things”.²⁶ There are prevailing systems that concern social, cultural, political and economic relations in Sweden, as in the rest of the Western world, where ethnicity and racism play a central role, according to de los Reyes & Mulinari (2005: 7). Parts of these systems are the simultaneously functioning processes that are constructing as well as maintaining relations of superiority and subordination between individuals and groups (*ibid* 2005: 17). In line with this intersectional theory of superiority/subordination, Hall (1997) describes that there are symbolic boundaries set up by the cultural hegemony in order to keep the cultural categories ‘pure’. And he quotes: ”The retreat of many cultures towards ‘closure’ against foreigners, intruders, aliens and ‘others’ is part of the same process of purification (Kristeva 1982, in Hall 1997: 236). This can be connected to Hylland Eriksen’s (2007) concept of re-embedding that is described as a reaction towards workings inherent in the globalization processes. Re-embedding refers to, among other things, the strengthening of the local history and cultural expressions, and this can lead to processes of exclusion of the Other, in a way similar to the above mentioned “process of purification”. Adding to this, Brune (2004) describes, under the heading “White man strikes back”, findings that are pointing towards a cultural backlash in the public sphere where “whites are constructed as victims of the threats of the Others” (Brune 2004: 367). With this reasoning in mind we continue to look at the explicit and implicit messages in this news report on the Libyan family in exile.

According to the findings of this analysis the news report is presenting this “family in exile” in a way that differs from the stereotyped reports around immigrants in “poor and strongly segregated” areas, as previously discussed in the chapter on “Rosengårdsskolan”. Presented as living in Norrköping, instead of in a “poor and strongly segregated suburb”, the El Feturi family is not explicitly put into the myths created around immigrants in connection with the “racification of the city”. Neither does the home setting of the El Feturi family, featuring “Swedish” furniture and modern communication devices, connote to the discourses around the “ethnification of poverty”. The viewers are invited to the Swedish home of a Libyan “family in exile”. The word “exile” connotes to someone that does not belong to where he is at the moment, someone who is a refugee from their home country, against their own will. In the earlier part of this analysis that discussed the framing of the news report, I presented the connotation of the family having found a safe, “temporary”, haven in Norrköping. I am basing

²⁶ Andres Lokko writes in SvD, http://www.svd.se/nyheter/inrikes/hur-kanns-det-att-flytta-hem-lokko_6742209.svd/ accessed 12-01-02

my argument partly on the use of the word “exile”. Partly also on what the speakers are expressing; Adel wishes to go to Libya to fight against Kadaffi and the young woman calls Sweden her second home after Libya. Also, the female reporter’s voice-over emphasizes the “fleeting” feeling around the family by saying: “Every day Adel tells his children that ‘tomorrow Kadaffi will fall’. And when this happens, then Youssif wants to meet his brother again, in their home country”. And further on: “Now the family waits eagerly to be able to return home to a free Libya”. Taking all this into account, the explicit message of the report is that the El Feturi family wishes of nothing more than to be able to return to Libya, their home country, and they will do so when Libya is freed from its dictator Kadaffi. When Fowler (1999) discusses the social construction of news, he claims that news values are features of not only selection, but of representation, and he continues by arguing that “an item can only be selected if it can be seen in a certain light of representation, and so selection involves an ideological act of interpretation” (Fowler 1999: 19). So, what might be the reason for selecting this particular news story and describe it from this particular angle discussed above? What ideologies are working in the background? The explicit meaning is quite clear, that the family wishes to return to a free Libya. The implicit connotations are a bit more ambiguous, though. There is the question mark around the anonymity of the informationally backgrounded women speaking in the report. And the explicit wish of the family to return “home to Libya” – is it shared by all family members, as very possibly all, or at least two out of three children, could very well be born in Sweden? Remembering the framing of the news report, the implicit message suggested by the analysis is that the viewers are to feel sympathy for the family. The promotion of the young woman with her fluent Swedish renders the family as well integrated into the Swedish society, despite of her parents’ accented use of the Swedish language and the anonymity of the women in the report. But at the same time the explicit message is that the family will leave Sweden as soon as possible. This ambiguity of messages lends to at least two different kinds of interpretations, depending on the ideology of the viewers. For example, a Swedish racist viewer could possibly interpret the message in this report as something “positive” when an immigrant family actually is considering leaving Sweden. An opposite interpretation would be that it is a pity that this fine and seemingly well integrated family El Feturi wants to leave Sweden instead of becoming even more integrated into the society. As we have seen from this analysis, a news report comes with both explicit and implicit messages, and digging deeper one can find a variety of connotations connected to the foregrounding and backgrounding of explicit and implicit subject positions as well as societal and news production values.

10. Summary and final discussion

This study has been analysing and discussing the representation of immigrant women getting their voices heard in the public service television news. Sweden, apprehended as one of the prominent countries considering gender equality, is part of a globalized world, with people and ideas travelling, more or less freely, across national borders. What do the possibilities look like for the immigrants to participate in the Swedish society and to take part in the setting of agendas in the public sphere? This study of the representation of immigrant women in the public service television news is investigating three questions in connection to this: How often do immigrant women appear in the news? In what roles are the immigrant women presented and what issues do they speak about? What are the relationships between those involved in the news features? The interpretative research has been conducted through the use of content analysis in combination with the qualitative constructionist approaches of semiotics and discourse within a framework of the theoretical perspective of intersectionality. Additional theories in the study are considering the global tendencies and the media, the social construction of news, us & them and stereotypes as well as feminist media studies. The study has also included contextual examples of news items to illuminate concepts and points in the discussions.

Findings of the study

The first research question looks at the frequency of the participation of immigrant women in the news. To learn about this, a quantitative content analysis was conducted. A sample of 30 hours of news material, 15 programmes each of the public service prime-time news programmes *Rapport* and *Aktuellt*, was filmed, digitalized and categorized into code sheets. The variables and categories of the code sheets had been worked out and tested in a pilot study. The domestic news category was divided into two sub-categories called Domestic news and International comments. The interviewees, in this study the “speakers”, were divided into gendered groups with the sub-groups of non-immigrants and immigrants, who in parts of the discussion have acquired the sub-group of non-Europeans. The sample may not be large enough to generalize from, but the findings of this part of the study are pointing towards some interesting tendencies. The findings of the content analysis indicate that immigrant women,

2.2% of the total speakers in the analysed material, are underrepresented in numbers in the Swedish public service television news. When immigrant female speakers count to the amount of 9 among a total of 403 speakers, one could claim that the “immigrant women” are in danger of becoming reduced to a sign because of their scarcity in the Swedish television news. If we narrow down the scope of immigrant women to only consist of non-Europeans, we get the figure of 1.5%. There is also quite a difference in the amount of immigrant women speaking in the two news categories analysed. In the Domestic news, the immigrant women who are getting their voices heard are counting to 1.9% of the total speakers, and in the International comments they count to 4.5% of the total speakers. This implies that when immigrant women are speaking in the news, they are more likely to speak around international issues than around Swedish domestic issues. Taking this further and looking at the amount of non-European immigrant women speaking we get an even lower percentage. Among a total of 359 speakers in the domestic news, there are 4 non-European women, approximately 1%, who are getting to speak their opinions around domestic news topics. These numbers suggest that the possibilities for immigrant women to get their voices heard, to participate in the Swedish society and take part in the setting of agendas in the public sphere, seem very small. With numbers pointing at tendencies like these, it may also be difficult to find any reflection in the news to the fact that Sweden is a multicultural and gender equal country, part of a globalized and interconnected world.

The second research question looks at the quality of representation: in what roles are the immigrant women presented and what do they speak about? To find this out, a content analysis based on different role categories was conducted, and additional information around the speech topics is found in the two qualitative case studies analysed. The study found that most immigrant women in the research are presented in the role of “immigrant”, presented as either New Swede or as a person in exile in Sweden. The role category that reaches the highest percentage of immigrant women, two out of three, is the role of mother. Immigrant women are not represented at all in the roles of consumer, public opinion, student/child or activist/engaged, while one immigrant woman is found in the role of victim. On the basis of these findings, it seems like the representation in the news of immigrant women is mainly depending from what “they are” instead of what “they do”. The immigrant women in this study are speaking about their concerns around the grades of their children, about health, about worries for their relatives in their home country, and express their admiration for Sweden. Out of the 403 male and female speakers in total, two immigrant women, from

Finland and Turkey, are speaking in the role of expert/professional. The Finnish woman is speaking in the role of a civil servant, and the woman with her roots in Turkey is making a political commentary on the election of a new leader for the Social Democratic Party.

The third research question looks at the relationships between those involved in the news features. This is illuminated in the two qualitative case studies, the reports on “Rosengårdsskolan” from *Rapport* and “Adel och hans familj” from *Aktuellt*. The study combines the methods of semiotics and discourse analysis within a framework of the theoretical perspective of intersectionality. In the case of “Rosengårdsskolan”, the study finds that the report is consequently building on stereotypically constructed media discourses around the “ethnification of poverty” and the “racification of the city”. The analysis discusses that the immigrant mothers interviewed are presented in a stereotyped role of victims of injustice, in a news narrative constructed around a dramatized conflict, where the Swedish female reporter appears in the role of a “Bringer of justice”. The report on “Adel och hans familj” is displaying a different viewpoint. Instead of the usual mediated stereotypes around immigrants noticed in the other case study, this news report aims to depict a well-integrated family in exile in Sweden. This is partly accomplished by the use of implicit messages concerning notions of the Other in the framing of the story. But the immigrant women are, due to the lack of proper presentation, informationally backgrounded in contrast to the men in the report.

Reflections on the study and on the workability of the design

During the course of this research, I have realized that studying the representation of immigrant women in the news implies a research of more than just the women. The immigrant women in the news are so scarce that their mere appearance becomes loaded with stereotypes, myths, symbolism and prejudices; they are “embedded” into it.

An additional finding in this study is considering the representation of immigrant men in the news. The immigrant men speaking in the news, 4.4%, are actually represented in a smaller percentage within the category of male speakers, than the immigrant women, 5.8%, within the category of the female speakers. And where the immigrant women are represented in

stereotypes connected to “immigrants”, motherhood and victimization, the immigrant men are represented in more “offensive” roles, like a nationalist fighter, a loud political activist and a “guilty” politician. But apart from this observation it is difficult to draw any further conclusions because of the small sample analysed.

The use of representational theories connected to stereotyping, the Other and “us & them” has been of value to illuminate the findings of the study. And the intersectionality framework has worked well together with the research methods of semiotics and discourse analysis. The combination of quantitative and qualitative methods has provided the research with much information that has been combined to create an in-depth study. If the sample of news programmes had been larger, the study could have had more quantitative facts to work with to enable more valid generalizations of the findings, but considering the guidelines for this thesis the sample can be considered adequate.

New questions and recommendations for future research

The difference in the presentation of the immigrants in the two case studies analysed is somewhat intriguing. The report on “Rosengårdsskolan” is following the mediated tradition around the portrayal of “poor and strongly segregated areas”, but the report on “Adel och hans familj” is diverging from this tradition. Are we experiencing a shift in the mediated portrayal of the “immigrant”, if there is an implicit message urging the viewer to feel sympathy for and familiarity with this immigrant family? Are we experiencing the beginning of a shift towards less prejudicial news reporting considering immigrant people in Sweden, parallel to the opposite flows of cultural backlashes, re-embeddings and processes of “cultural purifications” as discussed in the analysis chapter of “Adel och hans familj”? Brune (2004) argues that the mediated images of immigrants are shaped by the routines of news production, authority discourse and general conceptions of immigrants that often are informed by the news media (Brune 2004: 309). Could a new attitude in media go hand in hand with the current state concern around the growing demographic problems with the increase of an ageing, retired population and a decrease of people at work?²⁷ Has the ruling hegemony realized that to be

²⁷ As an example, the Northern Future Forum gathers ministers from nine Nordic countries to discuss the future demographic challenges, and more, see http://www.svd.se/nyheter/inrikes/regeringschefer-diskuterar-framtiden_6830965.svd/ accessed 21-02-07

able to keep up the current standards of living, Sweden needs the Others, immigrants from other cultures, to support the work force? To take a closer look at these vague “signs of the time”, to investigate a possible, positive shift in the mediated messages concerning the image of immigrants, and look for possible underlying reasons, all within a gender perspective, would be a recommendation for further research.

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Lecture:

Thomas Hylland Eriksen, lecture the 14th of September 2007, held at the course Communication for Development -07, at Malmö Högskola, Sweden

Appendix 1 a)

Categories and variables in the code sheets

In the code sheets for this study I have counted the features and divided the topic *domestic news* into two categories:

- *Domestic feature*, news from within Sweden
- *International comments*, meaning comments being expressed within Sweden around international news topics

Further variables in the code sheets are:

Headline – the headline as presented in Swedish, mainly in writing

Name of speaker – the name as presented with first and last name, in writing

Gender of speaker – female/male

Speaker presented as – a professional title or name of the company/organization that the person is representing, sometimes also an age (“17 years old”) or family related (“father”)

Speaking in the role of – my personal interpretation and classification into roles

Approximate age – my personal interpretation: child/youth/adult/senior

Swedish speaking – yes/no, whether a person speaks in Swedish or not in the feature

Swedish speaking with a foreign accent - yes/no, whether a person speaks in Swedish with a clear foreign accent (Swedish dialects are not counting) in the feature

This quantification is looking at the question “Who gets to speak in the news?” Since this study has a gendered approach, the variables considered are: *Speakers*, *Total female speakers*, *Female immigrant speakers*, *Total male speakers* and *Male immigrant speakers*.

Appendix 1 b)

Definitions of the role categories:

expert/professional - a person who is commenting on a news issue, as well as a person who is directly involved in the actual news issue and who represents a profession in the areas of labour work, sports, politics, culture, business, etc.

student/child - a student or a child speaking about school or study issues as well as general issues concerning youth like alcohol, contraceptives, supportership, fanship or summer camps

activist/engaged - a person involved with environmental, political, animal rights issues, etc

public opinion - a randomly picked person on the street, the bus, in a workplace, etc, who is more or less informed, and who speaks her/his opinion about the subject matter

consumer - a person speaking about consumer issues, including consumers of culture and sports

mother - a person who is presented as such or as a parent

father - a person who is presented as such or as a parent

victim - a person who has been victimized by crime, accident, unhealth or unemployment and also a related person who gets to speak on behalf of the victimized person

(person) in exile - a person who is presented as such

(person from x) living in Sweden - a person who is presented as such

new Swede - a person who is presented as such

Appendix 2.

Pilot study -
Code sheets

RAPPORT 19.30 - Code sheet

date: 12. Jan -11

day: Wednesday

page 1

INTERNATIONAL AND DOMESTIC NEWS

Newsreader:

f

Nike Nylander

Feature

Headline

Topic

1. News trailer

2. Australien - 10.000 evakuerade the rains and floodings in Australia Reporter: f Helena Nosti

Reporter: m Thomas von Heijne

Graphics m Ludvig Tunel

	<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
Speaker 1	f	nn	living in Brisbane	flooding victim	youth		
Speaker 2	f	Emmy Häggkvist	student in Brisbane	flooding victim	youth	y	
Speaker 3	m	nn	living in Brisbane	flooding victim	senior		
Speaker 4	f	Pia Hultgren	meteorolog	expert	adult	y	

3. Haiti-katastrofen-Minnesdag för offren memorial day for the victims Reporter: m Mats Knutson

Reporter m Stefan Åsberg

Speaker 1	m	Lafleur Josué	teacher	professional	adult		
Speaker 2	f	Casimir Pristéne	pupil	earth quake victim/niece	youth		
Speaker 3	m	Verny Genor	pupil	e q victim	youth		

4. Betygsförslag - "Ökar byråkratin" school politics Reporter: f Ann Wollner

Photo: m Danijel Ivic & Ivan Terzi

Speaker 1	m	Niklas Lindell	Haganässkolan Älmhult	pupil	youth	y	
Speaker 2	f	Sofie Ahlberg	Haganässkolan Älmhult	pupil	youth	y	
Speaker 3	m	Niklas Logsjö	Haganässkolan Älmhult	pupil	youth	y	
Speaker 4	m	Leif Davidsson	regeringens utredare	expert	adult	y	

RAPPORT 19.30 - Code sheet

date: 12. Jan -11 **day:** Wednesday **Newsreader:** f Nike Nylander page 2

Speaker 5 m Jan Björklund (FP) minister of education professional adult y

5.1 Malmö problems with drugs smuggling Reporter: m Kalle Jansson

Speaker 1 m Lars Bäckström gränsskyddschef polisen professional adult y

5.2 Göteborg double murder Reporter: m Kalle Jansson

5.3 Norrköping train problems Reporter: m Kalle Jansson

5.4 Kiruna mining R m K J

Speaker 1 m Per-Erik Lindvall technical director LKAB professional adult y

6. Partiedarjakten - (S) besöker Norrbotten political party searches leader Reporter: f Kerstin Holm

Photo + ed: m Håkan Claesson

Photo: m Calle Pettersson

Speaker 1 f Berit Andnor ordförande valberedningen (S) professional adult y

Speaker 2 f Karin Åström district ordförande Norrbotten (S) professional adult y

Speaker 3 m Sven-Erik Bucht member of parliament (S) professional adult y

Speaker 4 m Mats Knutson commentary (in studio) expert adult y

7. (V)- Ökad kritik mot Ohly problems within political party (V) Reporter: m Anders Lindqvist

Photo m Anders Nord/Emil Larsson

editing m Sigge Gradeson

Speaker 1 f Lena Olsson district president of (V) professional adult y

Speaker 2 m Aaron Etzler chefredaktör Flamman expert adult y

Speaker 3 m Jens Holm member of parliament (V) professional adult y

Speaker 4 m Kent Persson member of parliament (V) professional adult y

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Speaker 5 m Mats Knutson commentary (in studio) expert adult y

8. Sverigedemokraterna (SD) are making political difference Reporter: f Jeanette Larsson

Speaker 1 Carl B Hamilton member of parliament (FP) professional adult y
 Speaker 2 m William Petzäll member of parliament (SD) professional adult y
 Speaker 3 m Hanif Bali (M) professional adult y
 Speaker 4 m Adnan Dibrani (S) professional adult y
 Speaker 5 m Richard Jomshof (SD) professional adult y
 Speaker 6 m Kent Ekeroth member of parliament (SD) professional adult y
 Speaker 7 m Fredrik Schulte member of parliament (M) professional adult y

BUSINESS NEWS Newsreader: f Helena Berg

9. Europakrisen - Portugal lånar 11 mi economical problems in EU Reporter: f Kristina Lagerström
 Photo+ed: m Thomas Svenson

Speaker 1 f Annika Winsth chefsekonon Nordea expert adult y

10. Europakrisen - Euron faller - krör the euro is falling

11. Stock market report

12. Bostäder - Färre tror på högre pr housing market

INTERNATIONAL AND DOMESTIC NEWS Newsreader: f Nike Nylander

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Newsreader: f Nike Nylander

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13.	Internethandeln - Rekordaffärer 20 booming market on the internet			reporter	m	Göran Åhgren
				photo	m	Martin Lundbom
Speaker 1	f	Frida Crutebo		buyer/shopper		y
speaker 2	f	Anna Svensson		buyer/shopper		y
speaker 3	f	Alice Matei		buyer/shopper		y
speaker 4	f	Marie Hornemann	Blocket.se	professional		y
speaker 5	m	Stig Sandgren	polisens bedrägerisamordning	professional		y

WEATHER FORECAST

Weather presenter: f Jannicke Geitskaret

Redaktör
Sändningsproducent

Freddie Ekman
Sebastian johansson

Appendix 3.

Rapport -
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Feature Headline

1. Nystartsjobben - en guldgruva för företag

	<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
Speaker 1	f	Emelie Nordh	polisassistent Hallandspolisen	e/p	adult	y	n
Speaker 2	m	Kalle-Arne Ockell	kriminalkommissarie Hallandspolisen	e/p	adult	y	n

2. S-krisen - tre kandidater kvar

Speaker 1	m	Thomas Östros (S)	ekonomipolitisk talesperson	e/p	ad	y	n
	m	Mikale Damberg (S)	skolpolitisk talesperson	e/p	ad	y	n
	m	Leif Pagrotsky (S)	riksdagsledamot	e/p	ad	y	n
	m	Raimo Pärssinen (S)	riksdagsledamot	e/p	ad	y	n
	f	(No Name)	seemingly professional	no pre: e/p	ad	y	n
	m	(No Name)	seemingly professional	no pre: e/p	ad	y	n
	m	Thage G Peterson (S)	(_)	e/p	senior	y	n
	m	Lars Stjernkvist (S)	kommunalråd Norrköping	e/p	ad	y	n

3. Körlektioner i bostadskvarter

	m	Anders Ringqvist	körskolelärare	e/p	ad	y	n
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4. Vattnet i Östersund

	m	Niclas Sundell	chefsjurist Hyresgästföreningen	e/p	ad	y	n
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5. Brott på äldreboenden

	f	Ulla Andersson	anhörig som fångat bov på egen hand	victim	ad	y	n
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6. Bly i vattnet - ministern vill utreda

f	Marie Vahter	professor miljömedicin Karolinska institut	e/p	ad	y	n
m	Eskil Erlandsson	landsbygdsminister	e/p	ad	y	n

7. Importfusket - vägverket blundade

m	Lars Rodeblad	ordf Bilimportörernas branchorganisator	e/p	ad	y	n
m	Ingemar Skogö	Generaldirektör Vägverket 2001-2009	e/p	ad	y	n
m	Bo Magnusson	sektionschef Transportstyrelsen	e/p	ad	y	n

BUSINESS NEWS

8. Svensk ekonomi

f	Maria Ahrengart	privatekonom Swedbank	e/p	adult	y	n
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Feature Headline

1. S-ledare - Oväntat val

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
f	Anna Moberg		p o	adult	y	n
f	Elisabeth Reinfors		p o	adult	y	n
m	Berndt Ullersten		p o	adult	y	n
m	Brage Karlsson		p o	adult	y	n
m	K-G Bergström	politisk kommentator	e/p	adult	y	n
f	Lena Mellin	Aftonbladet	e/p	adult	y	n
m	Göran Eriksson	SvD	e/p	adult	y	n
m	Håkan Juholt (S)	blivande partiledare	e/p	adult	y	n
f	Berit Andnor (S)	ordförande valberedningen	e/p	adult	y	n
f	Carin Jämtin (S)	blivande partisekreterare	e/p	adult	y	n
m	Peter Wretlund (S)	kommunalråd Oskarshamn	e/p	adult	y	n
m	Torbjörn Byman	journalist	e/p	a	y	n
f	Kerstin Holm	inrikespolitisk kommentator	e/p	ad	y	n

2. S-ledare - Bloggare positiva

f	Johanna Graf	socialdemokratisk bloggare	e/p	ad	y	n
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3. Piteå kommun låser in dementa

m	Roland Nyman	anhörig Piteå	victim	senior	y	n
m	Mikael Lekfalk	socialchef Piteå	e/p	ad	y	n

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4. Nystartsjobben - en guldgruva för företag

m	Kalle-Arne Ockell	krim.kommissarie Halland	e/p	adult	y	n
f	Hillevi Engström (M)	arbetsmarknadsminister	e/p	adult	y	n

5. Lyxbilsfusket - Myndighet tonar ner

m	Birger Höök	direktör Transportstyrelsen	e/p	ad	y	n
m	Lars Rodeblad	ordf. Bilimportörernas branchorganisation	e/p	ad	y	n

BUSINESS NEWS

6. Miljödom - Nej til brytning i LKAB-gruva

m	Per-Erik Lindvall	direktör LKAB	e/p	ad	y	n
f	Ingrid Lindmark	Svappavaarabo	p o	ad	y	n

7. Amerikanskt mattesnille på besök i Bagarmossen

m	Scott Flansburg	"mänsklig räknemaskin"	e/p	adult	n	
m	Rahan Mustafa	pupil	s/c	youth	y	n
f	Tove Medelius	pupil	s/c	youth	y	n
f	Ann Sätterkvist	matematiklärare	e/p	adult	y	n

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<u>Feature</u>	<u>Headline</u>						
1.F	Japan - flera tidigare skalv						
	<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
	m	Reynir Bödvarsson	seismolog Uppsala Univeritet	e/p	adult	y	y (isländska)
2.F	Japanskalvet - Oroliga japanska studenter						
	m	Yosuke Koyama		s/c	youth	no	
	f	Riko Takeshita		s/c	youth	no	
	f	Megumi Tsuchidi	lärare i japanska	e/p	adult	no	
1.	Skånetrafiken utsatt för skimming						
	f	Ulrika Mebius	presschef Skånetrafiken	e/p	ad	y	n
2.	Festival ska betala för polisbevakningen						
	m	Erik Nord	chef länsordningspolisen	e/p	ad	y	n
	m	Jonas Arlmark	Göteborg och co, Kulturkalaset	e/p	ad	y	n
3.	Brist på sjuksköterskor i Västerås						
	f	Ingrid Edman	vice ordf Vårdförbundet	e/p	ad	y	n
4.	Juholt - Förändringar väntas						
	f	Christine Axelsson (S)	ordf socialdemokraterna Malmö	e/p	ad	y	no
	m	Peter Franke (S)	chefred Värmlands Folkblad	e/p	ad	y	no

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f	Nisha Besara (S)	chefred Dagens Arena	e/p	adult	y	no
f	Katrien Kielos (S)	ledarskribent Aftonbladet	e/p	adult	y	no
m	Håkan Juholt (S)	partiledarkandidat	e/p	ad	y	no

BUSINESS NEWS

3.F Jordbävningen i Japan - ekonomiska följder

f	Marie Söderberg	European Institute of Japanese Studies	e/p	ad	y	n
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5. Juholt - ny röst övas in

m	Göran Gabrielsson	imitatör	e/p	ad	y	n
f	Rachel Molin	imitatör	e/p	ad	y	n

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Feature Headline

1. Debatt om kärnkraft i Sverige

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Gustav Fridolin (MP)	riksdagsledamot	e/p	adult	y	n
m	Anders Carlgren (Center miljöminister)		e/p	adult	y	n

2. Elever söker sig till kommunala skolor i Eskilstuna

f	Malin Chowdhury	elev	s/c	youth	y	no
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3. Busschaufförer rånade

f	Sanna Österhult		p o	youth	y	n
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4. Långtidsarbetslösa - Få jobb trots satsning

m	Jörgen Bock	praktikant	s/c	ad	y	n
f	Eva-Lisa Höglund	avdelningschef Arbetsförmedlingen	e/p	ad	y	n
f	Benita Westin	ombudsman Kommunal	e/p	ad	y	n

BUSINESS NEWS

1.F Jordbävningen i Japan - ekonomiska följder

f	Cecilia Hermansson	chefsekonom Swedbank	e/p	ad	y	n
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Feature Headline

1. Japankatastrofen - oro bland barn

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	John Rinman		s/c	child	y	n
f	Amanda Dider		s/c	child	y	n
m	Marcus André		s/c	child	y	n
f	Josefine Liljekrantz	lärare Sthlms internationella montessoriskola	e/p	adult	y	n

2. Miljöorganisationer - "Slutförvar inte säkert"

m	Mikael Karlsson	Svenska naturskyddsföreningen	e/p	ad	y	n
m	Claes Thegerström	vd SKB	e/p	ad	y	n

3. FAS 3-kritik - Håkan dog i skogen

f	Johanna Norlin		victim	youth	y	n
f	Josefine Norlin		victim	youth	y	n
m	(svartnade...)		e/p	ad	y	n

BUSINESS NEWS

1.F Jordbävningen i Japan - ekonomiska följder

m	Martin Guri	aktiestrateg Nordea	e/p	ad	y	n
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1.	Kosttillskott - branchen granskas								
	f	Zofia Kurowska		statsinspektör	Livsmedelsverket	e/p	adult	y	n
	m	Jan Wiberg		kvalitetschef	Life	e/p	adult	y	n
	m	Henrik Stjernqvist		livsmedelsinspektör	Trollhättan	e/p	adult	y	n
	f	Ingela Ottoson		utredare	Läkemedelsverket	e/p	adult	y	n
2.	Socialdemokraterna - Östros lämnar toppen								
	m	Thomas Östros (S)		avgående ekonomisk-politisk talesperson		e/p	ad	y	n
3.	Socialdemokraterna - Juholt mot RUT-avdrag								
	m	Håkan Juholt (S)		partiledarkandidat		e/p	ad	y	n
4.	Planerad mordbrand i Örebro								
	m	Torbjörn Carlsson		Örebropolisens		e/p	ad	y	n
5.	Ungdomar politiskt aktiva i Värmland								
	f	Maria Uddén				a/e	youth	y	n
	m	Niklas Holmgård		MUF Värmland		a/e	youth	y	n
6.	Uppsala får nytt bussystem								
	m	Sampo Hinnemo		trafikplanerare		e/p	adult	y	n

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7. Insats mot ungdomsbrottslighet i Södertälje

f	Karin Manole	lots socialförvaltningen	e/p	adult	y	n
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8. Malmö - Skolan kan stängas

f	Faten Moussa	förälder	mother	adult	y	y
f	Amna Milavica	förälder	mother	adult	y	y
m	Andreas Konstantinides (S)	ordf stadsdelsnämnden Rosengår	e/p	adult	y	y

BUSINESS NEWS

9. Deklarera digitalt

f	Matilda Arenrot Hjalte		p o	youth	y	n
m	Ingemar Hansson	generaldirektör Skatteverket	e/p	ad	y	n
m	Mats Olshammar		p o	ad	y	n

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<u>Feature</u>	<u>Headline</u>						
1.	Bantning - förbjudna ämnen i te						
	<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
	f	Monika Johansson	apotekare på Läkemiddelsverket	e/p	adult	y	n
2.	Dråpötal - Rättegång mot läkare						
	f	Barbro Fridén	chef Astrid Lindgrens barnsjukhus	e/p	ad	y	n
3.	Barn som förlorat förälder riskerar dö i förtid						
	m	Mikael Rostila	forskare sociologi, CHESS, Stockholms Unive	e/p	ad	y	n
4.	Protester i Kålleröd mot utvisning						
	m	Thomas Darnelid	polisinsatschef	e/p	ad	y	n
5.	En varg har flyttats till nytt revir						
	f	Sanna Löfgren	Naturvårdsverket	e/p	ad	y	n
	m	Fredrik Wilde	Länsstyrelsen Örebro län	e/p	ad	y	n
6.	Skottlossning i Malmö						
	m	Bo Lundkvist	länskriminalen	e/p	ad	y	n

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7. Skolan - förväntningar avgör

f	Leah Deriba	elev Brandbergsskolan Haninge	s/c	youth	y	n
f	Evelina Wredlert	elev Brandbergsskolan Haninge	s/c	youth	y	n
m	Lennart Grosin	skolforskare	e/p	ad	y	n

BUSINESS NEWS

8. Nedläggning av bruk

m	Curt Lindström	anställd Stora Enso	e/p	ad	y	n
m	Per Jäderholm	anställd Stora Enso	e/p	ad	y	n

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<u>Feature</u>	<u>Headline</u>
1.F	Libyen - miljarder i Sverige

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
f	Mira Naumanen	senior rådgivare Finansinspektionen	e/p	adult	y	n
m	Per Saland	sanktionsamordnare UD	e/p	adult	y	n

1.	Brottslighet - Äldre offer för ligor
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m	Per Björkman		victim	senior	y	n
m	Lars-Owe Burlin	poliskommissarie	e/p	adult	y	n

2.	Uppdrag granskning - sexköpare granskade
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m	Ulf Berg	polisinspektör	e/p	ad	y	n
f	Anna Uddenberg	åklagare Östersund	e/p	ad	y	n

3.	Ungdomar och droger
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m	Nicolai Kling	närpolisgruppchef Nykvarn	e/p	ad	y	n
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4.	Fjällräddning
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m	Rickard Svedjesten	odf Jämtlands/Härjedalens fjällsakerhetsföreni	e/p	ad	y	n
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5.	Banker slåss om småsparare
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f	Emelie Jabbart		p o	adult	y	n
m	Lars Tidbeck		p o	adult	y	n
f	Jenny Andersson		p o	adult	y	n
m	Lars Sjögren	vice vd Danske Bank	e/p	adult	y	n

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1.	Gryningspyromanen								
	m	Matts Johnsson		47-åringens försvarare	e/p	ad	y	n	
2.	Barnläkaren								
	m	Björn Hurtig		barnläkarens försvarsadvokat	e/p	ad	y	n	
3.	Ingen gas i skånska berggrunden								
	m	Henry Carlsson		projektledare Shell	e/p	ad	y	n	
4.	Åldringsbrott - Polisen missar mönster								
	m	Per Björkman			victim	senior	y	n	
	m	Lars-Owe Burlin		kriminalkommissarie	e/p	ad	y	n	
5.	Socialdemokraterna - Juholt medlade i Boden								
	f	Eivy Blomdahl (S)		ordf kommunfullmäktige	e/p	ad	y	n	
	m	Leif Pettersson (S)		riksdagsledamot	e/p	ad	y	n	
	m	Olle Lindström (M)		fd kommunalråd Boden	e/p	senior	y	n	
	f	Berit Bergstedt		Piteå	a/e	ad	y	n	
	m	Peter Thörnblom (S)		Folkets Hus	a/e	ad	y	n	
	m	Sven-Erik Eklund (S)		Överkalix	a/e	ad	y	n	

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6. Pension - Vinnare och förlorare

f	Ulrika Sandborg	egenföretagare		consumer		ady	n
m	Daniel Barr	fd chefsekonom PPM		e/p	ad	y	n

7. Sömn - dataskärmar stör

f	NN			p o	youth	y	n
m	NN			p o	youth	y	n
m	Torbjörn Åkerstedt	stressforskningsinstitutet/SU/KI		e/p	ad	y	n

8. Öväntad donation till sportlag

m	Lars-Olof Skoog	ordförande SAIK Bandy	pro	e/p	ad	y	n
f	Ebba Nyström	Ebba i Bollnäs, 4 år		s/c	child	y	n

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<u>Feature</u>	<u>Headline</u>						
1.	Juholt vald till (S) nya partiledare						
	<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
	m	Håkan Juholt (S)	nyvald partiledare	e/p	ad	y	n
	f	Mona Sahlin (S)	avgående partiledare	e/p	ad	y	n
	m	Göran Persson (S)	fd partiledare och statsminister	e/p	ad	y	n
	f	Gertrud Sigurdsen (S)	partiveteran	a/e	senior	y	n
	m	Pär Nuder (S)	fd statsråd och riksdagsledamot	e/p	ad	y	n
	m	Mats Knutson	kommentar	e/p	ad	y	n
2.	Oskarshamn - Applåder i hemstaden						
	f	Lis Lyrbo	Arbetarkommunen	p o	ad	y	n
	m	Ingemar Ritzén		p o	ad	y	n
3.	Funäsdalen - olycka med björn						
	m	Jens Wilhelmsson	skidområdeschef	e/p	ad	y	n
4.	Brorasmålet i Härnösand						
	f	Minna Sundström	anhörig	victim	a	y	n
5.	Äldrebrott - Ligor ska bekämpas						
	m	Klas Friberg	chef Rikskriminalpolisen	e/p	ad	y	n

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6. Öckörö - Lyckat fokus på fylleri

m	Håkan Fransson	drogförebyggare Öckörö kommun	e/p	ad	y	n
m	Kai Knudsen	forskare och överläkare SU/Sahlgrenska	e/p	ad	y	n
m	Emil Svan	student/youth drinking less alcoh s/c		youth	y	n
m	Samuel Ferm	student/youth drinking less alcoh s/c		youth	y	n

BUSINESS NEWS

7. SAAB Automobile - VD hoppar av

m	Jan Åke Jonsson	avgående vd Saab Automobile	e/p	ad	y	n
m	Håkan Skött	ordf IF Metall Saab Automobile	e/p	ad	y	n

8. Riksgälden - oro över Saabs framtid

m	Bo Lundgren	chef Riksgälden	e/p	ad	y	n
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6.6-11

day: Monday

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<u>Feature</u>	<u>Headline</u>					
<i>gender</i>	<i>name</i>	<i>presented as</i>	<i>in the role of</i>	<i>approx. age</i>	<i>I) Swedish speaking</i>	<i>II) foreign accent</i>
1.	Undersköterska miste jobbet efter larm					
f	Sanna Karlsson	undersköterska	e/p	adult	y	n
f	Ann-Sofie Sundman	enhetschef Upplands-Bro	e/p	adult	y	n
m	Henry Joona	samordnare Allégården	e/p	adult	y	n
2.	Hudcancer - Ny behandling ger hopp					
f	Charlotte Meurling	cancer stricken	victim	ad	y	n
m	Johan Hansson	docent Radiumhemmet	e/p	ad	y	n
3.	E4 i Sundsvall					
m	Magnus Lundberg	projektchef E4 Sundsvall	e/p	ad	y	n
4.	Hushåll utan el efter storm i går					
f	Eleonora Scherdin	stugägare Pengsjö	victim	ad	y	n
1.F	Danmark - plågade sina 9 barn					
f	Clara Gumpert	docent barn- och ungdomspsykiatri	e/p	ad	y	n
5.	Nationaldagen - Firande i gult och blått					
m	Carl XVI Gustaf	The King	e/p	ad	y	n
f	Johanna Storbjörk	arranger of festivities	e/p	ad	y	n
f	Weihu Qui	nya svenskar	new Swede	ad	y	y (japanese?)

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<u>Feature</u>	<u>Headline</u>					
<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
1.F	Libyen-insatsen - (S) vill låta plan stanna					
m	Håkan Juholt (S)	partiledare	e/p	adult	y	n
m	Fredrik Reinfeldt (M)	statsminister	e/p	adult	y	n
m	Mats Knutson	kommentar	e/p	adult	y	n
1.	Äldreboende - Krismöte efter avslöjande					
f	Sanna Karlsson	undersköterska	victim	ad	y	n
f	Ann-Sofie Sundman	enhetschef Upplands-Bro	e/p	ad	y	n
f	"Anna"	anställd Allégården	victim	ad	y	n
f	Marja Kammouna	tf socialchef Upplands Bro	e/p	ad	y	y (Finnish)
2.	Sprängdåd i Malmö					
m	Börje Sjöholm	länskriminalen Skåne	e/p	ad	y	n
3.	Umeåföretag svindlat					
m	Johnny Marklund	vd Bilfrakt Bothnia	e/p	ad	y	n
4.	Ståltrådssabotage					
m	Lars-Gunnar Lundin	vittne till sabotage	victim	ad	y	n

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5. Medicinska nyheter

f	Maria Rasonui	patient	victim	youth	y	y (Eastern Europe?)
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6. Självmord - Brottsligt att uppmana

m	Michael Westerlund	medförfattare	e/p	adult	y	n
f	Madeleine Leijonhufvud	professor i straffrätt	e/p	adult	y	n
m	Göran Hägglund (KD)	socialminister	e/p	adult	y	n

7. Artrika betesmarker hotas av EU-regler

f	Annika Ystegård	lantbrukare	e/p	ad	y	n
m	Jörgen Wissman	centrum för biologisk mångfald SLU	e/p	ad	y	n

8. Södra Öland - Svåraste torkan på 20 år

m	Roger Gustavsson	boende och ordförande i LRF Mörbylånga	e/p	ad	y	n
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<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>	
1.	Ex-ledamöter försörjs av riksdagen						
f	Karin Svensson-Smith (MP)	riksdagsledamot	e/p	adult	y	n	
m	Rolf K Nilsson (M)	fd riksdagsledamot	e/p	adult	y	n	
m	Sfan Tornberg ©	fd riksdagsledamot	e/p	adult	y	n	
2.	Libyeninsatsen - enighet om förlängning						
m	Carl Bildt (M)	utrikesminister	e/p	ad	y	n	
m	Urban Ahlin (S)	utrikespolitisk talesperson	e/p	ad	y	n	
m	Lars Ohly (V)	partiledare	e/p	ad	y	n	
3.	Mutor - åtal kring arenabygge						
m	Alf Johansson	chefsåklagare	e/p	ad	y	n	
f	Johanna Graf (S)	oppositionsråd Solna stad	e/p	ad	y	n	
m	Per E Samuelsson	Lars-Erik Salminens advokat	e/p	ad	y	n	
4.	Sabotage mot vattenreservoar						
m	Roger Berglund	driftchef vatten	e/p				
5.	Läkare har gjort fel						
m	Mats Tullberg	chefläkare Sahlgrenska Universitetssjukhuset	e/p	ad	y	n	

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6. Sälunge togs omhand, släpps nu ut

f	No Name		e/p	ad	y	n
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7. SCB: rödgröna nu störst

m	Håkan Juholt (S)	partiledare	e/p	ad	y	n
m	Thoma Rhen	ombudsman IF Metall	e/p	ad	y	n
f	Anne-Kristine Johansson (S)	riksdagsledamot	e/p	ad	y	n
m	Carl Vilhelmson		p o	ad	y	n
m	Mattias Gustavsson		p o	ad	y	n
f	Linnea Asker		p o	ad	y	n

8. Arbetsmarknaden - svårt trots bättre tider

f	Patricia Lach		s/c	youth	y	n
m	Andreas Drangel		s/c	youth	y	n
f	Sara Török		s/c	youth	y	n
f	Angeles Bermudez-Svankvist	generaldirektör AF	e/p	ad	y	n

9. Rockfestival - dyrast i Malmö

m	Kenneth Norberg	visitor rock festival	consumer	ad	y	n
m	Robert Erikols	visitor rock festival	consumer	ad	y	n
m	Kenny Flodin	visitor rock festival	consumer	ad	y	n
f	Emmelie Bengtsson	visitor rock festival	consumer	ad	y	n
m	Kim Kolar	visitor rock festival	consumer	ad	y	n
f	Hanna Rogers	visitor rock festival	consumer	youth	y	n
f	Therese Larsson	visitor rock festival	consumer	youth	y	n

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1.	Riksdagsersättning - Krav på ändring						
m	Göran Lindblad (M)	fd riksdagsledamot	e/p	adult	y	n	
f	Anna Kinberg-Batra (M)	gruppledare	e/p	adult	y	n	
f	Ulla Andersson (V)	ekonomisk talesperson	e/p	adult	y	n	
f	Annie Johansson ©	ekonomisk talesperson	e/p	adult	y	n	
2.	Regering - Nya nederlag						
f	Ylva Johansson (S)	arbetsmarknadsutskottet	e/p	ad	y	n	
m	Tomas Tobé (M)	arbetsmarknadsutskottet	e/p	ad	y	n	
m	Mats Knutsson	kommentar	e/p	ad	y	n	
3.	Bakterier - Fler blir resistenta						
f	Barbro Olsson Liljequist	chefsmikrobiolog SMI	e/p	ad	y	n	
m	Otto Cars	ordf Strama-rådet SMI	e/p	ad	y	n	
4.	Miljonsvindel - KTH-studenter misstänkta						
m	Tomas Langrot	vice chefsåklagare	e/p	ad	y	n	
5.	Mutmisstankar - Allbäck dras in						
m	Björn Breitfeld	advokat Marcus Allbäck	e/p	ad	y	n	

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6. Malmö satsar på "ungdosskrämmor"

m	Magnus Ekelund	säkerhetssamordnare Stadsfastigheter	e/p	ad	y	n
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7. Halmstad utreder fusk mot försäkringskassan

m	Karl-Arne Ockell	bedrägeriutredare	e/p	ad	y	n
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8. Fler storkungar i år

f	Emma Ådal	projektledare Strokprojektet	e/p	ad	y	n
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1.F Libyeninsatsen - Nya uppgifter förbereds

m	Jan Thörnqvist	marininspektör	e/p		y	n
m	Anders Silwer	flygvapeninspektör	e/p		y	n

9. Mejeribranchen - Arla och Milko vill gå ihop

m	Göran Henriksson	vd Milko	e/p	ad	y	n
m	Christer Åberg	vd Arla Sverige	e/p	ad	y	n
m	Lars Reyier	ordf Milko	e/p	ad	y	n

10. Fasadmögel - Diskmedel duger bra

m	Anders Sjöberg	stugrenoverare	consumer	ad	y	n
m	Jan Snaar	miljöchef Folksam	e/p	ad	y	n
m	Olof Holmer	vd Sv. Färgfakrikanter Fören.	e/p	ad	y	n

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11. Allsången - Artister presenterade

m	Måns Zelmerlöw	allsångsledare	e/p	ad	y	n
f	Pera Marklund "September"	artist	e/p	ad	y	n
m	Fredrik Kempe	kompositör	e/p	ad	y	n
f	Sara Varga	artist	e/p	ad	y	n
m	Kjell Lönnå	artist	e/p	ad	y	n
f	Caroline Wennergren	artist	e/p	ad	y	n
m	Daniel Karlsson "The Moniker"	artist	e/p	ad	y	n
f	Malena Ernman	artist	e/p	ad	y	n

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1. Riksdagsersättning - "Orättvisa villkor"						
f	Alice Åström (V)	f d riksdagsledamot	e/p	adult	y	n
f	Annelie Wallman	arbetsökande	victim	adult	y	n
2. Kramfors - konflikt mellan äldre och bostadsbolag						
f	Märta Wallin	94 år	victim	senior	y	n
f	Inga-Britt Bylund	81 år	victim	senior	y	n
m	Åke Sundqvist	VD Krambo	e/p	ad	y	n
3. Höganäs - kommunpolitiker drack alkohol på ungdomsresa						
m	Robert Gustavsson	med på Ungernresan	s/c	youth	y	n
m	Peter Kovacs (M)	kommunalråd Höganäs	e/p	ad	y	n
4. Kraftigt regn i Småland						
m	Greger Jönsson	Räddningstjänsten Höglandet	e/p	ad	y	n
5. Internetvanor - Status ökar risk						
f	Elin Rahmqvist		p o	youth	y	n
f	Fanny Henriksson		p o	youth	y	n
m	Håkan Franzén	Trygg-Hansa	e/p	ad	y	n
m	Anders Alfredsson		p o	ad	y	n

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f	Anna Günther-Hansen		p o	ad	y	n
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6. Grön våg - Lantliv lockar kvinnor

f	Ida Persson	flyttat till landet	consumer	ad	y	n
m	Eskil Erlandsson ©	landsbygdsminister	e/p	ad	y	n

7. Ekonominyheter - Krisen i Grekland

f	Annika Winsth	chefekonom Nordea	e/p	ad	y	n
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8. Modebranchen - Slit bakom stil

f	Carin Wester	modedesigner	e/p	ad	y	n
f	Gunilla Pontén	modedesigner	e/p	ad	y	n
f	Filippa Knutsson	modedesigner	e/p	ad	y	n
f	Efva Attling	smyckedesigner	e/p	ad	y	n

Appendix 4.

Aktuell -

Code sheets

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1.	Stopp för bly i vattenkranar								
	m	Erland Eskilsson (Center landsbygdsminister				e/p	ad	y	n
2.	Skidsport								
	f	Helena Ekholm		winner of skiing & shooting (skidskytte)		e/p	ad	y	n
3.	Fotbollsspelare och homosexuell								
	m	Anton Hysén		soccer player and homosexual		e/p	ad	y	n
	m	Niklas Tidstrand		Utsiktens BK		e/p	ad	y	n
	m	Johan Andersson		Utsiktens BK		e/p	ad	y	n
	m	Glenn Hysén		pappa och tränare		father	ad	y	n
	m	Jesper Fundberg		maskuliniteteforskare		e/p	ad	y	n
1.F	Det nya Afrika								
	m	Lennart Hjelmåker		ambassadör (Kenya)		e/p	ad	y	n
	f	Gunilla Carlsson (M)		biståndsminister		e/p	ad	y	n

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Feature Headline

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
1. Juholt ny (S) partiledare						
m	Sven-Erik Österberg (S)	gruppledare riksdagen	e/p		y	n
m	Håkan Juholt (S)	blivande partiledare	e/p		y	n
f	Berit Andnor (S)	ordf valberedningen	e/p		y	n
m	Lars Ohly (V)	partiledare	e/p		y	n
m	Peter Eriksson (MP)	språkrör	e/p		y	n
m	Göran Hägglund (KD)	socialminister	e/p		y	n
m	Peter Wretlund (S)	kommunalråd Oskarshamn	e/p		y	n
m	Torbjörn Byman	journalist Nyheterna Östran	e/p		y	n
f	Margit Silberstein	kommentar	e/p		y	n
f	Jenny Madestam	statsvetare	e/p		y	n
f	Linda Leopold	chefredaktör modetidskrifet Bon	e/p		y	n

blänkare om senare reportage:

m	(No Name)	"Adel i Norrköping följer sin brors kamp mot Libyens diktator Kadhaffi"				
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2. Giftiga leksaker

m	Andreas Carlgren (Centr miljöminister)		e/p		y	n
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3. Gruvdriften stoppas

m	Per-Erik Lindvall	direktör LKAB	e/p		y	n
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1.F	Libyen					
	(libyer i exil)					
m		"Adel...familjen Feturi...)	Libyan in exile	adult	y and eng	y
f	(No Name)		Libyan in exile	youth	y	no
f	(No Name)		Libyan in exile	adult	y	y

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11.3-11

day: Friday

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Feature Headline

1.F Jordbävningen i Japan

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Leif Moberg	Strålsäkerhetsmyndigheten	e/p	ad	y	n

1. Utbytesstudenten Monica Alfredssons oroliga föräldrar i Roslagen

m	Tomas Alfredsson		father	ad	y	n
f	Anki Alfredsson		mother	ad	y	n

2.F Jordbävningen i Japan

m	Björn Lund	seismolog	e/p	ad	y	n
m	Anders Bodare	lektor markvibration KTH	e/p	ad	y	n
m	Lars-Göran Uddholm	Södertörns brandförsvär	e/p	ad	y	n
f	Marie Söderberg	European Institute of Japanese Studies	e/p	ad	y	n
m	Rolf Tardell	kommentar	e/p	ad	y	n
m	Daniel Andersson	utbytesstudent Sendai	s/c	youth	y	n

2. Juholt

f	Helene Hellmark Knutsson (S)	trafiklandstingsråd	e/p	ad	y	n
m	Erik Sundström (S)	chefredaktör Dagens Arena	e/p	ad	y	n

AKTUELLT - 14 March 2011

14.3-11

day: Monday

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<u>Feature</u>	<u>Headline</u>	<u>Topic</u>
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1.F	Reaktor i Japan exploderar
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<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Per Bystedt	Strålsäkerhetsmyndigheten	e/p	ad	y	n
f	Maud Olofsson (Center)	närings- och energiminister	e/p	ad	y	n

1.	Oroliga anhöriga
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m	Hans Lindström	Röda Korset efterforskning	e/p	ad	y	n
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AKTUELLT - 15 March 2011

15.3-11

day: Tuesday

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Feature

Headline

1.F Krisen i Japan

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Janne Wallenius	professor reaktorfysik	e/p	adult	y	n
m	Leif Stenke	överläkare KI	e/p	adult	y	n
m	Frigyes Reisch	professor kärnkraftsäkerhet KTH	e/p	adult	y	y

1. om slutförvaring av kärnbränsle i Sverige

m	Kenneth Gunnarson	ordförande opinionsgruppen OSS Östhammar	activist	adult	y	n
m	Anders Pettersson		p o	adult	y	n
f	Juliette Vanaschvanwiejk		p o	adult	y	n
m	Jacob Spangenberg	(Cer finanskommunalråd		adult	y	n
f	Maud Nilsson Persson		p o	adult	y	n
m	Carsten Lindberg		p o	adult	y	n
f	Helena Björkman		p o	adult	y	n

AKTUELLT - 21 March 2011

21.3-11

day: Monday

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Feature Headline

1. Östros lämnar sin post

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Thomas Östros (S)	avgående ekonomisk-politisk talesperson	e/p	adult	y	n

2. Om Juholt

m	Anders Svärd (Center)	fd riksdagsledamot	expert	e/p	senior	y	n
m	Håkan Juholt (S)	partiledarkandidat	pro	e/p	adult	y	n

AKTUELLT - 22 March 2011

22.3-11

day: Tuesday

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Feature

Headline

1.F Europa om militära insatser i Libyen

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Stig Fredrikson	kommentar	e/p	ad	y	n

1. Nämndemän ifrågasätts

f	Madeleine Dahlgren	jur.kand	s/c			
f	Emilie Pilthammar (M)	nämndeman	e/p	ad	y	n
f	Anna-Karin Bengtsson (I)	nämndeman	e/p	ad	y	n
m	Claes Sandgren	professor civilrätt	e/p	ad	y	n
m	Johan Pehrson (fp)	folkpartiets rättspolitiska talesperson	e/p	ad	y	n

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23.3-11

day: Wednesday

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Feature Headline

1.F Kriget mot Khadaffi

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Peter Wallenstein	professor freds- och konfliktforskning	e/p	adult	y	n
f	Mira Naumanen	Finansinspektionen	e/p	adult	y	n
m	Per Saland	Utrikesdepartementet	e/p	adult	y	n

1. Rån mot gamla ökar

m	Magnus Wretman		victim	adult	y	n
m	Per Björkman		victim	adult	y	n
m	Lars-Owe Burlin	kriminalinspektör Stockholmspolisen	e/p	adult	y	n
f	Monica Klitten	brottsoffersamordnare	e/p	adult	y	n

AKTUELLT - 24 March 2011

24.3-11

day: Thursday

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Feature Headline

1.F Nato in i Libyen

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
m	Stefan Ring	militärstrateg	e/p	ad	y	n

1. Vaccinet mot livmoderhalscancer dröjer

f	Marta Lindén	17 år Karlskrona	s/c	youth	y	n
f	Linnea Rosendahl	17 år Karlskrona	s/c	youth	y	n
f	Veronika Demmer Selstam	samordnande skolsköterska Lu	e/p	ad	y	n
m	Einar Vollan	VD Sanofi Pasteur	e/p	ad	y	y - norweigan
f	Ursula Tengelin	generalsekreterare Cancerfonden	e/p	ad	y	n
m	Göran Stiernstedt	SKL	e/p	ad	y	n

2.F Japan - reaktor i Fukushima

m	Peter Hofvander	utredare Strålsäkerhetsmyndigheten	e/p	ad	y	n
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AKTUELLT - 25 March 2011

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day: Friday

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Feature Headline

1. Håkan Juholt ny (S)-ledare

<u>gender</u>	<u>name</u>	<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
f	Suzanne Wahlberg	undersköterska Blackebergs äldreboende	p o	ad	y	n
m	Axel Romehed	vaktmästare Blackebergs äldreboende	p o	ad	y	n
f	Daniella Wallqvist	sköterska Blackebergs äldreboende	p o	ad	y	n
m	Håkan Juholt (S)	partiledare	e/p	ad		
m	Eduardo Padilla (S)	Rättvik	party mem a/e	ad	y	y - latino
m	Stefan Löfvén (S)	ordf IF Metall	e/p	ad	y	n
m	Anders Johansson (S)	blivande ledamot partistyrelsen	e/p	ad	y	n
f	Margit Silberstein	kommentar	e/p	ad	y	n

1.F Upproret fortsätter i Syrien

m	Peter Löfgren	journalist	e/p	ad	y	n
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2.F Syrier i Sverige/Södertälje

m	Munir Halef	(skraddaren Munir)	person from Syria living in Swede	ad	y	y - assyriska?
m	Malek Moro	(i kyrkan träffar vi Malek)	person from Syria living in Swede	ad	y	y - assyriska?

2. film om Justin Bieber premiär i Sverige

f	Johanna Sörbom	11 år	s/c	child	y	n
f	Mathilda Thorslund	11 år	s/c	child	y	n
f	Sara Bodin	12 år	s/c	child	y	n
m	Per Sinding-Larsen	musikjournalist	e/p	ad	y	n

AKTUELLT - 6 June 2011

6.6-11

day: Monday

page 1

<u>Feature</u>	<u>Headline</u>						
<i>gender</i>	<i>name</i>	<i>presented as</i>	<i>in the role of</i>	<i>approx. age</i>	<i>I) Swedish speaking</i>	<i>II) foreign accent</i>	
1. Bilolycka med 4 döda							
m	Anders Wallin	vakthavande Polisen Örebro	e/p	ad	y	n	
2. Arbetsgivare begär utdrag ur belastningsregistret							
m	Sven-Olov Hansson	enhetschef Rikspolisstyrelsen	e/p	ad	y	n	
m	Per Ljungberg	presschef Posten Norden	e/p	ad	y	n	
f	Christel Backman	doktorand Göteborgs universitet expert	e/p	ad	y	n	
3. Nationaldagsfirandet							
m	Carl XVI Gustaf		e/p	ad	y	n	
f	Lena Wibroe	ordförande Kulturnämnden	e/p	ad	y	n	
f	Weihu Qiu		new Swede	ad	y	y (asiatisk brytn)	

AKTUELLT - 7 June 2011

7.6-11

day: Tuesday

page 1

<u>Feature</u>	<u>Headline</u>						
<i>gender</i>	<i>name</i>	<i>presented as</i>	<i>in the role of</i>	<i>approx. age</i>	<i>I) Swedish speaking</i>	<i>II) foreign accent</i>	
1. F							
	JAS kan bli kvar i Libyen						
m	Håkan Juholt (S)	partiledare	e/p	ad	y	n	
f	Margit Silberstein	kommentar	e/p	ad	y	n	
1.							
	Rädda Barnen - Klyftan mellan rika och fattiga barn ökar						
f	"Anna"		victim	ad	y	n	
f	"Sara"		victim	child	y	n	
m	"Erik"		victim	child	y	n	
m	"Viktor"		victim	child	y	n	
f	Maria Larsson (KD)	barn- och äldreminister	e/p	ad	y	n	
m	Gustav Fridolin (MP)	språkrör	e/p	ad	y	n	
f	Karin Fagerholm	handläggare Rädda Barnen	e/p	ad	y	n	

AKTUELLT - 8 June 2011

8.6-11

day: Tuesday

page 1

<u>Feature</u>	<u>Headline</u>						
<i>gender</i>	<i>name</i>	<i>presented as</i>	<i>in the role of</i>	<i>approx. age</i>	<i>I) Swedish speaking</i>	<i>II) foreign accent</i>	
1.							
Mutmisstänkta åtalas							
m	Alf Johansson	chefsåklagare	e/p	ad	y	n	
1. F							
Den svenska Libyeninsatsen							
m	Carl Bildt (M)	utrikesminister	e/p	ad	y	n	
m	Lars Ohly (V)	partiledare	e/p	ad	y	n	
m	Urban Ahlin (S)	utrikespolitisk talesperson	e/p	ad	y	n	
m	Stefan Ring	militärstrategisk expert	e/p	ad	y	n	
2.							
Ökat stöd för Socialdemokraterna							
f	Camilla Folkegård	Katrineholm	p o	ad	y	n	
m	Håkan Juholt (S)	partiledare	e/p	ad	y	n	
m	Fredrik Hedström	arbetssökande	p o	ad	y	n	
f	Linn Johannisson	fastighetsmäklare	p o	ad	y	n	
m	Göran Dahlström (S)	kommunalråd	e/p	ad	y	n	
f	Jenny Madestam	statsvetare	e/p	ad	y	n	

AKTUELLT - 9 June 2011

9.6-11

day: Thursday

page 1

<u>Feature</u>	<u>Headline</u>		<u>presented as</u>	<u>in the role of</u>	<u>approx. age</u>	<u>I) Swedish speaking</u>	<u>II) foreign accent</u>
1. Resistenta bakterier							
f	Barbro Olsson Liljequist	chefsmikrobiolog SMI	e/p	ad	y	n	
m	Otto Cars	ordf Strama-rådet SMI	e/p	ad	y	n	
2. Regeringens nederlag i riksdagen							
m	Tomas Eneroth (S)	vice ordf Socialförsäkringsutskottet	e/p	ad	y	n	
m	Gunnar Axén (M)	ordf Socialförsäkringsutskottet	e/p	ad	y	n	
f	Ylva Johansson (S)	vice ordf Arbetsmarknadsutskottet	e/p	ad	y	n	
m	Håkan Juholt (S)	partiledare	e/p	ad	y	n	
m	Tomas Tobé	ordf Arbetsmarknadsutskottet	e/p	ad	y	n	
f	Margit Silberstein	kommentar	e/p	ad	y	n	
3. Barnbidraget kan delas lika							
f	Alexandra Holmgren		p o	ad	y	n	
m	Petter Jacobsson		p o	ad	y	n	
m	Göran Harnesk	Särlevnadsutredningen	e/p	ad	y	n	
f	Unni Drougge	författare	e/p	ad	y	n	
m	Wille Crafoord	artist	e/p	ad	y	n	

AKTUELLT - 10 June 2011

10.6-11

day: Friday

page 1

<u>Feature</u>	<u>Headline</u>						
<i>gender</i>	<i>name</i>	<i>presented as</i>	<i>in the role of</i>	<i>approx. age</i>	<i>I) Swedish speaking</i>	<i>II) foreign accent</i>	
1. Sommarlov - var femte barn får stanna hemma							
f	Emma Edling-Müller		s/c	child	y	n	
m	Vidar Glans		s/c	child	y	n	
m	Andreas Olsson		s/c	child	y	n	
f	Lena Holm	Majblomman	e/p	ad	y	n	
m	Ulf Svernhamar	fritidsgårdschef Trollhättan	e/p	ad	y	n	
m	Armend Gashi	Trollhättan	s/c	youth	y	y	
m	Abdulkadir Omar	Trollhättan	s/c	youth	y	y	
m	Paul Åkerlund (S)	kommunalråd Trollhättan	e/p	ad	y	n	
m	Ibaa Halawi	Trollhättan	s/c	youth	y	y	
2. Skattebetalarna finansierar elitklubbar							
m	Peter Lindström		p o	ad	y	n	
f	Birgitta Hävegård		p o	ad	y	n	
m	Fredrik Nordback	spelare Örebro SK	e/p	ad	y	n	
m	Jan Karlsson	vd Örebro SK	e/p	ad	y	n	
m	Staffan Isling	kommundirektör	e/p	ad	y	n	
m	Håkan Bergström Berglund		p o	ad	y	n	