

Helena Brezinova¹

¹Charles University, Prague

Scandinavian stereotypes in the Czech reception of Scandinavian art

Bakgrund/Frågeställning

Before the age of mass media and mass travel (including tourism), cultural stereotypes were formed and communicated predominantly by means of literature and other written sources (Fischer 1987). Nowadays, people travel extensively; they can get direct information from radio, television, and social media, yet stereotypes still seem to prevail. The general Czech contemporary notion of Scandinavian societies comes to the fore in the reviews of translated Scandinavian literature and of Scandinavian (or Nordic) films, written by professionals and published in the edited press or the largely unedited social media. In these reviews, one can discern certain paradigms that doubtlessly amount to stereotypes. As Joep Leersen (2021) has cogently argued, “the cultural history of ideas, unlike the social history of events, is cumulative rather than successive” and therefore “the Beatles do not abolish Bach, nor does the recent ‘sociopathic murderer’ ethnotype of ‘nordic noir’ crime thrillers abolish the earlier Scandinavian ethnotypes of serene reasonableness (IKEA, Astrid Lindgren) or anguished moralism (Ingmar Bergman).”

In this paper I will present a qualitative discourse analysis of Scandinavian stereotypes in the Czech reception of the Scandinavian arts, especially literature, TV series and movies, taking into account the intertextual and contextual aspects of the Scandinavian imagotypes and ethnotypes occurring in reviews and paratexts in Czech mass media.

Metod och Resultat

Konklusion