

## ABSTRACT:

Margareta Stål. 2002. **Signaturen Bansai**. Ester Blenda Nordström. Pennskaft och reporter i det tidiga 1900-talet. [**The Pseudonym Bansai**. Ester Blenda Nordström. A Journalist in the Early 20th Century]. Swedish text and Summary in English. 376 p. ISSN 1101 - 4652. ISBN: 91-88212-47-5.

The study is a contribution to the history of Swedish journalism. Dealing with an important period of change in journalism, the study focuses on the work of one particular journalist: Ester Blenda Nordström (1891-1948). It is based on the circa 400 articles that Nordström wrote between 1911 and 1917.

*The main aim* of the dissertation is to describe and produce a body of knowledge about Nordström's journalistic texts during the period in question. The texts are read from the perspective of early twentieth-century Swedish society, as well as from a biographical background. In particular the connection between Nordström's texts and the concept of modernity is analysed. The hypothesis is that this connection is dynamic and transformative, that is, modernity is a prerequisite of Nordström's journalistic work, although at the same time, she articulates it, from within its particular conditions, both in her texts and in her own life.

*The issues* in the study are linked to the journalistic text: What are the main characteristics of Nordström's texts, both in terms of form and content? How can Nordström's form of journalism be related to early twentieth-century developments in journalism? What significance did the emerging professionalization of journalism during the time have to Nordström's development as a reporter? Is there a connection between Nordström's biography and journalism, and if so, what kind of connection?

*The Results:* i) Nordström's texts are distinguished by their very strong sense of *presence*. Not infrequently, Nordström herself occupies one of the main roles in her texts, most prominent in her stunt reporting. Nordström involves all the senses, thereby creating a sense of temporal and spacial presence in her texts that is transferred to the reader. The texts should be seen as instances of modern journalism. ii) The main reasons behind Nordström's importance as a pioneering journalist in Sweden are contextual and motivated by the need of a new kind of reporters. The emerging process of professionalization at the modern editorial offices, with its concomitant gender segregation of assignments, also offered an opportunity to transform journalism. Furthermore, expressed in the concept of *the new woman*, the new ideal for women in the early twentieth century corresponded to Nordström's own sense of identity.

*Key words:* Nordström, Ester Blenda, journalism, history of journalism, news papers, new journalism, feature, stunt reporting, woman reporter, Ligan, biography, narrative technique, the rhetoric of massmedia, the early twentieth century in Sweden, professionalization, modernity, the new woman, la Garçonne, maids, sami people.