

## **Panel: Intermedial Alternative Media Logics**

*Kristoffer Holt, Department of Media and Journalism and Beate Schirmacher, Department of Film and Literature, LNU Center of Intermedial and Multimodal Studies, Linnaeus University, Sweden*

### **Panel presentation**

As an example of the intricate and paradoxical relationships in the digital hybrid media environment, this panel explores the case of alternative media. While these outlets frequently assert themselves as adversaries to mainstream media's prevailing narratives and operational logics, this panel proposes the "alternative media logic" as a mediatized form of media criticism founded on an explicit intermedial relationship to mainstream media.

The papers presented in the panel will engage with various perspectives of the complex, converging and transmedial specificities of alternative media and its relation to mainstream journalism, social media, and public discourse, aiming to provide a nuanced understanding of the complexities at play in navigating the terrain of alternative versus mainstream media logic. By examining the potential for a distinctive media logic within alternative media, the panel intends to explore the boundaries of media criticism's capacity to influence, shape, and transform the media landscape.

### **Keywords**

Intermediality, Mediatization, Media criticism, Alternative media, Media logic

### **Bio**

**Kristoffer Holt** is professor and research leader at the department of Media and Journalism (MJ) at Linnaeus university, Kalmar, Sweden. His research explores the role of media as a platform for public discourse and democracy. Holt has published extensively and is internationally recognized for his contributions on alternative news media, media criticism, citizen- and participatory media. Holt is also board member of the Sustainable Journalism Partnership (NGO).

**Beate Schirmacher** is associate professor of comparative literature at Linnaeus University, a member of the Linnaeus University Center of Intermedial and Multimodal Studies. She has published on the intermedial relationship of music and literature. Her research interests include the truth claims of media, intermedial approaches to news and journalism, and specifically the narrative strategies of journalism.

© Kristoffer Holt and Beate Schirmacher



ISBN: 978-91-8082-113-1

**ORCID-ID/Websites**

Kristoffer Holt:

ORCID: <https://orcid.org/0000-0003-2017-1117>

Google Scholar: <https://scholar.google.se/citations?user=YSIsrEoAAAAJ&hl=en>

Beate Schirmacher

ORCID: ORCID: <https://orcid.org/0000-0003-2795-7120>

[Beate Schirmacher | lnu.se](https://www.beate-schirmacher.com/)

Researchgate: <https://www.researchgate.net/profile/Beate-Schirmacher-2>