

Contents

<i>List of Figures and Tables</i>	<i>vii</i>
<i>List of Contributors</i>	<i>ix</i>
<i>Series Preface</i>	<i>xiii</i>
<i>Series Acknowledgements</i>	<i>xv</i>
<i>Acknowledgements</i>	<i>xvii</i>
1 A Communicative Perspective on the Formation of the North: Contexts, Channels and Concepts <i>Jonas Harvard and Peter Stadius</i>	1
2 Nordic Media Systems 1850–1950: Myths, Mixtures and Metamorphoses <i>Lars Nord</i>	25
3 Connecting the Nordic Region: The Electric Telegraph and the European News Market <i>Jonas Harvard</i>	47
4 Media Scandinavianism: Media Events and the Historical Legacy of Pan-Scandinavianism <i>Jonas Harvard and Magdalena Hillström</i>	75
5 Nordic Solidarity in Print: The Nordens Frihet Association and its Magazine, 1939–45 <i>Tora Byström</i>	99
6 Expressions of Pan-Scandinavian Sentiments in the Magazine <i>Fram</i> among Scandinavian Migrants in South Africa, 1914–54 <i>Erlend Eidsvik</i>	121
7 ‘One Valhalla of the Free’: Scandinavia, Britain and Northern Identity in the Mid-Nineteenth Century <i>Andrew G. Newby</i>	147

8	Selling the Sami: Nordic Stereotypes and Participatory Media in Georgian Britain <i>Linda Andersson Burnett</i>	171
9	The Valkyrie in a Bikini: The Nordic Woman as Progressive Media Icon in Spain, 1891–1975 <i>Elena Lindholm Narváez</i>	197
10	Unity Exposed: The Scandinavia Pavilions at the World Exhibitions in 1967 and 1970 <i>Nikolas Glover</i>	219
11	Happy Countries: Appraisals of Interwar Nordic Societies <i>Peter Stadius</i>	241
12	A Swedish <i>Norden</i> or a Nordic Sweden? Image Politics in the West during the Cold War <i>Carl Marklund</i>	263
13	Constructing a Nordic Community in the Polish Press – Past and Present <i>Kazimierz Musiał and Maja Chacińska</i>	289
14	Conclusion: Mediating the Nordic Brand – History Recycled <i>Jonas Harvard and Peter Stadius</i>	319
	<i>Index</i>	333