

Helle Breth Klausen and Claus Toft-Nielsen

MedieKultur 2020, 68, 1-3

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

The online version of this text can be found open access at www.mediekultur.dk

This open issue of *MedieKultur* presents a quite diverse collection of seven scholarly articles within the overall field of media and communication research.

The first two articles both include cases of vaccination controversies but in different ways; the first one addresses a satirical news article on the 1998 MMR vaccination scandal, and the other attends to the HPV vaccination and how digital media create opportunities for engagement and participation. More specifically, Ida Klitgård examines the construction of spoof news in order to regard written news satire as a vital vehicle in combatting scientific disinformation in “Critical Parents Against Plaster: The MMR vaccination drama as satirical parody”. Analysing a spoof article of the 1998 MMR vaccination scandal as rendered in the Danish news satirical website *Rokokoposten* (2015), Klitgård sheds light on the issue of the news satirist as a knowledge broker.

In “Creating opportunities for digital engagement and participation” Maja Nordtug offers a multidisciplinary literature review and explores how digital media create opportunities for laypersons to engage with information and participate on a health topic which has been subjected to controversy, namely HPV vaccination. In analysing two kinds of engagement, digital media as information sources and as interpersonal communication, Nordtug argues that broader participation might require a higher level of expertise and as such, laypersons cannot necessarily engage or participate further within this field.

Our third article is in Danish and is titled “Journalistik over Øresund: Et første blik på betydningen af et transnationalt nyhedsbureau i danske nyhedsmedier i Øresundsre-

gionen". In the article, Mads Kæmsgaard Eberholst examines the news coverage by Danish media in the time leading up to and after the establishment of News Øresund, a transnational news agency, and argues that the media content from the Øresund region within this period of time changed and made the region more "news worthy".

Pernille Almlund, Nina Blom Andersen, Bente Halkier and Kim Christian Schrøder examine the public engagement, awareness and understanding of public communication campaigns in "Public communication campaigns as mundane category". Drawing on focus group interviews and a survey among Danish citizens, the article shows that public campaigns are recognized as a mundane communicative category, where the information in the campaigns is always negotiated and sometimes resisted by a campaign literate audience.

In "Narrative video game aesthetics and egocentric ethics: A Deweyan perspective", Jens Kjeldgaard-Christiansen investigates moral challenges and experiences offered by video games. Drawing on a Deweyan perspective, the article argues that gaming allows for a specific player-focused (egocentric) moral experience that can be distinguished from the other-focused (allocentric) moral experience that characterises literature and film. Video games do this by allowing players to deliberately simulate moral choice and action through gameplay.

In the sixth article, Mathias Bonde Korsgaard explores the audiovisual aesthetics of so-called fake trailers in order to deliberate on their paradoxical promotional status in the article "Fake trailers as imaginary paratexts". The rise of remix formats parody and challenge trailer conventions, and fake trailers have commonly been seen as proof of an increase in media literacy firmly entangled in the promotional culture they allegedly aim to denounce.

In the final article of the open section "A digital public sphere. Just in theory or a perceived reality for users of social network sites?", Hilde Sakariassen investigates how ordinary users perceive and experience social networking sites as spaces for public deliberation. While these sites are often framed and theorized as new and more egalitarian spaces, Sakariassen found that when it comes to users' understanding of these social networking sites, they are still fraught with a great deal of uncertainty and are often used for social and private use. By pointing to such a discrepancy, the article raises the point that perhaps only certain users will see the public debate happening in these spaces and that such a debate is not equally accessible to all users.

This issue includes two book reviews. Jens Kjeldgaard-Christensen reviews *Imagining and Knowing: The Shape of Fiction* by Gregory Currie – a book which takes a critical look at fiction's educative claims, such as its ability to reveal deep human truths, build skills, and refine sensibilities. Through the book, Currie investigates fiction in regards to imagination and knowledge as different means of scaffolding and expanding our imaginative capabilities.

In the second review, Eva Pina Myrczik reviews the edited volume *Museums and Digital Culture: New Perspectives and Research* by Tula Giannini and Jonathan P. Bowden. Due to the COVID-19 pandemic this volume has only become more relevant, in that it investigates museums as cultural institutions engaged with emerging technologies, digital culture and digital visitors amongst its various topics. Here, the authors seek to discuss and find answers to crucial questions that shape and define the role and relevance of museums in the years to come.

Helle Breth Klausen
PhD Fellow
Department of Media and Journalism Studies
Aarhus University
hbk@cc.au.dk

Claus Toft-Nielsen
Associate Professor
Department of Scandinavian Studies and Experience Economy
Aarhus University
ctn@cc.au.dk