



From Ivory Tower to Twitter (FITT): Rethinking the Cultural Critic in Contemporary Media Culture, funded by the Independent Research Fund Denmark (2015-2019)

# *Rethinking Cultural Journalism and Cultural Critique in Digital Media Culture*

International Conference  
University of Copenhagen  
November 22-23 2018



# Welcome

*Welcome to Copenhagen and to the conference “Rethinking Cultural Journalism and Cultural Critique in Digital Media Culture”.*

This conference marks the closing of the research project *From Ivory Tower to Twitter (FITT): Rethinking the Cultural Critic in Contemporary Media Culture*, funded by Independent Research Fund Denmark from 2015-19. In the FITT-project we – eight scholars from five Danish research institutions – have looked into how media institutional and technological developments have enabled advanced public participation in debates about arts and culture during the past decades. Furthermore, we have studied how the very same changes have challenged established notions of cultural authority, enlightenment and expertise and de-stabilized the position of traditional critical institutions, such as academia and the news media, in the cultural information and valorization circuit.

These transformations are also key topics of the conference, which we are hosting November 22-23 2018 in Copenhagen. Here we will engage with, among other things, how *journalistic authority* and *critical expertise* within the *cultural field* is being reconfigured *in* the digital media landscape and *by means of* digital media, as the boundaries of ‘cultural journalism’ and ‘cultural critique’, and who may be labeled a ‘cultural journalist’ or a ‘cultural critic’ blur. More specifically, the conference addresses the shifting relations between specialists/generalists, producers/users, public/private, objectivity/subjectivity, highbrow/popular, emotionality/rationality in cultural journalism and cultural critique in the digital age.

We look forward to meeting you all, to sharing ideas and to inspire each other!

All best,

Nete Nørgaard Kristensen, Unni From, Aske Kammer, Erik Svendsen, Helle Haastrup, Louise Yung Nielsen, Steffen Moestrup & Troels Østergaard



# Programme

*Thursday November 22, 10.00-21.00, UCPH South Campus, room: 4A.0.68*

*Theme: Changes in Cultural Criticism and Critical Agents*

- 09.30-10.00 Coffee & registration
- 10.00-10.15 Opening & welcome by Nete Nørgaard Kristensen
- 10.15-11.15 Key findings from the research project “From Ivory Tower to Twitter (FIT): Rethinking the Cultural Critic in Contemporary Media Culture”  
Nete Nørgaard Kristensen: “The Cultural Journalist Around the Globe”  
Unni From: “The Cultural Journalist on Social Media”  
Steffen Moestrup: “Performative Cultural journalism and Critique”  
Troels Østergaard: “Music Journalism in the Digital Age”  
Erik Svendsen: “Intellectuals on Facebook”  
Helle Kannik Haastrup: “Celebrity Activism as Cultural Critique”  
Aske Kammer: “The Professional Amateurs of Online Cultural Criticism”  
Louise Yung Nielsen: “Pewdiepie and Meta-Critique on Youtube”
- 11.15-12.15 Keynote by Karin Wahl-Jørgensen: “Emotionality and Subjectivity in Cultural Criticism”
- 12.15-13.30 Lunch at the Faculty Lounge, building 23 (1<sup>st</sup> floor)
- 13.30-15.00 Session 1: New Forms of Film, Television and Arts Criticism. Chair: Unni From  
Paul Rixon: “Radio and Television Critics in the Digital Area: A Case Study of the Guardian”  
Pavel Zahrádka & Johana Kotisová: “The Fan vs. Professional Film Criticism”  
Helle Kannik Haastrup: “Celebrity Activism as Cultural Critique: Time’s Up & the Golden Globe Award Show”  
Guillaume Sirois: “The Digital Metamorphosis and the Changing Role of Art Writers in the Contemporary Art World”
- 15.00-15.15 Coffee & cake
- 15.15.-16.45 Session 2: Cultural Criticism Bottom-up – the Amateurs’ Perspective. Chair: Nete Nørgaard Kristensen  
Aske Kammer: “The Professionalization of the Everyday Amateur Expert: Work, Values and Routines in Independent Online Cultural Criticism”  
Ondrej Pavlik: “Czech Film Critics on the Czecho-Slovak Film Database”  
Sidonie Naulin: ”Food Bloggers in France”  
Rian Koreman: “Personal Pages: Book Bloggers about Literary Criticism in the Digital Age”
- 18.00-21.00 Dinner for all conference participants at Restaurant SULT at the Danish Film Institute, Vognmagergade 8B, 1120 Cph K, <https://www.restaurantsult.dk/en/>

# Program

*Friday November 23, 9.00-17.00, UCPH South Campus, room: 4A.0.68*

*Theme: Changes in Cultural Journalism – Content, Genres and Audiences*

- 8.30-9.00 Coffee & croissants
- 9.00-10.00 Keynote – Susanne Janssen: “The Art of Comparison: Features and Findings of Comparative Research in Cultural Journalism”
- 10.00-11.30 Session 3: Changes in Cultural Journalism. Chair: Troels Østergaard  
Andreas Widholm, Kristina Riegert & Anna Roosvall: “Abundance or Crisis? Cultural Journalism in Transition 1985-2015”  
Semi Purhonen: “Both Legitimation and Popularization: How evaluation of Popular Culture and Highbrow Arts have Become Increasingly Similar”  
Rie Heikkilä: “Omnivorousness from a Different Angle: Exploring Openness, Tolerance and Hybrid Cultural Areas in European Quality Newspapers, from 1960-2010”  
Cida Golin, Anna Cavalcanti & Calvin Cousin: “The Spatiality of Memory in Cultural Journalism”
- 11.30-11.45 Coffee
- 11.45-13.00 Session 4: Intellectuals, Authority and Social Networks. Chair: Aske Kammer  
Everton Cardoso: “Weekly Cultural Supplements as a Social Network of Intellectuals”  
Mikkel Bækby Johannsen: “Public Intellectuals from an Institutional Perspective”  
Gilles Bastin & Clément Bert-Erboul: “Authority from Networks? Mapping Online Music Criticism in France during the 2018-Summer”
- 13.00-14.15 Lunch at the Faculty Lounge, building 23 (1<sup>st</sup> floor)
- 14.15-14.30 A Practice-perspective on Contemporary Cultural Critique by Anders Lange: “Rethink the Theatre Review”
- 14.30-16.00 Session 5: Genres and Audiences of Cultural Information. Chair: Helle Hastrup  
Dora Santos-Silva: “New Genres and Formats of Cultural journalism in the Digital Landscape”  
Maarit Jaakkola: “Review Across Platforms: An Outline for a Cross-media Framework of the Review Genre”  
Marc Verboord, Rian Koreman & Susanne Janssen: “Repertoires of Cultural Information Production and Consumption”  
Nete Nørgaard Kristensen & Unni From: “How Audiences Access Information about Arts and Culture”
- 16.00-16.15 Summing up / Nete Nørgaard Kristensen
- 16.15-17.00 Farewell drink

# About the keynotes

*Karin Wahl-Jorgensen: “Emotionality and Subjectivity in Cultural Criticism”*

This talk will consider the role of emotionality and subjectivity in cultural criticism. On the basis of research charting the “strategic ritual of emotionality” in Pulitzer Prize winning journalism during the period from 1995 to 2018, the talk examines the distinctive ways in which the authority of cultural critics is established and maintained through the routinized use of emotion and subjective judgement. This, I argue, marks out cultural criticism as a unique genre in terms of the basis of its claims to truth. The distinctive practices of award-winning cultural criticism also serve as a way of maintaining the authority of critics in mainstream media in the light of incursions from amateur reviewers. At the same time, it highlights the complexities of the balancing act achieved by the genre, which negotiates tensions between objectivity and subjectivity, “hard news” and “soft news,” as well as competing conceptions of journalistic professional identities.



*Karin Wahl-Jorgensen* is Professor of Journalism and Director of Research Development and Environment at School of Journalism, Media and Culture, University of Cardiff. She has published extensively about citizenship, democracy and the media. Her current work focuses on the role of emotion in journalism and political life as well as digital citizenship and surveillance society.

*Susanne Janssen: “The Art of Comparison: Features and Findings of Comparative Research in Cultural Journalism”*

The past decades witnessed a growing attention to comparative studies in media and journalism research, as part of a more general trend in the many subfields of the communication discipline. Not only has the sheer amount of comparative studies steadily grown, but also significant progress has been made in terms of both theoretical and methodological sophistication. Relative to subfields such as political communication and news journalism, the comparative study of cultural journalism is still in its infancy. An important reason for this backlash is that the study of cultural journalism itself is a relatively new research field, which only in recent years gained increased scholarly attention. For a long time, journalism scholarship reflected the central position of political reporting in Western journalism, which in the course of the twentieth century came to dominate both journalistic practice and journalism education. However, simultaneously, especially during the second half of the twentieth century, soft topics such as arts, culture, and lifestyle became increasingly important parts of news production and are today covered intensely.



In recent years, the significance of cultural journalism has been acknowledged by a growing number of scholars in different countries, rendering cultural journalism research as an emerging and thriving field of study, in which the comparative approach has also become increasingly salient and has clearly progressed.

The growing scholarly attention to cultural journalism is not only a matter of media and journalism scholars getting more interested in the subject. Scholars from other disciplinary

backgrounds, notably sociologists of the arts and culture, and to a lesser extent cultural economists, (art) historians, and literary, music, theatre and film scholars, have also discovered and contributed to cultural journalism as a field of study. Although the boundaries between the contributions from various disciplinary backgrounds are not very clear cut, some division of labour can be observed in terms of the topics and issues covered. One important line of research focuses on the professional identities, values and status of cultural journalists, and has been primarily developed by media and journalism scholars. A second line of research, which is mainly the work of sociologists of the arts and culture, is concerned with the role of cultural journalism and criticism in the formation of artistic reputations and in processes of cultural consecration and cultural legitimation. A third major research strand examines developments in the amount, form, and contents of cultural coverage in media. Changes in cultural coverage have been studied in relation to and/or against the backdrop of developments in the fields of journalism and culture, notably processes of professionalization, commercialisation, digitalisation, globalisation and shifting culture tastes and lifestyles associated with wider societal processes of de-hierarchization and individualisation in Western countries. Such research has been conducted by both media and journalist scholars and cultural sociologists, although their starting points tend to be somewhat different as are their focal points

This lecture reviews these various lines of research in the study of cultural journalism, highlighting key findings and methodological features of exemplary studies, and considering how they employ or could benefit from a comparative approach.

*Susanne Janssen* is Professor of Sociology of Media and Culture and Chair of the Department of Media and Communication, Erasmus School of History, Culture and Communication, Erasmus University Rotterdam. She has published extensively about the role of critics and other experts in the cultural field, and issues of cultural globalization. Her current research focuses on the consequences of increased diversity and digitalization for agents, institutions, structures, processes and practices in the fields of media, culture, education, and politics.

# Practicalities

## *Location and how to get here*

The conference takes place at the South Campus of University of Copenhagen, Karen Blixens Plads 8, 2300 Copenhagen S.

You can easily access the campus by Metro. For metro map see: <https://intl.m.dk/#!/>

- From the city center: take the green metro-line towards 'Vestamager' and get off at 'Islands Brygge'
- From the airport: take the yellow metro-line towards 'Vanløse', get off at 'Christians Havn' and change to the green metro-line towards 'Vestamager' and get off at 'Islands Brygge'

The conference room is **4A.0.68**, which is located in building 4, ground floor, close to the metro station (market M on the map below). The conference room has HDMI-access, so please bring an adapter if you wish to present from your own computer.

South Campus



You can find more info about the campus location here: <https://humanities.ku.dk/contact/>

## *Food and drinks*

There is no conference fee. All meals, including coffee/tea, lunches and the conference dinner Thursday November 22 is covered by the FITT-research project.

## *Travel and hotel recommendations*

All participants have to organise and cover expenses for their travel and accommodation. We recommend the following hotels – they are centrally located and near the metro that will take you to the campus.

- Hotel Christian IV, <https://www.hotelchristianiv.dk/en/>
- Ibsens Hotel, <https://www.arthurhotels.dk/dk/ibsens-hotel/>
- WakeupCopenhagen (in Borgergade), <https://www.wakeupcopenhagen.dk/hotellerne/koebenhavn/borgergade/#/search>

## *Concept for paper presentations/ discussion*

Keynotes: 45 minutes plus 15 minutes for questions and comments

Paper sessions: 1,5 hour panels with 4 papers. 15 minutes for each presenter, 30 minutes in total for questions and comments at the end of each panel.

## *Conference organizers – the FITT-research group*



Nete Nørgaard Kristensen, Associate Professor, PI of the FITT-research project, Department of Media, Cognition and Communication, Section for Film, Media and Communication, University of Copenhagen. Main conference organizer.

Unni From, Associate Professor, Vice chair, School of Communication and Culture - Media Science, Aarhus University. Main conference organizer.



Erik Svendsen, Associate Professor, Department of Communication and Arts, Roskilde University

Aske Kammer, Assistant Professor, Culture and Communication, IT University Copenhagen



Troels Østergaard, PhD-fellow, Aarhus University and Danish School of Media and Journalism

Helle Kannik Haastrup, Associate Professor, Department of Nordic Studies and Linguistics, University of Copenhagen



Louise Yung Nielsen, Assistant Professor, Department of Communication and Arts, Roskilde University

Steffen Moestrup, PhD-fellow, Department of Media, Cognition and Communication, Section for Film, Media and Communication, University of Copenhagen & cultural editor in chief, *Jyllands-Posten*





# List of confirmed participants

Anna de Carvalho Cavalcanti	PhD-fellow	Federal University of Rio Grande do Sul/Brazil
Ander Lange	Journalist	Danish School of Media and Journalism/Denmark
Andreas Widholm	Associate Professor	University of Stockholm/Sweden
Anna Roosvall	Professor	University of Stockholm/Sweden
Aske Kammer	Assistant Professor	IT University/Denmark
Calvin Cousin	Journalist, MA	Universidade Federal do Rio Grande do Sul/Brazil
Christine Isager	Associate Professor	University of Copenhagen
Clément Bert-Erboul	Postdoctoral Researcher	University of Grenoble Alpes/Data Institute
Dora de Silva	Assistant Professor	NOVA University of Lisbon/Portugal
Ekatherina Zhukova	Postdoctoral Researcher	University of Copenhagen/Denmark
Erik Svendsen	Associate Professor	Roskilde University/Denmark
Everton Gardoso	Professor	Unisinos University/Brazil
Gilles Bastin	Professor	University of Grenoble Alpes School of Political Studies/France
Guillaume Sirois	Assistant Professor	Université de Montréal/Canada
Hallvard Moe	Professor	University of Bergen/Norway
Helle Kannik Haastrup	Associate Professor	University of Copenhagen/Denmark
Johana Kotišová	Postdoctoral Researcher	Charles University/Czech Republic
Karl Atle Knapskog	Associate Professor	Bergen University
Karin Wahl-Jorgensen	Professor	Cardiff University/UK
Kristina Riegert	Professor	University of Stockholm/Sweden
Louise Yung Nielsen	Assistant Professor	Roskilde University/Denmark
Lucia Vodanovic	Senior Lecturer	London College of Communication, University of the Arts London/UK
Maarit Jaakkola	PhD, Nordicom	University of Gothenburg/Sweden
Marc Verboord	Associate Professor	Erasmus University Rotterdam / Netherlands
Mariana Müller	PhD-fellow	University of Minho/Portugal
Mikkel Bækby	MA in media studies	University of Copenhagen/Denmark
Nete Nørgaard Kristensen	Associate Professor	University of Copenhagen/Denmark
Ondřej Pavlík	PhD-fellow	Masaryk University, Czech Republic
Paul Rixon	Reader	University of Roehampton/UK

Pavel Zahrádka	Associate Professor	Palacký University, Olomouc/Czech Republic
Riie Heikkilä	Postdoctoral Researcher	University of Tampere/Finland
Rian Koreman	PhD-fellow	Erasmus University Rotterdam/Netherlands
Semi Purhonen	Associate Professor	University of Tampere/Finland
Sidonie Naulin	Assistant Professor	Science Po Grenoble/France
Steffen Moestrup	PhD-fellow	University of Copenhagen/Denmark
Susanne Janssen	Professor	Erasmus University Rotterdam/Netherlands
Troels Østergaard	PhD-fellow	Aarhus University and Danish School of Media and Journalism/Denmark
Unni From	Associate Professor	Aarhus University/Denmark