

Curriculum Vitae

Associate Professor Jonas Nygaard Blom
Centre for Journalism
Department of Political Science
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Employments

2013-2023: Associate professor in media language, Centre for Journalism, Department of Political Science and Public Management, SDU.

2009-2013: Assistant professor in media language, Centre for Journalism, Department of Political Science and Public Management, SDU.

2009: Scientific assistant, Centre for journalism, Department of Political Science and Public Management, SDU.

2006-09: PhD student and part of the research project Media Language Now, partially funded by the Radio and TV Board (Radio og tv-nævnet), Centre for Journalism, Institute for Language and Communication, SDU.

Degrees

2009: PhD in linguistics and journalism (thesis - monography: Media Syntax – Syntactic Complexity and Spoken Language on Danish Public Service Stations DR and TV 2).

2006: Master of Arts (magisterkonferens) in Nordic languages (thesis with defense: Felt Analysis and Topological Government).

2002: BA in Danish.

Formal education in teaching methods and supervision

2019: "PhD Supervision Course: Process, Methods and Tools", SDU

2010: "Teacher-Training Programme for Assistant Professors at SDU"

Peer reviewed papers

Heiselberg, L., Blom, J.N. & van Dalen, A. (2022). Automated News Reading in the Neural Age: Audience Reception and Perceived Credibility of a News Broadcast Read by a Neural Voice, *Journalism Studies*, 23:8, 896-914.

Blom, J.N., Rønlev, R., Hansen, K.R. & Ljungdahl, A.K. (2021). The Potentials and Pitfalls of Interactional Speculations by Journalists and Experts in the Media: The Case of Covid-19, *Journalism Studies*, 22:9, 1142-1160.

Blom, J.N. & Ejstrup, M. (2019). Brækning News: En eksperimentel undersøgelse af fejlobservante læses holdninger til ukorrekte og korrekte stavemåder opfattet som stavfejl i nyhedsrubrikker på nettet [BRAKING NEWS: An experimental study of language attitudes towards improper and proper spelling perceived as misspellings in online news headlines], *Nys –Nydanske Sprogstudier*, 57, 9-45.

Blom, J.N., Ejstrup, M. & Hopmann, D.N. (2018). The Effects of Phonetic Reduction on Actual and Perceived Comprehension by News Audiences, *Journalism Studies*, 19:5, 745-763.

Hansen, K.R. & Blom, J.N. (2017). 12-talspigerne i medierne: Rammesætning og stereotypificering af højtpræsterende piger og kvinder i det danske uddannelsessystem [Straight-A girls in the media: The framing and stereotypification of high-performance girls and women in the Danish system of education], *MedieKultur* 63, 102-129.

Blom, J.N., Rathje, M., Jakobsen, B.F., Holsting, A., Hansen, K.R., Svendsen, J.T., Vildhøj, T. & Lindø, A.V. (2017). Linguistic Deviations in the Written Academic Register of Danish University Students, *Oslo Studies in Languages* 9:3, 169-190.

Holsting, A., Svendsen, J.T., Lindø, A.V., Iversen, D.L., Blom, J.N., Rathje, M., Hansen, K.R., Jakobsen, B.F. (2017). "Det første begreb i teksten er ..." En undersøgelse af henvisningsformer i nyindskrevne universitetsstuderendes akademiske opgaver ["The first concept in the text is ..." A study of reference forms in the academic assignments of university freshmen], *RASK – International journal of language and communication*, 46, 21-62.

Blom, J.N. & Hansen, K.R. (2016). Derfor skal du læse denne artikel: Retoriske stiltræk i nyhedsmediernes rubrikker på nettet [This is why you need to read this paper: Rhetorical style in the headlines of online news media], *Rhetorica Scandinavica* 71/72, 72-93.

Blom, J.N. & Hansen, K.R. (2015). Click bait: Forward-reference as lure in online news headlines, *Journal of Pragmatics*, 76, 87-100.

Blom, J.N. & Ejstrup, M. (2015). Hvad eller va? Indholdsgenkendelse af meget bogstavnær og mindre bogstavnær udtale i dansk mediesprog [What or Wat? Recognition of words with distinct and indistinct pronunciation in Danish media language], *Journalistica*, 1, 24-51.

Blom, J.N. (2012). Når værterne trykker den af: En funktional analyse af nyhedsværternes trykbrug i TV Avisen [Stressed out news anchors? A functional analysis of the use of emphatic stress by news anchors in TV Avisen], *NyS – Nydanske Sprogstudier*, 42, 2012, 148-180.

Blom, J.N. & Grunwald, E. (2012). Victory is ours: Reconstruction of victory and spectator exultation in sports reporting, *JOMEC Journal*, 2, 2012, 1-19.

Blom, J.N. (2011). Syntactic Complexity in Danish Radio News, *Nordicom Review*, 32,1, 93-109.

Blom, J.N. (2011). Helt ude af diskurs: Excerptering af læsernes og lytternes diskursforståelse [Out of discourse: Excerptions of discourse comprehension by readers and listeners], *Synsvinkler*, 43, 2011.

Blom, J.N. (2010). "Sagde vores udsendte reporter" – Om efterstillede anførelser i radio og tv ["Our reporter said" – Postpositive specifications of quotations], *MUDS*, 12, 2009, 73-84.

Blom, J.N. (2003). "At forholde sig til forhold": Præpositionelle relationer i dansk [Prepositional relations in Danish], *Synsvinkler*, 29, 74-86.

Funded research projects

2023-2026: Heiselberg, L. (PI), Andersen, A.N., Blom, J.N., Lundtofte, T.E. & de Vreese, C. *SafeChildE: Safeguarding children's democratic agency: Tools to navigate mis- and disinformation on social media*. 4,999,575 kr. from TrygFonden.

2020: Wallberg, F., Blom, J., Heiselberg, L. van Dalen, A., & Kinch-Jensen, A. *Er vi klar til at robotterne læser nyhederne op?* [Are the audience ready for automated news reading?]. Granted: 20,000 kr. (seed money) from University of Southern Denmark.

2018: Albæk, E. (PI), Blom, J., Andersen, K., Ohme, J., Kaarsted, T. *Borgerdrevnen journalistik*. [citizen-driven journalism]. Granted: 70,000 kr. from University of Southern Denmark.

2015: Clemensen, R., van Dalen, A. & Blom, J. *Avisernes politiske holdninger*. [The pollical attitudes of Danish news papers]. Granted: 50,000 kr. (seed money) from University of Southern Denmark.

Textbooks and textbook chapters for teaching

Jacobsen, H.N., Blom, J.N. & Rathje, M.R. (in preparation) *Dansk sprog* [The Danish language], new and revised 2. edition, Gyldendal.

Blom, J.N. (2013) Radio og tv-sproget [Radio and tv language], in: Thomas Thurah & Martin Kristiansen (eds.) *Sproget i de elektroniske medier* [The language of electronic media], Gyldendal.

Blom, J.N. (2014) Analyse af medieindhold i dybden [Media content analysis in depth], in: David Nicolas Hopmann & Morten Skovsgaard (eds.) *Forskningsmetoder i journalistisk og politisk kommunikation*, Hans Reitzels Forlag. [peer-reviewed]

Vliedhart, R., Rimestad, L. & Blom, J.N. (2014) Computerstøttet indholdsanalyse [Computer aided content analysis], in: David Nicolas Hopmann & Morten Skovsgaard (eds.) *Forskningsmetoder i journalistisk og politisk kommunikation*, Hans Reitzels Forlag. [peer-reviewed]

Other papers - research and dissemination (not peer reviewed)

Rathje, M., Schack, J., Blom, J.N. & Bick, Eckhard (submitted) Stavefejl i aviserne. *Nyt fra Sprognævnet*.

Blom, J. (2023) Et skræddersyet kommakursus (submitted). *Nyt fra Sprognævnet*.

Hansen, K.R. & Blom, J.N. (2023) "Journalister må jo heller ikke lyve. Det lærte vi selv i Dansk." Et studie af skoleelevers læsning af falske nyheder på sociale medier. *Viden om Literacy*, 34.

Blom, J.N. & Hansen, K.R. (2020) Falske nyheder i børnehøjde, Nationalt Videnscenter for læsning.

Blom, J.N. (2019) Sådan siger vi det på Fyn. I: *Dialekter i rigt mål*, Modersmål-Selskabet.

Blom, J.N., Ejstrup, M. & Hopmann, D.N. (2017) De fleste forstår mumledansk i medierne, in: C. Grøn (ed.) *Politologisk Årbog 2016-2017*, Hans Reitzel.

Blom, J.N., & Hansen, K.R. (2015) Nyheder fra fremtiden breder sig, *Politologisk årbog 2014-2015*, C. Jensen (ed.), Hans Reitzel.

Blom, J.N. (2010) Public service-dansk skal rumme det hele, in: Erik Nordahl Svendsen (ed.) *Public service - i praksis og i fremtiden*, Ajour.

Encyclopedia articles

Blom, J.N. & Rønlev, R. (2019) Journalistiske informationsgenrer, *Medie- og kommunikationsleksikon*.

Rønlev, R. & Blom, J.N. (2019) Journalistiske opiongenrer, *Medie- og kommunikationsleksikon*.

Blom, J.N. & Rønlev, R. (2019) Featuren, *Medie- og kommunikationsleksikon*.

International research conferences with full paper or abstract and presentation

2021: ICA conference, virtual (abstract with presentation: Heiselberg, L., Blom, J.N. & van Dalen, A.: The Automated News Reader: Exploring the attitudes of listeners to news reading by a neural speech synthesizer).

2018: ECREA, Lugano (abstract with presentation: Hansen, K.R. & Blom, J.N.: Reliable or fake? News media literacy of Danish lower secondary pupils assessing news stories on social media).

2016: Sociolinguistic Symposium, Murcia (abstract with presentation: Hansen, K.R. & Blom, J.N.: Too cool for school: Media frames of 'straight A girls' and the discursive disdain of knowledge in the Danish educational system).

2014: ICA, Seattle (full paper and presentation: Hansen, K.R. and Blom, J.N.: Wondering what the future holds: A testable and replicable approach to coding and identifying future-oriented guesses in journalism).

2014: ECREA, Thessaloniki (abstract with presentation: Blom, J.N. & Hansen, K.R.: Narrative and rhetoric strategies of commercial click journalism).

Editing and peer reviewing

I have been responsible editor for the journal *Journalistica* and peer reviewer for:

- Journal of Communication
- New Media & Society
- Journal of Pragmatics
- Rhetorica Scandinavica
- Journalistica

Appearances in Danish news media

My research and education projects have been mentioned and I have been used as an expert source in national newspapers and public service stations, including:

- Politiken
- Jyllands-Posten
- Kristeligt Dagblad
- Weekend Avisen
- Ekstra Bladet
- dr.dk
- TV 2 Fyn
- P1, P3, P4, P5, Radio4

Memberships of public prize committees

2017-19: DR's language price committee (DR's sprogpriskomite)

Prior and present cooperation with external partners

- DR, The Danish Broadcasting Corporation, and language editor Martin Kristiansen.
- The Danish Language Council (Sprognævnet)

Supervision and teaching

Supervision

2010-23: Supervision of master theses. Typically, between 3-6 theses a year.

2022: Supervision of assistant professor Lene Heiselberg's lecturer training program.

2020-23: Supervision of PhD student Christina Pontoppidan

2018-21: Co-supervision of PhD student Lisa Merete Kristensen

2018: Supervision of assistant professor Rasmus Rønlev's lecturer training program.

Teaching – Master and bachelor courses

2023:

- Media Language A (master level: cand.mag.) – Course responsible and course conductor
- Journalism Practice and Media Language 2 (bachelor level)– Course co-conductor
- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Journalism Practice and Media Language 1 (bachelor level)– Course co-conductor

2022:

- Media Language A (master level: cand.mag.) – Course responsible and course conductor
- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Journalism Practice and Media Language 1 (bachelor level) – Course co-conductor
- Journalism Practice and Media Language 2 (bachelor level) – Course co-conductor
- Master classes (master level: cand.public.) – Course co-conductor

2021:

- Media Language A (master level: cand.mag.) – Course responsible and course conductor
- Media Language B (master level: cand.mag.) – Course responsible and co-course conductor
- Journalism Practice and Media Language 1 (bachelor level) – Course co-conductor
- Language and Rhetoric (master level: cand.public.) – Course responsible & co-course conductor
- Master Classes (master level: cand.public.) – co-course conductor

2020:

- Media language A (master level: cand.mag.) – Course responsible and course conductor
- Media language B (master level: cand.mag.) – Course responsible and co-course conductor
- Journalism Practice and Media Language 1 (bachelor level) – Course co-conductor
- Journalism Practice and Media Language 2 (bachelor level) – Course co-conductor
- Language and Rhetoric (master level: cand.public.) – Course responsible and co-course conductor

2019:

- Media Language A (master level: cand.mag.) – Course responsible and course conductor
- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Journalism Practice and Media Language 1 (bachelor level) – Course co-conductor
- Journalism Practice and Media Language 2 (bachelor level) – Course co-conductor
- Media Language 4 (bachelor level) – Course responsible and co-course conductor
- Language and Rhetoric (master level: cand.public.) – Course responsible and co-course conductor

2018:

- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Journalism Practice and Media Language 1 (bachelor level) – Course co-conductor
- Linguistic and Rhetorical Methods (master level: cand.public.) – Course responsible and co-course conductor

2017:

- Media Language A (master level: cand.mag.) – Course responsible and course conductor
- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Media Language 1 (bachelor level) – Course responsible and co-course conductor
- Media Language 2 (bachelor level) – Course responsible and course conductor
- Media Language 3 (bachelor level) – Course responsible and co-course conductor
- Linguistic and Rhetorical Methods (master level: cand.public.) – Course responsible and co-course conductor

2016:

- Media Language A (master level: cand.mag.) – Course responsible and co-course conductor
- Media Language B (master level: cand.mag.) – Course responsible and course conductor
- Media Language 1 (bachelor level) – Course responsible and co-course conductor
- Media Language 2 (bachelor level) – Course responsible and course conductor
- Media Language 3 (bachelor level) – Course responsible and co-course conductor
- Media Language 5 (master level: cand.public.) – Course responsible and course conductor

2010-15:

During this period, I taught similar courses as in 2016 with some minor variations in periods where colleagues replaced or joined me in teaching the courses.

Workplace courses

In addition to teaching at the university, I have also conducted workplace courses for professional journalists and editors:
2014: Digital formidling: Skriv godt på nettet. [Efficient writing on the web]. Conducted at Berlingske Media for online journalists and editors.

2013: Korrekt og kreativt sprog på nettet. [Proper and creative writing on the web]. Conducted at DR for online journalists and editors.

Development of online courses and materials

2021-2023: Kommakurset.dk - Chief developer.

2018-23: Fremtidens uddannelser [Future studies] at the Department for Political Science and Public Management – productions of digital ‘nanos’ (i.e., customizable podcasts and videos in short formats) and adaptive online courses.

Public courses

2011: Skriv godt i stort og småt [Efficient Writing] at Folkeuniversitetet (an institution organizing non-degree university lectures for the general public).

2010: Sproget i medierne [Media Language] at Danish high schools.

Memberships of censor corps

2014-23: Member of the Danish censor corps for journalism educations.

2017-21: Member of the Danish censor corps for university educations in Danish language.

2017-21: Member of the Danish censor corps for speech and language pathology and language psychology.

Teaching awards and nominations

2020: Nominated by SDU as candidate for the Teaching Prize for all Danish universities, awarded by the Ministry of Higher Education and Science.

2018: Awarded Teacher of the year at the University of Southern Denmark

2018: Awarded Teacher of the year at the Faculty of Business and Social Sciences, SDU

Management

2010-23: Main responsible for the research and teaching unit Media Language and Rhetoric at Centre for Journalism.

Membership of educational taskforces and committees

2020: Member of the taskforce for sustainable, future-oriented and innovative teaching and evaluation methods at the Faculty of Business and Social Sciences, University of Southern Denmark.

2018: Member of the educational task force on teaching competence profile for staff members at the University of Southern Denmark.

2011-16: International coordinator in the Nordic Cooperation Committee for Journalism Study Programmes (den Nordiske Samarbejdskomité for journalistuddannelser).

Organizer of teaching seminars

2014: Member of the planning committee for NORDJOUR, Nordic Conference for Journalism Teachers, Háskóli Íslands, Reykjavik.

2008-11: Co-organizer of annual language seminars in the collaboration between the Danish journalist study programmes.