The presentation centers on my work in two ongoing research projects funded by the Swedish Research Council (VR) and the Swedish Research Council Formas. From the former, I will present a work-in-progress on journalistic self-promotion and branding on Twitter. In order to understand this phenomenon, the theoretical framework of celebrity studies is used and deployed in a particular way, where celebrity is seen not as an external label but as a discursive practice. I will also present the latter project which starts in 2017 and deals with the ways in which nature is constructed in social media. The project will be exemplified with a pilot study informed by framing theory on boar hunting on YouTube. Finally, I will touch upon my recent theoretical work on “Sustainable Journalism” that I have initiated together with Peter Berglez and Mart Ots at Jönköping University, and the edited volume on this topic that is currently in press.

Bio
Ulrika Olausson is Professor of Media and Communication Studies at Jönköping University. Her main research interest is in environmental communication in general and environmental journalism in particular. Her further research interests are in sustainability issues and social and economic dimensions of journalism including via the upcoming book “What is Sustainable Journalism? Integrating the Environmental, Social, and Economic Challenges of Journalism”. Her work on media reporting and citizens’ perceptions of climate change is widely cited internationally. She has also been an Associate Editor of the journal Environmental Communication.


Background readings:
http://www.nordicom.gu.se/sv/publikationer/nordicom-review/latest-articles