

## Curriculum Vitae

Associate Professor Jonas Nygaard Blom  
Centre for Journalism  
Department of Political Science  
blom@journalism.sdu.dk

### 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: Excerpteringer 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]

Vliedehart, 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 sprogriskomite)

### **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.