Exploring gendered and xenophobic news frames

Gunilla Byrman, Department of Swedish, Pernilla Jonsson Severson and Emelie Kempe, Department of Media and Journalism, Linnaeus University, Sweden

Abstract

This study explores how intermedial perspectives can develop and add nuance to the understanding of alternative news media. First, we contextualize alternative news media. Second, we discuss definitions and strategies for scholarly approaches to the material from the Riks YouTube Channel. In this, technology is stated to be able to make for a first reading of the material. The empirical material consists of the Riks News YouTube broadcast, in a format resembling morning TV news, with comments on the news from the presenters and the viewers. In the analysis, we will do a pro-reading by performing text analysis with a simple automated text analysis tool and prompt AI tools to create specific descriptions of the material. We will also do a counter-reading, and in this work we will use concepts such as gender framing, impression management (Goffman, 1959), ambassadorship, xenophobic framing, and overall symbolic interaction. To further this analysis, we create and explore the potentials of critical technocultural discourse analysis (Brock, 2018), engaging traditional gender theory, news frame analysis and critical discourse analysis (Fairclough, 1992; Halliday, 2014). AI tools are explored to enhance and assist in the counter-reading analysis. In the concluding discussion, we particularly explore the affect crescendos (a form of affective decisive points) in the news broadcasts and the comments. We compare and discuss how technology, with particular keywords and AI prompts for the affect crescendos, can create a more critical technocultural discourse analysis, including various multimodal aspects.

References

Brock, André (2018) Critical technocultural discourse analysis, https://journals.sagepub.com/doi/10.1177/1461444816677532

Fairclough, Norman (1992) Discourse and social change, Polity, Cambridge, p. 64.

Goffman, Erving (1990[1959]). The presentation of self in everyday life. London: Penguin.

Halliday, Michael (2014) Halliday's introduction to functional grammar, 4th ed., Routledge, Abingdon, Oxon.

Keywords
Alternative news media, Critical technocultural discourse analysis, Multimodality, Xenophobia, Gender

Bio**

Gunilla Byrman is a professor of Swedish at Linnaeus University. Her research is focused on text and gender analysis as well as multimodality. She has published in the field of forensic linguistics on criminal cases, police report writing and verdicts in rape cases. She has led an interdisciplinary research project on digital support for maternal health care (2016–2020) (https://sadima.lnu.se/ . Currently, she is researching alternative media and the concept of homecraft and medieval ballads. Her latest publication is ”Metadiscursive features in speech about death and face masks in the Public Health Agency's press conferences during the pandemic 2020–2021” in Sakprosa, Volume 16, Nr 3, 2024 © 202410.5617/sakprosa.10515

Pernilla Jonsson Severson, associate professor in Media and communication studies, Department of Media and Journalism, Linnaeus University, Sweden. Jonsson Severson's expertise is in media development, democratic values and digital methods. Recent publications include Severson, P. (2022). Webisodes as Different Subversive Forms of Representation of Gender and Sexuality. Identities and Intimacies on Social Media. Routledge. 119-133; Leckner, S., Severson, P. (2019). Exploring the Meaning Problem of Big and Small Data Through Digital Method Triangulation. Nordicom Review. 40. 79-94; Severson, P. (2018). The Politics of Women's Digital Archives and Its Significance for the History of Journalism. Digital Journalism. 6 (9). 1222-1238.

Emelie Kempe is a lecturer and program coordinator for the Journalism and Media Production program at the Department of Media and Journalism, Linnaeus University, Sweden. Kempe's primary research interest lies in the significanc of local journalism and the relationship it shares with community trust. She contributed to the RegPress research group, focusing on these very dynamics. Her notable work includes the publication: Kempe, E., Ekelin, A., Forsberg, A., Ringfjord, B., Wahlberg, M., et al. (2021). "Who/What/Where Is The Local 'Us'?": The reciprocation between proximity, feelings of closeness and shared interests in relation with the local press. Community Journalism Journal. 9 (1), which explores the critical role of regional press in shaping local identity and trust. Currently, Kempe is examining the role and applications of AI in journalism practices in the modern era.

ORCID-ID/Websites
Pernilla Jonsson Severson
Orcid: https://orcid.org/0000-0002-6937-1032
Lnu: https://lnu.se/en/staff/pernilla.severson/
Google scholar: https://scholar.google.com/citations?user=bN2bl2oAAAAJ&hl=sv&oi=ao