

Christian Hviid Mortensen and Stinne Gunder Strøm Krogager

MedieKultur 2019, 66, 1-2

Published by SMID | Society of Media researchers In Denmark | www.smid.dk

The online version of this text can be found open access at <https://tidsskrift.dk/mediekultur>

This issue of *MedieKultur* presents a diverse collection of scholarship from the field of media and communication research in the following six articles.

The first two articles both address the dynamics between fandom and nostalgia from different perspectives. Taking the release of a classic edition of long-running *World of Warcraft* game series as his point of departure, Claus Toft-Nielsen explores the different modes of nostalgia that the game elicits among its fans in “Going home again? Fan nostalgia in anticipation of World of Warcraft Classic”. The article builds on interviews with a group of gamers and argues that re-entering the digital world of “classic” WoW can be seen as a sort of home-coming.

In ‘Playing with Fandom’ Gry Høngmark Knudsen, Michael Fabrin Hjort and Lukas Johannes Blaser study the way different kinds of fandom and nostalgia are articulated on the LEGO Ideas Platform and how incorporating other fan narratives into a LEGO building project, for example *Star Wars*, can provide momentum for the idea within the community of LEGO fans and reach the coveted 10,000 votes required in order to be considered for actual mass production by the LEGO Corporation.

Our third article is in Danish. In “Today Let’s Gently Brush Your Ears”: ASMR som mediekulturelt og lydligt fænomen’, Helle Breth Klausen and Iben Have explore the phenomenon of ASMR-videos (Autonomous Sensory Meridian Response). Combining media and sound studies with an empirical study of user comments on the YouTube and Reddit platforms, the authors argue that through images and especially sound, ASMR videos

provide experiences of *telepresence* and *pseudohaptic social grooming* – that is, an experience of “human touch”.

Jannie Møller Hartley and Leif Hemming Pedersen analyse everyday news engagement in our fourth article “Beyond the Informed Citizen? Narratives of News Engagement and Civic Experiences among Danish News Users”. The article is based on semi-structured interviews and in-depth media diaries, which show that the experience of news is related to the participants’ understanding of their role and responsibility as citizens in democratic societies.

Irene Photiou, Lambrini Papadopoulou, Aryemis Eleftheriadou and Theodora A. Maniou explore the concept of *visual infotainment* in the news in “*Visual Infotainment in the Political News: A Cultural Approach in the Post-truth Era.*” The authors use a four-level visual framing analysis to examine photographs circulated in digital media covering the negotiations between Greek and Turkish-Cypriot communities in 2016 – 2017. The study demonstrates how visual infotainment techniques serve to dramatise and enhance propaganda.

Finally, in “Exploring the Mediatization of Organizational Communication by Religious Communities in Digital Media” Gry Høngsmark Knudsen and Marie Vejrup Nielsen study the way that ten Christian churches in Denmark communicate on Facebook and websites. The authors argue that mediatisation processes advance somewhat more slowly in institutional religious communication and they demonstrate patterns of online communication that relate to specific kinds of religious communities.

Christian Hviid Mortensen

Postdoctoral Scholar

Digital Design Department

IT University of Copenhagen

chhm@itu.dk

Stinne Gunder Strøm Krogager

Associate Professor

Department of Communication and Psychology

Aalborg University

stinne@hum.aau.dk