

Lost in translation? Transfers of popular culture (to Norway)

Popular culture crossed national borders and was adapted to local contexts of production and consumption. One example is association football, which by the time of its global export in the late 19th century had become a working-class sport in Britain, its country of origin, while it was often adopted abroad first by middle-class cosmopolitans. Another case in point is movies that were dubbed and edited and subsequently acquired new meanings. Students who embark on a project in this field are encouraged to explore the transfer of culture in depth by trying to reconstruct the perspective of decision makers who select foreign content and adapt it in view to local audiences. A great number of studies on “cultural Americanisation”, among them Victoria de Grazia’s “Irresistible Empire” (2006) and Karl Miller’s “Segregating Sound” (2010), would offer inspiration for a viable research project. The “Norsk Jazzarkiv”, now hosted by Nasjonalbiblioteket in Oslo, may offer relevant and readily accessible sources for a project that studies the import of jazz to Norway, for example. Extensive records of Oslo’s communal cinema administration, held at Oslo Byarkivet, could be used for an “oppgave” on foreign films in Norway’s capital.

Theses may be written in English or Norwegian, and local projects making use of Norwegian sources are strongly encouraged.