Gendered Journalism Cultures.
Strategies and Tactics in the Fields of Journalism in Britain and Sweden

The book explores the way journalism works in two social fields of journalism, those of Britain and Sweden, from late 1980s to early 2000s. Questions are asked about creation and re-creation of value systems, about power-struggles, and about the gendered nature of these.

In order to answer these questions and to achieve a more detailed understanding of journalism, a feminist analysis was applied to the two fields and tools were appropriated from the theoretical worlds of Pierre Bourdieu and Michel de Certeau.

The conclusion of the book is that similarities outweigh the differences between the two journalism cultures of Britain and Sweden. And both cultures are similarly permeated by the gendered logic of journalism.

The author argues that in the social fields of journalism in Britain and Sweden, continuous battles were going on over doxa (a belief-system of what journalism “is”, how to do journalism and how to be a journalist). And she shows that the doxas, through these battles, show both stability and change. She argues that the powerful elite was under attack by new groups of journalists using tactics to gain access to the fields and to positions of power, and to cope in their everyday work. The book focuses particularly (but not solely) on women journalists’ tactics, and ways of surviving the strategies used by the powerful groups in journalism against them.

Margareta Melin works as a senior lecturer in Media and Cultural Studies at the School of Arts and Communication (K3) at Malmö University. She is presently doing research on the interaction of theory and praxis in higher education.