

Abstracts

The Going onto the Stock Exchange of KPN in the Press: An Analysis

Jan A. de Ridder and Herman J. Bos

In case of big companies, sensitive to publicity, the analysis of news is important to get a clear insight into the process of image building. The computer programme CETA is a tool for content analysis. CETA transposes texts into a set of connected assertions which forms a discourse network. After coding a text by using CETA a lot of interesting questions about the content of the news can be answered. In this article we report on a research we did for the Dutch post- and telecommunication company KPN. In that research we reconstructed the image of KPN based on the positive and negative news. We also paid attention to the relationship between interventions and news. In this article we want to show the benefits and the possibilities for image building research of analysing news with CETA.

Key words: content analysis, image building, image building research, computer-aided evaluative text analysis

Popmusic and Society: A Study of the Social Meaning of Popular Music

Wim De Rynck

This text deals with the social meaning of popular music. Based on the theory of the public sphere, it tries to show the role and functions of popular music in the system and lifeworld and public and private level of the 'societal grid'. The article gives an overview of the research on popular music. It is pointed out that popular music can only be known by looking at all levels of society at the same time. Moreover it is argued that in order to derive the true meaning of pop in society, there is a need for further research into music in small countries and cultures, textual analysis of music and especially into reception research on popular music. All three directions of research contribute to a better understanding of the processes of signification in the reception of pop and should therefore be encouraged.

Key words: popular music, public sphere, text analysis, qualitative audience research

The Cinema of Zhang Yimou or an Attempt at a Cross-Cultural Filmanalysis

Rebecca Tanghe

In this article we try to explain the problems involved in a cross-cultural analysis of the Chinese 'fifth-generation' films. Our point of departure is the cinema of Zhang Yimou.

First, we see that the reception of Zhang Yimou's films in China is totally different from the reception in Europe: while we consider the films to be beautiful and oriental, the Chinese see them as controversial and equivocal. Next, trying to find the source of this difference, we look for links in the 'cultural intertext' of the cinema: the symbols and images used in the Chinese culture and traditions which often remain hidden for a western audience. Zhang uses this intertext, transforms and contaminates the symbols and the images so that their meaning changes or is critically examined. In this way, he questions the traditions, the history and the customs of the Chinese people and it is in this manner that he tries to find the source of - what he calls - 'the pathologic side of the Chinese system'.

Key words: Zhang Yimou, Chinese cinema, Fifth Generation, film analysis, cross-cultural analysis