Intermediality as a social scientific approach
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Background

- The Academy of Finland project “From Convergence to Intermediality: Continuity and Change in the Development of Finnish Media” (INTERMEDIA 2008–2010)
- University of Tampere, Prof. Taisto Hujanen
- The summary book Intermediality and Media Change (Tampere University Press, 2012)
- Eds. Juha Herkman, Taisto Hujanen and Paavo Oinonen
- My introduction chapter “Intermediality as a Theory and Methodology” (pp. 10–27)
Challenging the concept of convergence

- Convergence as one of the key concepts of media change since the 1990s
- Circulation of the content across the media
- Technological convergence (digitalization): television, tele-communication and the Internet are “coming together” as one super-media?
- Rather technological divergence than convergence
- Convergence as a political and economic buzz-word that “disguises important distinctions that should still be drawn between a number of separate but interrelated processes which affect the potential impact of digitalization” (Garnham 1996): a rhetorical tool or discourse?

History of intermediality

- Dick Higgins (1938–1998) in the 1960s
- Intermediary art (combining establishing art forms)
- German hypertext theory in the 1980s and 1990s
- Mikko Lehtonen (1999): “Intermediality is intertextuality transgressing media boundaries.”
- Intermediality as a rising concept in the humanities in Germany and Scandinavia (art and communications, e.g. literature, music, information studies)
- Intermedial cultural forms: cf. hybridization of culture, remediation
**Intermediality in social research**

- Intermediality as *relationships between* various media, in which technological, social, cultural and economic dimensions have real implications
- Media rather a process or practice of mediation than entity itself (Arild Fetveit)
- The meanings, identities and relationships of the media are articulated in a specific historical conjuncture
- Intermediality as an approach that examines the relationships between various media in a particular *historical context* (vs. technological determinism)
- Intermediality pays attention to the *continuity* of media forms and to the articulation and re-articulation of the media through changing social and cultural contexts

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**Convergence and intermediality as research approaches**

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<tr>
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<th>Convergence</th>
<th>Intermediality</th>
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<tr>
<td>Basic meaning of the</td>
<td>Coming together and/or similarisation of various media</td>
<td>Relationships between different media</td>
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<td>term</td>
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<td>Academic background</td>
<td>Techno and economic sciences</td>
<td>Humanities, literary and media studies</td>
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<td>Theoretical basis</td>
<td>Communications theory, economics</td>
<td>Textual theory, art theory</td>
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<td>Social context</td>
<td>Information society policies and economies</td>
<td>Changing cultural forms and institutions</td>
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<td>Relation to technology</td>
<td>Techno-orientation and determinism</td>
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<td>Media change</td>
<td>Revolution, breaks</td>
<td>Evolution, continuity</td>
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<td>Media in future</td>
<td>One ‘supermedia’, the concept of medium thus becoming irrelevant</td>
<td>Different media, but their relationships to be re-articulated</td>
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Intermediality as methodology

- The research subject in intermediality approach are articulations/re-articulations of specific media and relationships between various media in particular context
- The intermediality approach pays also attention to continuities (not only to changes) in media: “historical sensitivity”
- Intermediality prefers a methodological triangulation of research materials and methods

Intermediality in education

- Interdisciplinarity (media studies, political sciences, history etc.)
- Media based disciplines (press, television, cinema or Internet studies) are not functional since the most interesting questions and themes in media change are intermedial (Mikko Lehtonen)?
Intermediality and Media Change

- Introduction: Intermediality as a Theory and Methodology (Juha Herkman)
- Part I: About Media and Mediation: Relevance of the Concept of a Medium
  - Media: One or Many? (Mikko Lehtonen)
  - The Concept of Medium in the Digital Era (Arlid Fetveit)
  - The Media – Material for Historical Studies, and a Research Object (Raimo Salokangas)
- Part II: Intermediality in Discourses about Media Change
  - Discursive Transformation of Television and the Paradox of Audiovisualisation (Taisto Hujanen)
  - Intermediality in the Visions of “World Television” in the 1970s: A Cultural Historical Approach (Hannu Salmi)
  - Intermediality in User’s Discourses about Digital Television (Seppo Kangaspunta and Taisto Hujanen)

Part III: Intermedial Analyses of Media Change

- Intermedial Hosting in the Making: A Case from Finnish 1960s Television (Paavo Oinonen)
- Dancing with the Media: Finnish Case Study of Intermedial Strategies in the Media Event (Maiju Kannisto)
- Digital Divergence of Terrestrial Broadcasting Systems in Europe (Marko Ala-Fossi)

Part IV: Change of Media Institutions and Professions: Continuities and Discontinuities

- Professional Journalism: An Intermediary Social Practice (Kauko Pietilä)
- Does the Medium Matter? Network Journalism Meets Professional Practice and Ethics (Eeva Mäntymäki)
- "Notional Public Radio": Intermedial Change in U.S. Public Radio (Alan G. Stavitsky)
Intermediality perspectives in our book

- Media theory (Herkman, Lehtonen, Fetveit)
- Media history (Salokangas, Oinonen, Kannisto, Hujanen, Ala-Fossi, Pietilä)
- Intermediality in rhetoric or discourses (Hujanen, Salmi, Kangaspunta and Hujanen, Ala-Fossi)
- Intermedial practices (Oinonen, Kannisto, Pietilä, Mäntymäki, Stavitsky)