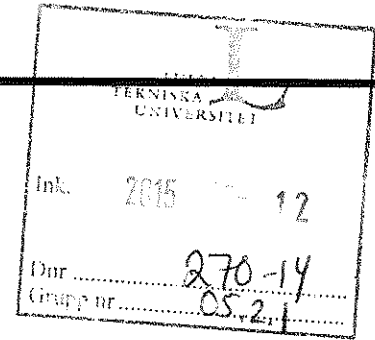


## Doris Björfot

---

**Från:** Karin Becker <becker@jmk.su.se>  
**Skickat:** den 12 januari 2015 07:40  
**Till:** registrator  
**Kopia:** Sofi Waltare; Monica Nordström-Jacobsson  
**Ämne:** Sakkunnigärende ref nr 270-14  
**Bifogade filer:** BECKER UTLÅTANDE.docx



Här kommer mitt sakkunnig utlåtandet i tillsättning av professor i Medie- och kommunikationsvetenskap. Sakkunnigutlåtandet med underskrift och arvodesblankettet skickades med post och borde vara framme senast tisdag, 13 januari

Med vänliga hälsningar,  
Karin Becker

## UTLÅTANDE

20150109

From: Karin Becker, Professor emerita

To: Luleå tekniska universitets anställningsnämnd

Regarding the appointment of Chair Professor in Media and Communication Studies in the Department of Arts, Communication and Education (KKL) ref nr 270-14

Honored to be asked to carry out this important task, I hereby submit my evaluation and assessment of the applicants, and a rank ordering of those eligible for the position of Chair Professor in Media and Communication Studies. I have no relationship with any of the applicants that would prevent me from providing an unbiased evaluation of his or her merits. As background for this review, I have taken into account the criteria for eligibility according to the higher education ordinance and employment regulations, and the assessment criteria for the post of professor at LTU, as well as the specific criteria for this position as outlined in the employment profile.

I have reviewed the material submitted by the applicants and present my evaluation of their qualifications below, in alphabetical order. I begin with a brief introduction of each applicant, in order to establish whether they are qualified for this position.

Anna Edin (born 1964) received her Ph.D. (2000) and docentur (2011) in Media and Communication Studies from Stockholm University. Since 2004 she has been employed as senior lecturer in Media and Communication Studies at Gävle University (HiG). With a Ph.D. and an established record of research and teaching within the field, Edin qualifies for the position.

Patrik Lundell (born 1969) received his Ph.D. (2003) and docentur (2009) in the History of Ideas and Sciences from Lund University. Since 2009 he has been employed as senior lecturer in media history, with specific orientation toward journalism, in the Department of Communication and Media, Lund University. Although his Ph.D is not in Media and Communication Studies, virtually all of his research and teaching is of direct relevance to the field. Lundell therefore qualifies for the position.

Roussanka Louanova (born 1954) received her Ph.D. in Mathematics in 1991 from Saratov State University, Saratov, Russia, specializing in applications of mathematical logic to computational syntax, semantics and syntax-semantic interfaces of formal and natural languages. Her most recent employment (2002-2010) was as University Lecturer in Computational Linguistics, Uppsala University. Her Ph.D. is not in Media and Communication Studies. Nor is there evidence in her otherwise impressive record of research and teaching that her work has direct relevance for the field. Therefore, according to the LTU's assessment and employment regulations (Anställningsordning 116-14, 6.2) Louanova does not qualify for the position of Chair Professor in Media and Communication Studies.

I now turn to my review and assessment of first, Edin and second, Lundell, considering in turn their employment history, research, teaching experience and other merits, including administrative experience. I conclude with a motivation for my ranking of these two candidates.

### Anna Edin

After completing her PhD. In 2000, Edin had a series of substitute positions as lecturer in MKV, first at Södertörn (2000-2002)), at Gävle (2002-2004) and at Kalmar (2003). She joined the faculty at HiG as a senior lecturer in 2004, where she had been since then, with the exception of brief periods as Visiting Researcher at the Swedish Institute in Paris (Sept. 2011, May 2013) and as Visiting Researcher and Lecturer in the Department of Culture, Communication and Media Studies at the University of KwaZulu-Natal, Durban, South Africa (Feb-March 2012).

Edin has been successful in obtaining extending funding for her own research. She was director and editor of the project, *Svenska television – en mediehistoria* (2006-2008), and assistant director of *Utbildnings- och vetenskapstudier (FUVS)* (2008-2011). In addition to several individual grants (among others from Wahlgrenska Stiftelse and A:rxson Johnsons Stiftelse for a study of reality TV), Edin has participated in two Swedish and Nordic research projects: on media and regional identity (2002-2005) and on media hierarchies, representations and interactions (2005-2007). These have involved researchers from different institutions, including other Swedish universities, and from different disciplines, including political science, literature and cinema studies. Edin has served as expert reviewer in three lectureships, and has had several additional "sakkunnig" assignments. She has presented her research on a regular basis at Nordic and international conferences, most of these in the form of peer-reviewed papers. Several of her key publications are used in MKV curricula across Sweden.

Her research has focused on the complex and changing relationship between the media and the audience, beginning with a media landscape dominated first by public service television, the shifts incurred by the introduction of commercial television with new program formats and modes of address, and into the contemporary era of social media and celebrity culture. Edin often uses a historical perspective to explore and critique claims of what is "new" in each era, regarding media policy, media and journalistic formats, the relationship between media and politics, and the cultural shifts in media content and the public. In her work, gender and intersectional analysis often provide key insights into what has changed and what remains the same regarding the media's position and power in culture and politics.

In her dissertation, *Den föreställda publiken: programpolitik, publikbilder och tilltalsformer* (2000), Edin compares three periods in Swedish Television: the 1960s when public service TV was a single channel, the two-channel system of the 1970s, and the end of the public service monopoly in the 1980s as commercial broadcasting was established in Sweden. Her analysis spans formal media policy and structures – where the concept of public service remained more or less intact – and the actual ways SVT addressed its viewers across the full range of television content. Here she was able to trace a shift from public television's traditional view of a unified "public" to TV4's view of the "audience". In this work, Edin utilizes a range of empirical material, drawn from

different institutional levels and contexts, to reveal concrete structural and discursive, ideological changes in media policy and their implications for the public. She further establishes the necessity of a theoretically grounded cultural perspective, with attention to esthetic aspects and where mode of address is central, if we are to understand in societal terms this changing relationship between public service and its public.

In her next major project, financed through several individual grants, Edin picks up questions regarding commercial television's programming in a study of reactions and reflections on "reality" program formats (*Verklig underhållning. Dokusåpor, publik, kritik*, 2005). The study provides a valuable survey of the predecessors to these programs that had been seen as a new genre in Swedish television. She argues that they are not entirely "new" but are a hybrid form, combining well-established documentary strategies with conventions used in fiction, and creating tension on different experiential levels - reality vs. construction, truth vs. falsehood, and acted vs. authentic behavior. The study is grounded in the viewer's perspective and experience, and in an attempt to identify what characterizes this particular historical moment of television viewing. Using the results of group interviews, Edin concludes that reality television is not seen by viewers as a reflection of some external or actual world but as a reflection of television itself and its conditions of production, and where viewers on occasion take positions within the program.

In her subsequent work Edin retains an interest in the esthetic dimension of television and of media more generally. She also continues to explore and problematize distinctions between the private and the public in media representation. Her first case is a study of press coverage of Tiina Rosenberg, Professor of Gender Studies and a founder of the political association, Feminist Initiative (*The Pinstripe Suit from Hell. On the Construction of Swedish Feminist Tiina Rosenberg*, 2007). Edin introduces Corner's theory of cultural dimensions of political communication to understand the intensely negative media campaign ('mediedrev') to which Rosenberg was subjected. Rosenberg violated norms of what was expected of a politician, not least in her refusal to engage in the "self-staging" of a private self that dominates politicians' relationships to the media. With the personification of politics, interaction between the traditionally conceived political sphere and the private sphere can either confer legitimacy on a politician or remove it. The consolidation of journalism as a discursive community became evident, in the exclusion process that resulted in depriving Rosenberg of legitimacy as a politician.

Edin further develops her analysis of the relationship between political and journalistic institutions in a co-authored article 'Communicating Politics – Theoretical Perspectives' (with Kristina Widestedt, 2010). Noting current research on the interpenetration between political and media spheres, the authors again draw on Corner's more nuanced theory of how media and politics, rather than being in a state of imbalance, fundamentally presuppose one another. Using his framework, they analyze how the private sphere (or a staged version of it) has become of equal importance for the construction of political identities as the traditional political sphere. Edin and Widestedt trace this across a selection of male and female politicians from different countries, (Sweden, Russia and the US) and how they stage their "private" lives for consumption on the web. Edin explores this more extensively in a subsequent article (*Politisk personifiering på nätet*, 2013). Comparing male and female politicians' media strategies she describes how the tensions between being a 'politician' and being a 'celebrity', implicate different power relations for men than for women. She finds distinct differences

between male and female politicians' strategic use of "social media" to reach their public, in particular in the 'private' persona they construct.

In the most recent research included in Edin's application ('Looking back on the future – the meaning of "social media" before social media', 2014), she considers the question of media's 'sociality' through the prism of several historically influential theoretical and political perspectives on that topic. One of the first questions raised about (mass) media was whether they had "desocializing" effects. Edin emphasizes that bridging micro and macro levels when analyzing communication processes, and the internal and external social relations between media and the audience have always been critical issues. She looks at how these issues were formulated and acted upon during the historic period when television was a new medium in Sweden. For example, one of the most important public service missions during this period was to protect what were seen as 'authentic' social relations from the influence of television – and to accomplish this through the media institution! Edin concludes with a tentative statement that traditional media may well remain more 'social' than contemporary 'social' media.

Summarizing Edin's publications, together they meet the criteria for a professorship, both in quality and (if her peer-reviewed convention papers are included) in quantity, with a depth and breadth that correspond to three dissertations (cf. Anställningsprofil). Since her dissertation, she has published one substantial monograph and 3 peer-reviewed journal articles (2 in English). Of her peer-reviewed conference papers, only the most recent (from 2014) is not in print, but in my assessment is of publishable quality. She has 8 articles/chapters in academic texts/anthologies, a majority in Swedish, and has co-edited one anthology. On her CV, she also lists two research reports, which appear to cover the same material as in published articles reviewed here. Finally, it must be noted that Edin writes exceedingly well, in accessible prose, both in English and in Swedish. She consistently presents her material and analysis within a theoretical framework that clarifies without oversimplifying the complexity of her research topics.

#### Teaching qualifications and experience.

Edin has extensive teaching experience, in courses at all levels and spanning the field of Media and Communication Studies. From 1997-2002 she taught between 20-50% of full-time, primarily on the A-C levels. Since joining the faculty at HiG she has taught 60-70% of full-time (with the exception of 2008, when she had a 70% research leave). At HiG she has developed, planned and been the primary instructor in a majority of the courses she has taught. She has also developed a number of cross-disciplinary educational programs where courses in media studies were included. These include programs in politics and media, in film and literature, in comparative media studies, and the successful *Införmätorsprogrammet*.

Describing her own pedagogy, Edin attributes meeting students of different backgrounds as important to her development as a teacher, and particularly an awareness of the rolls and structures that confront students who are the first in their families to attend university. Edin has also had experience teaching international students, as part of the Linnéus-Palme exchange program between HiG and the University of KwaZulu-Natal in Durban, and beginning in 2014 as head of the international MKV masters program at Gävle. She has served as an advisor from A-level through the masters degree. On several occasions Edin has served as external examiner for C-level theses at other MKV departments. The one apparent gap in her experience is

Ph.D. level advising; she has served as 2<sup>nd</sup> advisor for one Ph.D. student, and has not been primary advisor for any dissertations. This can be explained by the fact that there is no doctoral program in MKV at HiG. She completed Uppsala University's course in doctoral advising in 2011, qualifying her for advising at the Ph.D. level.

#### Administrative and other experience of relevance for the position

Edin has over the years gained additional experience of relevance for the position of MKV professor. She has been administrative director of Media and Communication Studies ('ämnesansvarig') at HiG during 2008-2009 and in 2013, and co-administered their evaluation of MKV during the Higher Education Authority's national assessment of undergraduate programs in Media and Communication Studies. The program at HiG was ranked as "high quality", a higher rating than received by many larger well-established programs across Sweden. She has been part of the research group formulating HiG's research profile in MKV and Film Studies.

Since 2009 Edin has served on the national board of FSMK (Föreningen för svensk medie- och kommunikationsforskning), and since 2012 as secretary. She is regularly contacted by the media on questions related to public service, media policy and reality TV. She also serves as a consultant to Skolverket regarding how media should be included as a subject in the high school curriculum.

#### Patrik Lundell

Since completing his Ph.D in 2003, Lundell has held positions as substitute lecturer in Comparative literature (2003) and Arts and cultural sciences (2003-2004) at Lund University. He was postdoctoral fellow (forskarassistent) at Linköping University, first at Tema K/Communication (2004-2006), and then at Tema Q/Culture and Society (2007-2009). During this time he was recipient of the Sven Gerentz fellowship in press history. In 2009, he joined the faculty at Lund University as senior lecturer in Media history. That autumn he was a visiting researcher in the Centre for Cultural Research at the University of Western Sidney, funded by STINT.

Lundell has successfully supported his research through individual grants and a six-year postdoctoral fellowship. He has been head applicant in securing grants for two research networks: (1) a STINT institutional grant with the media studies departments at the universities of Hamburg and Bournemouth (2013-2017), and (2) an RJ network grant for interdisciplinary research in "Mediatization and Celebrity Studies" (2014). He is co-applicant in two successful grant applications to (1) Wallenberg Foundation (with Sven Widmalm) for research on the "Brown networks among Swedish Intellectuals" (2012-2014), and (2) Torsten Söderbergs Foundation (with head applicant Pelle Snickars) for a one-year project, 'Ljus och frihet till näringsfång - 1800-talet som annons'. In his application, Lundell mentions 3 additional international book projects that appear to be underway.

He participates actively in international conferences, including organizing sessions and presenting his own research. He has worked as co-organizer of two national and one Nordic interdisciplinary conference concerning aspects of cultural history of media. He has been faculty opponent on one dissertation defense in Media Studies, and has served as opponent at 60% and final seminars for doctoral students' dissertation texts.

Lundell is a media historian, whose research focuses on histories of mediated culture and on the ideological and material terms of journalistic production. Informed by the history of ideas, his research examines the complex interface between ideas and ideologies on the one hand and social and professional practices on the other, and analyzes the ways these are mutually constructed. His early research on changes in the 18<sup>th</sup> century regional press has served as a base that continues to inform his ongoing concern with broader issues related to the professionalization of journalism, democratic discourse and the public sphere. His work is characterized by careful and thorough examination of historical empirical material, often previously unknown, and typically includes phenomena that stretch the boundaries of conventional 'media' studies, and considers them within the theoretical framework of a mutually constitutive 'media system'. This often involves a critical examination of contemporary concepts, and tracing them back through time. Although most of his research concerns the Swedish context, Lundell has established himself as part of an international network of researchers with common concerns in media history.

In his dissertation, *Pressen i provinsen. Från medborgerliga samtal till modern opinionsbildning 1750-1850* (2002), Lundell examines a transitional period in press history, from a civic press drawing on contributions from its readers and that served as forum for public discussion, to a professionalized journalism led by publicists, dedicated to building public opinion. Drawing his empirical material from Östergötland (and documenting unexpected distinctions and conflicts between Norrköping and Linköping), Lundell found a regional press that held on to a classic ideal, in opposition to the centralized and hierarchical editorial structure of press logics that began to characterize newspapers in urban centers, notably Stockholm. Lundell identifies the changing social structure and significance of the public as factors leading to the regional press' eventual adoption of the model we recognize in contemporary newspapers.

Lundell has included two of his co-edited anthologies in his application. In the first of these, *Media and Monarchy in Sweden* (2009, co-editor Mats Jönsson), the editors describe monarchy as an institution that is very much alive, co-existing with ideals of democratic and egalitarian political culture. To account for this apparent anomaly, they examine the relationship between European royalty (focusing on the Swedish royal family) and the mass media, and the strategies media have used to position royalty. Critical to this are the ways royalty have in turn used media to position themselves, and where their status as celebrities is central to the press' interest in their lives. In his own chapter, Lundell examines how the media use monarchy to establish their own legitimacy. He offers a case study of how the press staged its international congress in Stockholm in 1897, coinciding with celebrations of King Oscar II's 25 years on the throne. Lundell's analysis reveals that the received history of the Swedish press as a sustained critical voice during this period of political conflict disregards how the King was able to use this occasion to maintain his position, particularly in the eyes of the foreign press.

In the 2<sup>nd</sup> co-edited volume, *1800-talets mediesystem* (2010, co-editor Jonas Harvard), Lundell's chapter 'Nykterhetens mediala förutsättningar och karaktär', offers an analysis of the origins of the Swedish Temperance movement and its use of media to launch its message. Following his previous work, Lundell argues for a broad conceptualization of media to include the many ways ideas are spread. Drawing on the theoretical framework of a 'media system' as presented in the introductory chapter, Lundell considers the

expanding media market of the period and argues for the Temporance movement's message as both an expression of and constituted by that system.

The article, 'Participation, Representation and Media System: Habermasian Paths to the Past' (2010), uses specific findings from Lundell's prior research in a critical re-exploration of three aspects of Habermas' public sphere: participation, representation and the media system. Arguing for the value of 'historical specificity' Lundell offers examples of participatory forms of debate in the regional press, and how the concept of "representation" has been redefined through the press logics that emerged during the early professionalization of journalism. Viewing the media as a system broadens the concept in two ways, to encompass the context of exchange (the coffee house, the literary salon) and to extend it beyond elite media to 'ground up' media forms. Historical investigation, he reminds us, provides a deeper understanding of contemporary media phenomena we often refer to as 'new' and also of concepts we use to characterize them.

Lundell's book *Attentatet mot Hiertas minne* (2013) is largely a compilation of earlier texts that together provide a series of historical case studies into the ways media forms have worked together to produce specific cultural formations and understandings. His starting point is the canonization of Aftonbladet's founder Lars Hierta, and press coverage of the vandalization of a statue that had been raised in his honor. He consistently argues against a narrow definition of media, as unfruitful for understanding the cultural and political dimensions of phenomena in which media are implicated; thus a statue can be a "medium". Each of these fascinating cases is described in detail, and accentuates a different facet of the media system. Yet together they produce a view of the media's different roles in society as legitimizing received forms of knowledge, producing a history that is in effect a "story of the winners." Lundell extends his critique to encompass the subject area of media and communication studies, for employing a conception of media and relying on sources that do not take into account the insights and interpretations historical specificity could provide.

Summarizing Lundell's publications, together they meet the criteria for a professorship, both in quality and in quantity, with a depth and breadth that correspond to more than three dissertations (cf. Anställningsprofil). In addition to his dissertation, he has published one single-authored monograph and is co-editor of 5 anthologies (where he is also co-author of the introductory chapters). He is the author of 17 additional book chapters. He has 2 peer-reviewed articles in international journals and 6 in national journals. He was also editor of the yearbook *Vetenskaps societeten* in Lund 2011-2013. A majority of his publications are in Swedish, with several key works in English. He also lists numerous review articles, both in academic journals and in the daily press, national and regional, notably *Östgöta Correspondenten*.

#### Teaching qualifications and experience.

Lundell has taught at all levels, undergraduate, master and Ph.D., with a focus on courses in history of ideas, press studies and media history. During his period of postdoctoral research, he lectured in A- and C- level courses on topics related to his research, he advised C-level theses, and was involved in Ph.D. advising. With his appointment as senior lecturer in Lund in 2009, his teaching responsibilities increased to 70% of full time. He restructured the journalism program in Lund (2011-2012) and has been instrumental in establishing a joint masters with Film studies (to start in 2015). Lundell



has been active in graduate level teaching, with extensive experience in dissertation advising. Although formally not the head advisor, he has submitted documentation that describes in highly favorable terms his contributions to the "collective advising" of 5 dissertations at Linköping University. Lundell has been co- or 2<sup>nd</sup> supervisor for 4 additional dissertations: 3 at Lund and 1 at Stockholm University. He is currently supervising 2 doctoral students expected to complete their dissertations in 2015. In his application he describes the value of cooperative co-advising at the doctoral level, a form of pedagogy he has introduced in the program of doctoral studies at Lund, where he is currently director.

#### Administrative and other experience of relevance for the position

Lundell has several years of administrative experience at the departmental level. During 2003-2004 he was director of undergraduate studies in the Department for Culture Sciences, Lund University. In 2006, during his postdoctoral position at Tema K (Communication), Linköping University, he was director of Ph.D studies. During 2010-2012 he was head of Department of Communication and Media at Lund, a period when the department was expanding to include 4 subject areas from 2 different faculties. He has taken courses at Lund in leadership training (2010) and as head of department (2011). He has served on the board of the book series *Mediehistoriskt arkiv* 2009-2013, and in 2014 became chief editor of that series.

#### Rank ordering and motivation

Anna Edin and Patrik Lundell are both well qualified for the position of Chair Professor, They are both leaders in their respective areas of research, also by international standards. Both have successfully secured funding for their own work, and have experience with collaborative research. Edin is clearly more well-versed in the research perspectives that characterize Media and Communication Studies. Her research is positioned at the center of the field, addressing issues of direct relevance to media policy and public service, contemporary media content and issues, in Sweden and elsewhere. Her research is also informed by a gender and intersectional perspective. Lundell, on the other hand, has been instrumental in introducing critical media history as an interdisciplinary topic of research and as a dynamic subfield within both the History of Ideas and Sciences and in Media and Communication Studies, and has established research networks with several other European institutions. Despite these very different profiles, in my assessment Edin and Lundell are equal when it comes to the quality of their research. In terms of quantity, however, Lundell has a larger volume of publications, has secured funding for external research networks, and has more experience supervising doctoral students, all of which place him clearly ahead of Edin in terms of academic achievement. Given that her research area is a better fit with the departmental profile, she would be an appropriate Chair Professor. However, this is not sufficient to motivate ranking her above Lundell on their relative research merits.

Regarding their pedagogical qualifications, Edin's record shows a greater breadth across the field of Media and Communication Studies, while Lundell's teaching and advising remained more focused on journalism and media history. Both have had experience building and administering undergraduate programs, Lundell in journalism and media and communication, and Edin in MKV, including an international masters program. Edin

has more undergraduate and masters level experience with course development, administration and evaluation, whereas Lundell has more experience teaching and supervising at the Ph.D. level. Given the breadth of Edin's merits and experience at the undergraduate and masters levels, and particularly in courses of direct relevance to the departmental profile at LTU, I find her more pedagogically qualified than Lundell for this position.

Regarding other experience of relevance for the position, Lundell has experience as head of department, which Edin appears to lack. He also has served served briefly as director of graduate studies. Both have experience administering undergraduate programs, however, and they also have experience working cross-departmentally to establish new programs. As far as their respective contacts with the media and the surrounding community, Edin is clearly more active than Lundell. When taking into account other experience of relevance for the position, and administrative experience in particular Lundell ranks slightly above Edin.

In conclusion, following the assessment criteria for this position, I rank these two candidates as follows

1. Patrik Lundell
2. Anna Edin

Stockholm, as above,

Karin Becker, Professor emerita  
Department of Media Studies,  
Stockholm University