

## Editorial

Salvatore Scifo, Bournemouth University

This issue of *Interactions: Studies in Communication and Culture* showcases, after four years of thematic issues (the last mixed issue being 2.1 in Spring 2012), a selection of articles that space from the representation of war in TV series to narratives of the Occupy movement to studies of audiences in the United States and Greece, concluding with a methodological piece.

In the first article, *Negotiating war on TV series: A cross-national comparative study of the 2003 invasion of Iraq*, Ahmed al-Rawi investigates three TV series that examined the way the 2003 war on Iraq was represented, including *Generation Kill*, *British Occupation* and *Arabic Hudu' Nisbi/Relatively Calm*. He investigates the way the war on Iraq is shown by the three different TV series by linking the cultural and political contexts. Partly based on the subaltern concept, the study argues that the three TV dramas are cultural expressions by which power inequality is negotiated between the subaltern natives and hegemonic powers.

In the second article, *Occupy Narratives in Sweden and Latvia: How Mainstream Media tell the Story of a Movement*, Anne Kaun and Iveta Jurkane-Hobein use critical discourse analysis to examines the representation of the global as well as local expressions of the Occupy movement in Latvian and Swedish major newspapers, asking how the movement is recontextualized in those countries, highlighting how the recontextualization in Latvia and Sweden reflects the distinct historical and cultural circumstance in which the mediation of the Occupy movement emerged.

In the third article, *Cultural class analysis and audience reception in American television's 'third golden age'*, Michael Wayne, applies the concept of cultural class to an analysis of contemporary television viewing. Based on qualitative interviews with a sample of middle-class young adults, he claims that the significance of this 'golden age' varies with, but is not determined by, social location. In the theoretical context of cultural class analysis, the author argues that attitudes towards legitimated content in the post-network era are meaningful precisely because significant differences in reception practices are identified within the American middle class.

In the fourth article, *The (Golden) Dawn of Audiences? Testing the audience empowerment thesis through a framing analysis of immigration in the Greek media*, Dimitra Milioni and Konstantinos Vadratsikas, examine the 'empowerment thesis' regarding audience participation in the media, exploring whether, and in what ways, audiences' discourses in established media websites challenge or broaden mainstream discourses about immigration. Employing a systematic framing analysis of journalistic articles about immigration that appeared in the most popular Greek online media between in 2010-2011, they underline how readers contest journalistic authority not in the direction of a diversified and more open discussion of immigration but towards the ideological entrenchment in essentialist nationalistic and hate discourses. Finally, Milioni and Vadratsikas discuss how the 'out-of-nowhere' anti-immigrant political discourses in Greece were gradually built, and the role of the media therein.

In the fifth article, *Scandal-suffering politicians, scorned wives and salacious news: Examining public response to the scandal press conference*, Hinda Mandell and Gina Masullo Chen, investigate the reactions of survey respondents to three news clips of sex-

scandal press conferences, including those of former New York Governor Eliot Spitzer, former South Carolina Governor Mark Sanford and former New York Congressman Anthony Weiner. They discuss how the ‘political wife’ plays a different role at each news event, pointing out how that gender, marital status and age impact respondents’ reactions to scandals.

Finally, in the sixth article, *Did We Fail? (Counter-) Transference in a Qualitative Media Research Interview*, Jacob Johannssen, draws on Joke Hermes’ account of a troubling interview, and reproduces and reflects on passages from a qualitative interview with a user of a social networking site that was experienced as uncomfortable by both interviewee and interviewer (himself). He uses, the psychoanalytic concept of (counter-)transference is to analyse the possible processes that led to the emergence of two narratives by the interviewee and interviewer and resulted in an unsuccessful research encounter. He highlights how the article may further add to methodological discussions of the interview in media research by placing an emphasis on a complex theory of the subject and intersubjective dynamics.

We hope that you will enjoy the reading and, given our intention to dedicate at least one issue a year to mixed issue from now on, encourage you to submit your research to us. We also welcome them along eventual proposals for guest-edited issues and anticipate that between 2016 and 2017 we will dedicate thematic issues to themes as Chinese Media Histories, Archiving the Digital and Media and Suicide.

### **Contributor details**

Salvatore Scifo is the Editor of this journal, *Interactions: Studies in Communication and Culture*. Since January 2016 he is Senior Lecturer in Social Media and Communication and the School of Journalism, English and Communication, Faculty of Media and Communication, Bournemouth University. He is a member of the university's Centre for Media History and an associate member of the Centre for the Study of Journalism, Culture and Community. Prior to this, he has worked in Istanbul (Maltepe University, Koc University and Marmara University), London (London Metropolitan University and University of Westminster) and at the University of Siena in Italy. His research interests include community and alternative media, European media policy, British radio history, and crisis communication and social media.

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