



E-ISSN: 2708-4469  
P-ISSN: 2708-4450  
IJAMCJ 2021; 2(2): 16-20  
© 2021 IJAMCJ  
[www.masscomjournal.com](http://www.masscomjournal.com)  
Received: 20-05-2021  
Accepted: 25-06-2021

**Phuong VI Thi**  
Department of Political  
Science, Niger Delta  
University, Nigeria

## Intersectional analysis of media representation of immigrants in Norway: The case of “The local (Norway edition)” online newspaper

**Phuong VI Thi**

### Abstract

This reflection considers the requirement for reporting schools to all the more strongly instruct abilities that can't be reproduced by simulated intelligence or 5G. Decisive reasoning and composing are instances of Non-curation abilities and they might should be shown more since they can't be impersonated by artificial intelligence. Curation abilities include acquiring from different sources, which incorporate human and computerized stages. It very well may be judicious to show curation abilities as an instrument that is intended to stringently uphold non-curation news-casting abilities - which are told exclusively by a human. The most dependable news coverage occupations will be those which can't be reproduced by simulated intelligence.

**Keywords:** Media representation, immigrants, Norway

### Introduction

Given the dynamism and complication of social cooperation, media will almost certainly be unable to cover everything that occurs in the human sphere <sup>[1]</sup>. On this basis, one could argue that media messages are, by definition, reintroductions of selected real variables <sup>[2]</sup>. Furthermore, by choosing genuine factors, it would imply that the real aspects of/about individuals or objects handled in the media are most likely delineated and developed by media individuals' notions of real elements <sup>[3, 4]</sup>. Real factors of diverse issues of media dialogues, such as things, people, and gatherings, would be treated with in a distinctive (determined or contrary) and even distorted manner <sup>[1]</sup>. Of which, settlers (for the most part arranged as "others" by various entertainers) and their issues may be among the ordinary areas of conversation to show the operations of media portrayal. Similarly, the topic of this paper underlines on the investigation of media portrayal of outsiders. In any case, here, practices of media portrayal are investigated alongside the ideas of multifacetedness. The essayist trusts the issue of portrayal as well as development of personalities of "others" would not entirely set in stone by a solitary reference point <sup>[5, 6]</sup>. There would prefer to be integration(s) of absolute qualities that media intentionally or unwittingly use while determining otherness. The motivation behind this paper is subsequently to comprehend the interconnection of various variables in regards to media portrayal of settlers in Norway in view of chosen news and component articles from the web-based paper entitled *The Neighborhood: Norway* (version). As far as association, the paper has three sections. The initial segment presents the fundamental logical ideas - media portrayal and diversity - to manage the pith of the conversation. The second piece of the paper examines the examination question(s) and the technique used to respond to them. The third piece of the paper manages basic investigation of how media portrayals of migrants are imbued with various viewpoints or convergence of (character) encapsulations. At last, the end features the subject of the paper by incorporating summed up focuses from the conversations.

### Review of Literature

According to Stuart Lobby, portrayal is defined as "using words to offer something important about, or to confront, the world decisively, to others" <sup>[7]</sup>. This definition of depiction contains a socio-mental component that emphasises the merging of culture and language in discussions about what connects people to social environments <sup>[7]</sup>. It naturally leads to the concept of the social portrayal theory. According to the social portrayal theory, portrayals "are always associated with social, social, or potentially symbolic articles [;]

**Correspondence**  
**Phuong VI Thi**  
Department of Political  
Science, Niger Delta  
University, Nigeria

because are representations of something" [8]. On this premise, one can investigate "how the media naturalises social reasoning and develops aggregate perception" if we adapt this theory to the media situation (On the same page). In this vein, media representation refers to the interaction and demonstration of portraying a certain thinking, subject, persons, or objects in a particular worth perspective [3]. As a result, it's reasonable to conclude that media, in various ways, do not immediately present us with the entirety of "reality." They instead create their own "world/real variables" based on certain viewpoints or belief systems [4-9]. As a result, "portraits rely on institutions, norms, and displays, as well as established rules of understanding for their contents" (Said, p. 22). According to Moscovici, depictions "conventionalize goods, persons, and circumstances" by presenting them as "specific and common perspectives" [8]. On this premise, media portrayal would include power - the force of media establishments to decide substance and "gatherings who use power in a general public to impact what gets addressed through the media" [10]. Also, to set this multitude of angles in motion, portrayal utilizes systems, for example, mooring and typifying. Securing - with so much instruments as naming, enthusiastic mooring and topical securing - as per Höijer, alludes to an activity of making the "obscure known. In total, media portrayal of various issues and individuals considerably directed by the previously mentioned components to inject messages into diverse social fields, and convert the associated with management they construct into socially real factors [3]. "Frameworks of depictions that successfully favour some interests and people over others" are created by the media (On the same page, p. 11). Paper material, for example, gives the mysterious to its perusers in clear terms, as Lippmann argues; they support and disprove the "reality" they show [12]. The confluence of numerous variables would result in the formation of genuine elements by the media in the process. The following sub-subject presents how multifacetedness of characters/exemplifications works in the field of media portrayal. Multifacetedness As referenced in the past sub-subject, media don't present to us direct insight of "real factors". Quite a bit of what we are familiar our environmental elements as well as friendly truths is accepted to be impacted by the manners in which media develop and address them. What's more such portrayals, one can contend, would be the results of convergence of variables/classifications. Individuals as subjects of media portrayal can be related to various marks/classifications - like orientation, district, identity, religion, skin tone, aggregate, training status, capacity, race, nationality, age/age, financial class, physiology, language, sex, relocation status, and so forth This large number of make us who we are meeting "multiplicatively or in combination not additively" [6]. On the basis of chosen categorizations. Despite the fact that the concept of multifacetedness has a long history, dating back to the late 1960s and early 1970s in issues such as women's rights, communism, and post-frontier women's liberation [5], the phrase "was initiated in 1989 by American basic valid race research scientist Kimberlé Williams Crenshaw... "[13]. "A hypothesis to study whether friendly and social categories intertwine" [5] is how diversity is defined. Similarly, one of the basics of interconnectedness, according to Hankivsky, is that "lived truths are sculpted by multiple factors and social aspects functioning together; living souls cannot be understood by

examining single categories, such as orientation, race, and socioeconomic position" [13]. In like manner, to plainly comprehend the acts of media portrayal of various subjects, "the connections between orientation, race, identity, incapacity, sexuality, class, ethnicity [and other categories]" ought to be analyzed [5] on different levels [6]. For the most part talking, as Knudsen suitably states diversity is utilized to investigate "social and social orders inside various talks" [5]. Accordingly, in light of this quintessence of the term the review attempts to inspect how media subtly various characters/classifications of individuals, submits and different subjects in request to address or portray them (for example individuals, things and other news subjects) by means of their texts. In particular, the basic perspective on interconnection "on turning into the "other" in a regularizing setting inside an overall Western culture" (In the same place), would assist with investigating portrayals of outsiders and additionally their issues by various (western) media in a multi-faceted way.

### Research Question(s) and Method

In view of the previously mentioned insightful ideas, consequently, the concentrate essentially tries to address the accompanying between related exploration question(s): RQ: How are migrants in Norway addressed in the internet based paper called The Nearby, Norway (version)? Correspondingly, how does the medium incorporate classes like, religion, societal position, monetary status, and so forth to depict settlers? To address these between related question(s), the review utilizes subjective substance examination (of the tested news and element articles). Among the various sorts of subjective substance examination, it utilizes coordinated substance investigation; As a result, the above-mentioned perceptive thoughts aid in the focus of research questions and the selection of examination themes or classifications [14]. Size of the test, the method of examination, and the degree of difficulty Due to the limited number of words allotted to this work, the evaluation only looks into 3 bits (two news stories and one "how-to" highlight article). The two news pieces were picked from the investigated internet-based paper's news releases from January and April of 2016. On May 16, 2016, the "how-to" included article chosen for this study was also distributed. The articles are picked with care for their content and timeliness. Content-wise, all articles were picked because they directly or indirectly address the topic of immigrants. As far as timing, the essayist intentionally chooses articles distributed in this first 50% of 2016, for the explanation that he wants to comprehend the acts of media portrayals of settlers (in Norway) in the midst of the "extraordinary" expansion in movement lately. Finally, it's important to clarify that the word "outsider" in this study refers to the definition of "relocation" as defined by the Group Term for Movement (IOM). The International Organization for Migration defines relocation as "an transaction in which non-nationals migrate into a nation with the purpose of settling" [15]. As a result, outsiders in this study refer to nonnationals who relocate to a faraway country (in this case, Norway) to live permanently. Investigation The author gives a fundamental assessment of foreigner depiction in the chosen media at this stage.

### Investigation and Conversation

The three articles inspected for the review are broke down

in three unique subjects. Essentialising classifications, voicing the strong and questioning portrayal As referenced somewhere else above, media portrayal includes the development of real factors based on various variables/classes. Likewise, when we talk about media portrayals of settlers we can make reference to various naming measures, for example, strict affiliations, identity, financial status and others that media would use to essentialize their subjects of conversations. The consequence of such portrayal would be the development of real factors that repeat the presence of questioning gatherings. Also the interaction can be taken as questioning portrayal. Similarly, a percentage of the content of *The Neighbors* - an online newspaper - is crammed with this kind of representation. The *Nearby* wrote a piece titled "Muslim flood brings concerns," based on a report from Norway's security agency regarding Muslim migrants. It is possible to locate practical uses of a section of the main components of essentialised systems, the inclination of speaking the powerful and questioning depictions, in this news article. Essentially, the piece is replete with quotes from Marie Benedicte Bjrnland, the head of the Norwegian Police Security Administration, who is at the centre of the narrative (PST). Thus, the essayist accepts, however, it isn't adequately investigated with the places of the author, as long as the paper chooses to dispatch the message, it is expected that the essence of the article significantly mirrors the stand of the paper. Subsequently, this without anyone else shows the blessing this web-based paper stretches out for the strong to set the plan in regards to (Muslim) migrants. Besides, in view of significant determinations of statements from its source, the article presents Muslim workers as totally unrelated gatherings to the overall population. For example, the article expresses that the head of PST "cautioned ... of the "lamentable" outcomes that accompany enormous quantities of exiles and transients from Muslim nations" <sup>[16]</sup>. In this assertion, workers from Muslim nations are addressed with the feeling that they are threatening to different gatherings in the nation, consequently, professed to be wellsprings of various "lamentable" outcomes. Also this can be named as questioning portrayal <sup>[8]</sup>. In this sense Muslim settlers are enemies to the remainder of various gatherings in the objective country. Accordingly, the portrayal of outsiders from Muslim nations figured as "others" since they are outsiders as well as in light of the fact that their personality is essentialized as Muslims, thus, they are obviously wellsprings of fanatic conditions. Alluding to the head of PST, the paper, moreover expresses that "huge quantities of outsiders can prompt brutal conflicts and the development of extreme right fanatic gatherings" <sup>[16]</sup>. By specifically introducing these expressions of the source, the article attempts to externalize the provokes of migration to the nation - by transforming the deluge of migrants into substantial real factors - like radicalism and savage conflicts. At the appropriate time, as the primary subjects of the article, Muslim settlers are addressed with crossing point of essentializing classifications, for example as hazardous gathering of outsiders, as outsiders, and as Muslims (subsequently setting off factors for the making of equal social orders). Subsequently, the multifacetedness of these different essentializing classes, in some way, encapsulate migrants from Muslim nations as a sub-bunch in a course of struggles with others, hence, it may outline/develop the

manners by which perusers ought to see them. Taking everything into account, these are among the essential methods of portrayals of "others". On the off chance that we talk about more profoundly, in any case, we have other normal ways by which media build implications to their perusers/crowds. Of which the utilization of various articulations and phrasings is worth to specify. Appropriately, the resulting part manages talk examination of one more article to show the diverse idea of media portrayal. Talking to affirm/legitimize sees about foreigners As per Holdcroft, Saussure expresses "language is an arrangement of signs" <sup>[17]</sup> in which implications are developed and addressed with. Likewise Lobby suitably expresses that "portrayal is the development of the importance of ... ideas to us through language". Simultaneously, assuming we stretch out this line of contention to this conversation, one can observe numerous comparative cases that *The Neighborhood* appropriating articulations/terms to create implications about real factors it addresses and to affirm/legitimize them to its perusers. Assuming we continue to the case, for example, on the sixteenth of May, 2016, *The Nearby* distributes (a how-to highlight) under the feature: "How to observe May seventeenth, Norway's Public Day". The aim of the article is to give an overall rule to outsiders how to join the festival without feeling prohibition. However, a portion of the terms and their implications would prefer to help and affirm otherness to remember outsiders like foreigners. In clarifying the overall field of the festival to outsiders, for example, the paper composes "... it's not difficult to presume that new settlers to the nation are simply hesitantly welcome to the party". This assertion, in numerous ways, fuels the opinion of otherness of the workers to the country overall and to the festival specifically rather than assisting them with feeling they are important for the general public. This is on the grounds that, basically, for utilizing the expression "later" it addresses/names migrants as outsiders concerning local Norwegians, yet the otherness of "later" settlers is in a roundabout way contrasted and workers that somewhat stay long in the country. Thus, it very well may be feasible to contend that the paper means to involve this word to affirm the presence of dichotomous standpoints from people in general towards outsiders seeing them as late comers and migrants that moderately stay long. Evidently, the expression "hesitantly" shows the new settlers are bunches that are welcome to the festival coldly. In this way, grounded on the two conditions - "hesitantly" and "later" - the paper attempts to inject the discernment that as they are immersed with deluge of outsiders for a long time, Norwegians are becoming unwelcoming to the people who came of late. Subsequently, from this it is feasible to comprehend that the ways and settings wherein media use words and articulations can shape the way in which crowds see real factors. In a similar article, *The Neighborhood*, moreover, expresses "Norwegians love the odd non-ethnic Norwegian child in the kids' motorcades..." <sup>[18]</sup>. In this assertion, as well, the paper attempts to affirm the "otherness" of non-ethnic Norwegian children by marking them as "odd". Furthermore this talk of marking/naming can be taken as a legislative issues of media portrayal which is known as naming that includes making the "obscure known by bringing it into a notable" <sup>[8]</sup> peculiarity or setting. For this situation - connecting the beforehand obscure name of non-ethnic Norwegian children - "odd" - to the notable

event - the May seventeenth Festival could affirm the "non-Norwegianess" of the outsider children. Consequently, for utilizing this articulation, the paper attempts to create the importance of non-Norwegianess in the personalities of its perusers. In total, from the previously mentioned cases we can perceive that the portrayal of migrants is planned based on the convergence of talks to develop their characters/real factors. Hence, this shows that media portrayal is a complicated crossing point of various elements which include socio-social and other significant exemplifications (Berger and Luckmann) inside various talks. Multifacetedness of topical mooring, belief system and portrayal in antinomies As per Hoijer portrayal can happen at topical levels by utilizing fundamental classes of significance or antinomies. Above all, Hoijer states that topical portrayal would be shown based on "good judgment thinking or underestimated thoughts in a general public ... [such as a majority rules system, basic freedoms and equality]" <sup>[8]</sup>. Essentially, in view of an examination report on settlers' coordination, The Neighborhood composed an article named "Norway "best in Scandinavia" at joining. Under this feature, The Neighborhood reports that "Norway beats Denmark and Sweden as well as a progression of other EU nations on figures for outsider training, business and pay" <sup>[19]</sup>. In this assertion one can pinpoint the utilization of topical mooring/portrayal based on underestimated discernments towards the country, for example, significant financial improvements nuanced with philosophical points. Consequently, the issue of portrayal in this article progresses past telling the substantial states of the settlers to the activity of celebrating the country for its exhibitions in the mix processes. Along these lines, the philosophical embodiment of topical portrayal happens by utilizing aberrant instruments of showing the country's great financial presentation expressing that "migrants in Norway ... acquire more than their Scandinavian partners ... "; (as per the aim of this assertion), exclusively in view of the overall higher wages in the nation <sup>[19]</sup>. Not additionally due to extensive endeavors of the settlers. Consequently, this assertion while praising the country for its accomplishments, it sidelined the endeavors of the outsiders. On top of the above talked about topical portrayal, as Markova <sup>[8]</sup> states, sense making in correspondence inside the field of social portrayal would likewise be established on the quintessence of making differentiations (among thoughts, individuals, objectives, issues, etc), thinking in resistance, polarities or potentially antinomies (like we/them, trust/dread and other dualistic portrayals). For example, The Neighborhood reports "... 37% of workers in Norway are in advanced education - the most elevated level in Scandinavia ... ". The proportion of advancement in this claim does not address if this rate was adequate in relation to the number of expatriates in the nation. It focuses on the flimsy origins of representation between "us" and "them" - as this study reveals, Norway is doing well in integrating migrants not through the net presentation of meeting outsiders' expectations, but by simply displaying progress in stats over the rest of Scandinavia. Furthermore, in an antinomy representation, the media would simultaneously portray trust and dread. According to a similar survey by The Neighborhood, Norway employs more employees than Denmark, Sweden, or many other European countries. This clearly demonstrates that immigration should be expected. At same time, the study casts doubt on the outcome. Along these

lines, this shows the portrayal of trust and dread at the same time. Taking everything into account, the conversation under this sub-point attempts to show that media portrayal considerably established on various exemplifying instruments of issues/subjects.

### Conclusion

The storey that is broken down underneath this sub-point, for instance, is introduced by the chosen medium, which is built in light of a mix of portrayal methods - such as the combination of metaphysical presentation of outsiders' status, topical glorification, and toughening of Norway's viability in the movement mix. As a result, this demonstrates that, even within a single tale, media may accurately depict genuine issues from multiple perspectives. Furthermore, the writer acknowledges that it is the combining character of many real-world aspects that engage media to influence their audiences. End This article attempts to explore how immigrants (staying in Norway) or maybe their difficulties are treated in The Neighborhood, an internet-based publication (Norway release). By talking about the essential precepts of media portrayal and the ideas of interconnection, the paper attempted to show how media portrayal is a perplexing cycle and an end result of convergences of various classificatory and embodying, (for example, generalizing) systems. Bury alia, as the examination (in light of the inspected articles) shows, the otherness of foreigners is introduced overstatedly or characteristically. In certain examples, migrants are depicted with phrases like "odd nonethnic Norwegians"; while the individuals who as of late shown up are additionally epitomized as gatherings aloofly welcomed by individuals. Foreigners from Muslim nations, especially, are quickly summed up as a sub-bunch that will be faulted for the ascent of equal gatherings in the facilitating country. In addition, when there are "positive" stories in regards to the workers, for example, their incorporation with the standard culture, it is just the viability of the nation is intensified. This, somehow or another, demonstrates the governmental issues of media portrayal which can be taken as partiality towards the strong. In aggregate, as the examination uncovers, to cover issues about settlers in Norway, The Neighborhood, utilizes crossing point of marking values. The examined articles show this internet based paper built real factors with respect to migrants by utilizing instruments, for example, topical mooring, talk of generalizing and questioning portrayals. Thus, it very well may be feasible to presume that this internet based paper would be taken as an illustration to comment how media develop "real factors" in accordance with specific viewpoints or belief systems; and to see how real factors portrayed in the media request crossing point of logical classifications to appreciate the messages as plainly as could be expected.

### References

1. Luhmann N, Cross K. The Reality of Mass Media. California: Stanford University Press, 2000.
2. Shoemaker PJ, Reese SD. Mediating the Message: Theories of Influences on Mass Media Content. USA: Longman Publishers, 1996.
3. Howarth C. Representations, Identity and Resistance in Communication. LSE Research Online, 2011.
4. Hall S. The Discovery of Ideology: Return of the Repressed in Media Studies. Society and the Media,

- 1982, 56-90.
5. Knudsen SV. Intersectionality - A Theoretical Inspiration in the Analysis of Minority Cultures and Identities in Textbooks, 2006.
  6. Lanehart SL. Diversity and Intersectionality, 2009.
  7. Hall S. Representation: Cultural Representations and Signifying Practices. London: SAGE Publications Ltd, 1997.
  8. HÖijer B. Social Representations Theory: A New Theory for Media Research. Nordicom Review. 2011;32:3-16.
  9. Hsieh H, Shannon SE. Three Approaches to Qualitative Content Analysis. Qualitative Health Research. 2005;15:1277-1288.
  10. Key Migration Terms. International Organization for Migration, 2015.
  11. The Local. Norway security agency: Muslim influx brings problems, 2016.
  12. Holdcroft D. Saussure: Signs, Systems, and Arbitrariness. New York: Cambridge University Press, 1991.
  13. The Local. How to celebrate May 17th, Norway's National Day, 2016.
  14. The Local. Norway 'best in Scandinavia' at integration: Report, 2016.
  15. Siapera E. Cultural Diversity and Global Media: The Mediation of Differences. UK: Wiley-Blackwell, 2010.
  16. Jhally S. Stuart Hall: Representation and the Media. Media Education Foundation Transcript, 1997.
  17. Ben-Asher S. Hegemonic, Emancipated and Polemic Social Representations: Parental Dialogue Regarding Israeli Naval Commandos Training in Polluted Water, 2003.
  18. Sundin E. The Role of Media Content in Everyday Life: To Confirm the Nearby World and to Shape the World beyond Our Reach, 2015.
  19. Hankivsky O. Intersectionality 101. The Institute of Intersectionality Research and Policy, 2014.