



# UNIVERSITY OF GOTHENBURG

School of Global Studies

## Global Journalism

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- *A fancy concept of wishful thinking or a news style on the rise?*

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## **ABSTRACT**

This thesis aims to examine the occurrence of global journalism as a news style in Swedish newspapers, and to show not only to what extent global journalism occurs in relation to the more traditional domestic and foreign styles of reporting news, but also in what way the results vary depending on whether the magazine is a national or a local newspaper.

Previous research has shown that scholars have been split in the question of whether or not global journalism exists. Some researchers argue that it has developed gradually as the world has become increasingly interconnected, and others argue there have been few empirical signs of it. This study is a contribution to the academic discussion regarding the existence of global journalism as a news style.

The research method chosen to fulfil the aim of the study has been qualitative content analysis, used to analyze different news styles and modes of reporting news in Swedish newspaper articles. The thesis concludes that global journalism does occur in the news reporting examined in this study, but not to the same extent as the more traditional domestic and foreign news styles, and that it occurs more often in a national than local setting.

## **KEY WORDS:**

global journalism, globalization, news styles, Swedish newspapers, qualitative content analysis

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# 1. INTRODUCTION

*“Whether we like it or not, we are bound to relate to the phenomenon demonized – and exorcized – as globalization.”*

Oscar Hemer & Thomas Tufte, 2005

In the introduction of their book “Media and glocal change: rethinking communication for development”, Oscar Hemer and Thomas Tufte argue that the rapid global changes in the wake of globalization processes such as changes in global cultural flows and the reorganization and consolidation of global capitalism, post new challenges to almost all sectors of human society (Hemer & Tufte 2005, 14). Many of the events, crisis and clashes occur in other sectors; however, it is the news media who report on the issues at hand. The process of globalization challenges news media and journalism researchers in a totally new manner when it comes to the format in which one analyzes news; is e.g. a domestic event due to global migration flows only of a domestic character (Berglez 2008, 845)?

The Swedish media researcher Peter Berglez highlights events such as the Muhammad cartoons controversy, the Asian flu epidemic and climate change as examples which calls for new ways of analyzing news in a global setting. This as the characteristics of the news content is changing towards becoming ever more deterritorialized, where connections and factors of “cause and effect”, flow across national borders and continents (ibid). At hand is a world that is becoming increasingly transnationally connected through e.g. the global stock market, borderless information technology, various cultural practices and flows without national belonging etc. (Berglez & Olausson 2011, 35). Berglez is throughout his research in the field talking about a news style called global journalism, which is a concept that transcends the traditional way of reporting news as the relation in and between the domestic and the foreign. The global journalism news style is resting on an epistemology of a global outlook on the world, as an alternative to the methodological nationalist way of thinking in social research, where nations in the global society are rather viewed as separate and parallel containers instead of being part of a single, or united, world (Berglez 2008, 845). The idea of a single world connected through various processes of globalization is not a utopia of the future but something present in this very time. However, Berglez argues that the journalistic epistemology of news reporting has not quite kept up with these rapid developments. Instead,

one can see rather scarce occurrence of journalism which views the world as one, disconnected from the traditional, local, national or foreign outlooks (Berglez 2006, 187).

As most emphasis on how to approach a global world previously mostly has focused on technology, it might be fruitful to also pave way for some epistemological development on how to actually write and speak about a world that has become so globally connected (ibid, 188). Global journalism as a news style, differ mainly from the earlier mentioned traditional ways of reporting through actively interconnecting the local with the global. As globalization translates into complex relations where peoples, places and practices are closely intertwined, global journalism becomes the news style which integrates and covers these relations in everyday news production (Berglez 2008, 848). However, in the academia scholars have been split in the question of whether or not global journalism exists. Some researchers have argued that such a way of writing has gradually developed and been included naturally in news reporting as the world has become increasingly interconnected, and others claim to have witnessed few empirical signs of it, and instead argue that it should be seen as an “utopian vision for less ‘national provincialism’ among the world’s media” (Berglez & van Leuven 2015, 1). Some even argue that there instead is an ongoing expansion of local and national news styles in the foreign news reporting. Berglez, however, argues that there are few empirical signs of global journalism only due to the fact that there is still a lack of empirical studies on the matter (Berglez 2008, 847). These contrasting arguments, in combination with the fact that the concept of global journalism is still under theoretical development (ibid, 845), call for further empirical research on global journalism. The study of media in this respect is important since it to as large extent as possible should reflect an objective reality, and since it at the same time is a powerful tool in which logic and routines becomes a way of constructing various events, phenomena and processes (Berglez & Olausson 2011, 36). Sprung from these academic contradictory views on the existence and definition of global journalism, in relation to the fact that global journalism as a news style with a particular outlook on society is a rather under-researched topic, this thesis will contribute with an empirical study with the ambition to bring further clarity on the matter.

## 2. AIM AND RESEARCH QUESTIONS

The aim of this thesis is to study the occurrence of global journalism as a news style in Swedish newspapers, by showing not only to what extent global journalism occurs in relation to the domestic and foreign styles of reporting news, but also in what way the results vary depending on whether the magazine is a national or a local newspaper.

The central research questions can be considered a repetition of the aim, as two of them are already expressed there, but operative questions follow naturally and are in this thesis formulated as follows:

- To what extent does global journalism as a news style occur in news reporting in Swedish newspaper articles<sup>1</sup> in relation to the more traditional domestic and foreign outlooks in the newspapers' reporting?
- In what way do the results vary depending on whether it is a local or national newspaper?
- In what way does the presence of global journalism as a news style vary, when a global issue such as the recent refugee crisis in Europe occurs?

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<sup>1</sup> This thesis does not aim to say something about all Swedish newspaper articles, but will select one national and one local newspaper to serve as indicators of how the media landscape of global journalism may be portrayed in Sweden (see further discussion about limitations in chapter seven).

### 3. DISPOSITION

In the *first and introductory chapter*, a short background of the problem that is to be elaborated in this thesis is presented, along with arguments of why this topic is important to study. The *second chapter* links to the first by presenting the aim and research questions of the study. Following the disposition of the thesis, which is outlined in this *third chapter*, comes *chapter four* which ponders upon the relevance of the selected topic to the field of global studies. After these initial chapters which deals more with the specific focus of the thesis and its relevance in relation to the global context, *chapter five* aims to give first a broader introduction to the scholarly discussion within the field of global journalism, and then a more focused presentation of media scholar Peter Berglez' understanding of the concept. *Chapter six* describes the theoretical aspects of the thesis. First, more general approaches within the fields of globalization and journalism are presented, and after that the more specific theoretical framework of the thesis is explained. This chapter also deals with key concepts and how the theoretical framework is operationalized. In *chapter seven*, the method of the thesis is discussed. After a broader methodological discussion in the beginning of the chapter which is followed by aspects of research design, selection, limitation and delimitation, more in depth reasoning regarding the analytical method, implementation of content analysis, preconceptions, validity and reliability follows. The chapter ends with some comments on ethical considerations. *Chapter eight* presents the results and data analysis of the thesis. The results are visualized with figures and tables, and complemented with analytical discussions and examples from the data collection. *The ninth and final chapter* concludes the thesis with the main findings of the study, its relation to the global context, and some comments on ideas of future research within the field of global journalism.



#### **4. RELEVANCE TO GLOBAL STUDIES**

The relevance to global studies when it comes to media related issues and its' relations to the global (or globalization), has been mentioned in more contexts than can be brought up here, but e.g. Jan Aart Scholte wrote in "Globalization – a critical introduction" (2005, 232) that "... governments has sought to harness forces of globalization in the service of a state-nation project" and that "meanwhile state-owned and state-regulated electronic mass media have often promoted national consciousness through their news and entertainment programmes.". The aspect of a domestic (national) in relation to a global outlook on the world is at the very core of the focus in this thesis, and the way media reports of news is as Scholte discusses part of creating the consciousness of the readers, where the result of this study might show that a global outlook is gaining increasing grounds. The issue of the existence and definition of global journalism as a news style is not only of internal interest to the academic community regarding potential shifts in epistemological foundations within news reporting, but also of external interest to the society regarding how the world is becoming more interrelated and how that fact affects one's world view.

## 5. PREVIOUS RESEARCH

This section focuses on outlining the major scholarly discussions within the field of global journalism. Through these discussions, the thesis reasons its way towards which understanding of global journalism the study refers to and uses.

Global journalism research belongs to the fields of international and transnational communication, and mainly focus on analyzing the relationship between news media and globalization from political, economic, news cultural, news discursive and ethnographic viewpoints (Berglez 2008, 846). The academic discussion regarding the existence and definition of global journalism has been increasing over the last 10 years, as it has gained attention from a growing number of scholars, whom all have contributed with their own interpretations and observations, e.g. de Beer and Merrill (2004), Hafez (2009; 2011) Herbert (2000), Löffelholz and Weaver (2008), Berglez (2013) and Berglez and van Leuven (2015); scholars who's work all will be lifted in this section. As we will observe in the outline here, definitions and interpretations vary greatly between scholars; partly due to the fact that Swedish media scholar Peter Berglez mean that the research field suffers from a conceptual problem, as the theorizing of the field has contributed with few concrete examples of how to conduct empirical studies of global journalism in news texts (ibid). This aspect is also something Berglez has focused a lot of his research on, and he has presented tangible tools to deal with this matter that has also been used in this thesis, which will be discussed and elaborated further on. First, a closer look on how the academic discussion has developed during the last decade.

Journalism scholar John Herbert wrote in *Global Journalism: Exploring Reporting Issues Worldwide* (2001, 2) that “The reaction to globalization of course is localization of news and reporting. However, journalism needs global journalism; it needs journalists who practice journalism in the global context.”. A journalist who, in the age of globalization, not only focus on local news but also practice journalism in the global context, seem as a reasonable statement. He then further defines the content of global journalism as follows;

“Practising global journalism also means allowing for other attitudes, other cultures, other approaches. It means that there can often be many truths, not just the one western certainty that western journalists have grown up with. ... The practice of global journalism also means not becoming too dependent on official sources; we should see for ourselves, be there, judge, and report for ourselves. News manipulation can be easy when reporters don't know the country, the people, the politics. Journalists live in a world where they have to take risks. This is never more

the case than in the global context. ... Practising global journalism is about taking risks. News is about risk. And risk is becoming so much worse now that there is an increasing danger that reporters will stop going into the real trouble spots for fear of their lives.”

(Herbert 2001, 2-4)

Here, one can observe that the concept of global journalism and how a practicing journalist should act expands, in Herbert's view, to putting on the responsibility of the journalist to be on site wherever he or she has a story from, and that journalists have to take risks in the global context which can result in a case where we actually get access to less news as journalists will stop going to these dangerous global places to report.

German sociologist Ulrich Beck's work on how to analyze power and counter-power in the global sphere also has an important role to play in the development of how to define and view global journalism as a practice. In *Power in the Global Age: A New Global Political Economy* (2002), Beck is discussing the swift in what he calls the “meta-game”. By the “meta-game”, he refers to that the old world politics, which worked by *applying* the rules, and the new world politics, which works by *changing* the rules; are now completely mixed with each other and cannot be separated in any form (Beck 2002, 2). The old game is according to Beck that of the “nation-state”, the “national industrial society”, “national capitalism” or “national welfare state”, and his argument is that this game can no longer be played on its own, as globalization has introduced a new space and framework for acting where such boundaries no longer work as simple as before. There is now a global playing board where old and new actors have to find their own roles and resources (ibid, 3-4). This applies also to the news media, who is an important actor both on local, regional, national, international and global arenas. On this now global playing board there is ultimately a national and a cosmopolitan outlook, according to Beck, where the foundations for the legitimation of politics per se is at stake (ibid, 17). The national outlook blinds us for deliberate, strategic reasons on account of the meta-game logic, as it at the same time is very difficult to capture global power shifts empirically or statistically as many international companies keep these figures hidden for various reasons and national statistics does not provide anything besides the view of the state tax authorities. Beck argues that we cannot observe this without a critique of the national outlook and a shift in paradigm from methodological nationalism to methodological cosmopolitanism (ibid, 21). He differs between the national outlook as the concrete perspective of actors, and methodological nationalism as the scientific observer perspective (ibid, 22), and argues that this developed during the eighteenth- and nineteenth-

century Europe as a myth-creating potency, in opposition to the cosmopolitan outlook which goes all the way back to Greek antiquity (ibid, 36). Beck's main argument is that we are not witnessing the end of politics in the global age, but rather its migration elsewhere. A transformation of political concepts and forms is occurring and the structuring of opportunities for political action is no longer defined by the national/international dualism, but is now located in the "glocal" arena (ibid, 249).

In *Global Journalism Research: Theories, Methods, Findings, Future*, by German media scholar Martin Löffelholz and American journalism scholar David Weaver, Stephen D. Reese argues that even though news is still largely packed and "domesticated" within national frameworks, journalism shaped by globalization has changed its alignment to become more denationalized. Reese argues this as "... relations among news producers, societal institutions, and audiences increasingly deterritorialized, no longer integrated along lines of common geography and governmental terrain" (Stephen D. Reese in Löffelholz and Weaver 2008, 244).

Political scientist and media scholar Kai Hafez' contribution in the discussion is to argue that the era of so-called globalization is not a time of increasing foreign news coverage in the mainstream media. He means that for most people, i.e. ordinary citizens, the era of globalization has not allowed them to leave their "information ghettos of national discourses" (Hafez 2011, 485). In line with his argument is that the idea of globalization in the media sector is, at least in part, a myth. He takes the Olympic Games, an event which would be viewed as a global one, to describe the reasoning behind his argument. The Olympic Games is an event which is simultaneously reported around the world, but still with a national mind-set. The reporting is done in an international setting, of international interest and with international effects, but the reporting is made with focus on the athletes representing the particular nation from where the reporting is being made. Hafez argues that mainstream mass media sometimes construct an identical media agenda around the world, but they frame events according to their own home-grown narratives. Because of this, Hafez argues that we cannot talk about global journalism as a "... successful, plural, diversified communication.", but that there are, at best, various zones of transnationality (ibid, 486). In relation to this, Hafez argues for much more debate on the specificities of the ethics of global journalism (ibid, 487). Instead of continuing the myth of globalization in the media sector, he encourages the academia to do the following:

“But a new culture of journalistic curiosity, a search for innovative issues and a more advanced scrutiny for context, viewpoints, traditions and trends would enhance a new modesty among journalists and audiences. Despite telling western audiences that the Middle East is simply conflict driven, the USA an imperialist monolith or China ‘the next superpower’, we must try and understand the complexities of such world regions, their multiple histories and current often paradoxical developments. We must try and understand each other – just like in a real village. Let’s improve ‘global journalism’!”

(Hafez 2009, 331)

Moving on to the work of Peter Berglez, one finds the argumentation that media are an important part of globalization (Berglez 2013, 5). In relation to this, Berglez defines three types of global journalism research:

- 1) The first type engages in globalization and journalism but never evolves to the concept of global journalism. This relates to studies on the political economy of the global media industry, global public sphere studies and/or particular media events that generate worldwide media attention and global audiences. In the spotlight of these studies are cultural transformation and its ideological consequences, as well as how media and journalism contribute to or is a part of media globalization, but not so much on whether journalism actively contributes to an understanding of the world as global (ibid, 6).
- 2) The second type views global journalism as an all-embracing concept which analyzes universal features of journalism and the role of particular journalistic traditions, ideologies and cultures. An example of this is the classic four theories of the press, elaborated by Siebert, Peterson and Schramm (1956), and more recent variables within the particular political, economic, ethical, religious, technological and material conditions that have been added in various countries and regions of the world, which further has led to the consequence that global journalism has been viewed as an umbrella concept which is neither precise nor useful (ibid, 7).
- 3) The third type views global journalism as a practice recognized by activities that takes place in the hands of the reporter. Previously, the focus has been on how journalists integrated cultural relativism, cosmopolitanism and non-Western perspectives in news reporting, as well as how to be ethically and culturally reflexive as a reporter in a globalizing world. This could also take form, according to some researchers, by establishing a news environment that goes beyond national orientation in the selection

of sources and the actual reporting of events, or to detect the global journalistic practice in ‘global imaginary’ discourse (ibid, 7-8).

In his work with Sarah van Leuven (2015, 2), Berglez argues that the clear boundary between domestic and foreign news coverage is becoming more diffuse, and he means that news reporting should reflect this together with the complexity of the ever more global society.

“... there is a need for a more down-to-earth and ‘realistic’ view on what global journalism might be in the everyday news media flow; that its practice is (nothing but) media content which in various ways demonstrates connections between local/domestic events and global processes.”

(Berglez and van Leuven, 2015, 4)

As there are global journalism research which focus on the meaning of the concept, researchers do not seem to agree about the presence of the more concrete practice of global journalism and therefore its impact on the media; this as some researchers (e.g. Hafez) see few actual empirical examples of it and therefore refers to it as a normative ideal. The existence of global journalism as a practice, has been exposed to criticism mainly from the methodological nationalism way of thinking, which is the tendency to accept the nation-state and its boundaries as a given in social analysis (Glick Schiller and Levitt 2004, 1007), where most news media still stick too closely to a national outlook on society and therefore are not able to place domestic and foreign realities in a wider context (Berglez and van Leuven 2015, 2). However, even though agreeing on this critique, there are scholars who observe that the world has become radically interconnected, interdependent and communicated in complex formations and flows of news journalism (Cottle 2009, 309), and that journalism therefore should expand from only reporting on global crisis to also be part of a general global news flow (ibid, 310). However, most scholars seem to agree that news journalism with a global outlook is not excessively appearing in general news flows, but that there might be different views just to what extent it is absent (Berglez 2013, 9). Berglez list four reasons as to why scholars view the empirical absence of global journalism as a practice in general news media to a various extent:

1. In some countries (e.g. New Zealand), one can observe an obvious majority of the reporting of domestic and traditional foreign news.
2. The expectations on the concept of global journalism when it comes to ethics, politics and culture etc. seem to generate unrealistic projections and visions of a better world to come where all people would become one and establish social equality for all,

which makes a form of “true” global journalism extremely difficult to empirically identify. As in Kai Hafez’s words “We must try and understand each other – just like in a real village. Let’s improve global journalism!” (2009, 331), the risk is that unrealistic idealism takes over the research agenda, and global journalism then turns into a utopian unattainable condition instead of a realistic mode of reporting which can be empirically analyzed (Berglez 2013, 9-10).

3. In some cases, global journalism tends to be defined and viewed as a genre that only can be produced by transnational networks such as BBC World, Al Jazeera and CNN. However, there is no empirical studies on the fact that transnational networks are reporting more with a global outlook than local news media (ibid, 10).
4. Some researchers only define global journalism as traditional international or foreign news. This leads to a perceived decline, rather than increase, of global journalism in general news media as many news companies around the world have to close their foreign offices to cut costs (ibid, 11).

However, Berglez argues that the lack of foreign reporting does not equal the lack of global journalism, as they are not the same. As foreign reporting covers distant events, global journalism interrelates as well as combines them with domestic and foreign processes (ibid). He further states that global journalism is in ones’ newspaper as well as on the web; in the story on the company in ones’ region and its investments on the other side of the world; in the story on the environment and the destiny of the planet; in the news documentary and in the story on worried farmers for increased global grain prices; in the Mohammad cartoon controversy coverage and in the coverage of the swine flu crisis; in critical investigations of global companies such as BP and Microsoft and in tracing the distant unknown products we buy etc. Global journalism as a practice is present, but hidden, in traditional news (ibid, 10). The difference between global journalism from traditional news reporting is that it deals with “... global processes in accordance with similar journalistic conventions and routines that are applied by ordinary domestic and foreign journalism” (ibid, 32).

John Herbert argues that one of the big challenges about the practice of global journalism is and will continue to be that global and local are becoming mixed (Herbert 2001, 40). What Berglez calls “the utopian visions about global journalism” is a reason for the lack of empirical results of the occurrence of global journalism, as it becomes a form of hope instead of a practice. This view automatically leads to findings of journalistic shortcomings back to studies which conclude that media is still dominated by national narratives and outlooks

(Berglez and van Leuven 2015, 3). These studies also lack connection between global journalism and journalists' epistemological performance regarding journalists' basic abilities to connect the local and the global in their reporting. To focus research more on the epistemological skills of journalists could give a less negative picture of the existence of global journalism in news media (ibid), and even though Berglez notes that there are many theoretical starting points in this field of research, he agrees on the fact that there is still a need for more empirical analysis on the matter as this would enlighten the discussion of the presence and importance of global journalism as a practice. Berglez and van Leuven explain part of the difficulties of finding empirical examples of global journalism to be related to questions of operationalization and validity, i.e. how it is defined, where it is studied, how it is observed and examined in relation to traditional news reporting etc. (ibid, 13). That naturally leads the discussion of the thesis into the next chapter which ponders upon theoretical aspects and framings.



## 6. THEORY

As mentioned in the previous chapter, there are many theoretical starting points in this field, especially regarding the aspects of how global journalism is defined, how it is operationalized and empirically observed etc. This chapter starts by introducing more general theoretical approaches within the fields of globalization and journalism, to further on lead into the theoretical framework that serves as a foundation for the study undertaken in this thesis.

### 6.1 General theoretical approaches within the fields of globalization and journalism

It seems as there has been a lack of theoretical insight when it comes to the debate of international reporting, in the way that theoretical debates mainly have focused on mid-range theories as e.g. agenda setting, rather than on macro theory (Hafez 2011, 488). Arnold S. de Beer and John C. Merrill identify one dominant perspective which according to them affects every press system; *Machiavellianism* (de Beer and Merrill 2009, 5). A main stream of thought within this system is that the media seem to have a wish to successfully achieve a specific purpose, which might be to reach national progress, to achieve party objectives, to cooperate with government, to make institutional profits or to propagate for certain perspectives. The important aspect here is that the media desire success in its purpose at any cost (ibid).

A completely opposite perspective to this view is communication theorist Clifford Christian's *communitarianism*, which instead outlines the effort to re-establish community and values above egoistic individualism. Ramifications of communitarianism such as public or civic journalism, which propose to democratize journalism by involving the public in decisions of news making on a daily basis, has met some opposition but mainly been praised widely in both journalism and the academia. These approaches has also been supported by the German sociologist Juergen Habermas (ibid, 6).

Another perspective is that of *cosmopolitanism*, which Ulrich Beck elaborates when he speaks of the national and the cosmopolitan outlooks. The self-critical cosmopolitanism points towards that the national outlook is wrong, and that only the cosmopolitan outlook fits with the current reality and provides us with a solid base for action within both political action and political science (Beck 2002, 110).

Continuing the aspect of theorizing political action, Kai Hafez argues that there are two main perspectives to bear in mind when analyzing any international relations; *the classical*

*realist theory* and *systems theory*. The classical realist theory defines international relations as a loose network of state interaction, where the nation-state is the dominant political actor and inter-state relations are frameworks to protect the state, as well as to secure resources and trade. The systems theory on the other hand, defines the dominance of the nation-state as declining and instead emphasizes the growing interdependency between states, with a growing strength in the civil society. The thinking within systems theory has been part of the foundation of our understanding of globalization during the past 20 years, where the reality can be placed somewhere in between this and the classical realist theory (Hafez 2011, 488). This is not sufficient theoretical starting points as one aims to analyze global journalism, but it can be the foundation from where theorizing of the practice of global journalism can stem. Further Hafez identifies three major categories of theory building important not only in media and communication studies, but also more broadly within the social sciences, i.e. knowledge (cognitive sphere), values (emotional sphere) and human action (operative sphere). Beck's previously mentioned cosmopolitanism concentrates on the category of values, what is called *the knowledge society paradigm* on the category of knowledge and the idea of *global governance* on the category of human action (ibid). However, Hafez questions cosmopolitanism as a valid theoretical starting point in the analysis of global journalism as it hardly can be tested empirically (ibid, 489). When it comes to increasing the interaction and interdependencies between national media and the rest of the world, three different approaches can also be appropriate to mention; i.e. *the cultural reform approach*, *the political reform approach* and *the professional reform approach*. The cultural reform approach implies a hope on schools and societies educating a more mature consumer who will ask for more or better foreign news, the political reform approach implies that public service media will lead any reform of foreign reporting (ibid, 494), and the professional reform approach implies that any reform rests on the shoulders of media organizations and individual journalists (ibid, 495). Martin Löffelholz and David Weaver argue that what is a limitation with specifically the cultural approach to journalism is that it is not a disciplinary project and hence do not connect to a specific methodology. One important aspect of this approach has been "reflexivity", which is the position of the researcher as a knowing subject, and this has been the case since it has clear heterogeneous elements (Löffelholz and Weaver 2008, 41).

German sociologist Niklas Luhmann worked out a *communication system theory* which took the form of decisive and coherent thoughts for a functional theory of world society, which points to that the complexity of world society is reduced by social systems, such as the

economic or political systems, that were set up to solve particular societal problems. As a basic element for these systems, Luhmann identified communication where journalists are important co-performers (ibid, 31). The strength in this approach lies mainly in that journalism cannot be reduced to neither single journalists, nor life systems or consciousness systems, but rather operates circularly (ibid, 33).

There are also *organizational approaches* to journalism, which focuses on three levels, and are less based on a coherent model but rather on a vast majority of approaches. The first level concerns the relationship between the journalist and the newsroom and circles around mutual expectations; the second level concerns the relationships between the news organization and other organizations; and the third level concerns the relationship between the news organization and society (ibid, 53). The aim of an organizational approach is to reveal structures of how news are produced and attempt to determine the degree of structural impact (ibid, 63).

Journalism scholar Stephen D. Reese further takes the theoretical discussion of journalism into vertical and horizontal orientations. According to Reese, journalism must navigate within these horizons, where it is vertically aligned with the nation-state in which it operates, and at the same time apply a horizontal global outlook on its reporting, where cosmopolitan, pluralistic and universal values are allowed to permeate national frameworks (ibid, 243).

Simon Cottle, another journalism scholar, argues that global issues such as migration flows, the war on terror as well as the environmental and ecological challenges often are reported on and depicted within certain national contexts, and viewed through what he calls “national prisms”. According to Cottle, few researchers have tried to track and theorize issues like this beyond the borders of the nation-state, with a more global horizon as a tool of understanding (Cottle 2009, 168). He argues that mostly, the news media are devoted to the national outlook and national prisms of reference (ibid, 169).

All the above discussed theoretical perspectives within the field of journalism studies offer interesting arguments and insights, not least as they all apply global features (ibid, 24). They offer creative ways of thinking about journalism, especially since they are constantly developing. However, we will now move on to a more epistemologically oriented theoretical framework elaborated by Peter Berglez.

## **6.2 Theoretical framework**

This section outlines the theoretical framework of the thesis, which explains global journalism from the perspective of Peter Berglez. In his research, Berglez argues that the concept of global journalism has been under-theorized as a news style, which hence makes it difficult to analyze empirically (Berglez 2008, 845-6). Due to this, Berglez himself has theorized global journalism, where he emphasizes the difference between a domestic (local/national) and a global outlook, and then moves further into the explanation of how a global outlook can be part of identifying global journalism.

According to Berglez, there is a particular epistemology connected to global journalism, a view he shares with Ulrich Beck (2002), which Berglez defines as the global outlook (Berglez 2008, 847). The global outlook provides knowledge that is differentiated from the national outlook. The central perception of the national outlook is that everything regarding social reality revolves around the nation-state, where the understandings and explanations of the global outlook intersects both economic, political, social and ecological practices alongside how processes and problems in different parts of the world affect one another. Even if CNN broadcast a news report on the current relationship between the United States and Iran, such a report could be conducted either with a global outlook, focusing on global consequences of e.g. a nuclear war, or it could be conducted with a national outlook, focusing on e.g. national economic consequences for Iran due to economic sanctions by the United States.

The global outlook focuses on a certain form of knowledge, grounded in aspects of how lives are intertwined. Hence is the global outlook produced in the minds of journalists; i.e. how they explain, select sources, choose background material and mix verbal comments. The global outlook is a certain way to communicate, which interlocks peoples and practices on a global scale. Berglez argues that in a world with increasingly more complex relations between peoples, places and practices due to globalization practices, “global journalism is the news style which integrates and covers these relations in everyday news production” (ibid, 848). However, to view global journalism as a practice that focus on connections between domestic (local/national) events and global processes would presume an epistemology of a global outlook, and is therefore according to Berglez something that needs to be empirically investigated thoroughly (Berglez and van Leuven 2015, 4). Reporting of a global event is merely evidence of the existence of a global newsroom, but not of a global outlook; on the contrary, global events are mostly reported with a national outlook and by separating news as domestic or international. Global media such as CNN International or BBC World are neither

equivalent with a global outlook, even though they do some reports with this outlook. A global outlook is neither equivalent with a global culture, how it could be formulated from some ideological horizons such as Marxist or liberal ones, or from spatial ones such as local or national. The global outlook is rather a mode of producing knowledge, a way of reporting, which could be filled with and interact with several such horizons. It is a matter of understanding and explaining complex relations on a global scale, and has not the ambition of developing any “global ethics” (Berglez 2008, 848).

Based on this reasoning, Berglez defines the global outlook partly as a cognitive framework, and as a particular kind of discursive content. As already mentioned, this outlook is generated by journalists and editors, as they connect various global processes and cognitively as well as discursively create a global society (ibid, 849). This makes the global outlook a particular mode of reporting or a particular news style/way of telling a story, and global journalism something “which makes it into an everyday routine to investigate how people and their actions, practices, problems, life conditions etc. in different parts of the world are interrelated” (Berglez 2006, 188). As traditional domestic and foreign news reporting builds its news stories around particular spatial, political or cultural contexts; global journalism focus its’ stories around relations between peoples, places and their actions (Berglez 2008, 849). Hence, global journalism according to Berglez is working as a concept that transcends the traditional way of reporting news as the relation in and between the domestic and the foreign (ibid, 845). The idea of one single world connected through various processes of globalization is not a utopia of the future but according to Berglez something present in this very time. Global journalism as a news style, differ mainly from traditional ways of reporting through actively interconnecting the local with the global.

Even though global journalism so far has been outlined as a practice, Berglez also presents it as theory through developed ideas on what it is and what it ought to be. By these ideas, he argues that “the theory of the practice of global journalism, leads to a relatively complete, albeit not absolute, understanding of what its mode of reporting de facto is and might become in the future” (Berglez 2013, 3). First, Berglez argues that global journalism should not be seen as something completely different from the news that dominates mainstream media flows today. Second, Berglez argues that even though global journalism studies usually involve a selection of cases from numerous countries around the world, global journalism is not studied in terms of comparisons between media systems or journalism cultures, but rather as a concrete journalistic practice (ibid, 21). In this aspect, Berglez has argued it to be

essential to develop the epistemological understanding of this practice, which necessarily does not have to be in conflict with but could rather co-exist with traditional domestic and foreign news reporting (ibid, 14). However, studies of where global journalism is viewed as a practice with the knowledge-production of a global outlook which concretely "... seeks to understand and explain how economic, political, social and ecological practices, processes and problems in different parts of the world affect each other, are interlocked, or share commonalities" (Berglez 2008, 847), have according to Berglez been clearly lacking (Berglez 2013, 14). He advocates an epistemological approach to global journalism that put the practice of reporting with a global outlook on events, whether they are national or global, at the center of the analysis, and simultaneously moves away from more classic media theory which would focus on the objectivity, ethics, critique or ideology of global journalism (ibid).

Berglez also speaks about horizontal and vertical dimensions of global journalism. The vertical dimension deals with whether the reported news is of a domestic, foreign or global kind. The *domestic* refers to local, regional or national news, where *foreign* refers to news from another country or transnational region and *global* refers to intercontinental news which involves countries and regions globally. The horizontal dimension regards the journalistic outlooks on particular news, depending on which discursive elements are used and gives meaning to the event; either the outlooks are domestic (local/national), foreign or global. This leads up to five possible forms for global journalism to occur in news media: domestic event/global outlook; global event/domestic outlook; global event/foreign outlook; foreign event/global outlook and global event/global outlook. The last form is the purest form of global journalism, and the other forms are examples of where global journalism is incorporated in various ways in more traditional ways of news reporting (Berglez and van Leuven 2015, 7). This epistemological approach could according to Berglez assist empirical studies on whether global journalism is present in mainstream news media or not (Berglez 2013, 15).

### **6.3 Key concepts**

For the coherent understanding of the thesis, see the following definitions of key concepts:

Globalization                      *Globalization* as a concept could be estimated to have as many definitions as the number of processes it implies. Hans-Henrik Holm, professor in international relations at the Danish School of Media and Journalism, defines it as "... the intensification of economic, political,

social and cultural relations across borders” (Holm in Hjarvard 2001, 114); media and journalism scholars Martin Löffelholz and David Weaver define it as “... an umbrella term for a complex series of economic, social, political, technological and cultural changes, standing for increasing interdependence, integration and interaction between peoples and countries in disparate locations” (Löffelholz and Weaver 2008, 34); and the meaning of *globalization* is throughout this thesis an intersection of these two definitions.

Global journalism      Also the concept of *global journalism* has many definitions, such as “... a system of newsgathering, editing and distribution not based on national or regional boundaries – where it is not expected that shared national or community citizenship is the common reference uniting news-makers, journalists and audience (Reese in Löffelholz and Weaver 2008, 242); and “... it is associated with an entire research field that contributes international comparisons of journalism cultures around the world” (Berglez and van Leuven 2015, 1). However, the definition of *global journalism* used throughout this thesis is the one of Peter Berglez, “... a practice which makes it into an everyday routine to investigate how people and their actions, practices, problems, life conditions, etc. in different parts of the world are interrelated” (Berglez 2006, 188). “Global journalism is the news style which integrates and covers these relations in everyday news production” (Berglez 2008, 848). It is hence defined as the practice that focuses on connections between local/domestic events and global processes (Berglez and van Leuven 2015, 4).

Domestic outlook      The concept *domestic outlook* is defined in line with Peter Berglez as everything regarding social reality that revolves around the nation-state (Berglez 2008, 848). In this thesis, the concept *domestic outlook* is used synonymously with *the national outlook*.

Foreign outlook      The concept *foreign outlook* is also defined in line with Berglez, as how events and processes have effects on another country or transnational region (Berglez and van Leuven 2015, 7).

Global outlook        The concept *global outlook* is also defined in line with Berglez, and implies an intersection between economic, political, social as well as ecological practices alongside how processes and problems in different parts of the world affect one another. It is a certain form of knowledge, grounded in aspects of how lives are intertwined. The *global outlook* is defined as a certain way to communicate, which interlocks peoples and practices on a global scale (Berglez 2008, 848); a particular mode of reporting or a particular news style/way of telling a story (Berglez 2006, 188).

Cosmopolitan outlook Ulrich Beck speaks of a *cosmopolitan outlook*. This outlook is not the same as the global outlook, and Beck's own definition of this outlook is the one which is being referred to in this thesis. The definition of the cosmopolitan outlook is "Identification with the Other as basis for the understanding and explaining of human relations across distant and different nations" (Berglez 2013, 26).

#### **6.4 Operationalization**

In order to clarify how and where global journalism operates as a news style and can be empirically observed, Berglez's own operationalization of his theoretical perspective of global journalism has been used in this study; what he calls *building blocks of global journalism* and the model of *various combinations of global journalism in the news* (see Table 1). Berglez speaks about three building blocks, or "epistemological techniques" of global journalism; i.e. a global outlook on representation of identity, power or space (Berglez and van Leuven 2015, 5). These building blocks helps the researcher see whether or not an article contains one or several basic elements of global journalism, but does not always give enough information on whether the reporting is made with a global journalistic news style or how it differs from traditional foreign or domestic reporting (ibid, 6). Hence, both the operationalization regarding building blocks of global journalism and also the one of various combinations of global journalism in the news is applied in this study and further explained in this section, starting with the building blocks of global journalism.

Beside the above mentioned three building blocks of space, power and identity, Berglez defines three additional building blocks that he calls involvement, concreteness and inescapability. The three latter building blocks concern what he calls "reader engagement



techniques”, and refers to news media’s ability to clearly illuminate and demonstrate how globalization impact people’s everyday lives, and focus on the link between a global condition and the home audience (ibid, 5). However, the building blocks of involvement, concreteness and inescapability is not included in this study, as previous research by Berglez has shown that these building blocks occur very rarely (ibid, 10). Berglez argues that by focusing on the representation of space, power and identity in news articles, one can rather easily identify global journalism. By posing the following questions, Berglez argues it to be possible to detect global journalism:

**Table 1** Space, Power and Identity in Global Journalism

<b>Journalistic representation of:</b>	<b>Empirical questions</b>
<b>Space</b>	In what ways and to what extent is there a multifaceted geography in which journalism interrelates processes and practices simultaneously occurring in separate places worldwide?
<b>Power</b>	In what ways and to what extent are topics and conflicts explained as a complex mixture of domestic, foreign, or global powers?
<b>Identity</b>	In what ways and to what extent does news journalism cross national and continental borders when representing (political) identities?

(Berglez 2013, 35)

Representation of a global outlook on space is identified as follows:

- News reporting on the issue of transformation of space, e.g. movements within the global economy, rapid and frequent travel, the speed of technology
- News reporting on resistance to transnational transformations of space, e.g. xenophobic exclusion of immigrants, protection of domestic territory from globally initiated material exploitation or environmental pollution (Berglez 2013, 34)
- News reporting where space is seemingly disappeared, e.g. threat of climate change, threat of nuclear weapons, threat of disease (ibid, 36)

Representation of a global outlook on power is identified as follows:

- Relations and/or struggles between global powers, e.g. H&M vs. the International Labour Organization, Russia vs. the United Nations etc.
- Micro-power acts and their global expansion/development, e.g. the Mohammad cartoon controversy etc.
- The relationship between micro- and macro-powers, e.g. the Swedish local farmer vs. the European Union, WikiLeaks vs. the US etc.
- Multi-power news discourse, i.e. where the above mentioned powers engage in complex power relations among one another (ibid, 38-9)

Representation of a global outlook on identity is identified as follows:

- News journalism on various global identity struggles, e.g. Al-Qaida vs. the U.S. and its allies, cosmopolitan politics vs. ethnic tribalism etc.
- News journalism contributing to a (common) global public “voice” or “people”, e.g. comments such as “We have a global responsibility for coming generations when it comes to preventing climate change” or “Human rights applies to all of mankind” etc.
- News journalism, discursively connecting or uniting people with potentially similar identities across continental borders, based on political ideology, gender, class etc., e.g. the world’s women, capitalists, youth etc. (ibid, 42-3)

Further, news coverage of global events are identified as “... news on the everyday aspects of globalization or global processes; identified events, involving social, political, cultural, ecological, environmental and technological relationships across continents” (ibid, 44).

When it comes to various combinations of global journalism, the entire news article is set as a unit of analysis, where it according to Berglez will be possible to identify nine different news-discursive constellations, viewed as modes of reporting. In these constellations, global journalism as a news style can be identified in either the vertical dimension of the reported news event or in the horizontal dimension of the particular outlook on the event (ibid, 7). Table 2 below is divided in news events and outlooks in line with the categories of being domestic, foreign or global. The categorization of news is made when the coverage is explicitly presented as domestic, foreign or global news; i.e. e.g. a global news section in a

newspaper or an article written about a domestic matter. A domestic news event refers to a local, regional or national news event; a foreign one to news from another country or transnational region; and a global one to news which is about intercontinental problems, involving countries and regions across the world (ibid). The categorization of outlooks is made when the discursive elements are of a domestic, foreign or global kind; e.g. when the reporting of a domestic event is made with a global outlook (Berglez 2013, 47). A domestic outlook refers to local, regional or national views on the reported matter; a foreign outlook refers to traditional foreign reporting on what goes on in other countries or transnational regions; and a global outlook involves global meaning making of the covered issue, which include both international and transnational relations and processes (Berglez and van Leuven 2015, 7). These categories are further operationalized in line with Berglez's and van Leuven's study (2015) on the occurrence of global journalism in the national newspapers *The Times*, *Le Monde* and *De Standaard*;

- “The event is determined by the question whether at least 50 percent of the text of the coverage focuses on an event in the home country, an event in one or more foreign countries, a global phenomenon, or an event that involves domestic, foreign or global actors.
- The outlook of the article is determined by checking whether the event is connected – to a limited extent (less than 50 percent of the text) but still in a way that shapes the entire article – to national, foreign or global discursive elements. Meaning-making in terms of global discursive elements refers to explicitly relating an event to a global process (e.g. climate change) or a global actor (e.g. United Nations).”

(Berglez and van Leuven 2015, 7)

An article that discusses a domestic event, e.g. the opening of a new IKEA in a Swedish city, becomes global if the news is reported by clearly relating it to IKEA as a global brand and part of a global capitalist society.

In Table 2, Sweden represents the domestic in the sense that the reporting is anchored in the Swedish news culture, while Google is representing a global issue/actor (ibid, 48). Berglez illustrates global journalism as the relations between news and outlooks in the following manner:

**Table 2** Constellations/modes of reporting

		NEWS		
		Domestic	Foreign	Global
OUTLOOK	Domestic	Google Sweden in conflict with Swedish organizations	Google’s new data center in Finland – why is it not placed in Sweden?	<i>How Google is influencing classroom communication around the world and in Sweden</i>
	Foreign	Swedish Google-users in comparison with Belgians and Germans?	Report from China and its management of Google	<i>Google’s view on privacy – criticized in Canada</i>
	Global	<i>The Swedish critique of Google will be spread around the world</i>	<i>Internet censorship in China – how will Google defend its involvement in China globally?</i>	<i>Is Google determining the future of human communication?</i>

(Berglez 2013, 48)

According to Berglez (2013, 48-9), this is how to interpret the table and this is also what guides this study:

*Domestic news-domestic outlook:* This is domestic news, focusing on a conflict in Sweden between domestic actors (Swedish organizations and Google Sweden). Google is a global actor but is here primarily presented in the domestic form (Google Sweden).

*Domestic news-foreign outlook:* This is domestic news, concentrating on a domestic event (about Swedish Google users), which also includes a foreign outlook (the Swedes compared with the Belgians and Germans).

*Domestic news-global outlook:* This is domestic news, focusing on a domestic event (the Swedish critique), while it is complemented with a global outlook (‘to be spread around the world’).

*Foreign news-domestic outlook:* This is foreign news on a foreign event (data center in Finland), while the foreign report is endowed with a domestic outlook (why not in Sweden?).

*Foreign news-foreign outlook:* This is foreign news, focusing on a foreign country (China) and an event in this particular country (China's management of Google).

*Foreign news-global outlook:* This is foreign news on the situation in a foreign country (Internet censorship in China), which is endowed with a global outlook (Google's involvement in China raises questions about its global position and responsibility).

*Global news-domestic outlook:* This is global news primarily concentrating on the role of Google worldwide, complemented with a domestic outlook (including Swedish classrooms).

*Global news-foreign outlook:* This is global news on Google's general stance on privacy issues (involving all Google users around the world), endowed with a foreign outlook (reactions from a particular place abroad: Canada).

*Global news-global outlook:* The 'absolute' version of global journalism; global news (on the role of Google concerning human communication) endowed with a global outlook (it concerns human communication around the world)."

The italicized boxes in the table are the five news/outlooks-combinations which identifies global journalism as a news style, i.e. domestic event/global outlook; global event/domestic outlook; global event/foreign outlook; foreign event/global outlook; and finally a full-fledged global journalism news style through a global event/global outlook (Berglez and van Leuven 2015, 7). Even if Google in fact can be categorized as a global actor, it becomes discursively repressed in the boxes of domestic news/domestic outlook and foreign news/foreign outlook, and is hence not defined as being reported upon within a global news style (Berglez 2013, 49). The remaining five boxes of the table are used to analyze the occurrence of global journalism as a news style in relation to the more traditional domestic and foreign news styles.

## **7. METHOD**

What has been presented in the thesis at this point leads towards a text analytical approach. The method that has been selected as relevant for conducting this study and finding answers to the research questions is more specifically qualitative content analysis. Content analysis is on general terms a method appropriate for analyzing written, verbal or visual communication messages (Elo and Kyngäs 2008, 107), but is further elaborated for the specific purpose of assisting this study in the following sections.

### **7.1 Methodological discussion**

Content analysis was first used as a method for analyzing hymns, newspaper and magazine articles, advertisements and political speeches in the 19<sup>th</sup> century, but today it has a long history of use in communication, journalism, sociology, psychology and business (ibid, 107). Content analysis is known as a method of analyzing documents and allowing the researcher to test theoretical issues in order to enhance understanding of the data. It further makes it possible to narrow down text into fewer content-related categories, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action (ibid, 108), which hence makes content analysis a good choice of method for this study. Peter Esaiasson et al. argue that content analysis is a very useful tool when it comes to answering questions regarding the presence of various types of categories in a material, whether it concerns the frequency or space given the investigated categories (Esaiasson et al. 2007, 223). The method is often used within the field of political communication research, both within political science and media- and communication research, mainly in reporting of the press, radio and TV (ibid, 225). Given the way that content analysis have been and is being used in academic research, it is estimated to offer effective tools in the investigation of the occurrence of global journalism in the news reporting of Swedish newspapers.

To dig a little deeper in the discussion regarding choice of method, there are in content analysis two main approaches; the qualitative and the quantitative approach. The quantitative content analysis base its´ investigation on equivalent and comparable information of that many analytical units which makes the information expressible and analyzable with numbers (Esaiasson et al. 2007, 223). As this thesis does not aim at only analyzing the material with numbers, this approach is not estimated to be sufficient. The quantitative approach has strengths when it comes to e.g. theory reference, step models, models of communication, how it is led by category and present criteria of validity and reliability (Mayring 2000). Some scholars argue that there is no such sectioning as quantitative content analysis being equal to

counting and qualitative content analysis being equal to interpreting, since quantitative content analysis often implies an interpretation of content units in order to make it possible to place them in the category in where they will be counted (Esaiasson et al. 2007, 224). However, other scholars argue that the classic quantitative content analysis has few answers to the question of from where categories come and how the system of categories is defined and developed (Mayring 2000). In this aspect, the qualitative content analysis is a stronger tool.

Qualitative content analysis is a method for systematically describing the meaning of qualitative material, and this is done by classifying material within categories of a coding frame (Schreier 2012, 1). The practice of focusing on selected aspects of the data is what distinguishes the qualitative content analysis from other qualitative methods (ibid, 4). Each qualitative method specifies a certain way to overcome shortcomings of everyday understandings. Qualitative content analysis does this in the way that it requires you to translate meanings from the material into categories within a coding frame, and the researcher has to classify parts of the material in line with those categories (ibid, 5). The method of qualitative content analysis also takes into consideration whether the study benefits from an inductive or deductive approach. If there is not enough former knowledge about a phenomenon or if this knowledge is fragmented, the inductive approach is recommended. With this approach, the categories are derived from the data. The deductive approach on the other hand, is used when the structure of analysis is operationalized on the basis of previous knowledge and the purpose of the study is theory testing; i.e. a deductive approach is based on an earlier theory or model (Elo and Kyngäs 2008, 109). No theoretical insights can be attained without the researcher becoming completely familiar with the texts (ibid), and therefore, a mere counting of theoretically interpreted categories is not considered to be sufficient for this study. Based on the theoretical framework of Peter Berglez and the research questions of this study, a deductive approach of qualitative content analysis is the choice of method considered to be most appropriate to use while handling the data. The deductive category application works well with prior formulated, theoretically derived aspects of analysis, in bringing the categories together with the text (Mayring 2000). However, in this process, the mentioned strengths of the quantitative content analysis will try to be preserved, and added up by developing a qualitative procedure in deductive category application, context analysis and summarization (ibid).

## 7.2 Research design, selection, limitation and delimitation

This study is conducted by applying a multiple case study research design with a descriptive ambition. This choice was made as the investigation is founded on multiple units of analysis. In line with the aim of the study, this research design is considered to be most appropriate.

Regarding the material, two newspapers are part of the selection, more specifically one local and one national newspaper, to make possible a comparison that can show any potential differences in the dominant outlook when reporting news depending on if it is a local or a national newspaper. The selection of the national newspaper was partly made based on the statistics of Tidningsutgivarna (TU), which is a Swedish industry association for media, which yearly reviews and compiles editions and distribution statistics for newspapers, magazines etc. According to TU, the Swedish newspaper with a national scope and the largest number of editions is Dagens Nyheter (TU 2015, 5); hence Dagens Nyheter (DN) was selected as the national magazine to be included in this study. Further, the local newspaper was chosen by random selection, and the choice fell upon Jönköpings-Posten (JP) as the magazine has a motto to be “Världsbäst på lokala nyheter!” (Jönköpings-Posten 2016), i.e. “Best in the world at local news!”. Both DN and JP give out daily editions and the selection has not been made with any expectation of e.g. a more dense representation of the global or domestic outlook in neither of the newspapers. One edition per newspaper á month from the last quarter of 2015, i.e. October – December, is part of the selection in order to attain an insight that is as much up to date as possible.

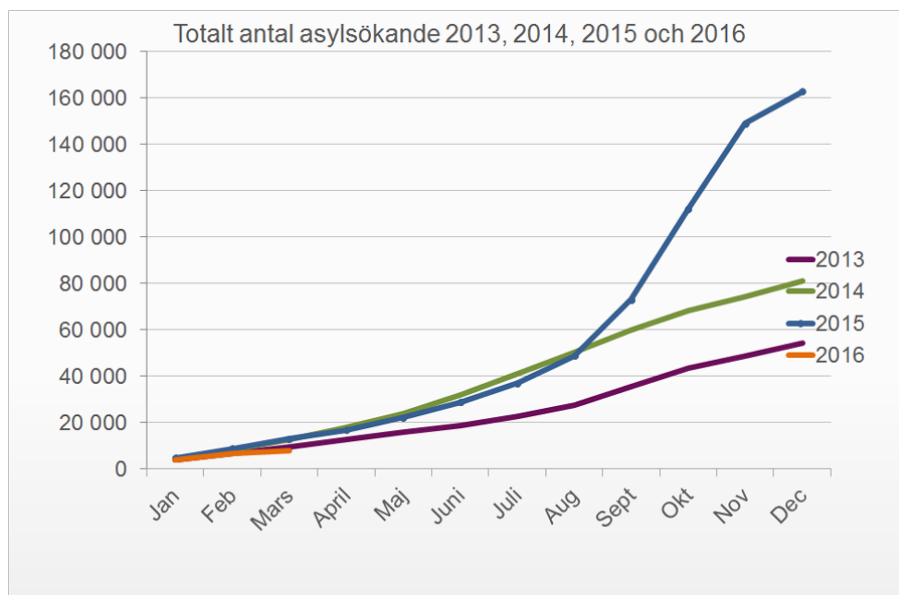
However, there is an important aspect to take into consideration in this selection, and that is the one of the massive influx of refugees to Sweden during this period as a result of the ongoing war in Syria. According to the Swedish Migration Board<sup>2</sup>, 163 000 people applied for asylum in Sweden during 2015, and this is approximately twice as much as during 1992 during the Balkan war. Sweden has never before received that many asylum seekers during one year (Migrationsverket, 2016a), and the numbers significantly increased during the fall of 2015, from September and onward. The number of asylum seekers in Sweden was in December 2015 a doubling compared to the same period of 2014 (see Figure 1).

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<sup>2</sup> In Swedish: “Migrationsverket”.



**Figure 1** Total number of asylum seekers in Sweden 2013-2016 (Migrationsverket 2016b).



The escalation of the war in Syria during the fall of 2015 when also Russia decided to intervene militarily in the conflict (Dagens Nyheter 2015a), parallel with the large-scale influx of refugees seeking asylum in Sweden, might result in a higher occurrence of various forms of global journalism in the news reporting. As the material is at risk of being affected by the situation during this period, part of the selection of material in this study is hence also articles within the time frame of the last quarter of 2014, i.e. October – December. The war in Syria was on-going already then, but it was not until the fall of 2015 that the levels of refugees significantly rose to never before seen proportions in Sweden. There might be a possibility that this increased news reports with a global outlook, but it is not certain.

Due to the above presented facts, one edition per newspaper á month from the last quarters of 2014 and 2015, which adds up to twelve editions, was the selected material for the data collection and analysis. The edition of the first Monday of each month was selected. This selection was made with the ambition to avoid any possible variations in the layout and content of the newspaper. To investigate a Saturday edition from Jönköpings-Posten with a Tuesday edition from Dagens Nyheter could build in a misleading result, which this selection aimed to avoid.

The research questions of this thesis clearly focus the study of global journalism to specifically news reporting, and when working with the material it turned out that all news reporting of both newspapers were found in Del 1 (i.e. Part 1) of the magazines, hence a

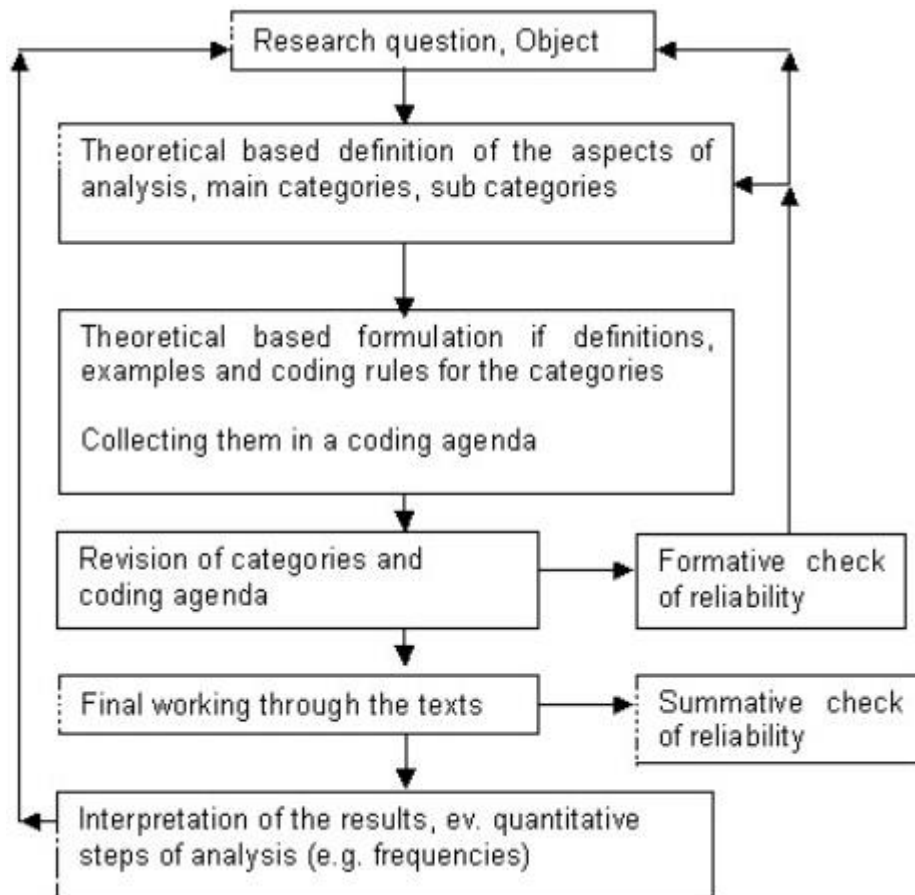
limitation in this study was also made to Del 1 of the magazines. All articles that were part of Del 1 in each edition, but not images and advertisement, were part of the empirical material as this proved relevant for answering the research questions of the study. The collection of the material was made through the database Mediearkivet.

Regarding delimitations, alternative methods for the purpose of this thesis have been considered to be various forms of discourse analyses, which aim to lift power relations in society and focus on how language is shaping reality, where human expressions are assigned crucial importance for how people perceive the world (Esaiasson et al. 2007, 239). Different forms of discourse analyses could help put forward the aspects of how global journalism as a news style could have epistemological impact through the global outlook, by challenging the more traditional national and foreign outlooks on society. This is a very interesting aspect, and might be of further interest as a next step within this field of research, but I argue that it needs to be put aside until there can be more empirical clarity on the actual existence of global journalism as a news style, which is in particular focus in this thesis. Various methods based on interviewing techniques as well as statistical approaches have been deselected in the choice of method as they are not considered to contain the required strengths in analyzing news text material for the purpose of this study.

### **7.3 Analytical method**

In deductive content analysis, one develops what is called a categorization matrix which is equivalent to a coding agenda (Elo and Kyngäs 2008, 111), and that is what has been the main analytical tool for compiling and analyzing the material of this study. In this study, two categorization matrices were developed; one for categorizing building blocks of global journalism and one for categorizing various modes of reporting news (i.e. news styles). The matrices were formulated based on the above presented operationalization of Peter Berglez's theoretical framework of global journalism. After the categorization matrices were developed, the data was reviewed for content and coded in correspondence with the presented categories of the matrices. The categorization matrices were developed resting on a model of qualitative content analysis within the frame of deductive category application (see Figure 2).

**Figure 2** Step model of qualitative content analysis, deductive category application (Mayring 2000). The word *if* in the third box is correctly cited from Mayring.



In this model, the research questions of the thesis lead the organization of the data collection and analysis. The operationalization of the theoretical framework of Peter Berglez served as the foundation of the construction of categories and coding rules for the categorization matrices (see Appendix 1, 2). The matrices are made up by categories derived from Berglez's theory of global journalism, and they are designed with the aim to help answer the research questions of this thesis, which are earlier accounted for. The categories, or variables as a quantitative content analysis would prefer to call them (Esaiasson et.al. 2007, 227), constitutes the characteristics of different news styles that are investigated in the articles. The matrices are divided in three (in the matrix of building blocks of global journalism), and nine (in the matrix of modes of reporting news), different categories derived from Berglez's theory. As mentioned, the categorization matrix of building blocks of global journalism contains only three categories. In the categorization matrix regarding various modes of reporting news, the three first categories, C1-C3, are formulated in relation to various modes of reporting of *domestic news*. The three following categories, C4-C6, are formulated in

relation to various modes of reporting of *foreign news*. The final three categories, C7-C9, are formulated in relation to various modes of reporting of *global news*. I.e., each type of news is investigated of whether it is reported with a *domestic*, *foreign* or *global* outlook. As the data collection was made, a coding scheme was filled out for each article, coding each article in accordance with the coding rules of the matrices. The formal appearances of the matrices have been developed in line with Mayring's example of coding agenda (Mayring 2000) and can be viewed in the appendixes (see Appendix 1, 2).

#### **7.4 Implementation of content analysis**

The articles that formed the basis of the study in this thesis have been collected in the full text database Mediearkivet. Mediearkivet is a database which allows for searches of specific words, and gives hits within a large collection of newspapers and magazines. There is also an opportunity to narrow searches to single newspapers within specific time-frames, which allowed me to use this database for the specific purpose of this study.

To fulfill the purpose and answer the research questions of this study, I would have to gain access to entire editions of Dagens Nyheter and Jönköpings-Posten and not only selected articles. This was accomplished by using the keyword "and", and searching for one newspaper-edition from a certain date a time, e.g. searching for the keyword "and" in Jönköpings-Posten 2015-12-07. This allowed hits of all the different parts of the newspaper that contained articles with the keyword "and" for that specific date. Opening an article in Del 1 (i.e. Part 1), would then allow access to entire Del 1 (i.e. Part 1) of the newspaper. As explained in previous sections, news reporting is the main focus of analysis in this thesis, and Del 1 (i.e. Part 1) of both Dagens Nyheter and Jönköpings-Posten focused their news reporting in this particular part of the newspapers. To view the distribution between various sections within the newspapers, see the presentation of results further on in the thesis.

In relation to the categorization matrices, the material could be coded within three (see Appendix 1) respectively nine (see Appendix 2) various categories. In the matrices, coding rules were also specified out of the operationalization of Berglez's theory on global journalism, to assist and guide the coding of the material. As the definitions and coding rules in the matrices are made out of the theoretical framework of the thesis, deeper explanations of the concepts and how to identify both the building blocks of global journalism as well as various modes of reporting news can be found in the operationalization section in the theory chapter of this thesis.

After coding 371 articles, collected from the total twelve selected newspaper editions, the material was compiled and analyzed in tables and diagrams which are further discussed in the next chapter dealing with the results of the study. During the collection of data, reliability tests were also conducted, which will be further discussed in the section of validity and reliability in this chapter.

## **7.5 Preconceptions**

Regarding my preconception of the existence of global journalism in Swedish newspapers, I have an inherent expectation of an underrepresentation of the global outlook in relation to the more traditional national and foreign outlooks. I expect to find more empirical evidence of the existence of global journalism than the skeptics who argue they see no trace of it, but I also expect the nature of global journalism to be mixed with the more traditional ways of news reporting when I find it. By identifying this preconception with myself as an interpreter, I am aware that I do not meet the texts empty handed, which allows me to have a critical approach to myself during the analytical process. This contributes to increasing the objectivity to as large extent as possible in line with the chosen method.

## **7.6 Validity and reliability**

In academic research, research questions are formulated on a theoretical level, whereas the implementation of the research is conducted on an operational level (Esaiasson et al. 2007, 63). Thus, when a researcher translates theory into operationalization and conduct research on empirical data, one must ask oneself the question of whether or not one is actually empirically investigating what one on the theoretical level say is the ambition. In addition to this, one must also consider if the theoretical definitions align with the operational indicators and how to avoid systematic errors (ibid). To minimize the risk of having operationalized indicators that does not match the theoretical definitions, a close interpretation has been made in line with Peter Berglez's own operationalization, since Berglez's specific theory of global journalism as a practice and news style serves as the theoretical foundation of this thesis. This is one tool that has been used to keep a high validity of this study and thereby avoid systematic errors. By clearly defining the key concepts derived from theory in this study, and including these concepts in the operationalization of the theoretical definitions, this study shows another way towards strengthening its validity. The fact of how well the theoretical definitions align with the operational indicators and thereby result in a low occurrence of systematic errors, together with the reliability of the study, gives an overview of how strong the validity of the study is (ibid, 70).

A high reliability is defined by the absence of random or unsystematic errors, which is attained through great accuracy when the researcher is using the measuring instruments during the investigation. Examples of what can lead to a weak reliability is notes that have been taken carelessly during the data collection due to fatigue or stress, misunderstandings while working with the data, typing errors or inattention (ibid). To measure the reliability of this study, a method for measuring reliability that is called “test-retest” has been applied, in line with the argumentation of Esaiasson et al. (ibid, 71). The idea here is to first gather and analyze all the data, and then return to a selected part of the material to re-make the process; a method of measuring reliability which according to Esaiasson et al. is specifically applicable for content analysis-studies of e.g. news articles in the Swedish daily press. When a researcher uses the “test-retest”-method for her/his own material, the test result is called *intracoder* reliability. If an outsider that has not been part of the gathering- and analytical process of the material is the one to retest the material, the test result is called *intercoder* reliability. The *intercoder* reliability is generally considered the most appropriate way to measure the reliability of a study, as the researcher cannot assure a complete separation from the way he/she analyzed the material the first time (ibid). However, since there have been trouble finding a suitable outsider to conduct a reliability test of the data in this study, the choice fell upon making a retest that would result in *intracoder* reliability. To diminish the risk of the researcher recognizing the articles coded once before, one month passed between the first collection and analysis of the data and the retest occasion. Included in the retest was the first edition of each newspaper for each selected time period (i.e. the last quarters of 2014-15), resulting in four editions/132 articles. The reliability test showed an accuracy of 96.2 percent, with five articles coded differently in the reliability test which hence gave a margin of error at 3.8 percent. However, none of those five articles were before or after the reliability test coded with building blocks of global journalism, but changed from coded as reporting with a foreign to a domestic outlook. The changes have been revised and incorporated in the presented results in the next chapter of this thesis.

Due to the above discussed aspects of how the concepts of validity and reliability have been taken into consideration, the overall validity in this study is argued to be not only sufficient, but rather strong.

## **7.7 Ethical considerations**

This study is not estimated to have faced any greater challenges regarding ethics. The thesis has not been conducted on the base of methodological choices such as participant

observation or experiments, but is rather focused towards studying the occurrence of global journalism as a news style and not towards various forms of human relations.

## 8. RESULTS AND ANALYSIS

In this section, the result of the thesis will be presented and discussed. The result will be presented with the intention of answering the research questions of this study, which reads;

- To what extent does global journalism as a news style occur in news reporting in Swedish newspaper articles<sup>3</sup> in relation to the more traditional domestic and foreign outlooks in the newspaper's reporting?
- In what way do the results vary depending on whether it is a local or national newspaper?
- In what way does the presence of global journalism as a news style change, when a global issue such as the recent refugee crisis in Europe occurs?

The results will be partly illustrated in diagrams and tables to easily visualize the occurrence of the investigated features in the news reporting, and partly discussed with examples from the data.

### 8.1 Overview of articles part of the data collection

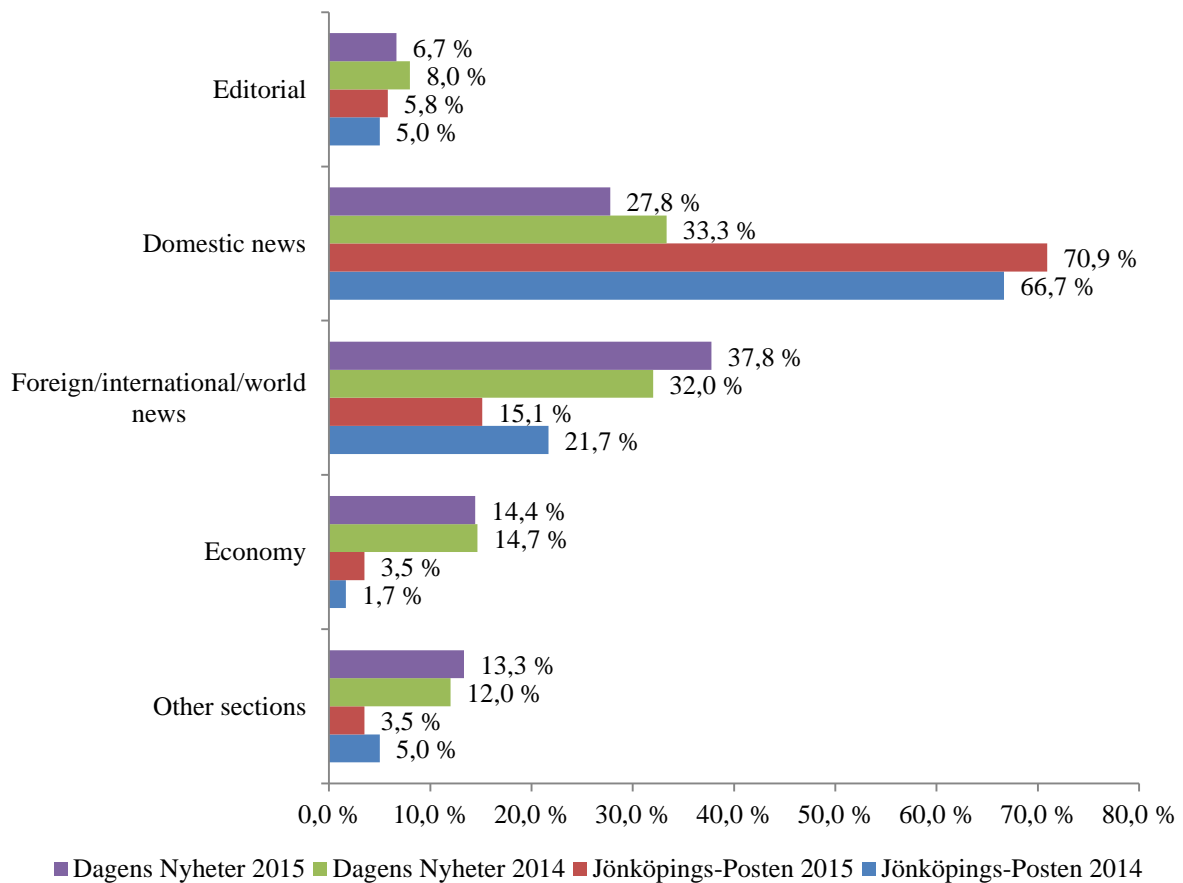
In this study, twelve editions from the newspapers Dagens Nyheter and Jönköpings-Posten has been the selected material for analysis. The selection translates into, as explained in the methods section, one edition per newspaper á month from the last quarters of 2014 and 2015. All the data was acquired from Del 1 (i.e. Part 1) from the newspapers, as the thesis' focus on news reporting prompted this limitation in correspondence with the newspapers' layouts, and images and advertisements were not included in the selection. In total, 371 articles have been analyzed during the data collection, and Figure 3 below visualizes how the articles were distributed among various types of news sections within Del 1 (i.e. Part 1) of the newspapers.

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<sup>3</sup> This thesis does not aim to say something about all Swedish newspaper articles, but has selected one national and one local newspaper to serve as indicators of how the media landscape of global journalism may be portrayed in Sweden (see further discussion about limitations in the discussion on methodology).



**Figure 3** Percentage of articles in different news sections by newspaper



The highest number of article per section was found in the sections of domestic news, with the exception of Dagens Nyheter 2015 where there was a slight overrepresentation regarding number of articles in the section of foreign/international/world news. However, articles within the foreign section of Dagens Nyheter were clearly more in focus compared to its´ domestic section both during 2014 and 2015, in comparison to Jönköpings-Posten, where the domestic section had a clear overrepresentation in all the investigated editions. Figure 3 gives an overview of how the investigated articles spread between various sections within the newspapers of the study. It does not say so much about the occurrence of global journalism as a news style in relation to more traditional ways of reporting, or in what way different news styles varied depending on whether it was a local or national newspaper or whether the occurrence of global journalism could have been affected by the global issue of the European refugee crisis. Hence, let us dig in to some more interesting details of the result and take a look at how various news styles took form in the news reporting of the investigated newspapers.

## **8.2 A new global and the more traditional journalism news styles – what do they look like?**

The main objective of this study has been to investigate the occurrence of global journalism as a news style, in line with Peter Berglez's definitions and conceptualizations outlined in the theory section. As some scholars argue that there is no global journalism to speak about in news reporting, Peter Berglez has argued that there is, but that it has to be viewed as a news style and practice rather than a utopian set of rules and ethics of which reporters has to relate to (Berglez 2008, 848). One of Berglez's main explanations of global journalism as a practice is that the reporters write with a global outlook, where the understandings and explanations intersects both economic, political, social and ecological practices alongside how processes and problems in different parts of the world affect one another (ibid).

The first step of the process was to identify whether the articles contained any of the three building blocks of global journalism, i.e. representation of a global outlook on space, power or identity. As Berglez view a global outlook as a particular mode of reporting, or a particular news style or way to tell a story, this study has through its identification of the three mentioned building blocks of global journalism taken a closer look at how reporters "... investigate how people and their actions, practices, problems, life conditions etc. in different parts of the world are interrelated" (Berglez 2006, 188). To clarify the process of identifying these building blocks, examples will in this section be shown in relation to the criteria of detecting each building block (see Appendix 1). First, a closer look on an extract from an article that contained representation of a global outlook on space<sup>4</sup>:

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<sup>4</sup> The texts from the articles have been translated from Swedish and are found in their original versions in the respective newspaper, see references.

“It looks like the year of 2014 will be the warmest year ever, since the beginning of taking records. The three last decades are probably the warmest 30-year period in 800 years in the Northern Hemisphere. The oceans are more acidic than in 65 million years and the amount of carbon dioxide in the air is higher than it has been in 800,000 years. The rapid climate changes since the middle of the 20<sup>th</sup> century compares to nothing else in our history, and it is us and our greenhouse gas emissions that are behind the main part of them. And the climate changes will continue. ... It is still possible to limit the effects of climate change. It is about justice, food, health, environment, work and economy. Because it will not be expensive, not even close to as expensive as the effects of climate change would be if we would continue as it is now. The report concludes the scientific foundation; what the situation looks like, what can happen and what we can do. Now it is up to the politicians of the world to draw conclusions.”

(Dagens Nyheter 2014a, 10)

As mentioned, in this article representation of a global outlook on space has been detected. In accordance with Berglez’s identification of the building blocks of global journalism, one of the ways to identify a global outlook on space is when an article contains news reporting where “space is seemingly disappeared, in e.g. the case of climate change, threat of nuclear weapons, threat of disease” (Berglez 2013, 36) etc. In this particular article, the reporter writes about climate change in a global way by writing about *acidic oceans, the Northern Hemisphere, the amount of carbon dioxide in the air*, a situation that does not compare to *nothing else in our history* and *the politicians of the world*. The outlook of the article knows no geographic boundaries as consequences and actions are globally connected.

Second, a closer look on an extract from an article that contains representation of a global outlook on power:

“The production of American shale oil has changed the balance on the market. The OPEC-meeting in the end of November can be decisive for the jobs in Norway and other oil producing countries. The price on oil has plummeted since summer, last Friday the price on crude oil was at approximately \$86 per barrel. The OPEC-countries will meet in Vienna on November 27<sup>th</sup>. The big question is if Saudi Arabia will cut production or if they will let the price continue to sink downward in order to strike against the cheap American shale oil. It is among other things this production that has changed the balance on the market and forced the price down. ... Already in the 80’s a high production and a low price was used as a way for the U.S. and Saudi Arabia to break the Soviet Union. Friedman believes that the tactics are the same when the allied countries now want to put pressure upon Russia and Iran.”

(Dagens Nyheter 2014b, 16)

Regarding representation of a global outlook on power, one way that Berglez identifies it is when the article contains relations and/or struggles between global powers (Berglez 2013, 38-9), such as in this case between OPEC, Saudi Arabia, the U.S., Russia and Iran. A global market mechanism as the price on oil is in this article being described as a tool for the involved actors to exercise power over one another.

The third building block of global journalism is representation of a global outlook on identity, and an example of the identification of this building block is shown in the following extract:

“States and entire peoples are at risk of being exterminated in Syria and Iraq. It is natural to focus on the human suffering, but it is also important not to forget that also the cultural and historical legacy there is about to be annihilated. ... We tend to think about ancient Greece as the cradle where our civilization was developed, and not without merits. But there are reasons; like the ancient Greeks themselves acknowledged that they developed by building upon previous knowledge, as for example the Arabs’. ... However, the legacy from these cultures are about to be destroyed by the Islamic State. They blow up historical and cultural places, but not before they have dismantled everything of value for resale. To obliterate the cultural legacy of humanity is namely a profitable business. ... But mankind cannot be separated from its origin, its culture and its history. It is part of who we are and to destroy this is just another way to destroy people. The common history is additionally of extraordinary importance when reconstruction and reconciliation shall be made in the future. The only thing we can do right now to protect these unique cultural environments is to put an end to the Islamic State and other groups that plunder Syria and Iraq.”

(Jönköpings-Posten 2015a, 2)

In line with Berglez’s identification of representation of a global outlook on identity, this particular building block has been detected in this article. News journalism contributing to a (common) global public “voice” or “people” is one indicator of this building block (Berglez 2013, 42-3), and this is easily identified in the quotation above. E.g. “The only thing we can do right now to protect these unique cultural environments ...”, calls upon humanity as a global public people to unite in protecting the cultural origins of humanity. Another way to identify this building block is according to Berglez when news journalism connects or unites people with potentially similar identities across continental borders (ibid). As the reporter writes about the cradle of “our” civilization, the cultural legacy of “humanity” and that “mankind” cannot be separated from its origin, it is clear to identify a global outlook on identity as the people of the world is portrayed as one in the article.

Table 3 below visualizes the percentage of articles with the variations of the three building blocks of global journalism, divided according to the year and newspaper in which they were identified.

**Table 3** Percentage of articles with building blocks of global journalism by newspaper

	<b>Jönköpings- Posten 2014</b> (N = 120)	<b>Jönköpings- Posten 2015</b> (N = 86)	<b>Dagens Nyheter 2014</b> (N = 75)	<b>Dagens Nyheter 2015</b> (N = 90)	<b>Total</b> (N = 371)
Global representation of space	2.5	2.3	5.8	8.9	4.9
Global representation of power	0	2.3	3.5	8.9	3.5
Global representation of identity	1.7	2.3	2.7	2.2	2.2

The first observation one can make in the table is that approximately 10 percent out of the total number of articles contained a building block of global journalism. That means that global journalism, in one way or the other, was detected in approximately 1 out of 10 articles. This table does not specify the occurrence of global journalism in relation to the more traditional domestic and foreign news styles, but it demonstrates that global journalism as a news style actually occurs in one way or the other in the Swedish newspapers part of this study. The second observation is that there was a more frequent occurrence of building blocks of global journalism in Dagens Nyheter than in Jönköpings-Posten, i.e. a more frequent occurrence of global journalism as a news style in the national in comparison to the local newspaper. The third observation in the table is that comparing the newspapers within their own scope from 2014-2015, one can see a slight increase in articles containing global journalism in 2015 in comparison to 2014. This could mean either that the ongoing war in Syria and the consequences of a high influx of refugees to Sweden increased news reporting with a global journalistic news style, or that global journalism as a news style would have developed and occurred more frequently regardless of the Syrian war and the refugee situation. If global journalism as a news style would have increased from 2014 to 2015 regardless of the mentioned factors is uncertain and difficult to say based only on the results of this study. The reason for this is that the principles for coding did not make it possible to identify what actual reasons were behind the variation. My impression as I worked with the data was that this variation was not due to the specific event of the refugee crisis in Europe and Sweden, but that the articles where global journalism was identified rather contained various global features. However, this was just my impression and cannot be regarded as a

scientific result of this study. Clear to see is that an increase did occur, but the actual reason behind it will need further research to gain clarity. Further studies of the same time-frame (i.e. the last quarter) in coming years, with a more specific focus on mapping also the specific features within the articles, might help shed light upon if the increase of global journalism during the fall of 2015 was an isolated variation due to a specific global event as the European refugee crisis or if global journalism will continue to increase regardless of such events.

As the table shows that global journalism as a news style was found in approximately 1 out of 10 of the investigated articles, this suggests that 9 out of 10 of the investigated articles were reported within the more traditional domestic and/or foreign news styles. Let us take a closer look at what such a way of reporting could look like in the articles. Below is an extract from an article in Jönköpings-Posten 2014 that reported on a domestic event with a domestic outlook:

“Nurses skip vacation and struggle with overtime, but the staff shortage in the healthcare sector cannot be saturated. Large amounts of hospital beds are closed and surgeries are stopped – patients that have waited long receive gloomy information hours before surgery: Keep waiting. ... Councils all over the country witness the same exhausted situation. In Stockholm, the situation has been critical since the summer of 2013, according to Eva Nowak, local president of the Healthcare Association. – ‘Some weeks are chaotic. It is about making magic with the hospital beds that is not pulled down. This means that we cannot always provide healthcare for everyone’, she says. The nurses’ vacation-mountain is growing higher when the lack of colleagues is spreading. Vacation is put on the future. ... The chief of administration at the University Healthcare in Skåne, Jan Eriksson, confirms the pressured situation at the hospitals in Malmö and Lund. –‘As in the majority of the larger emergency hospitals in the country, we have approximately 10 percent less hospital beds than last year. It is regrettable for both patients and staff, but the situation is not likely to improve until after Christmas.’”

(Jönköpings-Posten 2014, 13)

As Berglez explains what he calls the national outlook, or what in this study has been operationalized as the domestic outlook, he argues that the central perception of this outlook is that everything regarding social reality revolves around the nation-state (Berglez 2008, 848). With at least 50 percent of the above quoted article focusing on the domestic event of staff shortage in the Swedish healthcare sector, and a focus within the domestic domain in a way that shapes the entire article, this text gives an example of content in an article which has been categorized within the domestic event/domestic outlook mode of reporting and hence belongs to the more traditional domestic news style. The following extract will demonstrate

an article which has been categorized within the foreign event/foreign outlook mode of reporting:

“The president of the USA Barack Obama, expresses his ‘deepest condolences’, after a hospital belonging to Doctors without borders (MSF) was bombed in Kunduz, Afghanistan, probably by an American fighter. The United Nations’ commissioner for human rights, Zeid Ra’ad al-Husseini calls the bombing ‘tragic, unforgivable and possibly also criminal’, and wants an investigation to see if a war crime has been committed. According to Doctors without borders, bombs continued to fall over the hospital despite repeated phone calls to the authorities in Kabul and Washington.”

(Jönköpings-Posten 2015b, 20)

The article reports of a bombing of a hospital in Afghanistan believed to have been conducted by American military forces; a foreign event that involves foreign actors. The article also reports of the event with a focus within one or more countries and actors, i.e. the U.S, Afghanistan, Doctors without borders and the United Nations. Even though Doctors without borders and the United Nations most often would be considered global actors, the outlook of the article is framed in a way that directs the focus and explanation towards the hospital in Kunduz, Afghanistan, and the American responsibility of the bombings. Hence, it is categorized within the foreign event/foreign outlook mode of reporting and belongs within the more traditional foreign news style.

With all the 371 articles included in this study, and the various modes of reporting investigated in this thesis, it might be that the reader of this thesis experiences uncertainty regarding whether it can really be that easy to categorize the articles as has been presented above. In this aspect, the fact that the categorization process while reading the articles actually was rather clear needs to be lifted. One must bear in mind, that there are two dimensions part of the categorization and coding principles; both the horizontal (the news event) and the vertical (the outlook). While focusing on these two separate aspects, and further following the definitions and coding rules in the categorization matrices (see Appendix 1, 2), the coding process becomes rather clear to conduct. Let us take a look at this example, an article from Dagens Nyheter, coded as foreign news/global outlook:

“The probability is high that there is a correlation between ongoing refugee crises and climate changes. This is showed in a coming study by James Hansen, earlier climate researcher at NASA. –‘Yes, there is such a correlation. In regions with desert or half-desert, climate changes have larger effects. They become even drier and significantly warmer. It makes them a less desirable place to live, a tougher place for agriculture and a place where it becomes more difficult to live a

reasonable life', he says. In Syria, the civil war was preceded by several years of drought where 85 percent of the cattle died and one million farmers moved to the cities. Some researchers have pointed to a connection between the drought and the civil war. James Hansen shares the analysis. – 'That local climate changes have contributed to the crisis in Syria is rather obvious.' However, whether the long drought in Syria during the two-thousands depends on more carbon dioxide in the atmosphere is a fact that researchers are more careful to establish. But the probability is high."

(Dagens Nyheter 2015b, 9)

In the *Categorization matrix for various combinations of global journalism in the news*, the coding rules states that "at least 50 percent of the text has to report on a foreign event" and that "the event is connected to – to a limited extent but still in a way that shapes the entire article – ... to a focus within a global context or ... explanations within a global context", in order to be coded as foreign news/global outlook (see Appendix 2). The event discussed in this article is the Syrian civil war; a foreign event. The article presents a partial explanation to the Syrian civil war to be climate changes, which according to Berglez is a representation of a global outlook on space (see p. 21 or Appendix 1), where climate change is narrative of where space is seemingly disappeared. Hence, the coding of this article is foreign event/global outlook, which translates to an article that contains elements of global journalism. An article written on a global event with a global outlook would be global journalism in its purest form, but it is in the way of the above presented article that global journalism most often shows itself in this study.

### **8.3 The global in relation to the domestic and the foreign**

This section will demonstrate a bit more clearly how Berglez's particular modes of reporting were spread in the investigated articles. Table 4 below visualizes the variations in modes of reporting for each newspaper divided by year, as well as a presentation of the total digits for each newspaper, and a presentation of the overall total results for each mode of reporting. The modes of reporting specified by Berglez is as explained in the theory chapter and listed in the table below; domestic event/domestic outlook, foreign event/foreign outlook, domestic event/foreign outlook, foreign event/domestic outlook and global journalism (global event and/or global outlook). In the table, the results of the modes of reporting called *Domestic event/foreign outlook* and *Foreign event/domestic outlook* have been jointly presented as the figures of these modes were not so extensive.



**Table 4** Modes of reporting (percentage) by newspaper

	<b>Jönköpings- Posten 2014 (N = 120)</b>	<b>Jönköpings- Posten 2015 (N = 86)</b>	<b>Dagens Nyheter 2014 (N = 75)</b>	<b>Dagens Nyheter 2015 (N = 90)</b>	<b>Total Jönköpings- Posten (N = 206)</b>	<b>Total Dagens Nyheter (N = 165)</b>	<b>Total (N = 371)</b>
Domestic event/domestic outlook	72.5	69.8	46.7	44.4	71.5	45.6	59.8
Foreign event/foreign outlook	19.1	16.4	30.7	28.9	17.9	29.7	23.2
Domestic event/foreign outlook / Foreign event/domestic outlook	4.2	6.9	9.3	6.7	5.3	7.8	6.5
Global journalism (global event and/or outlook)	4.2	6.9	13.3	20.0	5.3	16.9	10.5
Total	100	100	100	100	100	100	100

In the table, it is clear to see that there is a majority of news reporting within the mode of domestic events with domestic outlooks, as 59.8 percent of the investigated articles are written in this mode of reporting. Looking into the variations between Jönköpings-Posten and Dagens Nyheter, one can observe that the local newspaper report even more frequently on domestic events with domestic outlooks, in comparison to the national one. However, one can also observe that both newspapers' reporting in the modes of domestic event/domestic outlook, foreign event/foreign outlook, domestic event/foreign outlook and foreign event/domestic outlook declined in favor of the global journalism mode of reporting (global event and/or global outlook) which increased during the year of 2015 in comparison to 2014 for both newspapers. The table shows in total that approximately 90 percent of the investigated articles are reported within the more traditional modes of reporting, i.e. the domestic and/or foreign news styles, and approximately 10 percent are reported with elements of the global journalism news style (i.e. with a global event and/or global outlook).

Global journalism as a news style is more frequently found in the national in comparison to the local newspaper. The purpose of this study has not been to investigate possible underlying reasons or factors for explaining why that is the case, but rather study if there would be any variations at all, which could be interesting to study more in-depth in further research on the topic. However, one could ponder upon the question of if this result partly might be explained by the fact that a local newspaper reports a lot more frequently on

small, local events as the local public demands them. As a news style, global journalism also occurs more frequently during 2015 than 2014 in both the local newspaper Jönköpings-Posten and the national newspaper Dagens Nyheter, even though as previously discussed; to conclude the actual reason behind that development would need more in-depth study.

Berglez's theoretical argumentations of global journalism as a practice, and that the development of the epistemological understanding of this practice would not put it in conflict with but rather let it co-exist with the more traditional domestic and foreign news reporting (Berglez 2013, 14), is strengthened by the results of this study. Observations of global journalism as a news style has been made and presented in this section of the thesis, alongside the more traditional domestic and foreign ways of reporting news, which contradicts scholarly argumentation of few signs of global journalism. Global journalism does exist, if one studies it as a news style instead of a set of ideal ethical rules and moral responsibility to be upheld by journalists in their reporting. It has in the selected newspapers of this study even slightly increased its occurrence during the year of 2015, and further studies on the matter will show if this development is temporary or here to stay.

## 9. CONCLUSION

This thesis deals very much with the understanding, application, development and testing of a theoretical model of how to assess the role of news media in an ever more globalized world, where one way to do this that has been in focus in this thesis, is to look closer on the occurrence of global journalism as a news style. More specifically, the aim of this study was to examine the occurrence of global journalism in Swedish newspapers; to what extent it occurs in relation to the more traditional domestic and foreign news styles, and in what way it might vary depending on if it is a local or national newspaper. In addition, a comparison in time of before and after a global issue such as the European refugee crisis occurred was taken into consideration, to see if this might have been something that would affect the results in any way.

After the completed investigation and analysis, a few conclusions can be made. Regarding to what extent global journalism as a news style occurs in news reporting in Swedish newspaper articles in relation to the more traditional domestic and foreign news styles in the newspapers' reporting, it is safe to say that it does occur, but that it is not the most frequent occurring news style. Approximately 10 percent of the analyzed articles were reported within the global journalism news style, and approximately 90 percent of the articles were reported within the more traditional domestic and foreign news styles. The most frequently occurring news style was the domestic, with approximately 60 percent of the total number of articles written within this mode of reporting.

Regarding whether the results varied depending on whether the articles belonged to a local or a national newspaper, the analysis showed that it did, with a more frequent occurrence of the global journalism news style in the national in comparison to the local newspaper. Even more than 60 percent of the news articles in the local newspaper were reported within a domestic news style, during both of the investigated years of 2014 and 2015. The fact that global journalism was more frequently found in the national newspaper, and that the local newspaper had a higher occurrence of the more traditional domestic news style, might at least partly be explained by the fact that a local newspaper reports a lot more frequently on small, local events which is on a higher demand from the local public. This type of news reporting is also naturally needed and would most likely lose its meaning if it were to be forced into some kind of global outlook.

It is also fair to conclude that there was a slight increase in articles reported within the global journalism news style in 2015 compared to the result from 2014 for both newspapers, whereas both newspapers showed declined figures in all the other investigated modes of reporting in 2015 in comparison with 2014. As discussed in the chapter of result and data analysis, the actual reason behind that development is difficult to conclude based on the results of this study. To determine the actual reason behind the increase would require further research on the matter. Additional research on the existence of global journalism as a news style and its development during the coming years would assist in bringing clarity to whether or not the occurrence of global journalism will continue to increase, or if the results of this study was an isolated variation. It would also be interesting to see further research on how global journalism as a news style could have epistemological impact through the global outlook, by challenging the more traditional national and foreign outlooks on society, which might be attained by a more discursively oriented study.

Regardless of whether one perceives the results of the occurrence of global journalism in this study to be weak in regards to the relatively low figures, or if one perceives it as strong in regards to the fact that it actually occurs in one out of ten articles; this study concludes that global journalism as a news style does occur. Global journalism as a news style can be viewed as a result of the recent decades of globalization, where different parts of the world and different areas of society has been intertwined in an ever growing and connecting intersected web. Even though there are national and foreign news events and explanations to be reported on, there has been a development of news events and explanations that cannot be handled on these levels. Globalization has not left any area of society untouched, and this has required a global mode of reporting. Areas of climate, politics, the economic market, human relations and movements, entertainment, media, tourism etcetera, do all have national and foreign dimensions in where they are covered, but the global aspect of these areas has developed through various globalization processes and it is hardly surprising that the way they are covered in news media has had to develop as well. It is simply no longer possible to report of certain events with the more traditional modes of reporting news, e.g. how does a reporter adequately report on aspects of global climate change with only a local explanation? Even if it is done, how does global climate change as an event fit in the domestic or foreign news styles? Accepting and further elaborating the study of global journalism as a practice and news style within the academic society will most likely affirm the conclusions made in this

study, and make way for an interesting, expanding development of the news style arena in which reporters operate – both domestically and globally.

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## Appendix 1

Categorization matrix for building blocks of global journalism in the news

(Examples are given in the chapter of result and data analysis, derived from the working material of the data collection)

Category	Definition	Examples	Coding rules
<b>Ca1: representation of a global outlook on space</b>	The article represents space in one of the following aspects; <ul style="list-style-type: none"> <li>- transnational transformation of space</li> <li>- resistance to transnational transformation of space</li> <li>- space as seemingly disappeared</li> </ul>		Representation of space is made with at least one of the aspects of the definition
<b>Ca2: representation of a global outlook on power</b>	The article represents power with one of the following aspects; <ul style="list-style-type: none"> <li>- relations and/or struggles between global powers</li> <li>- micro-power acts and their global expansion</li> <li>- the relationship between micro- and macro-powers</li> <li>- complex multi-power relations</li> </ul>		Representation of power is made with at least one of the aspects of the definition
<b>Ca3: representation of a global outlook on identity</b>	The article represents identity with one of the following aspects; <ul style="list-style-type: none"> <li>- various global identity struggles</li> <li>- a global public “voice” and/or “people”</li> <li>- connecting people with similar identities across continental borders</li> </ul>		Representation of identity is made with at least one of the aspects of the definition

## Appendix 2

Categorization matrix for various modes of reporting news

Category	Definition	Examples	Coding Rules
<b>C1: domestic news/domestic outlook</b>	<p>The article reports of a domestic (local/regional/national) event with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within the domestic domain and/or actor/s</li> <li>- explanations within the domestic domain and/or actor/s</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a domestic event and/or an event that involves domestic actor/s</li> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition</li> </ul>
<b>C2: domestic news/foreign outlook</b>	<p>The article reports of a domestic event with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within one or more other countries and/or regions and/or actor/s</li> <li>- explanations within one or more other countries and/or regions and/or actor/s</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a domestic event and/or an event that involves domestic actor/s</li> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition</li> </ul>
<b>C3: domestic news/global outlook</b>	<p>The article reports of a domestic event with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within a global context and/or actor/s</li> <li>- explanations within a global</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a domestic event and/or an event that involves domestic</li> </ul>

	context and/or actor/s		actor/s - The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition
<b>C4: foreign news/domestic outlook</b>	The article reports of a foreign event from another country or transnational region with one of the following aspects; - a focus within the domestic domain and/or actor/s - explanations within the domestic domain and/or actor/s		- At least 50 percent of the text has to report on a foreign event and/or an event that involves foreign actor/s - The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition
<b>C5: foreign news/foreign outlook</b>	The article reports of a foreign event from another country or transnational region with one of the following aspects; - a focus within one or more other countries and/or regions and/or actor/s - explanations within one or more other countries and/or regions and/or actor/s		- At least 50 percent of the text has to report on a foreign event and/or an event that involves foreign actor/s - The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition
<b>C6: foreign news/global outlook</b>	The article reports of a foreign event from		- At least 50 percent of the

	<p>another country or transnational region with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within a global context and/or actor/s</li> <li>- explanations within a global context and/or actor/s</li> </ul>		<p>text has to report on a foreign event and/or an event that involves foreign actor/s</p> <ul style="list-style-type: none"> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition</li> </ul>
<b>C7: global news/domestic outlook</b>	<p>The article reports of a global event involving countries and regions across the world with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within the domestic domain and/or actor/s</li> <li>- explanations within the domestic domain and/or actor/s</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a global event and/or an event that involves global actor/s</li> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition</li> </ul>
<b>C8: global news/foreign outlook</b>	<p>The article reports of a global event involving countries and regions across the world with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within one or more other countries and/or regions and/or actor/s</li> <li>- explanations within one or more other countries and/or regions and/or actor/s</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a global event and/or an event that involves global actor/s</li> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article –</li> </ul>

			one of the two aspects of the definition
<b>C9: global news/global outlook</b>	<p>The article reports of a global event involving countries and regions across the world with one of the following aspects;</p> <ul style="list-style-type: none"> <li>- a focus within a global context and/or actor/s</li> <li>- explanations within a global context and/or actor/s</li> </ul>		<ul style="list-style-type: none"> <li>- At least 50 percent of the text has to report on a global event and/or an event that involves global actor/s</li> <li>- The event is connected to – to a limited extent (less than 50 percent) but still in a way that shapes the entire article – one of the two aspects of the definition</li> </ul>