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Nota di contenuto	A Communicative Perspective on the Formation of the North: Contexts, Channels and Concepts / Jonas Harvard & Peter Stadius -- Nordic Media Systems 1850-1950: Myths, Mixtures and Metamorphoses / Lars Nord -- Connecting the Nordic Region: The Electric Telegraph and the European News Market / Jonas Harvard -- Media Scandinavianism: Media Events and the Historical Legacy of Pan-Scandinavianism / Jonas Harvard & Magdalena Hillstrom -- Nordic Solidarity in Print: The Association "Nordens Frihet" and its magazine, 1939-45 / Tora Bystrom -- Expressions of Pan-Scandinavian Sentiments in the Magazine Fram among Scandinavian Migrants in South Africa, 1914-1954 / Erlend Eidsvik -- "One Valhalla of the Free": Scandinavia, Britain and Northern Identity in the Mid-Nineteenth Century / Andrew Newby -- Selling the Sami: Nordic Stereotypes and Participatory Media in Georgian Britain / Linda Andersson Burnett -- The Valkyrie in Bikini: The Nordic Woman as Progressive Media Icon in Spain, 1891-1975 /

Elena Lindholm Narvaez -- Unity Expo(se)d: the Scandinavia Pavilions at the World Exhibitions in 1967 and 1970 / Nikolas Glover -- Happy Countries: Appraisals of Inter-War Nordic Societies / Peter Stadius -- A Swedish Norden or a Nordic Sweden? Image Politics in the West during the Cold War / Carl Marklund -- Constructing a Nordic Community through the Polish Press: Past and Present / Kazimierz Musia & Maja Chaciska -- Conclusion: Mediating the Nordic Brand : History Recycled / Jonas Harvard & Peter Stadius.

Sommario/riassunto

Covering a time period from the early nineteenth century up until the present and encompassing case studies from Britain, Spain, Poland, and South Africa, as well as from the Nordic countries, contributors to this volume investigate the images that have been presented of the Nordic region in the media in and outside of the Nordic countries, how such images have been shaped by mechanisms of mediation, and the channels through which they have been distributed. The chapters address both specific cases such as media events and individual publications, as well as the structural and institutional se
