

SERIEGUBBAR OCH TERRORKRIG.

Barn och dagstidningar i ett förändrat medielandskap.

[Cartoon Characters and Terror War.
Children and Newspapers in a Changing Media Environment.]

Swedish Text and Summary in English. 293 pages.

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ABSTRACT

Special sections in Swedish newspapers for children and adolescents date back to the 1920's. This work is about children and newspapers in a time when the media environment has undergone tremendous changes.

The overall purpose of the work is to shed light on the relationship between children and newspapers and the means of different factors such as the social situation, media situation and public situation. This is done from three different starting-points: how newspapers relate to children, how schools relate to the use of newspapers as a tool of learning, and how children relate to newspapers. All together, these three different premises will give a more general view of the relationship in question.

Material and methodology used for the different studies are of several kinds. Content analysis, interviews, questionnaires and observations are used. Two geographical areas in Sweden have been chosen, the areas of the publications of the daily newspapers Helsingborgs Dagblad and Jönköpings-Posten. Within these two areas, the newspapers' representations of children, the use of the newspapers in school, and the children's reading habits have been studied.

The main result is that to understand the reasons for children's interest in newspapers all factors, the social situation, the media situation and the public situation, must be considered. Some factors, for example the newspaper habits within the family, have a stronger influence than others, e.g. the use of newspapers in schools. The results show that children find newspapers hard to read. Children are still reading newspapers to a large extent but they are also competent users of the new media technology. The newspapers have not yet on a broader scale developed their possibilities to produce interactive sites for children that could also be used in schools as a pedagogical tool. Therefore, it is hard to predict how their newspaper reading habits will look like when they become adults.

KEYWORDS

Helsingborgs Dagblad, Jönköpings-Posten, children's pages, socialization, children's newspaper reading habits, representations, newspapers in schools.