



Investigating Potential Possibilities and Barriers if Incorporating the Dietary Guidelines in Madmagasinet Bitz and Frisk.

- An Investigating Assessed Through Content Analyses and Interviews

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Abstract

The present master thesis concerns the investigation of the possibilities and barriers if integrating the Danish Food Administration's Booklet *De Ti Kostråd* in DR's Madmagasinet Bitz and Frisk. The aim was to explore, if the joint forces of these two communicative institutions could collaborate on promoting health and food quality, through conveying the dietary guidelines in television. The theoretical framework consisted of theories on campaign strategies and television communication methods, a societal perspective of modernity and its consequences, as well as perspectives on how the previous communicative materials have been expressed from Danmarks Radio and the dietary guidelines.

The investigation consisted of four studies, two semi-structures interviews and two content analyses. The interviews were *Study 1 - interview with Gitte Gross* and *study 2 - interview with Trine Grønlund and Stine Skriver*. The interviews were carried out, in order to examine if two representatives from the two institutions and a third party saw possibilities and/or barriers in a potential collaboration and within their communications methods.

The content analyses consisted of *study 3 - content analysis of the sample Madmagasinet Bitz and Frisk* and *study 4 - content analysis of the sample the booklet De Ti Kostråd*. The aim was to examine the communicative methods and strategies used in Madmagasinet Bitz and Frisk and the Danish Food Administration respectively, and how their discourses on health and food quality were expressed in their communication materials.

The key findings in the interviews were that the two representatives from Madmagasinet Bitz and Frisk and the Danish Food Administration and our third party saw barriers and possibilities in a potential collaboration. The barriers were the differences in the two institutions' communication methods and preconception of each other. The possibilities were that Danmarks Radio could use the Danish Food Administration in relevant context, and that television could be a tool to communicate complex messages to the general public.

The key findings in the two content analyses were that similarities occurred in Danmarks Radio and the Danish Food Administration's health and food discourses. Danmarks Radio and the Danish Food Administration's communication methods differed, because the target group and the channels communicated through are different.

It was concluded that there are possibilities in incorporating the dietary guidelines in Madmagasinet Bitz and Frisk, because the discourses show similarities in what the Danish Food Administration and Madmagasinet Bitz and Frisk's messages are. Barriers were

concluded as being the two institutions' communication forms, methods, and preconceptions of each other. The communication strategies were similar, in the use of references to other authorities and experts, and the use of logos to appeal to the receiver. In addition to this, the television medium's force in evoking immediate emotions through framing, could be used to appeal to the target group, alongside appealing to the receiver's intellect and reason on why to live healthy.



Table of content

1. Introduction	7
1.1. <i>The aim of the study</i>	8
1.2. <i>The methodological approach when investigating the aim</i>	9
2. Clarification of central terms	10
2.1. <i>Discourses</i>	10
2.2. <i>Communication strategy</i>	11
2.3. <i>The receiver</i>	11
2.4. <i>The dietary guidelines and the dietary recommendations</i>	11
2.5. <i>DR public service</i>	11
2.6. <i>Framing a message</i>	12
2.7. <i>Formative form</i>	12
2.8. <i>Summative form</i>	12
3. Development of the dietary guidelines and DR before 2014	12
3.1. <i>DR programmes and the dietary guidelines in the 90's</i>	13
3.2. <i>DR programmes and the dietary guidelines in the 00's</i>	15
3.3. <i>DR programmes and De Ti Kostråd today</i>	17
4. Theoretical framework	18
4.1. <i>Modernity and the sharing of information through medias</i>	18
4.2. <i>Campaigns and communication</i>	20
4.2.1. <i>Visual communication through colours, objects and images</i>	24
4.3. <i>The television medium, its characteristics and communication elements</i>	26
4.3.1. <i>Television medium and its characteristics</i>	26
4.3.2. <i>Television programmes and communication.</i>	28
4.3.3. <i>Actantial model as a mean for drawing out a premise of a television programmes</i>	29
4.3.4. <i>Narrator role in factual programmes in television</i>	30
4.3.5. <i>The Hollywood model as a mean of illustrating the tension development</i>	31
4.4. <i>Logos, ethos and pathos and appealing to the receiver.</i>	32
5. Philosophy of science and methodological approach	34
5.1. <i>Philosophy of science</i>	34
5.2. <i>Methodology design and data collection with the use of interviews</i>	37
5.3. <i>Methodology design and data collection with the use of content analysis</i>	41
6. Result and analysis	46
6.1. <i>Study 1 - Interview with Gitte Gross</i>	46
6.2. <i>Study 2 - Interview with Trine Grønlund and Stine Skriver</i>	50
6.3. <i>Study 3 Content analysis of television programmes and DR's health discourses</i>	58
6.3.1. <i>Discourses on food quality and health in Madmagasinet Bitz and Frisk</i>	60
6.3.2. <i>Investigation methods used to communicate and frame the content of Madmagasinet Bitz and Frisk.</i>	62
6.3.3. <i>The relationship between actants in Madmagasinet Bitz and Frisk, when framing the content.</i>	66
6.3.4. <i>The structural composition of Madmagasinet Bitz and Frisk</i>	69
6.4. <i>Study 4 Content analysis of dietary guidelines and the Danish Food Administration's health discourses</i>	73
6.4.1. <i>Wording and visual presentation through colours, objects and images</i>	76
7. Discussion	80
9. Conclusion	100



10. Perspectives	103
References	105
Appendix 1 Gitte Gross Interview Guide	110
Appendix 2 Transcription of interview with Gitte Gross	112
Appendix 3 Trine Grønlund Interview Guide	120
Appendix 4 Stine Skriver Interview Guide	121
Appendix 5 Transcription of Interview with Trine Grønlund	122
Appendix 6 Transcription of Interview with Stine Skriver	131
Appendix 7 The Booklet <i>De Ti Kostråd</i>	135
Appendix 8 Coding Sheet for Madmagasinet Bitz and Frisk	144
Appendix 9 Coding Sheet for The Booklet <i>De Ti Kostråd</i>	145

1. Introduction

The society today is a communication system, where institutions such as media has a central role, due to their ability to produce discourses through the structures they praxis when communicating (Drotner 2011, 337). Food and health messages can therefore be looked upon from the institution that is communicating them. The mass communication institutions are special, because they are agenda setting in the public discourse formation (Drotner 2011, 324-325). Two media institutions that have a role in the general public's health and food discourses are Danmarks Radio (DR) and the Danish Veterinary and Food Administration (Danish Food Administration), who respectively communicate food and health through programmes in television and through the dietary guidelines. DR is through the public service contract obligated to communicate with the public's interest in mind (Drotner 2011, 325-326), whereas the Danish Food Administration's role is to generate awareness about health and influence the public's health (Fødevarestyrelsen 2014) and use scientific evidence as the foundation (Margetts 2004, 11). The media institution Danmarks Radio (DR) and its television medium communicate through visually presenting and framing aspects of reality (Ekström 2002, Larsen 1992), and entertaining the viewer. Furthermore television helps create order about how the world can be perceived (Ekström 2002, 275-276). Nonetheless television seldom presents complex knowledge and longer explanations, but tends to simplify information (Ekström 2002, 265). Complexity is not a necessary evil, but must be apprehended, because it is time consuming to understand complex issues. Simplicity makes complex issues and messages transparent and understandable (Siegel 2013, 9ff).

The themes portrayed in television and the role models in television might influence the viewers' beliefs of reality. Gutschoven and Van den Bulck (2005) found that the level of television exposure influenced students' health by influencing an earlier onset of smoking. The assumption was that the causal explanation was the cultivation of positive attitudes towards smoking and the role models in television (Gutschoven 2005). Furthermore the effect of television might be that the more time spend watching television the more likely it is that reality is perceived as the most common and portrayed message in the television "world" (Morgan 2009, 34). Watching television might have pitfalls and can influence the individual's physical health in a negative direction. A review by Boulos et al. (2012) showed that there is a direct association between time spend watching television and body weight (Boulos 2012). Explanations for this could be the absence of physical activity (Hands 2011) and advertises of

energy-dense foods (Barr-Anderson 2009). Another explanation is lack of awareness of how much you eat while watching television, which according to Wansink (2010) is mindless eating (Wansink 2010).

DR is, among others, obligated to ensure a broad offer of programmes with educational, entertaining and informative purpose (Kulturstyrelsen 2013). Television programmes that are transmitted on television channels, such as DR, have their individual discourses and use language with a certain purpose in a certain context (Bignell 2008, 124), which we assume influences the food and health message in programmes portraying health issues.

Alongside DR, the mass communication institution the Danish Food Administration communicates their discourse(s) through different medias. The Danish Food Administration as public institution uses campaigns, to mediate their food and health message to the public, when wanting to influence the public behaviour. Health campaigns with messages about limiting an unhealthy behaviour have difficulties reaching the receiver, since the message has not individualized to the receiver (Mach-Zagal 2010, 117-118). This was one of the challenges the Danish Food Administration faced, when promoting the new dietary recommendations in September 2013. Furthermore campaigns, such as the new dietary guidelines, are communicated visually often with the use of colours, objects and images that are meant to create associations for the receivers and make it appealing (Barthes 1964, 42). The chosen wording of the message also influence the health message and in campaigns the health message has to be objective (Mach-Zagal 2010, 112-113). Making the campaign message relevant and presenting it visually are some of the challenges that public institutions, such as the Danish Food Administration are faced with, when communicating the dietary guidelines. The use of alternative communication channels e.g. television programmes, we assume could be beneficial, when promoting the dietary guidelines.

1.1. The aim of the study

The aim of this master thesis is to combine the two communicative media institutions, DR and Danish Food Administration within health promotion. We assume that it might be an opportunity to create awareness of the Danish Food Administration's new dietary recommendation from 2013 in one of DR's public service programmes. Therefore the aim will be to investigate the potential possibilities and barriers in combining the Danish Food

Administration's new dietary guidelines with a public service television programme series. DR's public service television programmes Madmagasinet Bitz and Frisk was selected, as this programme was the newest edition of food and health programmes on DR. Moreover, Madmagasinet Bitz and Frisk's aim is to search for the truth about the food consumed by the Danish population, and examines what is hidden behind the packaging (DR¹ 2013). Furthermore, the transmission date of the first episode of Madmagasinet was only months before the Danish Food Administration promoted the new dietary guidelines in September. We saw opportunities in the dietary guidelines being promoted in Madmagasinet Bitz and Frisk, as well as through the Danish Food Administration's own campaign. Additionally, DR and the Danish Food Administration health discourses, and how these institutions produce health discourses through their communication channels (Drotner 2011, 337), will be investigated in order to see if there are similarities in their view. All the above have led us to the following problem statement:

What potential possibilities and barriers lie within combining the Danish Food and Veterinary Administration's dietary guidelines, *De Ti Kostråd*, with Danmarks Radio's public service television programme Madmagasinet Bitz and Frisk?

and

What characterises the food and health discourses of the Danish Food and Veterinary Administration and Danmarks Radio and how are they expressed in the *De Ti Kostråd* and Madmagasinet Bitz and Frisk respectively?

1.2. The methodological approach when investigating the aim

In order to investigate the potential possibilities and barriers in combining the dietary guidelines with Madmagasinet Bitz and Frisk, representatives from the Danish Food Administration and DR were interviewed. The interviews were based on Steiner Kvaales (2009) semi-structured interview in order not to have a fixed structured interview (Kvale 2009). The aim of the interviews was to get the Danish Food Administration and DR's perspective of potentially combining the dietary guideline with Madmagasinet Bitz and Frisk, but it was also to get insight on the two institutions communication methods and views on

health today and in the future. Additionally a health professional, who has a long history in health promotion, was interviewed to get perspectives on the development in health promotion and the potential possibilities and barriers in promoting the dietary guidelines in Madmagasinet Bitz and Frisk.

Content analyses were conducted on the samples the booklet *De Ti Kostråd* and Madmagasinet Bitz and Frisk, to investigate what characterizes the food and health discourses of the Danish Food Administration and DR. Furthermore the content analysis was assessed to present the Danish Food Administration and DR's communications methods.

In additions to the investigations above, previous television programmes and campaigns of the historical perspective will be assessed. The framework of understanding will be presented as a historical perspective, which provides insight into what had preceded Madmagasinet Bitz and Frisk and the new dietary guidelines.

2. Clarification of central terms

Central terms in the master thesis will be clarified before proceeding to the historical perspective in chapter 3, where the historical development and communication of the dietary guidelines and DR's television programmes will be presented.

2.1. Discourses

In society traditions, procedures or processes, where several individuals participate in, can explain the formation of public discourses. Thereby a common understanding of the same phenomenon is created (Drotner 2011, 323). Discourses as a part of reality are portrayed through **statements** and **messages**, and how the persons behind these statements and messages constructs their reality differently, depending on the context, time and place they are in (Vallgård 2008, 116ff). Furthermore discourses are a way of using language with a certain purpose in a certain context (Bignell 2008, 124). The information that is communicated through messages and statements by e.g. the Danish Food Administration and DR is, in the master thesis, seen as a symbol of their discourses, which is communicated to a receiver.

2.2. Communication strategy

According to Hallahan (2007) communication strategy or strategic communication is the strategic decisions institutions and organisations make, when wanting to reach their goal(s). Furthermore communication strategies have an integrated multidisciplinary perspective, because it is based on various communication disciplines (Hallahan 2007). In this master thesis communication strategy is looked at from the disciplines and methods that is characteristic of television and campaigns, this being examples such as framing, premise, mass communication, visual presentation and so on. Communication strategy is therefore the strategy behind the way the Danish Food Administration promotes *De Ti Kostråd* or how Madmagasinet Bitz and Frisk is communicating and presenting their programme concerning food quality and health.

2.3. The receiver

The receiver is synonymous with other terms, depending on the context. An example is the receiver of a television programme is defined as a viewer and the receiver of a campaign is called target group or receiver.

2.4. The dietary guidelines and the dietary recommendations

In the master thesis the official Danish dietary guidelines, *De Ti Kostråd* will be referred to as the dietary guidelines and will embrace the entire booklet of the ten guidelines. When referring to recommendations, it is the content of the individual guideline that is being addressed, e.g. recommendation no. 1, "Eat varied, not too much and be physically active".

2.5. DR public service

DR is public service television, working for the public and DR has to assume a number of societal and cultural tasks. DR is responsible for ensuring that the Danish public receives a broad variety of quality TV and radio shows. DR is a service, where one-way communication is mostly used to reach their audience. DR aims to provide the public with factual and impartial information, and the programmes must be of a certain standard of quality, variety and diversity. DR is required to promote knowledge within a series of civic education, and hereby contribute to direct or indirect learning. DR provides the general public with a broad range of

programmes that appeal to different target groups. DR's role is to communicate relevant tendencies, which are agenda-setting in society, because they have to ensure the public access to significant and independent societal information (Kulturstyrelsen 2013).

2.6. Framing a message

Framing is the systematic selection of methods and presentations forms, when communicating a specific message or content on e.g. television. This message or content is a symbol of a reality that the sender wants to get across to the receiver by framing that reality. Framing is used to make messages or content more meaningful, recognizable and relevant for the receiver (Scheufele 1999).

2.7. Formative form

Formative refers to a developing process (Oxforddictionaries 2014). The formative form in the television programme refers to programmes mainly focused on informing the viewers on a certain topic, without drawing any final conclusion, but still giving the viewer a take home message.

2.8. Summative form

Summative refers to the end part of a process, where all the evidence leads to a conclusion or a judgment of a process (Taras 2005, 468). In the television programmes summative refers to the programmes that are mainly focused on investigation aspects of a topic and giving the viewers conclusion, based on what evidence has been collected in the process.

3. Development of the dietary guidelines and DR before 2014

In order to understand the present, it is necessary to get a historical perspective, to obtain an understanding of why things are as they are today (Clarke 2005, 262ff). Therefore the following chapter will concern the historical development of the dietary guidelines and DR's television programmes, and the way they have been communicated throughout the 90's and the 00's.

The historical presentation of the dietary guidelines and television is divided into the 90's and 00's. The Danish dietary guidelines, 1994 and 2005 will be briefly introduced and described, and the changes in the guidelines will be highlighted. Regarding television it is the tendencies, which have been dominant on television and the societal influence on these tendencies that will be described.

3.1. DR programmes and the dietary guidelines in the 90's

Television in the 90's was dominated by popular chefs and cookbook writers who emerged on the screen and showed the viewers different food discourses through cooking and health perspectives of the chef (Christensen & Povlsen 2008, 53). The discourses on health on television were to minimize the intake of fat, which was illustrated in programmes like *Max 30%* with Anne Larsen, showing the viewers how to cook low fat meals (Christensen 2013, 110). This programme was consistent with the discourses of public health institutions and their campaigns like "*Skrab smørret*", that urged the public to reduce their fat intake through minimizing the use of fat on bread (Sundhedsstyrelsen 2013, 4). The aim of the health programmes of the 90's was more preventive and disease oriented, but communicated in a way, so that the viewers could relate to the content, by addressing subjects like stress, and giving the viewers some scientific facts behind the topic and how to treat the problem medically (Christensen 2013, 111). At the same time, the health programmes like *Lægens bord* used public recommendations and campaigns from institutions such as Hjerteforening as a valid reference to the content of the programmes (Christensen 2013, 116), which also show the role and view on public health institutions as an authority.

In 1994, after not having been updated for 20 years, Statens Husholdningråd/Forbrugerstyrelsen revised the dietary guidelines, because of new scientific evidence and changes in the Danish populations' diet. The aim of the new dietary guidelines was to make each recommendation more action oriented, and easier to put into practise in everyday life (Olsen 1995, 1).

Figure 1 The dietary guidelines from 1994



Figure 1 shows the dietary guidelines from 1994 and Kostpyramiden that is the visual presentation of the guidelines. The left side is Kostpyramiden and the right side is the written dietary guideline

Based on Figure 1 the focus of the dietary guidelines in 1994 was to eat many starchy food items everyday. These recommendations were divided into two recommendations, one recommended to eat bread and grains every day, and one that recommended eating potatoes, pasta and rice every day. Three out of the seven recommendations are based on reducing the intake of fat, through choosing low fat meat and dairy and minimizing added fat like butter, oil and margarine. The dietary guidelines in the right side of Figure 1 are qualitative, which means that it is a recommendation to eat more or less, without any specific amount (Gibney 2004, 137). The recommendations concerning eating more of certain food items are mentioned first, and the ones that restrict intake of certain food items are in the bottom of the recommendations (Figure 1). The visual presentation of the dietary guidelines was Kostpyramiden from Fællesforening for Danmarks Brugsforeninger (FDB) (right side of Figure 1) that showed the public, how to distribute their food intake, most from the bottom, moderate from the middle and less from the top (Olsen 1995).

The tendencies in the 90's both on television and in the dietary guidelines were focused on reducing fat from several sources. In the dietary guidelines the reduction was focused on meat, dairy and spreadable fats, like butter and margarine and on television the tendency was to cook low fat meals.

3.2. DR programmes and the dietary guidelines in the 00's

Health communication on television became a dominant topic during the 00's, and a long line of health programmes emerged on public service television. According to Christensen (2013) the themes of the programmes changed from health and disease, such as *Lægens bord* to a more dramatized focus on lifestyle, weight loss and food quality in programmes such as *By på Skrump* and *Fedt Fup og Flæskesteg* (Christensen 2013, 109). The emergence of these new lifestyle programmes contributed to inspire and advise the viewers on how to handle everyday life in regards to food, housing and consuming and were not focused on portraying facts from a critical societal angle (Carlsen 2005, 1). DR was the frontrunner in the lifestyle programmes. Despite DR's tradition in critical consumer television, they showed a broad variety of softer everyday programmes that informed the viewers on topics concerning hobbies like cooking and gardening, in an entertaining form (Carlsen 2005, 7-8). Carlsen (2005) assumes that it is the "feel good" style of the lifestyle programmes that made them so popular amongst the viewers (Carlsen 2005, 21-22).

The lifestyle strategy of the early 00's evolved into health programmes that focused more on a combination of critical journalism, lifestyle, consumer guidance and scientific presentation, but this tendency made it more unclear, what the purpose of the programmes was and what the viewers should benefit from in these programmes. The focus seemed to be on health as a conscious reflective choice, where the individual was actively involved in the change process to a healthier lifestyle (Christensen 2013, 110). The programmes used "know how" experts such as lifestyle coaches, dietary knowledgeable, fitness experts and therapists to underline the programmes angle on health, and to support the programmes participants in the journey to change their lifestyle (Christensen 2013, 118).

In the 00's the dietary guidelines were revised as *Kostrådene 2005* and *Ernæringsrådet* carried out this revision. Again the dietary guidelines had to be revised, because the Danish population's dietary habits constantly change, and the scientific research between diet and health is continuously providing new knowledge within this field (Astrup 2005, 7). The updated version of the dietary guidelines is shown in figure 2 below.

Figure 2 The dietary guideline from 2005



Figure 2 shows the dietary guidelines from 2005 and kostkompasset that was the visual presentation of the guidelines. The left side is kostkompasset and the right side is the written dietary guidelines

In 2005 the guidelines was increased from seven to eight. One of the new recommendations was to be physically active 30 minutes a day, as seen in Figure 2. The recommendation on fruit and vegetables had become more specific, with a quantitative guideline on eating six pieces of fruit and vegetables a day.

The aim of the dietary guidelines in 2005 was to update them both professionally and pedagogically (Astrup 2005, 7). The change in the guidelines is shown through a different presentation and communication strategy. As seen in the left side of Figure 2, the visual presentation has changed from FDB's Kostpyramiden (Figure 1) to Kostkompasset, where the guidelines have been illustrated in a circular image. The recommendations on starchy food were reduced to one instead of two recommendations, and the wording was changed from bread to coarse (groft) bread (right side of Figure 2). The recommendation on reducing fat intake was concerned with meat and dairy, and was reduced from three to one recommendation. In addition the variation in the dietary guidelines became broader, and included recommendation on drinking water, and eating a varied diet to maintain a normal weight. Salt was excluded from the recommendations, but reducing the intake of sugar was assigned to its own recommendation. Finally the wording in the recommendation on fish was changed from "eat fish often and different kinds" (Figure 1), to a more quantitative form that

recommends to “eat fish several times a week” (Figure 2) (Astrup 2005). In 2008 the wording in recommendation no. 3 was changed from coarse (groft) bread to wholegrain (fuldkorn).

The tendency in television at the beginning of 00’s was to transmit “feel good” programmes, with guidelines to the viewers on how to improve their life. The dietary guideline’s approach was also to specify, how the general public could use the recommendations, by presenting more concise guidelines.

3.3. DR programmes and *De Ti Kostråd* today

Television programmes today concerning food is e.g. James and Adam Price, who are home cook gourmets, promoting “feel good” food with plenty of butter (Christensen & Povlsen 2008, 53), and Mette Blomsterberg, who creates pleasurable and aesthetic desserts. Our preconception is that more critical consumer programmes, such as Madmagasinet Bitz and Frisk has emerged, where the focus is to inform the viewers about the food they buy, and not on creating the “feel-good” ambiance.

Today the dietary guidelines from 2013 have been increased from eight to ten guidelines as seen in Figure 3.

Figure 3 The dietary guidelines from 2013



Figure 3 shows the ten new dietary guidelines that were presented in September 2013.

As shown in Figure 3 the ten dietary recommendations address how the general public should eat in order to be healthy. The dietary guidelines recommend eating varied and exercising,

eating more fruit, vegetables, wholegrain and fish, reducing the intake of saturated fat, salt and sugar and choosing lean dairy and meat. The visual appearance and wording are structured differently than in the previous dietary guidelines. The dietary guidelines in Figure 3 will be analysed later in the result chapter.

4. Theoretical framework

In the theoretical framework we will present health promotion in the context of modernity. In order to analyse and discuss campaigns and television programmes, the communicative methods that are applicable in these two contexts, will be presented. In relation to campaigns the communicative methods that are applicable, are the strategies and variables that are important for a campaigns success and the wording and visual presentation in campaign. These communicative methods will be presented in order to analyse the dietary guidelines. In the context of television and its programmes the terms framing, premise, presentations form, The Hollywood Model and actantial model will be presented, in order to analyse Madmagasinet Bitz and Frisk. Finally appeal forms will be presented with the aim of discussing the Danish Food Administration and Madmagasinet Bitz and Frisk's way of appealing to the receiver, through respectively the dietary guidelines and Madmagasinet Bitz and Frisk's episodes.

4.1. Modernity and the sharing of information through medias

The theory of modernity will be presented with the aim of getting an understanding of the mechanisms that characterizes society and how health promotion is restricted by modernity. Anthony Giddens theory on modernity and Mach-Zagal's theory on health promotion is the foundation of the chapter, when presenting the aspects mentioned above.

According to Mach-Zagal (2010) modernity is characterized by the individual's reaction towards the industrial, technological and communicative development and the reflectivity of modernity (Mach-Zagal 2010, 128). Anthony Giddens (2003) characterizes modern society by having a variety of expert systems. At all times expert systems are surrounding the individual in modern society and the society depends on its experts, because many jobs and functions are specialized. The individual seldom has any prerequisites to understand the many expert

systems, but the individual still believes that things function as they should and trusts the authenticity of the knowledge that lies within these expert systems (Giddens 2003, 30ff).

Furthermore, modernity is characterized with the term reflectivity, which is the regular use of knowledge that institutions and individuals achieve and use to change and transform e.g. the society. Mass communication can be a tool to facilitate development in society, because in modern society information can be delivered to others, due to the development of the written word on paper and on computer (Giddens 2003, 32-33). Giddens points out that scientific discoveries are often criticized by new studies, and raise doubts about what is right and wrong. This doubt has, according to Giddens, implications for the individual's identity, because knowledge has to be reassessed (Giddens 2003, 62ff). This can be seen in relation to public health nutrition, when new studies are conducted and new findings on public health emerge. New studies can result in revised health recommendations that the individual has to consider. Science used to be an indisputable authority, for individuals to lean on, when establishing existential safety. Due to the constant changes in science, it is no longer the source of the truth (Mach-Zagal 2010, 132). This is a symptom of the continuous reflexivity of modernity, everything has to be evaluated, criticized and scrutinized, before acceptance or rejection of the individual (Mach-Zagal 2010, 133). Ruth Mach-Zagal explains that a dilemma occurs, when it is expected that the individual is able to make responsible choices regarding their health or lifestyle, because the decision should be based on information and knowledge, but the insecurity of all the information the individual is exposed to, creates confusion (Mach-Zagal 2010, 137).

According to Giddens, the mass media serves to mediate social experience to a broad audience. The media are forming reality, by portraying images and stories that seem more real than real life. Television journalists may choose to angle a programme in a specific direction, by showing images and persons that underline the premise of the programme, and thereby shape the "reality" that comes out to the viewers (Giddens 1991, 39-40 + 231-232).

The next section (4.2.) will focus on campaigns and its characteristics i.e. effect, wording and visual presentation. The theoretical framework of a campaign is needed for the master thesis' analysis and discussion, in order to answer the part of the problem statement that is concerned with how the Danish Food Administration's discourses are expressed through messages and statements in the *De Ti Kostråd*.

4.2. Campaigns and communication

The Danish Food Administration as a public institution often use public communication, such as campaigns, for their non-commercial information about health to the general public (Windahl 2009, 103-131). Health campaigns serve the purpose of informing about changes, dangers or benefits of specific health behaviour. According to Tone Saugstad (2010) campaigns are not applicable to educate or affect behaviour in the general public, even though they strive to (Mach-Zagal 2010, 109-110). She describes five strategies in health campaigns to affect the public's lifestyle. *Strategy 1 - moral threats* are often used in preventive campaigns, where the wording is in an imperative form, such as "run for your life", which may affect the receiver group in a negative way, where they reject the message. *Strategy 2 - health is fun* is another approach, when trying to convey the message, that healthy food and lifestyle are not boring, and this strategy is often aimed at the younger receiver group, and again there is a weakness in this strategy, because being healthy often means giving up smoking or fatty food, that people enjoy. *Strategy 3 - positive role models* are used to encourage people to imitate the healthy behaviour of someone they look up to, but the weakness here is to define who the public looks up to, the sports stars, their family or the next door neighbour. *Strategy 4 - expert statements* are used as knowledgeable authorities, that are the foundation of the health campaigns evidence, but they are not referred directly in e.g. the dietary guidelines. *Strategy 5 - regulations* are used as behavioural directives on how to act, often portrayed as short slogans, such as *minimize butter on your bread*, that are easily understood (Mach-Zagal 2010, 110-112). According to Windahl (2009), certain variables are important for the success of a communication campaign. Seven variables can be mentioned (Windahl 2009, 132-133), which is illustrated in Figure 4 on the next page and elaborated in the section after the figure.

Figure 4 Shows the variables that are important for the success of a communication campaign.

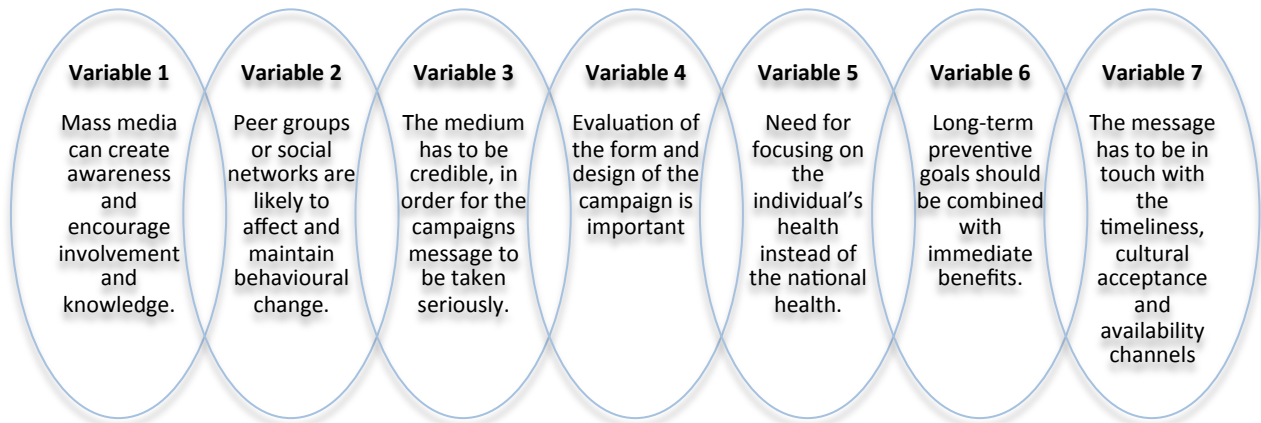


Figure 4 illustrates the 7 variables that are important for the success of a communication campaign. The order of the variables are random which mean that e.g. variable 1 is not more important than e.g. variable 6. The aim with the figure is to give an overall visual presentation of the variables.

In Figure 4 *Variable 1* is that the mass media can create awareness and can encourage involvement and knowledge. Behavioural changes are unlikely to a further extent. *Variable 2* is that interpersonal communications between peer groups or social networks are likely to affect and maintain behavioural change. *Variable 3* the chosen medium for a campaign has to be credible, in order for the campaigns message to be taken seriously. *Variable 4* evaluation of the form and design of the campaign are important; to make sure that the message fits the audience's predisposition and the resources of the campaigns objective are available. *Variable 5* the campaign needs a specific value appeal to avoid being too abstract for the audience it should focus on the individual's health instead of the national health (Windahl 2009, 132-133). *Variable 6* most health campaigns strive to change health and behaviour over a longer period of time. Long-term preventive goals should be combined with immediate benefits; otherwise the long-term benefits become invisible, due to their delayed and uncertain effects. *Variable 7* the message must be current/relevant, which means it has to be in touch with the timeliness, cultural acceptance and with the available channels of the audience (Windahl 2009, 132-133).

The sender of the campaign often strives to appear sympathetic, authoritative and credible when communicating. The relationship between the sender and receiver is crucial, in order

for the campaigns to reach its goals. The sender has to consider the receiver's values, interests and needs to choose the most effective communications strategy. If these factors are ignored, the receiver is likely to mistrust the sender and the campaign will probably fail. The effectiveness of a campaign is measured on achieving the campaigns goals. The sender evaluates this, but sometimes the evaluations of the campaign's effect and effectiveness fails. Explanations of why this is, is limited financial and time resources, fear of the truth about the campaign's outcome, or the fact that communication campaigns aims are often regarded as achieved when the campaign is terminated (Windahl 2009, 134).

The mass-produced messages of campaigns battles with other mass media messages for the attention of the public. In order to obtain the attention of the receivers, the message has to be catchy and motivating. The public is exposed to several mass media produced message on a daily basis, and the challenge in health campaigns is that the message has to be relevant to the receiver in order to be taken in. The problem is that commercials are allowed to be subjective and use alternative sources to underline their message, whereas health campaigns have to be objective and have a solid scientific foundation. To achieve the attention of the public, the wording of the message has to be clear and simple to be catchy. This means easily understood and not complex, both in content and word choice, and everyday language is most beneficial to reach a broad target group (Mach-Zagal 2010, 112-113). Health campaigns do often have a broader target group, which makes it difficult to be specific in the message to the receiver. The result is that some health campaigns use marketing specialist to make the campaign more appealing to the general public (Mach-Zagal 2010, 109-114). Health campaigns have to compete with commercials that use positive appeal in their messages, by promising delicious products or "all you can eat calorie free products". The health campaigns appeal to make healthy food choices, and eat less unhealthy, but pleasurable food items (Mach-Zagal 2010, 116).

The most successful health campaigns are those that have a limited message, appealing to an easily accessible behaviour change, e.g. separating raw meat and vegetables when preparing food, to avoid cross contamination. The campaigns where the appeal is to stop unhealthy behaviour, such as smoking or eating candy, or doing something new, such as exercising or eating wholegrain, are less likely to be successful. This is due to an increased demand for involvement for the individual, and it is more difficult to make the message relevant to the individual (Mach-Zagal 2010, 117-118). To make a message in a campaign more

understandable and attractive to the target group, it should be made as simple as possible. It is crucial to find the right level of simplicity, because oversimplifying might lose the essence of information, dumb it down, and at the end makes it just as confusing as complexity. Simple information helps the receiver understand the message offered by the sender. Simplicity makes complex issues and messages transparent and understandable for the viewers. Complexity is a roadblock that puts distance between the sender and the viewer, because it is time consuming to understand complex issues and ends up confusing the viewer. Simple information is not simple to achieve, because it takes time to find the essence of the information (Siegel 2013, 10-25). According to Alan Siegel (2013) three aspects need to be considered, when communicating simple information. The first is to empathize by perceiving the needs and expectations of the target group. This is also what you would call the segmentation process in strategic communication. By knowing what the target needs and expects, the sender can adjust the scope of the message to the right level and amount of information. The second is to distil, boil down and customize the message to the target group's needs and find the essence of what is relevant to the receiver. The third is to clarify by making the offered information easy to understand and benefit from. This could be using tools like the appropriate appeal forms, logos, ethos and pathos depending on the target group's needs (Siegel 2013, part 2). In a meta-analysis from 2010 the behavioural effect of a campaign concerning reduction of fats used on bread, showed an increase from 7% to 40 % in the population that did not use fats on bread in 2001 (Sundhedsstyrelsen 2013, 5). This could be due to the fact that this campaign is an approachable and easy to understand, and it is a small change in the behaviour it aims to affect (Sundhedsstyrelsen 2013, 12). A Study examining the importance of simple messages, showed that simple dietary messages are feasible and can improve overall dietary quality in a target population (Barbara 2009). It is difficult to find solid evidence that preventive campaigns have an effect, because mass medias constantly send out messages on health that might contradict each other. This may cause a neutralisation of the effect of the messages in health campaigns, because they drown in all the other information. The influence can be turned the other way around, because certain health issues in campaigns might affect the press to write about the topic, and thereby enforcing the campaigns effect, by reaching to readers of the press (Sundhedsstyrelsen 2013, 12).

4.2.1. Visual communication through colours, objects and images

In order to investigate the health discourses of the Danish Food Administration and their communication strategy, relevant theory on visual communication, the levels and codes of images and the symbolism of colours, will be presented in the following section.

The visual presentation is a way to supplement the message in a text e.g. the booklets *De Ti Kostråd*. The meaning of an image occurs through embedded codes, which is just as fundamental as verbal communication (Kjørup 1977, 70). According to Kjørup (1977) we observe images to explore how something looks and to get information. Images also serve a decorative purpose, to attract the eye of the observer. When an image is going to attract attention it is divided into the dramatic point of view and the systematic point of view. The dramatic point of view is where a sender of the message shows the image to the receiver, in order to illustrate a point or give the receiver information, which can be compared to actually verbalising the message. Though as mentioned before, the image itself might contain linguistic elements that serve to communicate the content of the image (Kjørup 1977, 60). When extracting meaning from an image, the first level of the message is what has been accentuated, e.g. the label of product, a linguistic sign or an object that is dominant in the image (Barthes 1964, 45). The systematic point of view is, the perception of the entire picture, where fundamental codes of interpreting images are used to understand the whole image, which can be compared to the basic understanding of the unwritten codes of using ones native language (Kjørup 1977, 62-63). The entire image gives an impression of the second level of the message, the images tell a story through all the objects and creates cohesion. An example to make these points less abstract, is a product commercial, e.g. canned tomatoes. The product is the first object that attracts attention and gives a linguistic message through the label. The second level of the image is the objects placed around the image, e.g. pasta or other ingredients to illustrate the use of the canned tomatoes. These objects tell the story of how to use the product, and thereby create a holistic message in the image. The choice of objects in an image depends on what appeal the image should have, and what values might appeal to the receiver (Barthes 1964, 45-46). A study showed that simple visual aids cause large and meaningful changes in a target groups behaviour, no matter if the message is positive-framed or negative-framed (Garcia-Retamero 2013).

The use of colours in images has symbolic value and meaning, and may underline the mood, emotions or message in the image, and the combination of colours gives different impressions

of the images (Gotfredsen 1989, 203-204). The interpretation of meaning and symbolism of colours depends on the context they are used in and any possible colours they are combined with, some colours, for example red may appear warmer combined with white, than when it stands on its own, because the coldness of the white, accentuates the warmth in the red (Gotfredsen 1989, 204-209). According to Gotfredsen (1989) the different basic colours each represent some sort of symbolic value. A short summary of the colours has been outlined in Table 1.

Table 1 Gotfredsen's (1989) presentation of colours symbolic value

Colour	Symbolic value
Yellow	Basic colour. Symbolises light, spiritual force and wisdom, and the radiance is related to the sun or sunlight. Yellow is a vulnerable colour, and is easily destroyed by other colour that makes it impure. Once impure, the meaning of yellow changes to betrayal, danger and contempt. Complimentary colour is purple.
Green	Mixed colour of blue and yellow. Green is known to its calming and positive value and is associated with growth and grass. The complimentary colour is red.
Blue	Basic colour. Known as a complete colour with high status. It is a symbol of faith and trust and is used in heavenly and divine contexts. Complimentary colour is orange.
Red	Basic colour. It is warm, dominant and primitive and creates arousal and is therefore used to symbolize battle. The colour is used in context that concern love, passion and aggression and has royal associations. The complimentary colour is green. Furthermore it is a contrast to white, due to the symbolic vibrancy in red.
White	Basic colour. End of the neutral pol*. Symbolises the highest form of light, sensibility, intellect, purity and innocence. The passiveness of white is used to symbolize something dead, unfinished and extinct and red is polar contrast this context.
Black	Basic colour. End of the neutral pol*. Symbolize absolute lack of light, death, sorrow, melancholia and sin.
Brown/grey	Both mixed colours. Toned down and associated with earth and ash. Does not express independence, but humbleness and asceticism.

Table 1 shows the classical symbolism of colours. The left column is the colour and the right column is the symbolic value of the colour.

*White and black represents each end of the neutral pols.

Chapter 4.2. has presented campaigns, its characteristic and communicative means in order to analyse and discuss the dietary guidelines. In the next chapter we will commence to the characteristics of the television medium and communicative methods in television programmes.

4.3. The television medium, its characteristics and communication elements

The overall aim with this chapter is to clarify what is characteristic for the television medium and its communicative element. Furthermore the terms premise, framing, actantial model and narrator roles will be presented with then aim of using these terms in the analysis as well as discussing these in relations to Madmagasinet Bitz and Frisk's communication methods.

Peter Harms Larsen is the main theoretician used in this chapter when presenting the genre of television programmes and the communication methods, framing and premise, because he has worked within the field since the 80's. Peter Harms Larsen has since the 80's investigated the television mediums means of expression and different genres of programmes. He has been one of the front-runners when investigating and defining factual programmes dramaturgy. Today Peter Harms Larsen is a professor at Roskilde University (Rucforsk 2014).

4.3.1 Television medium and its characteristics

Television is a dominant medium (Windahl 2009, 188-193), and watching television is one of the most regular routines in many people's lives, and it helps to create order in ideas about the world (Ekström 2002, 275-276). In addition Ekström (2002) claims that watching television is often not associated with critically examining what is said (Ekström 2002, 276). Two ways of looking at television and its programmes could be Ekström's (2002) and Larsen's (2002) perspectives. Ekström (2002) states that television can represent reality, create powerful engagement, identification, thoughts and values through pictures (Ekström 2002, 264), whereas Larsen (2002) would say that television and its programmes, can be seen as a way to stage reality or parts of reality through pictures (Larsen 2002, 83). The force of the television medium is its feature of visualizing the content (Ekström 2002, 264). This can be illustrated by looking at television programmes, and how these are communicated through different expression parameters, such as camera position and angle, editing, make-up, clothes, props, music, locations and so on. The expression parameters create a visualization of a

specific content, and can be used to communicate and underline the message and premise of the programme (Larsen 2002, 102ff). A boundary in the television medium is the pace, which is standardized, and does not allow the viewers to stop, save or skim a programme (Ekström 2002, 265).

Even though the television medium attracts specific types of viewers, it still represents a heterogeneous and loosely connected group of people (Windahl 2009, 188-193). The more heterogeneous the viewers are, the more difficult it is to communicate effectively with them as a group. Only some viewers will be reached, and segmentation can therefore be beneficial (Windahl 2009, 222). An aspect of segmentation in television is to know the viewers and what they want. An example is Danmarks Radio who has to be diversified, to be able to keep up with the development of what the viewers want, and how the viewers use the television medium. In 2013 one of the foci at Danmarks Radios Medieforskning (2013) was to investigate the viewers' demands for television programmes. These demands were:

- The host of the television programmes should be committed, and deliver something of him/herself.
- The programme should not have a fixed structure, and there should be clear conclusions.
- The programmes should be authentic and create authenticity when watching the programme.

If DR wants to get enough viewers, to compete with other television channels such as TV2, they have to live up to the viewer's demands (Medieudviklingen 2013), and therefore segmentation of programmes becomes a question of the viewers' demands. In addition, as mentioned in the introduction the themes portrayed in television might influence the viewers' beliefs of reality (Gutschoven 2005). Furthermore, the effect of television might be that the more time spend watching television, the more likely it is that reality is perceived as the most common and portrayed message in television (Morgan 2009, 34). Based on the viewer's demands (Medieudviklingen 2013) and the mentioned television effects, our preconception is that we as human beings influence how television programmes should be communicated, but are influenced by the content in television.

4.3.2. Television programmes and communication.

In the following section we will expand the understanding of what characterises Madmagasinet Bitz and Frisk by presenting the terms investigative journalism and factual programmes. In addition the presentation and communication of television programmes will be elaborated. Ekström (2002) argues that television and its programmes can use investigative journalism to communicate reality. Investigative journalism is a genre that has special requirements to knowledge and truth. Programmes in this genre do not only want to present facts, but also want to critically examine common assumptions and expose untold truths (Ekström 2002, 271). When using investigative journalism the facts have to be weighed in order to figure out how it backs up the claims (Ekström 2002, 272). Peter Harms Larsen's perspective and definition of factual programmes is that:

A programme is where the truth about what is told is at stake in the ratio between who produces the programmes and who should receive it (viewers) (Larsen 1992, 111).

The "truth" in the quote should be understood as a not yet told reality that has to be presented and accepted by the viewers (Larsen 1992, 111). The viewers have to be educated, informed, enlightened and convinced about the truth throughout the programme. Under the surface of this there is knowledge. Knowledge is the centre of factual programmes and you can say that it is knowledge that is portrayed in these types of programmes (Larsen 1992, 111). In addition "portrayed" can be translated into the term premise, which in the context of television should be understood as:

"A moralised assumption where you use the craft/programme to prove it" (Larsen 1992, 111)

Larsen says that the message or content can be framed throughout a programme to underline a premise, which are the claims that are alleged to be the truth. By investigating parts of reality the premises can be verified (Larsen 1992, 111ff).

The presentation of the facts in television programmes can be distinguished in different ways through an epic presentation or didactical presentation. The didactical presentation form is a way to present factual programmes and its facts. This form is characterized by having different level. One is a logical level that consists of presentations of reasoning, alleged facts and common truths. Another level is the speaker level where the narrator stages him or herself as speaker. The last level is the viewer, who has a double role as listener and the indicted, who has to be educated and convinced through the power and logic of speech. In a way the viewer is forced to acquire the speakers logic and visions and is moved towards the premise (truth) of the programme (Larsen 1992, 95ff). The last presentation form is epic presentation and is characterized as being both fictive and factual. The focus is telling a story this being either fairy tale, legend or history, where the narrator is choosing to what extent, there has to be some element of truth in the story. The story has to be exiting and truthful, and can therefore be constructed with an element of drama (Larsen 1992, 98ff).

4.3.3. Actantial model as a mean for drawing out a premise of a television programmes

The premise of a television programme can be drawn out from the actantial model that shows the relationship between the different actants. The actant model will be used as an analysis method to illuminate Madmagasinet Bitz and Frisk approach, while communicating the different episodes and their content and aim. The actantial model is originally used in fairy tails, but elements can be applied to factual programmes as well (Larsen 1992, 101).

Figure 5 Actantial model as a way of framing the premise

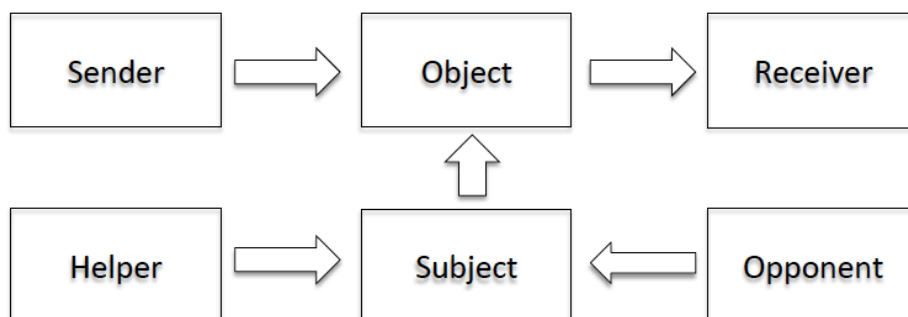


Figure 5 shows the actantial model. The arrows illustrate the relations between the actants

Figure 5 shows six actants; sender, object, receiver, helper, subject and opponent. The subject is striving for the object, which is illustrated in Figure 5 by the arrow going from the subject to the object. The object is what the receiver gets or does not get from the sender at the end of the story or programme. Helper and opponent are the actants, who respectively help or oppose subject in the pursuit of the object (Larsen 1992, 101). The framing of these actants or you could say roles can be used to reflect on the factual programmes' premise, and content in the hence that depending on, who the helpers and opponent are something can be said about what the premise is.

4.3.4. Narrator role in factual programmes in television

The narrator in factual programmes can have different positions and roles, depending on what angles are needed to communicate and frame the content and premise of the programme. These narrative positions are the compassionate, the naïve, the critical, the outsider and the ironic. Each narrative position has its own attitude towards the content and premise. The compassionate narrative position has a personal perceptiveness. The naïve narrative attitude is "not-problematizing". The critical narrative attitude is sceptical and problematizing. The outsider narrative attitude is having an impersonal distance and the ironic narrative attitude has a critical perceptiveness (Larsen 2002, 115ff). The narrator sometimes takes on the interview role, and is interviewing external people from other institutions to underline the premise. The reason why the narrator takes on the interview role is, because the narrator's own role is often associated with having a low "truth authority", and therefore the truth has to be underlined by others. The interview positions that the narrator can take on are e.g. the buffoon, the sceptical, microphone holder/moderator or teaser. If the interviewee is sceptical towards the narrator, which is often seen, in political interviews the narrator can create a dynamic by asking buffoon questions and thereby underline the premise (Larsen 2002, 115ff). The questions the narrator might ask in an interview, can be used as a mean of influencing the interview in a specific direction, and thereby underline the premise. Little words can twist a sentence and make the question leading. The use of leading questions does not always mean something negative. In interviews leading question can be a follow up on the previous question, or an answer to confirm the answer of the interviewee (Kvale 2009, 194-196). Larsen (1992) would define this as clarifying or summarizing questions. By using

clarifying questions like “so you are saying....?”, the interviewer tries to get the interviewee to clearly state the claim, which is already hidden in the statements (Larsen 1992, 122ff).

4.3.5. The Hollywood model as a mean of illustrating the tension development

The Hollywood model can be used to illustrate the drama’s curve tension (spændingskurve) (Larsen 1992, 102) and is often applied to dramatically fiction in theatre, movies and television (Larsen 1992, 129). As shown in Figure 6 the model has different phases; characters, presentation, elaborations, point of no return, conflict escalation, climax and fading out (Larsen 1992, 102).

Figure 6 The Hollywood Model as a way of illustrating the tension curve in television programmes

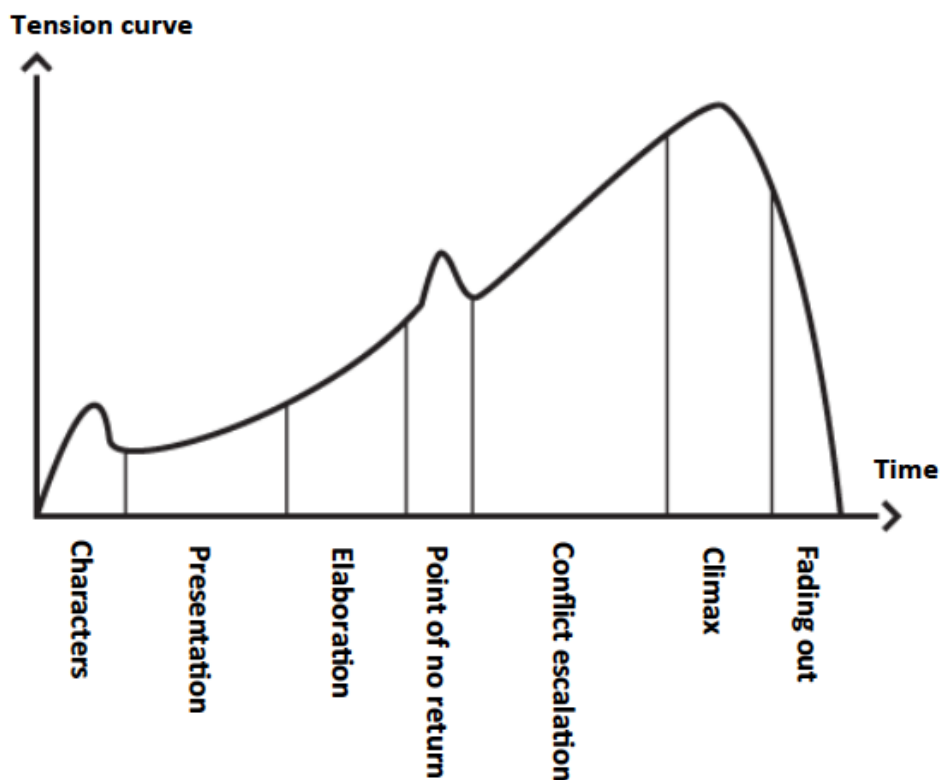


Figure 6 illustrates vertically the tension curve and horizontally the time. The phases in The Hollywood Model is placed in chronological order in the bottom of the model.

When using the Hollywood model (Figure 6) the premise is manifested in the climax in the drama's tension development. In the factual programmes that were presented earlier in the chapter (4.3.2.), the Hollywood model cannot be directly applied. This is because often in those programmes, the premise has already been introduced in the phases "character and presentation" and not as in dramatically fiction, where it is manifested in the climax (Larsen 1992, 130-131).

4.4. Logos, ethos and pathos and appealing to the receiver.

In this chapter the appeal forms logos, ethos and pathos will be presented with the aim of using these terms when discussing (Chapter 7) the Danish Food Administration's and DR's way of appealing to the receiver through respectively the dietary guidelines and Madmagasinet Bitz and Frisk.

The appeal forms logos, ethos and pathos are a way to look at materials, from an overall perspective. The sender's persona, way of expression and appearance will influence, if the receiver aligns himself or herself to the sender or not. Arguments alone cannot ensure the viewers' or receiver's acceptance (Jørgensen 2008, 69) of for example the information and/or message in television programmes or campaigns.

Appeal forms can both be a deliberate or a subconscious choice. The terms logos, ethos and pathos expresses the different appeal forms (Jørgensen 2008, 69). Logos is appealing to the receiver's intellect, whereas ethos and pathos appeal to the receiver's emotions. The sender's way of appealing to the receiver's rational decision making is characteristic of logos. This means the sender is convincing the receiver, by the use of logic or reason and by factual evidence. The sender uses a neutral terminology, and the appearance of the sender is restrained and mellow (Jørgensen 2008, 69). The focus is to be objective and keep to the facts at hand. Using different arguments create objectivity. An example is to state cause and effect of a given variable (Jørgensen 2008, 53), e.g. saturated fats negative effect on cardiovascular diseases. A unilateral logos appeal has its strength in its clearness and stringency and its weakness in it becoming boring to the receiver, because it is appealing to the intellect and not the emotions (Jørgensen 2008, 69).

The appeal form *Ethos* convinces the viewer with the sender's credibility or character. Creditability of sender can be broadened, and include every authority the sender is referring

to and this reference becomes a part of the sender's ethos appeal. This means that the receivers' emotions towards the sender are not tied to each specific situation, but to the person communicating and the authorities the person is referring to. Therefore the emotions that are evoked, when using ethos, can exist before, after and in the situation. In addition appearance and image are also what makes the sender credible to the receiver. Image in the context of ethos have to be understood as the sender's character and integrity and not only as appearance (Jørgensen 2008, 70), which is the obvious association with image. Ethos is important in practical argumentation, but it has downsides as well. Ethos can be worn down, if not used alongside logos, or if the sender emphasizes his or her own "high" ethos (Jørgensen 2008, 71).

Pathos creates a connection to the receiver, by appealing to the immediate emotions. The sender is involving the receiver, by appealing to the receiver's emotions and moods in the situation. That being anger, joy, compassion and so on. Whereas ethos appeals to the "stable" emotions, pathos appeals to the spontaneous emotions. Pathos is mostly tied to the specific communication situation. Pathos is difficult to communicate through writing, because it depends on the situation at hand. If the sender communicates through written words with the help of pathos, value-laden terminology is suitable. Pathos in writing is not an easy task, because even though the sender uses value-laden terminology, the goal is to appeal to the "right" emotions. The sender does not want the receivers to laugh, where they were supposed to be sad and maybe cry (Jørgensen 2008, 72).

Logos, ethos and pathos should be used in combination with each other. Logos is not the golden standard, because if you do not seem credible to the receivers, they will not have trust in your statements. You can generate and build a high ethos appeal, by using logos as arguments. If you are dealing with sympathetic receivers, pathos is practical to use, but if the receivers are reluctant logos is the safe choice to use in your argumentation. These reflections illustrate that the appeal forms are closely linked, and can be used in different ways (Jørgensen 2008, 73).

The next chapter addresses our scientific approach in the master thesis and the methodological approaches in our different studies.

5. Philosophy of science and methodological approach

In section 5.1 the philosophical approach in our investigation is presented followed by a walk through of our four studies; *Study 1 - interview with Gitte Gross*, *Study 2 – interview with Trine Grønlund and Stine Skriver*, *Study 3 – content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – content analysis of the sample based on the booklet De Ti Kostråd* in section 5.2 and 5.3. Study 1 and study 2 are interviews with representative from the Danish Food Administration and Madmagasinet Bitz and Frisk and a third party. Study 3 and study 4 uses content analysis to examine the Danish Food Administration and DR's discourses and communication strategies.

5.1. Philosophy of science

In the master thesis the scientific foundation is based on how knowledge is created, by investigating parts of reality that has tight bonds with human life. We want to understand reality's changeability. We consider reality as something that we as human beings are a part of e.g. in regards to language, culture and history and that we are jointly constructing and constructed by the human and social reality (Sørensen 2010, 157-158). For example the viewers' demand for how DR should communicate television programmes and DR deciding on what content should be communicated. The methodology of this master thesis will be based on discourses, and examining how reality is portrayed through statements and messages, and how the person/institutions behind these statements and messages construct their reality differently depending on the context, time and place they are in (Vallgård 2008, 116ff). We have to understand these interactions in regards to DR and the Danish Food Administration, to be able to consider, if there are possibilities and/or barriers, when wanting to combine these two institutions, and promote the dietary guidelines in the Madmagasinet Bitz and Frisk.

Statements are looked at in their literate form and analysed in their positivity and not if they are true or not, which mean when analysing e.g. in Madmagasinet Bitz and Frisk we do not judge what they are uttering and stating. In order for an utterance to be a statement, it has to be meaningful to others, than the one who speaks. How these statements are going to be recognized as meaningful depends on the field they are delivered in e.g. the television medium and campaigns (Vallgård 2008, 116ff). Discourses though can be many things, and do not have to be limited to only language. Visual images such as television programmes and

campaign can also be symbols of institutions and peoples discourse (Clarke 2005, 148). Adele Clarke claims:

...discourse concerns constructions of meanings – meaning making – by those somehow involved... (Clarke 2005, 149)

When wanting to get an understanding of DR's and the Danish Food Administration's health discourses, we have to examine how these institutions produce messages through knowledge, framing and displaying the content of their material (Clarke 2005, 147). DR frames through the television media and investigative journalism, whereas the Danish Food Administration displays their health discourses through images and wording.

In the gathering of data through interviews our approach has been phenomenological. Phenomenology is concerned with the systematic reflection of the structures of consciousness and the phenomena that occurs in the act of consciousness. Science from a phenomenological viewpoint is to investigate the "lifeworld" we all have lived and experienced, which is unique for each one of us (Birkler 2005, 103-110). This means that phenomenologist views human behaviour through how people interpret the world. Therefore the world has to be looked through by the person's point of view (Bryman 2008, 16). Edmund Husserl would emphasize the importance of objectivity from the researcher's point of view. He uses the term epoché, which means that the researcher has to look beyond his or hers preconceived opinions and views (Birkler 2005, 103-110). Objectivity has been important when conducting and analysing the interview, because the aim of the interviews was to get the chosen individuals' professional opinion of our case, and not to verify our thesis. The use of qualitative content analysis as a research method has been in focus, so that we were able to gather systematic and objective data of the phenomena by coding the samples the dietary guidelines and Madmagasinet Bitz and Frisk. Our preconception was that the knowledge and insight from the content analysis could give a broad description of the phenomena that could be further analysed and presented in figures and tables. Furthermore, based on phenomenological principle, we have been aware of our preconceived opinions, in order to evolve and understand the data and theory used in our studies, and additionally to communicate the methodological step of the data gathering.

Before presenting an elaborate description of the methodological approach in our studies and overview of the studies will be presented. In Table 2 the four studies' investigation methods and research questions that have been conducted in the master thesis are presented.

Table 2 Overview of study methods and research questions in the master thesis.

Study	Methods	Research questions
Study 1	Semi-structured interview. The participant (interviewee) was Gitte Gross from Dansk Teknisk University (DTU)	RQ 1: What has been characteristic in the development of the health discourses and health promotion in society in the past and today? RQ 2: What would be characteristic for the health promotion in the future? RQ 3: What possibilities and barriers are there in a collaboration between DR and the Danish Food Administration, if promoting the dietary guidelines in Madmagasinet Bitz and Frisk?
Study 2	Semi-structured interview. The participants (interviewees) were Triner Grønland (the Danish Food Administration) and Stine Skriver (Danmarks Radio).	RQ 4: What are the methods for communicating the dietary guidelines and what are the methods for communicating in Madmagasinet Bitz and Frisk? RQ 5: What potential barriers and possibilities does the Danish Food Administration see in a collaboration with Madmagasinet Bitz and Frisk and what potential barriers and possibilities does a representative from Madmagasinet Bitz and Frisk see in collaboration with the Danish Food Administration? RQ 6: What is characteristic for health promotion today and in the future?
Study 3	Content analysis based on a time-limited sample.	RQ 7: How are DR's discourses on health and food expressed when looking at the sample Madmagasinet Bitz and Frisk's episodes transmitted from September 2013 to present time (March 2014)? RQ 8: How are Madmagasinet Bitz and Frisk's episodes communicated and framed in order to underline the premise? RQ 9: What methods besides interview does Madmagasinet Bitz and Frisk use to underline the premise of the programme?
Study 4	Content analysis based on the booklet <i>De Ti Kostråd</i> that is the newest product promoted by the Danish Food Administration.	RQ 10: How are The Danish Food Administration's discourses on health and food expressed when looking at the sample <i>De Ti Kostråd</i> ? RQ 11: What kind of wording does The Danish Food Administration use in the booklet? RQ 12: How does the Danish Food Administration visually present the dietary guidelines, with use of colours, images and objects?

Table 2 shows the number of studies in the left column, the methods used in each study in the middle column and the research questions the right column.

5.2. Methodology design and data collection with the use of interviews

In this section the methodological approach for gathering data through interview will be presented. Three interviews have been divided into two studies, because two of the interviewees are from respectively the Danish Food Administration and DR and the last interviewee function as a third party that should illuminate the possibilities and barriers in a potential collaboration between DR and the Danish Food Administration and perspectives on health promotion.

The interviews were divided into *Study 1 - Interview with Gitte Gross* and *Study 2 – Interview with Trine Grønlund and Stine Skriver*. The methodological approach in the interviews was qualitative, based on phenomenological principles. Phenomenology would say that this was an investigation of lifeworlds, and in the present study the lifeworlds that were investigated, were the participants' professional views and perspectives of a potential collaboration. Our approach in the interviews was based on Steinar Kvale's (2009) theory on semi-structured interviews (Kvale 2009), and therefore an interview guide was developed based on two studies' research questions. The intention was that the questions should be used as a guide for the interview, and not as a fixed manuscript. The aim was to get the interviewees' perspective and standpoint, and therefore there was left room for improvisations from both interviewer and interviewee. We assumed that a fixed manuscript might have limited the insight into the interviewees' lifeworlds. We sought not to have prior assumption and preconceptions on what the interviewee could, or could not answer.

In *Study 1 - Interview with Gitte Gross* the aim of the interview was to get Gitte Gross' reflections on the development of the public health discourses, and how health is promoted in society. In addition our preconception was that sometimes parties in a new collaboration might not see the possibilities, whereas a third party would be more objective. Therefore Gitte Gross was chosen as a third party, on the assumption that she could provide objective statements on the research questions. Especially because she is head of the nutrition division at the Danish Technical University (DTU), and has worked with both food quality and public health for many years, and is knowledgeable within these fields. The research questions that we wanted answered through the interview with Gitte Gross were *RQ 1: What has been characteristic in the development of the health discourses and health promotion in society in the*

past and today?, RQ 2: What would be characteristic for the health promotion in the future? and RQ 3: What possibilities and barriers are there in a collaboration between DR and the Danish Food Administration, if promoting the dietary guidelines in Madmagasinet Bitz and Frisk?

As earlier mentioned a interview guide was used for the interview and the themes in study 1 (Appendix 1) consisted of; professional background of the interviewee, the interviewee's view on health, what is important in health promotion, communication strategy of the Danish Food Administration both strengths and weaknesses, the collaboration between the Danish Food Administration and DR, the health discourses 10 years ago and health in the future.

Gitte Gross was contacted by email and when she replied, she requested the interview guide before carrying out the interview in order to be prepared. We did not consider it a weakness that Gitte Gross saw the interview guide beforehand, because it gave her time to prepare and reflect on the interview questions. The interview with Gitte Gross was conducted face-to-face at DTU.

In *Study 2 – Interview with Trine Grønlund and Stine Skriver* the aim of the interviews was to get the views of the Danish Food Administration and Madmagasinet Bitz and Frisk on barriers and possibilities that lie within combing Madmagasinet Bitz and Frisk and *De Ti Kostråd*. Furthermore it was to get insight in the Danish Food Administration and Madmagasinet Bitz and Frisk's strategies, when communicating through their channels. Trine Grønlund and Stine Skriver were chosen as representatives respectively from the Danish Food Administration and Madmagasinet Bitz and Frisk.

The research questions for Trine Grønlund and Stine Skriver were *RQ 4: What are the methods for communicating the dietary guidelines and what are the methods for communicating in Madmagasinet Bitz and Frisk?, RQ 5: What potential barriers and possibilities does the Danish Food Administration see in a collaboration with Madmagasinet Bitz and Frisk and what potential barriers and possibilities does a representative from Madmagasinet Bitz and Frisk see in collaboration with the Danish Food Administration? and RQ 6: What is characteristic for health promotion today and in the future?* Regarding research RQ 4 it has to be emphasised that Trine Grønlund was asked about communication in the context of the dietary guidelines, and Stine Skriver was asked about communication in the context of Madmagasinet Bitz and Frisk.

The themes of the interview guide for Trine Grønlund (Appendix 3) were the interviewee's professional background, the interviewee's view on health, health communication, the Danish Food Administration's communication strategy, the potential collaboration between the Danish Food Administration and DR, and health in the future. The themes of the interview guide for Stine Skriver (Appendix 4) were the interviewee's professional background, DR's communication strategy, editing, the potential collaboration between the Danish Food Administration and DR, and health in the future.

Trine Grønlund was contacted by email, because it was assumed that she had knowledge about the concept of Madmagasinet Bitz and Frisk, since she had been interviewed in Madmagasinet Bitz and Frisk's episode on fat products. Getting in contact with Madmagasinet Bitz and Frisk was harder. The only option was to contact them through a "general contact" email on DR's webpage, which gave us no choice in who to get in contact with. We had hoped to get in contact with Sandy French, editor in chief of Madmagasinet Bitz and Frisk. The person, who replied, was one of the editors of Madmagasinet Bitz and Frisk Stine Skriver. It was assumed that she would be able to answer our questions in the interview guide, because she was an editor and therefore had knowledge on the communication strategy of Madmagasinet Bitz and Frisk.

The interview with Trine Grønlund was conducted over the phone, because it suited her better, whereas the interview with Stine Skriver was conducted face-to-face at DR's headquarter.

The interviews in both *Study 1 - Interview with Gitte Gross* and *Study 2 - Interview with Trine Grønlund and Stine Skriver*, were transcribed in order to code them in the programme Nvivo. The transcription of the interview with Gitte Gross (study 1) is in Appendix 2 and the transcribed interviews with Trine Grønlund and Stine Skriver (study 2) are in Appendix 5 + 6. The analysis of the interviews in both study 1 and study 2 were based on Giorgi's analysis method to process data material (Malterud 2001, 487). This analysis was used to understand the phenomena that appeared through the interviews. Giorgi's (2001) analysis recommends four steps:

Step 1 Getting a total impression. What themes are there? For us the total impression started from the point of conducting and preparing for the interview. Therefore our preconception was that the themes for the analysis were influenced by the themes in the interview guide,

which at the end was what we wanted to get the essence of in our summarisation. After the transcription of the interview, we divided the interview into themes that also functioned as codes.

Step 2 Identifying meaning units in relation to the themes. Under each theme in the transcribed interviews, we developed codes based on our aim for the interviews. The codes were not fixed; there was room for evaluation. Because of the extent of the interview, there was no need to create child nodes (meaning units), which in Nvivo is the term for subcodes. Instead we simply used the themes that were set in *step 1*. The coding was conducted individually. The codes used in Nvivo in *Study 1 - Interview with Gitte Gross* and *Study 2 - Interview with Trine Grønlund and Stine Skriver* are shown in Table 3.

Table 3 Codes used when coding the interviews in study 1 and study 2

Study	Codes used in Nvivo
<i>Study 1 – Interview with Gitte Gross</i>	Health discourses in the past Health discourses today Health promotion development Barriers in a collaboration between Madmagasinet Bitz and Frisk and the Danish Food Administration Possibilities in a collaboration between Madmagasinet Bitz and Frisk and the Danish Food Administration Health promotion in the future
<i>Study 2 - Interview with Trine Grønlund and Stine Skriver</i>	The institution’s own communication form Barriers in a collaboration between Madmagasinet Bitz and Frisk and the Danish Food Administration Possibilities in a collaboration between Madmagasinet Bitz and Frisk and the Danish Food Administration Health promotion today and in the future

Table 3 shows in the left column the study and the right column the codes used in Nvivo when coding the interviews.

The next step in Giorgi’s analysis is *Step 3 Abstracting the contents of individual meaning units (coding)*. The individual coding process was carried out with Nvivo, to be able to make the

work process of exporting and managing the codes easier. The advantage in this approach is that the codes can be changes gradually if the need occurs. We found that using Nvivo made it easier to manage the codes and if there was a need for gradual changes, the programme would make it easier.

Step 4 Summarizing their importance for each coding. After coding individually summarisation of each code was conducted in plenum. In the summary, the essence of the codes was extracted based on the relevance in answering our research questions. The summarizing process was done through steps, where the essence of the codes was condensed, by removing excessive material such as arguments or defence of an answer. A summary of the codes from *study 1* and *study 2* will be presented and analysed in the result chapter (Chapter 6.1. and 6.2.).

Designing and making decisions concerning the Giorgi's four steps helped us as researcher setting guidelines on, how to approach the analysis process. Assessing and sharing our preconceptions assisted with clarifying the effect of our decisions. The aim was not to eliminate our preconception, but to be aware of our limitations and hidden skewness, when looking at the data and results of the analysis of the interviews.

5.3. Methodology design and data collection with the use of content analysis

When wanting to investigate the Danish Food Administration and DR's health discourses, one of the steps was preconceived as obtaining an accurate assessment of, what information is currently communicated by the Danish Food Administration and DR in the media, such as Madmagasinet Bitz and Frisk and the campaign *De Ti Kostråd*. Therefore we decided to conduct a content analysis to assess, what information through statement and messages were communicated by the Danish Food Administration and Madmagasinet Bitz and Frisk.

Scientists within the field of content analysis have the assumption that media content influence the beliefs, attitudes or behaviour of some receivers, and that is why the extent of exposure and availability of content, like food or health is investigated in content analysis (Jordan 2010, iPad loc 334).

One of the first decisions the researcher has to make, when conducting content analyses, is to decide the strategy for sampling the media message. These decisions concern what medium or media, which genre, what period and how big the examined sample should be. Sometimes

the sample is limited, because available material is limited and therefore the sample can be difficult to make generalizable to the population. Every decision the researcher makes about the sample can influence the dataset that comes out of the content analyses, and therefore the researcher has to be reflective about the decisions that are made (Jordan 2010, iPad loc 1555). Furthermore sampling is a question of selecting a unit for the study that is taken from a larger unit, and therefore decision has to be made, on how to manage and concretize the sample unit. Content analyses say that it is not possible to code all the medias available to the audience, and that is why a sample is chosen (Jordan 2010, iPad loc 1573). As mentioned the researcher has to take decisions about the sample, and these decision means that the sample is based on different variables. These variables can be e.g. time, which means that the sample is based on a time period, such as the health content in television in a period of one week (Jordan 2010, iPad loc 1625). Another example could be a sample that is based on search engines, where a media is examined by searching on a specific key-word. This is often done with text-based media, such as magazines or with some audio-visual medias where summaries on e.g. television programme plot can be used to direct the search (Jordan 2010, iPad loc 1642). There is no right or wrong sample strategy, the only thing to have in mind, is to consider the sample from different angle, and thereby creating the most optimal sample (Jordan 2010, iPad loc 1804).

Study 3 was the content analysis of Madmagasinet Bitz and Frisk (*Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*). Our preconception was that Madmagasinet Bitz and Frisk characterized DR's discourses on health, because it is the newest produced programme series by DR. To look at our sample from different angles, we decided to conduct a search on mediastream, to get an overview on all the programmes series about food and health that have been transmitted on DR. The search on media stream had the aim of investigation, which programmes series were transmitted alongside the publishing of *De Ti Kostråd* in September and the following promotion of *De Ti Kostråd*. Furthermore it was to verify that Madmagasinet Bitz and Frisk was the newest addition to programme serious about food and health on DR. The result of the search was that on DR in the period September 2013 to present time Madmagasinet Bitz and Frisk was the newest addition that focused on health as well as food quality. The search on health on mediastream resulted, besides Madmagasinet Bitz and Frisk, in programme series such as Price Inviterer, Det Søde Liv, AnneMad, Price og Blomsterberg

and some English programme series. The search on mediastream on food quality did not give any results, except for Madmagasinet Bitz and Frisk. Our preconception that Madmagasinet Bitz and Frisk was the newest addition of programmes series that concerned both food quality as well as health was verified.

The research questions for assessing the food and health discourses on public service television were *RQ 7: How is DR's discourses on health and food expressed when looking at the sample Madmagasinet Bitz and Frisk's episodes transmitted from September 2013 to present time (March 2014)?*, *RQ 8: How are Madmagasinet Bitz and Frisk's episodes communicated and framed in order to underline the premise?* and *RQ 9: What methods besides interview does Madmagasinet Bitz and Frisk use to underline the premise of the programme?*

Study 4 was the content analysis of the booklet *De Ti Kostråd* (*Study 4 – Content analysis of the sample the booklet De Ti Kostråd*). The sample of the content analysis was the booklet *De Ti Kostråd* (Appendix 7), because it was the newest product from the dietary guidelines in the public. Therefore the health discourses of the Danish Food Administration were based on the booklet. We were aware of the Danish Food Administrations other communication channels, e.g. the website www.altomkost.dk, where they also promote discourses on health, such as food waste and or recommendation for specific dietary needs (Altomkost 2014). These channels are looked upon as informational tools that the public can use to find answers regarding health and food.

The research questions for assessing the health discourses of *De Ti Kostråd* from the Danish Food Administration were *RQ 10: How are The Danish Food Administration's discourses on health and food expressed when looking at the sample De Ti Kostråd?*, *RQ 11: What kind of wording does the Danish Food Administration use in the booklet?* and *RQ 12: How does the Danish Food Administration visually present the dietary guidelines, with use of colours, images and objects?*

All the above was an elaboration of the sampling process of *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* and in the following the construction of codes will be addressed. The theory on content analysis also concerns the construction of codes can help defining the pattern in a sample (media message). The codes are measurement categories that the researcher constructs and concretizes so that others than the researcher can help code the sample and

that the dataset has high reliability (Jordan 2010, iPad loc 1111). Making and constructing codes can be a process so the dataset keeps being reliable (Jordan 2010, iPad loc 1122). Content analyses say that at least two coders must be part of the coding process, in order to make the dataset reliable. Furthermore using limited number of coder is not a force in regard to making the data more reliable. Instead it is about constructing the right codes and concretizing them (Jordan 2010, iPad loc 1987). If external coders are used training these coders can increase the reliability (Jordan 2010, iPad loc 2023). The codes constructed for content analyses can have to types of content; manifest content and latent content. Manifest content is content elements that are easy to code and recognize, and the searchers do not need to have prerequisites on the subject, to be able to code the media message. The latent content is something like a pattern or theme that has to be inferred from the media message. In the latent codes, there is an element of analysis, which means that the reliability can be compromised, because of the individual coder's preconception on the media message investigated (Jordan 2010, iPad loc 1122). Based on this we developed a coding sheet for *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*, to get a nuanced picture of content framing and communication methods. The first draft of the coding sheet was divided into aim of the programmes, the hosts' roles, and the use of experts and investigative methods. After the first draft of the coding sheet, we conducted a test, to see if the sheet was adequate. The coding turned out to be too complex, and was therefore revised. An example is that the appeal forms logos, ethos and pathos were included in the coding sheet, because it turned out that it was difficult to code. Instead we decided to discuss the appeal forms based on the other codes in the coding sheet, such as investigations methods. Revising our codes helped getting an insight into what the codes had to consist of, and a common understanding of what needed to be coded. The final coding sheet (Appendix 8), therefore contained the following codes; the aim of each episode, in order to compare it to the take home message, the role of the hosts, who participated in the episodes and the investigation methods.

The coding of the programme was conducted individually, but the 22 episodes were divided between the two researchers. After coding the episodes individually the codes were summarized in plenum. Then we analysed the data by looking at central tendencies that could describe the health and food discourses, and how those were communicated and framed in the episodes. The approach was i.e. to count the methods, by looking at the episodes aim, level of critical angle and thereby code the episode as summative or formative and determine a

take home message. The results of *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* are presented in chapter 6.3.

As in *study 3* in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* a coding sheet was developed in order to get a nuanced picture of the visual presentation and wording of the dietary guidelines (Appendix 9). The coding sheet was divided into visual presentation, including colours and objects and the wording included qualitative or quantitative recommendations and imperative form. Each of the dietary guidelines was coded individually and summarized in plenum. After coding the dietary guidelines we analysed the data by looking at central tendencies that could describe the health and food discourses, and how those were communicated in the booklet. This was done by summarizing the codes on the visual presentation including colours and images, the wording and if the recommendation was qualitative or quantitative. The results of *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* are presented in chapter 6.4.

The methodological review presented in this chapter in section 5.2. and 5.3. should have created an understanding of, how data was gathered and analysed to obtain an accurate assessment to answer our research questions and problem statements.

In the following chapter the results and analysis of the data gathered in *Study 1 - Interview with Gitte Gross*, *Study 2 – Interview with Trine Grønlund and Stine Skriver*, *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, are presented.

6. Result and analysis

In *Study 1 - Interview with Gitte Gross* and *Study 2 – Interview with Trine Grønlund and Stine Skriver*, semi-structured interviews were conducted, in order to assess the participant's views and perspective on promoting the dietary recommendation in Madmagasinet Bitz and Frisk. In addition study 1 focused on the historical perspectives and study 2 on how the two institutions communicate the booklet *De Ti Kostråd* and Madmagasinet Bitz and Frisk respectively. The results of the interviews are presented in the chapter below in section 6.1. and 6.2.

In *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, content analysis was used in order to investigate sample of the communicative material of the two institutions, the booklet *De Ti Kostråd* from the Danish Food Administration and Madmagasinet Bitz and Frisk from DR. The results of the content analysis are presented in section 6.3. and 6.4.

6.1. Study 1 - Interview with Gitte Gross

In the following table a summary of the interview with head of the nutrition division on DTU Gitte Gross is presented. Her educational background is Food scientist, master in communication and project management. She has worked with both food quality and safety in Forbrugerrådet and with public health as the leader of VIFOS (Videnscenter for Sundhed).

Table 4 on the next page shows a summarization of the statements from Gitte Gross which answers *RQ 1: What has been characteristic in the development of the health discourses and health promotion in society in the past and today?*, *RQ 2: What could be characteristic for the health promotion in the future?* and *RQ 3: What potential possibilities and barriers are there in a collaboration between DR and the Danish Food Administration, if promoting the dietary guidelines in Madmagasinet Bitz and Frisk?*

Table 4 Summary of the analysis concerning the perspective and views of Gitte Gross.

Research Question	Perspectives and views
<p><i>RQ 1: What has been characteristic in the development of the health discourses and health promotion in society in the past and today?</i></p>	<p><i>Health discourses in the past:</i> Fat used to be the enemy People used to believe in the authorities.</p> <p><i>Health discourses today:</i> Health is an aesthetic ideal. The dietary guidelines are not sexy. Fat is good. Carbohydrate evil. Lack of trust towards authorities.</p> <p><i>Health promotion today:</i> Health message has to be relevant for the individual. The individual has difficulties with figure out the truth in popular science. Health promoters have become a question of sex appeal. The Danish Food Administration is being innovative in their use of media channels and marketing specialists</p>
<p><i>RQ 2: What could be characteristic for the health promotion in the future?</i></p>	<p>Apps to help live healthy. Targeted policies and interventions e.g. at the work place. Genetic diets.</p>
<p><i>RQ 3: What potential possibilities and barriers are there in a collaboration between DR and the Danish Food Administration if promoting the dietary guidelines in Madmagasinet Bitz and Frisk?</i></p>	<p><i>Barriers:</i> The individual discourse of nutrition professionals, less prejudice approach and framing the content in Madmagasinet Bitz and Frisk.</p> <p><i>Possibilities:</i> The television medium obvious channel to get complex messages across by communicating messages through curious investigation in a simple way. Ethos appeal of experts could be a key driver when promoting the dietary guidelines.</p>

Table 4 The table is divided into two columns. The left column is the research question and the right column is the view and perspective of Gitte Gross and who answers our research questions.

When asked about the development of health promotion and health discourses in society until now (RQ1), Gitte Gross said that the general public does no longer have the same trust towards authorities such as the Danish Food Administration. Health has become a religion, where the individual believe they know what is best for them, in regard to health and their behaviour. In the following quote Gitte Gross talks about that change:

“So if we have to talk discourse changes, then I think, there used to be a lot of trust in the authorities and that it was the truth and they could be trusted, where now you see more of the individual and one self as knowing what is best for me.” (Appendix 2, 113)

Additionally Gitte Gross explains that health depends on the individual preferences. She argues that in health promotion, the content of the message has to be relevant to the individual to motivate. People want the dietary guidelines spelled out, and the healthy choices should be easy accessed and taste good, because some people still think of healthy as boring. The reason for this is that Gitte Gross finds that people have difficulties to figure out, what is true in popular science. Furthermore people have to be reached on their own premises. In the next quote Gitte Gross states that health today is an aesthetic ideal to look good.

*“Health has become a physical ideal. It is not about how your body works, but how it looks. That is what is most important.”
(Appendix 2, 114)*

In another context in the interview Gitte Gross talks about health promoters and pseudo experts like Thomas Rhode as sex symbols. This shows the aesthetic ideal both within the individual and the people who promote health. In addition, Gitte Gross argues that the dietary guidelines are not sexy enough, to compete with the pseudo experts' sex appeal and health entertainment. Instead the dietary guidelines are appealing by expressing simple rules. Gitte Gross adds that dietary habits in the general public still change slowly, and the recommendations try to adjust to the eating habits. In relation Gitte Gross stated that fat used to be the enemy in the past, but today carbohydrates are frowned upon. This is shown through new diets like low carb high protein, which Gitte Gross thinks might be in for a while.

Gitte Gross states that health promotion should include approachable healthy choices. The healthy options should be made appealing, accessible, and differentiated to different segments.

“Then I believe that health communication is 90% about making healthy choices easy, thereby structural changes. That it is made easy and convenient to eat healthy, but also to make the healthy food taste good. You can’t have something that is healthy in the old fashion bran aunt (klidmoster) model. You have to make it delicious and appealing.”
(Appendix 2, 113)

An example is that by using Facebook, the Danish Food Administration is opening a new channel to reach another target group. Finally Gitte Gross said that even though it is beneficial to be up to date on state of the art, solid evidence should still be the base, when promoting health to the general public.

To answer RQ 2: *What could be characteristic for the health promotion in the future?* (Table 4) Gitte Gross mentions different methods to improve health promotion in the future. These examples are apps to help people adjust healthy habits to their own preferences and more targeted politics and interventions, including guidelines at work places or institutions. In addition she adds that genetic diets are becoming the next big thing.

When being asked about RQ 3: *What possibilities and barriers are there in a collaboration between DR and the Danish Food Administration, if promoting the dietary guidelines in Madmagasinet Bitz and Frisk?* (Table 4) Gitte Gross argued that a barrier is the individual discourses of nutrition professionals, when sending a message. She adds that in Madmagasinet Bitz and Frisk a less know-it-all and prejudice approach towards the topic would be beneficial. That obstacle might have to be overcome by the programmes by framing the content less beforehand Gitte Gross stated that a possibility in the collaboration is that the television medium could be an obvious channel, to get complex messages out to the viewers in a more simple way. In the quote on the next page Gitte Gross states that the opportunity in

using Madmagasinet Bitz and Frisk to promote the dietary guidelines is:

“It could be said, that I think they have a great opportunity to create something that could accentuate the dietary guidelines, because they are not especially sexy and they are difficult to get out there and accessible.” (Appendix 2, 114-115)

Furthermore Gitte Gross says that the method to carry out the concept is with curious investigations.

Gitte Gross stated that she cannot say how much the viewers take home from Madmagasinet Bitz and Frisk, but the ethos appeal of the experts could be a key driver to promote the dietary guidelines through the programme.

Study 1 - Interview with Gitte Gross showed that health messages should be simple, relevant and spelled out and the healthy choices should be easy accessed and taste good. Additionally society and its health discourses today is influenced by health promoters and pseudo experts like Thomas Rhode that are appealing by being sex symbols and their conviction that health is about looking good and not feeling good. The limitation of the dietary recommendation is that it does not have the same sex appeal as i.e. Thomas Rhode and the communicator the Danish Food Administration is seen as less trustworthy than earlier. *Study 1 - Interview with Gitte Gross* showed that the editing style of Madmagasinet Bitz and Frisk’s as a barrier in the potential collaboration. On the other hand the television medium in it self is a possibility to get complex messages communicated in a simple way.

6.2. Study 2 - Interview with Trine Grønlund and Stine Skriver

In the following tables a summary of the interview with Trine Grønlund and Stine Skriver is presented (*Study 2 – Interview with Trine Grønlund and Stine Skriver*). Trine Grønlund is a biologist with speciality in nutrition and has worked for the Danish Food Administration since graduating in 2004. Stine Skriver is a journalist and editor of Madmagasinet Bitz and Frisk. The results of Stine Skriver and Trine Grønlund’s statements will be presented together under each research question.

Table 5 shows the statements from Trine Grønlund and Stine Skriver that answer RQ 4: *What are the methods for communicating the dietary guidelines and what are the methods for communicating in Madmagasinet Bitz and Frisk?*, RQ 5: *What potential barriers and possibilities does the Danish Food Administration see in a collaboration with Madmagasinet Bitz and Frisk and what potential barriers and possibilities does a representative from Madmagasinet Bitz and Frisk see in a collaboration with the Danish Food Administration?* and RQ 6: *What is characteristic for health promotion today and in the future?*

Table 5 Summary of the analysis of perspective and views of Trine Grønlund and Stine Skriver.

Research Question	Perspectives and views	
	Trine Grønlund	Stine Skriver
<i>RQ 4: What are the methods for communicating the dietary guidelines and what are the methods for communicating in Madmagasinet Bitz and Frisk?</i>	Segmentation is needed in health communication because communication is directly targeted. Positive wording that e.g. involves the consumer. Visual presentation focused on images that speak to the consumer. Guidelines have to be adjustable to the development of eating habits.	Create a non-prejudice, curious and scientific programme. The hosts are key actors in chosen what to communicate. Investigative journalism is the mean for the communication and framing of the programme. Visuals methods such as picture choice, editing and camera angle. Taken precautions when communicating to the viewers
<i>RQ 5: What potential barriers and possibilities does the Danish Food Administration see in a collaboration with Madmagasinet Bitz and Frisk and what potential barriers and possibilities does a representative from Madmagasinet Bitz and Frisk see in a collaboration with the Danish Food Administration</i>	<i>Possibilities are:</i> In depth and Investigative journalism. <i>Barriers are:</i> Viewers interpret the message to their own views but it does not mean that they reflect on the message. DR investigation method weakens the trust in the Danish Food Administration.	<i>Possibilities are:</i> The Danish Food Administrations view in specific contexts. <i>Barriers are:</i> Does not believe in the possibilities of collaboration with the Danish Food Administration.
<i>RQ 6: What is characteristic for health promotion today and in the future</i>	Responsibility lies at the individual. Choices for the individual and not prohibitions. Positive message on health. Avoid conservative images. Obesity is still a problem. Mental health has to be more in focus.	There is a need for better coordination between DR's

Table 5 The table is divided into two main columns. The left column is the research question and the right column is the views and perspectives, which have been divided into two. One column containing the perspectives and views of Trine Grønlund and one column containing the perspectives and views of Stine Skriver.

In the following RQ 4 concerning the communication methods of the Danish Food Administration and DR will be presented, by using the statements of Trine Grønlund and Stine Skriver (Table 5).

Trine Grønlund stated that when planning communication in *De Ti Kostråd* segmentation was carried out, which is both positive and negative. Positive because the communication is more directly targeted, but negative because it excludes some segments. Even though the dietary guidelines are evidence based, science is not used as argumentation on, why the general public should follow the guidelines in the booklet. Trine Grønlund emphasizes that the message has to be delivered in an easily understood language, which is illustrated in the quote:

“This thing about making it relatively easily understandable, it has to be a text version that is not full of professional terms, but a simple everyday language, that is important for to remember, when we communicate.”
(Appendix 5, 124) (Trine Grønlund, *The Danish Food Administration*)

Trine Grønlund also stated that the wording in the dietary guidelines is a conscious choice of using “you” and not “one”, to make the consumers feel involved. Furthermore it is important to be positive in the wording, and saying how well the population is doing. In the visual presentation the Danish Food Administration considers societal layers, by presenting food that is approachable for a household, not fancy dinners. Trine Grønlund gives example on what reflections there has been during the design process, when developing the dietary guidelines:

“It is beef paddies, there is one lobster that has sneaked in on one of the pictures, mainly because lobster look really nice, even though it is few who serves lobster every other Friday, but there is a form of deliciousness on the pictures, without it going into “Bo Bedre” style, and that is a conscious choice from our side, in the Ikea form as we call it, because most families go to Ikea, no matter their economic situation.”
(Appendix 5, 126) (Trine Grønlund, *The Danish Food Administration*)

Trine Grønlund elaborates that the target group of the dietary guidelines was women over 30, who are in charge of the family's health. Furthermore, she added that the communication form in the dietary guidelines has to be adjusted to the eating habits in the population, and be based on scientific evidence. This is shown in the statements below:

"...but the populations eating habits change relatively little over time..."
(Appendix 5, 129) (Trine Grønlund, The Danish Food Administration)

"...it has been important that what we inform is information with a scientific, and that is generally for all out communication and actions, that it has a scientific foundation."
(Appendix 5, 124) (Trine Grønlund, The Danish Food Administration)

In the interview with Stine Skriver she started with presenting what the premise and aim of Madmagasinet Bitz and Frisk was, when being asked about the programmes communication strategy (RQ 4). She stated that the premise of Madmagasinet Bitz and Frisk was:

"We have been set into this world to create a non-prejudice, curious and scientific programme. We are set into this world to enable the viewers to make informed decisions regarding what they put into their shopping basket." (Appendix 6, 131) (Stine Skriver, DR)

Stine Skriver explains that in journalism a lot is not formulated beforehand. Furthermore she mentions that Madmagasinet Bitz and Frisk is influenced by the hosts, Christian Bitz and Mette Frisk, and what message they want to convey. Mette Frisk's role is to be investigative, critical and find the stories. Christian Bitz's role is to find the truth in the nutritional aspect.

Stine Skriver continued that the segmentation process on television is that the receiver chooses the sender. It is assumed that the segmented target group is young people, because

Stine Skriver says in the following quote that the editorial choices are appealing to the younger viewers:

“I think we are the programme, where the picture choice and editing and camera choice and such things, is mostly directed at the youngest audience. That is at least our hope, to reach some of the young viewers.”

(Appendix 6, 131) (Stine Skriver, DR)

According to Stine Skriver the message has to have some kind of entertainment value to reach the viewers. When asked about how Madmagasinet Bitz and Frisk underline the content and messages in the programme, Stine Skriver added they use investigative journalism, which includes using relevant experts, studies and interviews. In the quote below she explained that Madmagasinet Bitz and Frisk’s goal is not to be scientific:

“We are not pretending that we are scientific, but at the same time, we want to conduct experiments. Some of it is about illustrating.”

(Appendix 6, 131) (Stine Skriver, DR)

Stine Skriver explained that evaluations of the programmes are not done continuously, but the viewer ratings from week 20 were approximately 600.000.

Based on the statements of Trine Grønlund and Stine Skriver we claim that the communication strategy of the Danish Food Administration and Madmagasinet is different, when promoting and communication their messages. The communication strategy of the Danish Food Administration and the dietary recommendation are based on evidence, the visual presentation and wording have to be relevant for the segmented target group, positive and including wording is important and the habits of the population influences how the dietary recommendations are presented, and when they are revised. Madmagasinet Bitz and Frisk does not have a set communication strategy. Investigative journalism is used and the investigation influences, what the end message will be in the programme. The hosts decide what story to transmit but the story and the message have to have some kind of

entertainment value. Additionally the segment chooses the programme and not the other way around, though Stine Skriver says that the segment is young adults.

Trine Grønlund and Stine Skriver had the following views and perspectives on the case of collaboration between DR and the Danish Food Administration, if promoting the dietary guidelines in Madmagasinet Bitz and Frisk (RQ 5, Table 5). Trine Grønlund said that people accept knowledge that is relevant to them. In regard to television she says that people take in what they find relevant from the message, and that does not mean they reflect upon the health value of the food. If the viewer believes that “rigelig smør” is good for them, they will listen to James and Adam Price. And if they do not like fish, they won't eat it, even though Christian Bitz recommends it. Trine Grønlund emphasizes the problem with poor consumer information versus consumer orientation on television in the following quote:

“You can be worried about the amount of poor information, instead of consumers orientation, that potentially could be beneficial, but the consumer chooses to shut out.”

(Appendix 5, 128) (Trine Grønlund, The Danish Food Administration)

On the other hand, Trine Grønlund was positive towards the concept Madmagasinet Bitz and Frisk, due to the concept of in depth and investigative journalism, but the way the programme is framed and carried out is not optimal. In addition she argues that DR is critical towards public authorities. This is shown in the following quote:

“... 5-10 years ago, our word was the “law” because we were the authorities, and now DR and other fronts question the authorities and if they are doing their job well enough...? They have become more interested in, in DR, being more confronting and critical..”

(Appendix 5, 127) (Trine Grønlund, The Danish Food Administration)

The quote indicates that Trine Grønlund is aware of the need for concretized collaboration terms, when participating in public service television, because the Danish Food Administration would like to use the television media as a channel for health promotion.

Collaboration terms could be, to have more control over the editing of the statements the Danish Food Administration contribute with in the programmes.

Stine Skriver does not believe in the setup of collaboration between DR and the Danish Food Administration. She explained that the Danish Food Administration is an independent institution, with its own experts and science, and DR is an independent institution with independent journalism. It would create a dependent relation that is not beneficial. Stine Skriver goes as far as calling a collaboration “state television”. Furthermore she excludes the possibility because Christian Bitz disagrees with the dietary guidelines and says that:

“So as long as he is the host of the programme, there is no way it can be possible.” (Appendix 6, 133) (Stine Skriver, DR)

Stine Skriver stated that a possibility is to use the Danish Food Administration in relevant contexts, to underline a programme’s premise.

The last research question that needs to be presented is RQ 6: *What is characteristic for health promotion today and in the future?*. When Trine Grønlund was asked about health promotion today and in the future (RQ 6), she said that there are aspects that need to be considered in health promotion. The Danish Food Administration is working on sending out positive messages about health, and thereby trying to avoid conservative image, despite their obligation to communicate solid evidence. Trine Grønlund argues that there are still problems with obesity, but the mental health is also becoming an issue that leads to lack of overview, of a healthy everyday lifestyle and this also has to be grasped, when practicing health promotion.

When Stine Skriver from DR was asked about health promotion today and in the future (RQ 6), she had difficulties in answering the question. Instead Stine Skriver reflected upon the need for better coordination between DR channels, because DR takes upon them to transmit news with different perspectives on health and this might create confusion among the viewers:

“In that case I would wish that we became better at coordinating our messages from inside. There is constantly new research. There are

constantly new reports and we communicate the news. The research does not reach you... it points in thousands of directions and every time we communicate it, I can understand if the viewers within a week see one programme that says to loose weight and the week after see one that says it is dangerous. Then I can understand that the viewers sit and think what are you doing." (Appendix 6, 134)(Stine Skriver, DR)

The key findings of *Study 2 – Interview with Trine Grønlund and Stine Skriver* showed that the communication strategy of the Danish Food Administration and Madmagasinet are different, when promoting and communication their messages. According to Trine Grønlund the communication strategy of the Danish Food Administration and the dietary recommendation are based on evidence, the visual presentation and wording of the message has to be relevant for the segmented target group, women +30 years. Positive and including wording is important and the habits of the population influences how the dietary recommendations are presented, and when they are revised. Madmagasinet Bitz and Frisk does not have a set communication strategy, according to Stine Skriver. The hosts decide what story to transmit, and investigative journalism is used to communicate the message. The story and message have to have some kind of entertainment value. Additionally Stine Skriver says the segment chooses the programme and not the other way around, but the editing style is used to segment young adults. Furthermore *Study 2 – Interview with Trine Grønlund and Stine Skriver* showed that according to Trine Grønlund the barriers are the editing style and framing of the interviewees in Madmagasinet Bitz and Frisk. According to Stine Skriver the barriers from DR's perspective are that Christian Bitz's views collide with some of recommendations in the dietary guidelines and that collaboration between the Danish Food Administration and DR would result in state television. Both representatives agreed that a possibility would be to use the Danish Food Administration in relevant contexts. Trine Grønlund emphasized that if collaboration was to become a reality, ground rules have to be concretized e.g. terms on how the programme is framed and carried out, and the editing of statements.

6.3. Study 3 Content analysis of television programmes and DR's health discourses

The following section is a presentation of the results from the content analysis of Madmagasinet Bitz and Frisk (study 3), and the food and health discourses DR portrays through these episodes. The sample consists of 21 (N) episodes of Madmagasinet Bitz and Frisk transmitted between September and February. One episode was excluded, because it was a follow up on previous episodes and a defence of criticism stated against some of Madmagasinet Bitz and Frisk's episodes.

Madmagasinet Bitz and Frisk is communicated by the hosts Christian Bitz and Mette Frisk. Christian Bitz has a master degree in human nutrition and is known from Go' Morgen DK as nutritional expert, scientific researcher at Herlev Hospital and the mentioned "Verdens Bedste Kur Vol 2.0" and the slogan "Luk munden og let røven" (Bitz 2014). Mette Frisk has worked as an investigative journalist on the programme "Kontant", "Søndagsmagasinet" and the news (DR¹). In Table 6 the themes and aim of the episodes are presented to provide an insight into what characterizes the episodes of Madmagasinet Bitz and Frisk. The themes and aim in Madmagasinet Bitz and Frisk are the premise of the episodes. An example is an episode on gravy, where the theme is gravy and the aim is to investigate the difference between ready-made and homemade gravy. The communication orientation of the episodes can be divided into summative or formative form. The patterns in the content analysis showed that when the premise (aim) of the episodes was to compare e.g. products and production methods, the episode was angled critically towards one product or production method, and conclusive in the summative form, e.g. the Gravy episode. When episodes were targeted towards a more specific group or food behaviour, the angling of the premise was formative, but still included a take home message as a conclusion and summary of the episode. An example on a formative episode that focuses on a specific food behaviour and target group is the Diet1 episode. Further perspectives on the structural composition of formative Diet1 and summative Gravy episodes will be illuminated later in the result chapter, section 6.3.4. In addition, the Diet1 episode and the Gravy episode will be used as examples further on, when presenting our results from the content analysis, due to their representativeness of the summative (Gravy episode) and the formative (Diet1 episode) forms.

Table 6 The result of the content analysis of the Madmagasinet Bitz and Frisk focusing on episode theme, communication orientation and take home message

Episode theme and aim	Summative episode	Formative episode	Take home message
Eggs: The content and quality in eggs. Furthermore animal welfare in regards to production of cage-, "skrabe-" and organic eggs.	✓		"Skrabe" hens are worse of than cage eggs hens.
Canned Fish: Canned fish vs. fresh fish alongside the investigation of Bisphenol A in cans. Looking into the production of cans used for fish products.	✓		Canned fish is just as healthy as fresh fish despite Bisphenol-A in cans.
Veal: Danish and Dutch veal and their food qualities. Animal welfare of both Danish and Dutch veal but with the focus on the problems in the production of Dutch veal	✓		Choose Danish veal, better taste and animal welfare.
Salmon: Salmon's food qualities and how it is produced in salmon farms in Norway and the consequences of that.	✓		Fish farming can be sustainable if done right. Eat more fish.
Juice: Juice and its health and food quality. Questioning the content of sugars compared to soda.	✓		Juice should not be a part of the recommendations because of high sugar content.
Fats: Saturated fatty acids, trans fatty acids and monounsaturated fatty acids in fats and how they should be ranked in regards to health.	✓		Kærgården and butter are healthier than margarine.
Potatoes: Why is potatoes unpopular and what can potatoes be used for other than cooking		✓	Potatoes are healthier than pasta and rice, but not as convenient. Can be modernized.
Cheap and Healthy food: Guidelines to how to save money in the food budget and with a twist of health issues		✓	It is possible to be healthy on a budget.
Gravy: What is better homemade or ready-made gravy and what does both products contain.	✓		Gravy is not healthy. Ready-made gravy is less calorific than homemade, but with more additives.
Duck: Duck species and their food qualities. Animal welfare regarding production method. Organic vs. conventional.	✓		Choose organic ducks for animal welfare. Cooking shrinkage is the same in all ducks (organic, conventional)
Picky children: How to get children to eat more different foods and what health issues there can be when a child is being picky in regards to food.		✓	Children can learn to eat everything. Eating habits are learned through role models.
Meat: How meat pollutes through Co ₂ and how it affect out health. The premise is to make the viewers eat less meat.		✓	Possible to live without meat. Eat less meat from ruminant to reduce co ₂ pollution.
Fastfood: The content and satiating affect of fast food, and why we choose to eat fastfood.		✓	Fastfood is not healthy, but we eat because of primitive attraction to salt, sugar and fat.
Breakfast: The truth in the myth that breakfast is the most important meal of the day and looking in to the content of breakfast cereal.		✓	Breakfast is a habit. Not the most important meal. Eat it if you are hungry. Many cereals full of sugar.
Diet 1: Changing food habits and setting a goal to physical performance through weight loss.		✓	Dieting is not an easy task. Many factors influence obesity.
Food labels: Uncovering why the label and product content is not always consistent and misleading the consumers.		✓	Be critical when reading the food labels. Food labels are often misleading.
Yoghurt: Does yoghurt with probiotics affects healthy individual and how much sugar goes into the yoghurt.	✓		Unhealthy high sugar yoghurt seems healthy because of probiotic content. Not possible to conclude if probiotic yoghurt make healthy people healthier.
Lumpfish: The living conditions of the lumpfish and comparing preserved roe with fresh row.	✓		Lumpfish might be endangered. Preserved roe is full of additives.
Diet 2: Changing food habits and setting a goal to physical performance through weight loss.		✓	Weight loss can be a success. Obesity is a complex issue.
Berries: The production of all year round berry production and comparing fresh berries with frozen.	✓		Nutritional, environmental and social consequences of all your round production of berries.
Cup noodles: The content of cup noodles and how to make adolescents choose a healthier alternative to cup noodles.		✓	Cup noodles are unhealthy, too high in salt and gives low satiation.

Table 6 Overview of the premise of the episodes and how it is angled through being summative or formative.

In the next section of the results, the discourses of Madmagasinet Bitz and Frisk will be addressed, which should answer *RQ 7: How are DR's discourses on health and food expressed when looking at the sample Madmagasinet Bitz and Frisk's episodes transmitted from September 2013 to present time (March 2014)?*

6.3.1. Discourses on food quality and health in Madmagasinet Bitz and Frisk

This section will provide insight into what the food and health discourses of Madmagasinet Bitz and Frisk are. Figure 7 and Table 7 will be used to visually present the food and health discourses of Madmagasinet Bitz and Frisk.

Figure 7 Presents the discourses that emerged when analysing Madmagasinet Bitz and Frisk's episodes

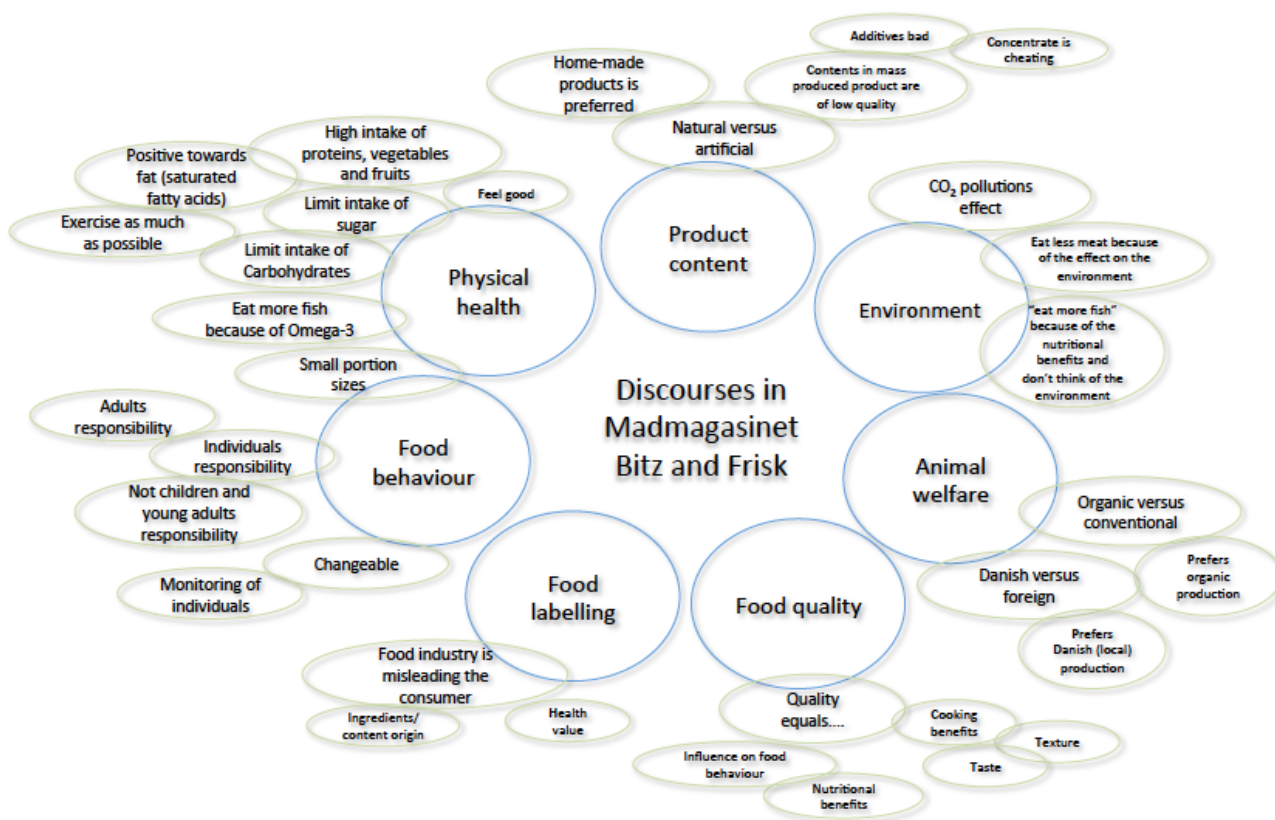


Figure 7 shows the main discourses and the discourses that are sub discourses in Madmagasinet Bitz and Frisk. The blue bobbles are the main discourses and the green bobbles are the sub discourses.

When we determined the discourses shown in Figure 7, it was based upon the statements and messages of the hosts, Christian Bitz and Mette Frisk. Furthermore the take home message was assumed to be the views of the two hosts in each episode. Based on Figure 7 we claim that the sample Madmagasinet Bitz and Frisk expresses that DR has a variety of food and health discourses depending on, what the theme is of the transmitted programme. Table 7 is an overview of the discourses and the percentage of the frequency out of all the episodes. After Table 7 the patterns in each discourse will be presented.

Table 7 Overview of all the discourses in the episodes

	Frequency (n)	Percentage of frequency (%)
Discourses		
Physical health	15	71.4
Product content	12	57.1
Food qualities	8	38.0
Food labelling	8	38.0
Food behaviour	5	23.8
Animal Welfare	5	23.8
Environment	3	14.3

Table 7 shows the discourses used in all the episodes of Madmagasinet Bitz and Frisk.

The discourses on **physical health** can be summarized as content in food items that affect the body in a positive or negative way. The focus in physical health is often on food with high salt and sugar content, low intake of carbohydrate, or on the health benefits of fatty acid omega-3, proteins, fruit and vegetables and exercise. The physical health discourse is concerned with an aspect of feel-good, because the purpose of eating healthy in Madmagasinet Bitz and Frisk is not to look good, but to feel good, e.g. in the Diet1 episode. The **product content** discourse is that additives and contents such as salt, sugar and fats affects the products taste, texture and health value. There is an underlying discourse of natural versus artificial, where the natural products, e.g. homemade gravy, are preferred over artificial products e.g. ready-made gravy. The most frequent discourses are physical health and product content as seen in Table 7.

The discourses on **food qualities** have many angles; often it concerns comparing food items regarding texture, the use of a product, preservation methods and nutritional qualities. The

sub discourse is that food quality is equal to nutritional benefits in the food item e.g. omega-3 and protein.

The **food labelling** discourse is that food labels are misleading, when the information on the product does not reflect the production methods and location, e.g. Samsø pickled cucumbers is mainly processed on Samsø, but the cucumbers may origin from Spain (DR²). The misleading can also cover products that appear to be healthy, e.g. probiotic yoghurts that contain a lot of added sugar. Madmagasinet Bitz and Frisk believes that food labels should be more elaborative, so that the consumers know exactly what is in the product.

The **food behaviour** discourse concerns food habits and that it is possible to change food habits with the right guidelines. The focus is not on the social cultivation aspects of eating behaviour, but they are touched upon in some episodes. An example is that the participants in the Diet1 episode have to learn, when they feel full alongside eating healthy. In addition psychological and physical factors, such as cravings and genetics affect our food behaviour. Cravings are affected by basic instincts, to eat food with high sugar, salt and fat content. Responsibility in regards to food behaviour is seen by Madmagasinet Bitz and Frisk as being that of the individuals with the exception that i.e. children need guidance from adults.

The discourses on **animal welfare** is concerned with the conditions of the animals during production, transportation and slaughter. Madmagasinet accentuates that organic and Danish productions are better and they are critical towards conventional and foreign produce. Danish is seen as local.

The **environmental** discourse is not very frequent, but when it occurs it is mainly concerned with the negative side of e.g. transportation of berries regarding CO₂, and how to make productions sustainable. Sustainable productions are not necessarily local (Danish), because in the meat episode (DR³) it is explained that Danish produced vegetables may pollute more than transported vegetables, if grown in a greenhouse.

6.3.2. Investigation methods used to communicate and frame the content of Madmagasinet Bitz and Frisk.

To be able to get an understanding on how Madmagasinet Bitz and Frisk communicates, the content analysis focused on coding the different investigation methods used in the episodes. The investigation methods will be described briefly and then elaborated in relation to summative and formative episodes in section 6.3.4. The aim was to answer *RQ 8: How are*

Madmagasinet Bitz and Frisk's episodes communicated and framed in order to underline the premise? and RQ 9: *What methods besides interview do they use to underline the premise of the programme?* Tables will be used to present how the content of Madmagasinet Bitz and Frisk is framed by having a summative or formative form, what methods are used to investigate the chosen subject, and who the actants are.

In Table 8 below the relationship between the episodes and the use of investigation methods is shown.

Table 8 Investigation methods and communication orientation forms

	Laboratory experiment	Human experiment	Production experiment	Cooking experiment	Consumer taste test	Host taste test	Professional taste test	Monitoring product/content	Ranking product/content	Manufacturer visit	Summative episode	Formative episode
Eggs	✓		✓				✓	✓	✓	✓✓	✓	
Canned Fish	✓	✓								✓✓	✓	
Veal				✓		✓	✓	✓		✓	✓	
Salmon	✓									✓✓	✓	
Juice	✓		✓			✓				✓✓	✓	
Fats			✓	✓					✓	✓	✓	
Potatoes	✓			✓						✓✓✓		✓
Cheap and Healthy	✓	✓		✓					✓			✓
Gravy			✓	✓	✓	✓	✓			✓	✓	
Duck				✓		✓	✓			✓✓	✓	
Picky children		✓✓			✓							✓
Meat	✓	✓		✓		✓						✓
Fastfood	✓	✓								✓		✓
Breakfast		✓✓	✓		✓							✓
Diet 1		✓		✓								✓
Food labels			✓									✓
Yoghurt	✓		✓			✓			✓	✓	✓	
Lumpfish					✓	✓				✓✓	✓	
Diet 2		✓										✓
Berries	✓				✓					✓	✓	
Cup noodles	✓			✓	✓	✓						✓

Table 8 illustrates the type of investigative methods they use in the episodes and the type of episode. Those marked with two or more "checks", illustrates the episodes where the method has been repeated.

Table 8 shows that the investigation methods that are used in Madmagasinet Bitz and Frisk are laboratory-, human and production experiment, consumer-, host and professional taste test, ranking, and manufacture visits. Human experiment and manufacture visits are used several times in some episodes. All the summative episodes include one or more visits to manufactures. In addition, the summative episodes' investigations are critical towards the aspects of the theme and aim. An example is the Gravy episode, where they use a critical narrative attitude and are sceptical and problematizing (Larsen 2002, 115ff). The formative episodes are less critical in their investigations, and instead use the more naïve narrator role with a non-problematizing attitude towards the investigation aim (Larsen 2002, 115ff), because these episodes are more concerned with an on-going process, e.g. the diet episodes and not final conclusions. The narrator attitudes influence how the investigation methods are framed. An example is when visiting a manufacture that produces ready-made gravy; the attitude of the narrator is critical towards the content (elaborated in section 6.3.4.). In the next table (Table 9) the frequency of the methods is shown. After Table 9 the methods will be elaborated according to what pattern was coded in each method.

Table 9 Overview of the frequency of methods and episode type from Table 8.

	Frequency (n)	Percentage of frequency (%of N)
Type of episodes		
Summative	11	52
Formative	10	48
Methods		
Manufactures visits	13	61.9
Laboratory experiment	11	52.4
Human experiment	10	47.6
Cooking experiment	9	42.9
Host taste test	8	38.1
Production experiment	7	33.3
Consumer taste test	6	28.6
Ranking products/content	4	19.0
Professional taste test	4	19.0
Monitoring product/content	2	9.5

Table 9 shows the type of episodes and methods used in all the episodes of Madmagasinet Bitz and Frisk.

In Table 9 it is shown that the summative and formative episodes in the sample are equally distributed. The formative episodes are characterized, by being target group and food behaviour oriented, and mainly has the purpose of guiding the viewer. The summative episodes are more conclusive, than the formative and are usually focused on comparing products according to health, environment, content or animal welfare. The episodes that are summative often use many investigation methods, but still they only underline the premise and not both sides of the problem field. The formative episodes have fewer investigation methods, but the methods are still used to underline the premise of the episode. The take home message is argued based on the authority and ethos of Mette Frisk and Christian Bitz. On the basis of Table 8 and 9 it is shown that the methods that Madmagasinet Bitz and Frisk uses most frequently are laboratory-, human-, cooking experiments and manufacturers' visits. These methods involve the hosts themselves, and the host takes on a specific narrator role, depending on how the premise is underlined in order to get to the take home message. **Laboratory experiments** are used to illustrate differences in the nutritional content of a food item, or what ingredients are in a processed product. Laboratory experiments have its origin in science, where exposure and outcome are investigated. The **human experiments** are used, when the hosts test a specific lifestyle, the physical effects of food intake, or when there are performed tests with a target group participating in the episode. The **cooking experiments** are, overall used to prepare food for taste tests, sensory qualities or conducted with a target group. Examples are when Christian Bitz makes a homemade béarnaise, in order to conduct a consumer taste test, or when he teaches the participants in the Diet1 episode, how to cook healthy meals. The **manufacture visits** are used to give the viewers insight of a production process and product content.

The rest of the investigative methods, such as production experiments, taste tests, ranking and monitoring, are not used quite as frequently. **Production experiments** cover the process of producing a product either homemade or industrial. In Table 9 it is shown that there are **three types of taste tests**: taste test of the consumer's opinion of a product, taste test of the hosts' own opinion and taste test of professional taste panels used to blind test a product. As mentioned taste tests are used as an elaboration of e.g. a cooking experiment.

When the **monitoring** method is used, it is to illustrate a critical angle of the living conditions of animals. An example is monitoring the transportation of the Danish calves over long distances to Holland and how the calves become mal nourished, because they are only fed full

fat milk in Holland to make the meat tender. Finally the hosts use **ranking**, when they want to visualize the health or quality value of a number of products e.g. based on the content of sugar. Event though ranking and monitoring do not appear frequently as seen in Table 9, they are used in the summative episodes, due to their effect when underlining the premise of the episodes.

We claim that there is a pattern regarding what methods is preferred in Madmagasinet Bitz and Frisk, by looking at the frequencies of method used, with that in mind that the manufacturer visits are often used several times in the same episode (Table 8). The investigation methods vary, depending on the aim of the episodes and if the episodes is summative or formative.

6.3.3. The relationship between actants in Madmagasinet Bitz and Frisk, when framing the content.

Based on the actantial model presented in section 4.3.3., a model of the sender, object, receiver, helper, subject and opponent has been created to illustrate the relation between the different actant in Madmagasinet Bitz and Frisk. In Figure 8 the actantial model of the programme is shown, and used to be able to analyse, how the premise is underlined with the use of actants.

Figure 8 Actantial model reflecting the actants and their roles in Madmagasinet Bitz and Frisk

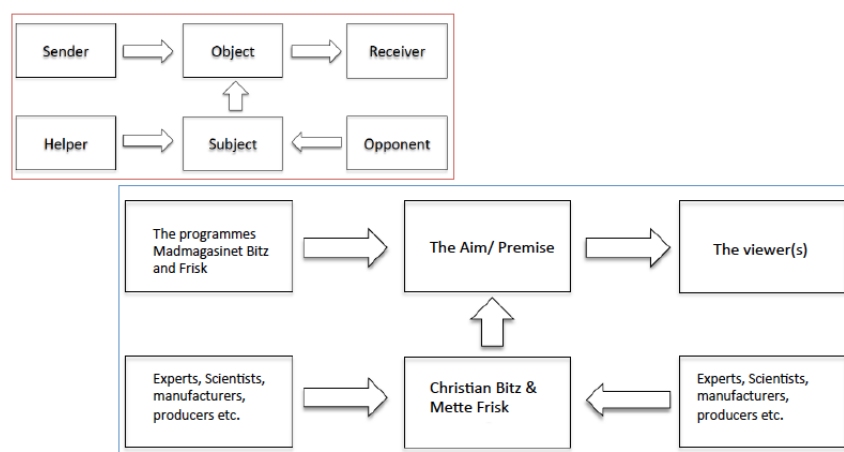


Figure 8 shows the actantial model in the context of the actants in Madmagasinet Bitz and Frisk. The larger blue box is the actants in Madmagasinet Bitz and Frisk and the smaller red box is the original model on actants and their interactions when framing the premise

The programme Madmagasinet Bitz and Frisk is the giver of the aim/premise (object), which is given to the viewers (receiver) of the programme. Christian Bitz and Mette Frisk are the subjects that are striving for the object through investigations. The helpers and opponents are used to participate in the programmes investigations and methods. The helpers and opponents are experts within the nutritional field, animal welfare, manufacturers and other knowledgeable. Helpers are the actants, who help underline the premise of the episode, by being interviewed, by repeating laboratory results objectively, by specifying product content or by conducting a given investigation method. The opponents on the other hand are the actants, who do not share opinion with Madmagasinet Bitz and Frisk. The actants are sometimes participants in the investigations methods that Christian Bitz and Mette Frisk use to underline the premise. This will also be illustrated in section 6.3.4. In the next table (Table 10) it is shown Madmagasinet Bitz and Frisk use of actant in the different episodes.

Table 10 Distribution and use of actants in the episodes

Episode	<i>N</i> = number of actants in episode	Helper(s) (% of <i>N</i>)	Opposition(s) (% of <i>N</i>)	Receiver(s) (% of <i>N</i>)
Eggs	8	62.5	25	12.5
Canned Fish	5	25	50	25
Veal	10	66.6	22.2	11.1
Salmon	5	100	0	0
Juice	6	66.6	16.7	16.7
Fats	5	40	40	20
Potatoes	5	80	0	20
Cheap and Healthy	5	80	0	20
Gravy	6	33.3	50	16.7
Duck	6	66.6	16.6	16.6
Picky children	5	80	0	20
Meat	5	80	0	20
Fastfood	6	66.6	16.7	16.7
Breakfast	5	80	0	20
Diet 1	3	66.6	0	33.3
Food labels	10	30	70	0
Yoghurt	5	80	0	20
Lumpfish	8	87.5	0	12.5
Diet 2	3	66.6	0	33.3
Berries	5	80	0	20
Cup noodles	7	42.8	28.6	28.6

Table 10 the distribution of actants in the episodes based on the actantial model.

The table shows the distribution of the actants. The number of actants varies in the different episodes. As shown in the third column of Table 10, the tendency is that the most frequent role of the actants is being the helper. The **helpers** are used to underline the premise of the episode. The **opponents** do not appear frequently, but in the episodes concerning food labels and gravy there are over 50 % opponents. The opponents in these two episodes are the manufactures. The manufactures have been interviewed in the episodes to underline that they do not see a problem in either additives or misleading food labels. The manufactures functions as opponents because they do not share opinion, with the **giver** (Madmagasinet Bitz and Frisk) of the message. The premise is delivered to the receiver, by framing the manufactures as opponents that work against the **subjects'** (Christian Bitz and Mette Frisk) effort to enlighten the consumers. During the manufacturers visits they either use the sceptical and offensive interview role, or at other times they use the buffoon role when they interview (Larsen 2002, 115), to angle the premise by acting naïve, when questioning the manufacturers. Another interview technique used in the episodes is summarizing the answers of the interviewees, sometimes Mette Frisk or Christian Bitz twist the words of the interviewee and force the punch line, when they summarize, but usually it is just a brief summary of the interview content (Larsen 1992, 122f).

The **receiver** is defined as the viewers in the actantial model, but has been coded in the episodes when they participate. This has been done to illustrate that the viewers' opinions are included in the programme, because consumers are being interviewed about aspects of the episode's aim. By including the consumers in the episode, the relevance of the episode's aim is accentuated to the viewers. Another way of looking at it is as an argument for the relevance of the investigation from Bitz and Frisk's point of view. In the Gravy episode, Christian Bitz asks the consumers if they eat gravy, if it is ready-made gravy and if they know what it contains. The relevance of investigating ready-made gravy is underlined in the hence that the consumer eats ready-made gravy, but does not know what it contains.

Based on Table 10 and Figure 8 in this section we can claim that Madmagasinet Bitz and Frisk uses actants by including them in the investigation methods in order to frame the premise that Madmagasinet Bitz and Frisk wants to communicate and indirectly get their discourses across to the viewers.

6.3.4. The structural composition of Madmagasinet Bitz and Frisk

The Hollywood Model can be used to explain the curve tension in dramatic stories. As mentioned in theory on the Hollywood model, factual programmes manifest the premise earlier in the story than dramatically stories. The premise in Madmagasinet Bitz and Frisk is presented in the introduction, and the curve tensions are therefore not directly applicable to the Hollywood model, because the tension is not built up until the climax. Therefore inspired by The Hollywood model we created our own model that could describe the structural composition, rather than the curve tension. The reason for this approach has been to illustrate that even though there is no patterns in, when investigation methods are used, there is a pattern in how Madmagasinet Bitz and Frisk is structured by dividing the episodes into three sections. This is illustrated in Figure 9, which shows a simple model of the overall composition of the episodes in Madmagasinet Bitz and Frisk.

Figure 9 Overall compositions of the episodes of Madmagasinet Bitz and Frisk



Figure 9 should be looked at as the composition of the process in Madmagasinet Bitz and Frisk. The process goes from left to right. The Picture in the figure is from the episodes concerning gravy and the pictures are placed in a chronological order.

Figure 9 is divided into three sections. The first section on the left side of Figure 9 is the intro(duction), the middle is the body of the episode, and the right side is the outro. To present the different structures and methods used in the summative and formative episodes, the Gravy episode will be reviewed as an example of the summative, and the Diet1 episode will be reviewed as an example of the formative episodes.

The intro(duction) in example one the Gravy episode presents the aim(premise) to investigate what is better, homemade or ready-made gravy and what does both products contain.



Picture 1 shows a pop-up fact on the popularity of gravy in Jutland and Sealand.

Christian Bitz investigates the difference between homemade and ready-made gravy regarding consumer behaviour and content. Mette Frisk investigates the content of the ready-made gravy. The location, when introducing the episode is inside a studio. The body of the episodes concerns investigating the premise, and the first minutes gives the viewers facts about the consumption of ready-made gravy and the consumers' knowledge about

ready-made gravy is investigated. Some of the facts are presented as pop-up fact on the screen as shown in Picture 1 above. The consumers are used as actantial helpers to underline the premise of the episode. Mette Frisk investigates what ready-made red wine gravy contains, and how it is produced with Kim Christensen from Esbjerg Dairy. Kim Christensen's actantial role is to help Mette Frisk's illustration of all the additives in the ready-made gravy. Mette Frisk takes on a narrative role that is critical and problematizes the use of red wine concentrate. When interviewing Kim Christensen she is sceptical and leads the conversation towards, that additives are a way of cheating. Mette Frisk interviews Luise Juel chief of marketing for Karolines Køkken and Eva Skoog from Knorr to examine why all the additives are necessary in the ready-made gravies. Mette Frisk tries to force the representatives to admit if they do not think they are misleading the consumers. Christian Bitz examines what homemade and ready-made gravy contains, by doing a cooking and production experiment and conducting a host taste test together with Lector Karsten Olsen from Copenhagen University, department of Food Science. At first Christian Bitz illustrates what is in homemade béarnaise, and then displays all the additives in ready-made béarnaise.

An illustration of the displaying of additives is shown in Picture 2 below. The displaying of all the additives might evoke immediate emotions amongst the viewers, because it might be overwhelming to see how many additives go in to the ready-made béarnaise, and what their function is. Christian Bitz's critical approach to ready-made béarnaise is underlined by referring to qualities in homemade béarnaise. By using the buffoon interview role Christian Bitz asks Karsten Olsen questions, such as does the yeast



Picture 2 shows the displaying of additives in ready-made béarnaise. The additives are lined up and become a display of a long chain of additives.

extract make the gravy raise, and is in general acting ignorant towards all the additives. Karsten Olsen's actantial helper role is to answer what the additives in the ready-made béarnaise is there for, and indirectly he underlines the premise. Christian Bitz also interviews Klaus Melvin Jensen from Aktive Forbrugere with the aim of underlining the problematization of additives replacing real ingredients and describes the consumer's behaviour when choosing ready-made gravy, which is the convenience in ready-made products. Christian Bitz conducts a consumer taste test, where the homemade béarnaise gets a narrow victory against Knorr Béarnaise. The feedback from the consumers is that they are familiar with the taste of Knorr Béarnaise, and that is why some of the participants prefer the ready-made, rather than the homemade béarnaise. The consumers taste test underline Klaus Melvin Jensen's claim that ready-made products are convenient. The last issue Christian Bitz investigates is the calorie content in ready-made béarnaise products and the homemade version. The body of the programme is mostly conducted outside the studio. The outro is summarising the episodes investigation and concluding that nothing beats homemade gravy, but that ready-made gravies are less calorific and a bit healthier than home-made gravy despite the ready-made gravy's content of additives. The outro is carried out back in the studio location.

The intro(duction) to the Diet1 episode presents the aim of changing food habits for the participants, and setting goals for physical performance through weight loss. Christian Bitz starts a weight loss programme with three participants. Mette Frisk investigates why it is difficult to loose weight and keep the weight of. The location when introducing the episode is inside a studio. The body of the episode concerns investigating the premise of the programme,

and begins with both hosts going out to visit the three participants in the diet programme. When interviewing the participants, the host keeps an outsider narrative role, with an impersonal distance to the interviewee and the interview role functions as a moderator that ask the relevant questions, in order to get insight into the participants eating habits. Mette Frisk interviews Sten Madsbad, Chief physician of Clinical Medicine, with the aim of putting perspectives on the obesity epidemic, and why it is hard to loose weight and how our genetics influence our weight. Mette Frisk interview role function is to ask elaborative questions within the problem field. She is not critical and lets Sten Madsbad finish his answers and argumentations, so her role is more passive and she does not use a lot of clarifying questions and summarisations of his statements to force conclusions. Sten Madsbad actantial role is to help underlining premise of the episode by contributing with his knowledge about obesity. Christian Bitz is conducting a human experiment, with the help of physician Peter Qvortrup Geisling. The weight loss participants are examined for their physical health status. Peter Qvortrup Giesling presents the health profiles of the three participants to Christian Bitz and helps explaining the results of the health profiles. Then Christian Bitz conducts a cooking experiment, with the three diet participants that aim at explaining the basic rules of the new diet composition. The diets principals are to eat more protein (25% of the plate), less carbohydrate (25% of the plate) and a lot of vegetables (50% the plate). The participants are thought that healthy food can be tasty, and it will make them feel good during their weight loss process Furthermore the participants are asked to be aware of their satiety sensation during an after a meal, and stop eating when they feel full. Christian Bitz uses his profession as nutritionist, while educating the participants on how to eat. The body of the episode is conducted outside the studio. The outro presents that the process of loosing weight is not easy and that many factors influence weight loss. The outro is carried out back in the studio location.

In general, regarding the structural composition, the intro contains, based on the phases in the Hollywood model *characters* and *presentation*. The intro is where Christian Bitz and Mette Frisk present the aim, and indirectly the premise, inside a studio. Furthermore it is in the intro, where the roles of Christian Bitz and Mette Frisk and the investigation methods are presented. The roles of Christian Bitz and Mette Frisk are not standardized, it changes what they individually are investigating, and what focus they have in each episode, e.g. Christian

Bitz sometimes takes the role of critical journalist and Mette Frisk sometimes investigates the nutritional content in food. The agenda is set from the beginning, which means that the receiver is aware of what is presented in each episode, because the aim of the episode is presented at the beginning. In the Hollywood model the agenda/premise would not have been manifested until the *climax*. Furthermore the tension in the development in the episodes is created, by using different investigation methods, narrator roles and interview roles. Furthermore the methods are used to investigate the different aims and the roles of Christian Bitz and Mette Frisk varies. The body of the episode is where the content is presented through investigation and underlining of the premise. As shown in Figure 9, the middle is the largest part of the structural composition and takes up most of the time in the episode. Based on the Hollywood Model this part of our structural composition includes the phase *elaboration*, but not directly the phases *conflict escalation* and *climax*. When investigating and underlining the premise (aim), investigations method such as manufacturer visits, interviews, human experiments and taste test are used and conducted outside the studio. It can be said that there is no standardized structure in what methods Christian Bitz and Mette Frisk uses, other than they use the investigation methods needed to be able to underline the premise of the episode. Furthermore throughout the episode, Christian Bitz and Mette Frisk make summarizations, when finishing the investigation methods. The methodological approach in the episodes is not standardized, and simply used to underline the message that needs to be communicated. The outro is based on the Hollywood Model the *fading out* phase and can be looked at in two ways depending on if the episode is summative or formative. The outro in the formative episode is focused on the process of the episode, by guiding and explaining the results of the different investigations methods used in the episode. The outro in the summative episodes is conclusive on what the viewers should believe, or how they should act in regards to the aim of the episode.

6.4. Study 4 Content analysis of dietary guidelines and the Danish Food Administration's health discourses

The following section is a presentation of the results from the content analysis of the booklet *De Ti Kostråd* (Study 4). The presentation of the results is outlined from RQ 10: *How are the Danish Food Administration's discourses on health and food expressed when looking at the sample De Ti Kostråd?*, RQ 11: *What kind of wording does the Danish Food Administration use in*

the booklet? and RQ 12: How does the Danish Food Administration visually present the dietary guidelines, with use of colours, images and objects?

The dietary guidelines, *De Ti Kostråd*, include ten recommendations that were presented in Figure 3. In Figure 10 the discourses of the Danish Food Administration are illustrated and are the product of the content analysis which aim was to answer RQ 10: How are the Danish Food Administration's discourses on health and food expressed, when looking at the sample *De Ti Kostråd*?

Figure 10 Presents the discourses that emerged when analysing the Danish Food Administration's "De Ti Kostråd"

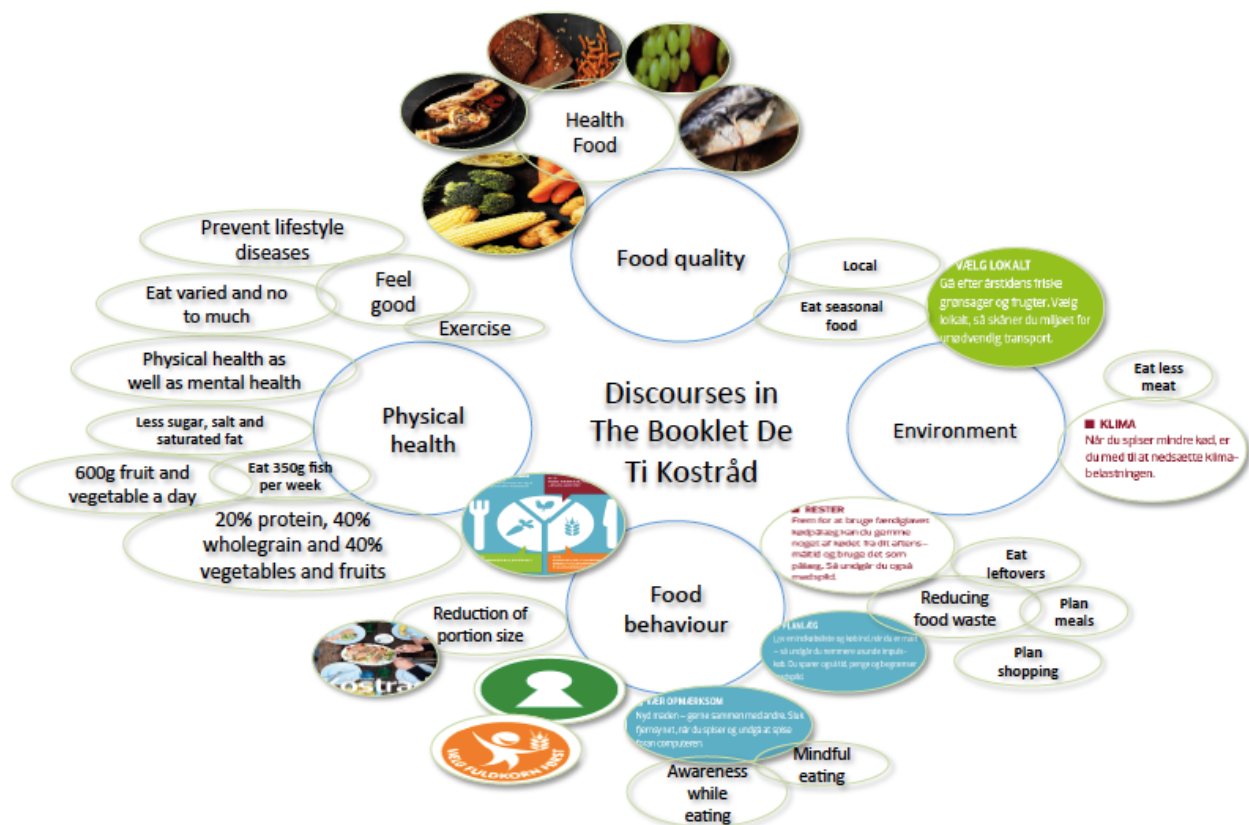


Figure 10 shows the discourses in the Booklet De Ti Kostråd that is based on information, wording and images presented in the dietary recommendations.

The discourses expressed in the booklet *De Ti Kostråd* are physical health, food quality, food behaviour and the environment. The discourses in the dietary guidelines are cohesive and there are several similarities through sub discourses.

Figure 10 is used to illustrate the discourses of The Danish Food Administration and the following presentation will start in the figure's left side, with physical health. **Physical health** in overall is reflected in all the recommendations through recommending to eat less, reduce intake of salt, sugar and saturated fats, eating 600 g of fruit and vegetables a day, 350 g of fish per week, drinking water and choosing wholegrain. Physical health also concerns a preventive and a feel-good discourse, aiming at preventing lifestyle diseases and feeling good physically and mentally through a healthy diet and exercise. Physical health and food behaviour connects by the "Y-tallerken", where a healthy portion size, and distributions of the meal is portrayed and thereby appealing to food behaviour. This leads on to the next part of Figure 10 by moving to the left to food behaviour. **Food behaviour** has many aspects concerning reduced portion size, and paying attention to what and how much is eaten. Lack of awareness of how much you eat while watching e.g. television is what Wansink (2010) would call mindless eating. You become less aware of your own food consumption and satiety (Wansink 2010). In the front page of the booklet a meal situation is portrayed. The amount of food is adjusted to the number of plates and participants in the meal, which are four plates, four pieces of fish and a limited amount of potatoes (Figure 10). This is both an expressions of food behaviour in the dietary guidelines, where the portion size should be reduced, in order to maintain a healthy weight. Furthermore the Keyhole label and the Wholegrain label are presented in the dietary guidelines, as a guide on how to adjust the consumer behaviour of the receiver. The food behaviour discourse in the dietary guidelines also concerns **reducing food waste** by planning meals and using leftovers.

The next discourse in Figure 10 is the environmental discourse. **The environmental** discourse is included in the dietary guidelines, through attention towards eating less meat (Figure 10) and thereby reducing carbon food print from meat production. A focus on seasonal and local food is shown in Figure 10, where the dietary guidelines promote eating local and seasonal fruit and vegetables to avoid unnecessary transportation. The focus is on CO₂ pollution from meat production and transportation. The focus on local and seasonal food may also be seen as an expression of what is food quality. **Food quality** is expressed through healthy food choice that the dietary guidelines display as symbols and images in the booklet.

The images of food in the booklet are assumed to be a way of expressing that healthy and fresh food is appealing.

6.4.1. Wording and visual presentation through colours, objects and images

In the booklet the Danish Food Administration has used visual communication strategies to communicate the dietary guidelines. The main message in the dietary guidelines is to deliver ten different recommendations on, how to eat and live healthy. The main message is the recommendation that is presented as the headline. The wording in the dietary guidelines is often in imperative form, e.g. “eat” or “choose”. In their communication form the Danish Food Administration is trying to involve the reader by using words such as you and we. There is little use of professional terms instead of the wording is popular terms that is used in society e.g. Type-2 diabetes and not Type-2 diabetes mellitus. The indications are that their health strategy is preventive, regarding lifestyle diseases and to promote health through involving the receiver in the recommendations through the choice of wording, and indirectly implying that the individual is responsible for its own health choices.

Colours can have associations with the content in the recommendation e.g. in the recommendation that concerns meat consumption (Following Figure 11), the colour is dark red and this creates an association between colour and theme. In the background of all the dietary guidelines the colour is always white, to accentuate the colour of the theme. As introduced in Table 1, especially red and white are polar colours in classical images analysis (Gotfredsen 1989). In general the colours of the dietary guidelines may have been chosen based on association with the theme. Symbolic value can be drawn from classical colour analysis (Gotfredsen 1989), e.g. the recommendation on fish is blue and that creates an association with the sea and the marine, and the recommendation on vegetables is green like plants, which symbolizes growth. In order to illustrate how this has become the result of the analysis we will go through the wording and visual presentation of the dietary guidelines.

Figure 11 and 12 show examples of the data from the content analysis that can be used to answer *RQ 11: What kind of wording does the Danish Food Administration use in the booklet?* and *RQ 12: How does the Danish Food Administration visually present the dietary guidelines, with use of colours, images and objects?*

Dietary recommendation no 5, "Choose lean meat and cold cuts" (Figure 11) will be used to analyse the structure and composition, when communicating the health and food message.

Figure 11 The dietary recommendation no. 5 "Choose lean meat and cold cuts"

Image creating associations (chicken icon)

The recommendation/message → **Vælg magert kød og kødpålæg** (Qualitative guideline)

Quantitative guideline → **Sådan gør du**

Briefly explanation of the benefits and preventive effect

SUNDE TIPS

- RESTER:** Fårs for at bruge færdiglavedt kødpålæg kan du gemme noget af kødet fra dit afbenmål og bruge det som pålæg. Så undgår du også nedspild.
- ØKOLY-SALLERKENEN:** Lad 2/5 af måltidet være fuldkornprodukter eller kartofler, 2/5 være grøntsager og kun 1/5 være kød eller tjørns.
- KLIMA:** Når du spiser mindre kød, er du med til at nedbringe klimabelastningen.

How to incorporate the recommendation → **Lev sundere følg kostrådene**

Figure 11 shows the dietary guideline no 5, "Choose lean meat and cold cuts" and the basic structure of the dietary guidelines

As seen in Figure 11 the headline is on the left side of the picture, which is the first page you see. The headline is followed by text that briefly explains the benefits and focusing on the preventive effect of following the dietary recommendation. In general the focus is mainly on the preventive effects of following the dietary guidelines. The facts on how to integrate and use the dietary guidelines are presented in small dialog boxes at the bottom of the page, named "Sunde tips". The purpose of the recommendation is to reduce the consumption of red meat. In the left top corner there is an object, a chicken that might intend to create an association to what sort of meat is beneficial to eat more of, instead of red meat. It could be

assumed that the object (the chicken) could be a way of illustrating, what lean meat could be. In the other recommendations the objects are e.g. a fish in the fish recommendation and a carrot in the fruit and vegetables recommendation. Furthermore the positioning of the chicken creates an association to the recommendation, because it is placed right above the headline. Therefore the image of the chicken in the top left corner might be a symbol of, what the Danish Food Administration believe is the healthy food choice, and thereby their food quality discourse in the recommendation is displayed. The described composition of the recommendation in Figure 11 shows that an image is composed of parts and wholes (Barthes 1964, 45-46). This means that each object in the recommendation is a part of a storytelling. Some objects are more dominant than others, and draw attention to the message of the recommendation.

The red colour used in the recommendation is classically used to symbolize dominance, the primitive or love. Meat can be looked upon as primitive, but dominance and love do not consist with the content or message of the dietary guideline.

The right side of the page in Figure 11 is composed with a headline “Sådan gør du”, written in an imperative form, comparable to Mach-Zagals (2010) strategy of moral threats (Mach-Zagal 2010, 110-112), where the wording is also imperative, but in the dietary guidelines the message is positive. The headline is followed by text in a dialog box on how to follow the recommendation. This is where the reader gets the tools to incorporate the dietary recommendations in their every day life, and this could be a way of framing the health message in the recommendation as approachable. Furthermore on the right side of the page different food items and dishes are placed around the “Sådan gør du” bubble. Objects, such as plates, serving dishes and spices are also displayed, but do mainly have a decorative purpose to attract the eye of the observer (Kjørup 1977, 60), and to draw attention to the advices in the “Sådan gør du” section. The advices concern both qualitative and quantitative guidelines. An example of a qualitative guideline is from Figure 11 “Choose lean meat and cold cuts”, and the quantitative recommendations are “eat maximum 500 g of beef, veal, lamb and pork”. The qualitative recommendations are the indicative and the quantitative are more specific by recommending a portion size (Gibney 2004, 136-137).

Recommendation no. 1, “Eat varied, not too much and be physically active” has a different structure than the structure of the previous recommendation. This is illustrated in Figure 12.

Figure 12 The dietary recommendation no. 1 “Eat varied, not too much and be physically active”

Spis varieret, ikke for meget og vær fysisk aktiv

Vi er blevet bedre til at spise frugt, grønt og fuldkorn. Men vi spiser stadig for lidt fisk og grønsager og for meget salt, sukker og mættet fedt. Når du spiser varieret, har du de bedste muligheder for at få de næringsstoffer, du skal bruge for at holde dig sund og rask.

Det er vigtigt, at du ikke spiser for meget og er fysisk aktiv. Så er det nemmere at holde en sund vægt. Du styrker også dit mentale og fysiske velvære og forebygger en række livsstilssygdomme.

SÅDAN GØR DU

Spis dig mættede sunde måltider. Spis forskellige grønsager, frugt og fuldkornsprodukter hver dag. Varier mellem forskellige typer fisk, magre mejeriprodukter og magert kød hen over ugen. Kartofler hører med i en varieret kost.

Hold igen med mad og drikke, der indeholder meget fedt og/eller meget sukker, som fx fastfood, snacks, sodavand og slik.

Hav en god balance mellem hvor meget energi, du får igennem mad og drikke, og hvor meget du forbruger igennem fysisk aktivitet. Følg Sundhedsstyrelsens anbefalinger for fysisk aktivitet.

Gå efter Nøgletilmærket og Fuldkornsmærket, når du køber ind.

BRUG Y-TALLERKENEN I DIN HVERDAG
Y-tallerkenen gør det nemmere for dig at spise sundere og leve efter kostrådene.

1/5
KØD, FJERKRÆ, FISK, ÆG ELLER OST

2/5
GRØNSAGER ELLER FRUGT

2/5
KARTOFLER, FULDKORNSBRØD, FULDKORNSRIS ELLER FULDKORNSPASTA

SUNDE TIPS

■ **PLANLÆG**
Lav en indkøbsliste og køb ind, når du er mæt – så undgår du nemmere usunde impulskøb. Du sparer også tid, penge og begrænser madspild.

■ **VÆR OPMÆRKSOM**
Nyd maden – gerne sammen med andre. Sluk fjernsynet, når du spiser og undgå at spise foran computeren.

Figure 12 shows guideline no. 1 “Eat varied, not too much and be physically active”, that varies from the other guidelines in composition of the pages.

The headline in the left side is still presenting the message in the form of the recommendation, followed by text that presents the positive dietary tendencies in the general public and then the tendencies that need improvement and why. This section also includes an example of using a short-term benefit in a campaign with long-term goals, because it mentions that a balanced diet and exercise can increase your mental and physical wellbeing. It is also an expression of the **feel good** discourse in the dietary guidelines, where **physical health** is associated with well-being and not appearance (Aubrey 2013, 51). The “Sådan gør du” section has been moved from the right side of the page to the left side, but the content structure remains the same. As mentioned earlier, some objects are more dominant than others in an image, depending on the symbolism of the object in the image’s storytelling. The entire right side of Figure 12 presents the “Y-tallerken”, and how to use the rest of the

guidelines in this context of distributing food items in a healthy meal. The two dominant objects in Figure 12 are the headline and the “Y-tallerken”, and this might be the main message in the recommendation, because the size of these objects makes them obvious and draws the receiver’s attention. The colours that are used for this recommendation are red, green, orange and blue (Figure 12). Blue and orange are contrast colours and red and green are contrast colours, and they accentuate each other. Furthermore it red (meat), orange (wholegrain) and green (fruit and vegetables) symbolizes the colours in the recommendation referred to in the “Y-tallerken”.

In overall *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed overall discourses of physical health, environment, food quality and food behaviour with sub discourses of food waste, feel good, prevention of disease and local food. The discourses are expressed both in the written word and in the visual presentation. The communication strategy is based on wording, where the aim is to keep the message simple and visual presentation and images to create associations to the theme of the recommendations.

7. Discussion

The results of *Study 1 - Interview with Gitte Gross* and *Study 2 – Interview with Trine Grønlund and Stine Skriver*, showed there were barriers and possibilities in a potential collaboration between DR and the Danish Food Administration. These will be discussed before discussing *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, and what barriers and possibilities that lie within the two institutions communication methods and discourses.

Based on our findings in *Study 1 - Interview with Gitte Gross* and *Study 2 – Interview with Trine Grønlund and Stine Skriver*, a **barrier** in a potential collaboration between the Danish Food Administration’s dietary guidelines and DR’s Madmagasinet Bitz and Frisk, was that Madmagasinet Bitz and Frisk’s communication methods should be more transparent. Gitte Gross (DTU) and Trine Grønlund (the Danish Food Administration) argue that Madmagasinet Bitz and Frisk’s framing methods should be less critical and more open in their investigations

of the topic. In addition Stine Skriver (DR) explained that the Danish Food Administration and DR are two independent institutions, with different methodological approaches to their communicative material. Stine Skriver argues that the result of a collaboration would be state television, where the Danish Food Administration would use DR as their communication channel (Study 2). Furthermore Stine Skriver's statement seems somewhat contradictory to how Drotner (2011) defines DR as a responsible media that is obligated through the public service contract and partially regulated by the state. Stine Skriver's statement shows that her view on DR as an institution is more in the direction of the free media that is independent of the state and regulations (Drotner 2011, 324-325). We cannot be certain if this is the case, or if Stine Skriver misunderstood our questions about a potential collaboration. It could be the latter, because Stine Skriver mentions in *Study 2 - Interview with Trine Grønlund and Stine Skriver*, that the Danish Food Administration should be used in relevant contexts. Stine Skriver's must have misinterpreted the aim of our mater thesis, because the goal was to incorporate the dietary guidelines in Madmagasinet Bitz and Frisk in relevant contexts, and not for the Danish Food Administration to use DR as a communication channel. We find that our methodological approach would have benefited from conducting an interview on only the communication methods and then developing a concept presenting the incorporation of the dietary guidelines in Madmagasinet Bitz and Frisk. This concept could then have been used to get reflections from the two institutions on potential barriers and possibilities in a collaboration. Both Trine Grønlund and Stine Skriver stated that a collaboration could be to use the Danish Food Administration in relevant contexts in Madmagasinet Bitz and Frisk. According to Windahl (2009) certain variables are important for the success of a communication campaign, amongst others *variable 1* from Figure 4, the mass media can create awareness and can encourage involvement and knowledge (Windahl 2009, 132-133). DR as a mass media can create awareness about food and health to the general public and therefore we see a **possibility** in incorporating the dietary guidelines in DR's programme Madmagasinet Bitz and Frisk. Furthermore in *Study 1 - Interview with Gitte Gross*, Gitte Gross (DTU) mentions that the Danish Food Administration has used marketing specialists to improve the communication of the dietary guidelines. We assume that this illustrates the Danish Food Administration is open to new inputs and innovation, which could be seen as a **possibility**, for using Madmagasinet Bitz and Frisk as a communication channel. Furthermore the television media can be a **possible** tool to get complex messages across to the viewers

(Study 1). From Madmagasinet Bitz and Frisk's perspective, a **barrier** though is that Christian Bitz does not agree with the dietary guidelines according to Stine Skriver (DR). Whereas Trine Grønlund (the Danish Food Administration) argues that collaboration terms should be established, otherwise it would be a **barrier** in a potential collaboration between the two institutions. Finally a **possibility** according to Trine Grønlund is to use investigative journalism that aims at going in depth with health, without being too critical.

In addition to the presented barriers and possibilities, the two institutions' food and health discourses as well as communication methods will be discussed with the aim of illuminating further potential possibilities and barriers, when incorporating the dietary recommendations in Madmagasinet Bitz and Frisk.

In *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* and *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, the results of the content analysis showed that Madmagasinet Bitz and Frisk and the dietary guidelines express the same overall discourses, but with different focus, because their views and perspectives in some cases differ. The overall discourses were in both the Danish Food Administration and Madmagasinet Bitz and Frisk divided into physical health, food behaviour, environment and food quality. Furthermore Madmagasinet Bitz and Frisk's other discourses, such as animal welfare, product content and food labelling will be discussed afterwards (Figure 7 and Figure 10).

We will begin by discussion Madmagasinet Bitz and Frisk and the Danish Food Administration's discourse on **physical health**. Shown in the results in Figure 7 the physical health discourse of Madmagasinet Bitz and Frisk is expressed through the cause and effect of food consumption, such as the negative effect of salt and sugar or the positive effects of protein, vegetables, omega-3 and a limited amount of carbohydrates. Especially when dieting Madmagasinet Bitz and Frisk recommend a distribution of portions consisting of 50 % fruit and vegetables, 25% protein and 25 % carbohydrate (DR⁴). The distribution the Danish Food Administration uses is based on "Y-tallerkenen" that consists of 20% protein, 40% carbohydrate/wholegrain and 40% fruit and vegetables. Furthermore the Danish Food Administration's discourses on physical health are expressed through sub discourses such as feel good, exercise, disease prevention, varied food intake and limited portions. The portion distributions in Madmagasinet Bitz and Frisk and the Danish Food Administration differ in their distribution of macronutrients, but not radically, since it is the same food items they

recommend. What we mean is that both the Danish Food Administration and Madmagasinet Bitz and Frisk emphasize the importance of protein, carbohydrate (wholegrain) and fruit and vegetables, which illustrates some common understanding of diet composition. Even though the difference in the distribution of protein, carbohydrate and fruit and vegetables is marginal, a **barrier** is that Stine Skriver (DR) claimed that Christian Bitz disagrees with the dietary guidelines. Examples of Christian Bitz disagreeing with the Danish Food Administrations recommendations is expressed in two of Madmagasinet Bitz and Frisk's episodes, where fruit juice and fat intake is investigated and criticized. Christian Bitz does not think it is recommendable to include fruit juice in the 6 a day dietary guidelines (the Danish Food Administration), because it contains too much fructose and calories. Furthermore Christian Bitz is not as sceptical towards saturated fat as the Danish Food Administration is. The Danish Food Administration recommends limiting the intakes of saturated fat whereas Christian Bitz in the fat episode ranks i.e. butter as healthiest amongst the products butter, blended spreads and margarine (DR⁵ + DR⁶). These two examples show Christian Bitz as a **barrier** if promoting the dietary guidelines in Madmagasinet Bitz and Frisk. Despite the presence of the before mentioned barrier, there are similarities between the recommendations in dietary guidelines and Madmagasinet Bitz and Frisk in the intake of fish, wholegrain, fruit and vegetables, and eating less sugar and salt. Therefore we can claim that the extent of Christian Bitz 's disagreements with the dietary guidelines is limited. In addition, Stine Skriver's statements on a potential collaboration not becoming reality, because of Christian Bitz's disagreement, will not be considered as a major barrier.

The limitation of carbohydrate and increased protein intake in Madmagasinet Bitz and Frisk's diet episodes reflect what Gitte Gross (Study 1) argued is a tendency in society, because carbohydrate is the enemy and new diets emerge, like "low carb high protein" (Table 4). According to a literature review from DTU an emergence of new diets such as Atkins, Paleo or similar carbohydrate restrictive diets has become popular in society today (Rasmussen 2012, 1). Though these diets are not what are recommended in Madmagasinet Bitz and Frisk's diet episodes, they have similarities in the restriction of carbohydrates and it illustrates the societal tendencies regarding diet and health.

In relation to the mentioned diets, one of our findings in *Study 1 - Interview with Gitte Gross* was that pseudo experts have become sex symbols according to Gitte Gross (DTU), which e.g. is seen with the Paleo diet, where celebrity chef Thomas Rhode is frontrunner on promoting

this diet. Gitte Gross also argues that the body and health have become an aesthetic ideal and names Thomas Rhode as an example. Gitte Gross states that Thomas Rhode promotes the diet, by using his body as an aesthetic ideal. The use of aesthetic ideal can be seen in relation to Jennifer Stevens Aubrey (2010) approach on health discourses, where feel-good or look-good are in focus. Jennifer Stevens Aubrey argues that the focus on look-good, is mainly associated with the body as an aesthetic ideal. The result is that health and diet have changed, to make the body look better (Aubrey 2010, 51). The approach Thomas Rhode uses when promoting the Paleo diet is the look good discourse, because he uses his body as an aesthetic appeal. The other approach on health is the feel-good discourse that focus on exercising and eating healthy as a mean of being healthy, strong and feeling good about oneself (Aubrey 2010, 51). The latter can be seen in relation to our findings in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* where recommendation no. 1, “Eat varied, not too much and be physically active” refers to eating a balanced healthy diet and exercising lead to increased wellbeing mentally and physically (Figure 12). Thereby the Danish Food Administration has a feel good approach in the dietary guidelines, where being healthy is important to feel good. In addition our findings in *Study 2 – Interview with Trine Grønlund and Stine Skriver*, were that Trine Grønlund (the Danish Food Administration) thought that health promotion in the future should increase the focus on mental health and stress, because it influences the food behaviour. According to Jennifer Stevens Aubrey (2010) mental health is associated with the physical feel good discourse, because being healthy in order to feel good induces the feeling of empowerment and reduces body shame (Aubrey 2010, 60). Contrary the look good discourse may induce body shame, due to the feeling of guilt that the individual might feel, if they do not find that they can live up to the look good standards in the media (Aubrey 2010, 60). Another finding on the physical health discourses is also represented in the wording in the recommendations, where the Danish Food Administration’s use preventive terms to underline that lifestyle diseases can be decreased with a healthy diet. The health term in the dietary guidelines is mainly focused on physical health as a reflection of what to eat, in order to be healthy. But by expressing an increase of wellbeing through a healthy diet, the Danish Food Administration expresses a broader view on health than physical health, than the absence of disease and a focus on feel good rather than looking good. This is in consensus with WHO’s broad health term, defined as a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity (Smith 2005, 11). We see a

possibility in the Danish Food Administration's feel-good approach, because the same approach was observed in *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*. Our findings in study 3 showed that the Diet1 episode includes an aspect of a feel-good health discourse in Madmagasinet Bitz and Frisk, through the participants achieving physical goals by losing weight or eating a healthy diet. The goals for the participants in the episodes are not to reach an aesthetic ideal, but to achieve physical goals to feel good and not to look good.

Study 4 – Content analysis of the sample the booklet De Ti Kostråd, showed that the Danish Food Administration's **food behaviour** discourse includes the social part of the meal in the dietary guidelines, by encouraging eating in the company of others. Examples of this can be seen in recommendation no. 1 and in the portraying of a social eating situation in the frontpage of the booklet (Figure 12 and Figure 10 left side, reductions of portion sizes bubble). The frontpage of the booklet displays a meal situation, where the amount of food served, is adjusted to the number of people participating in the meal, and thereby does not encourage either food waste or over eating. Different food behaviour researchers explain how culture and social interaction influence our eating habits. Cox (2004) argue that there are many aspects included in food behaviour, especially the culture that surrounds the meal is a major factor influencing the individual's food choices, influencing food preferences, preparation, serving and nutritional status (Cox 2004, 147). Nordström (2013) support Cox's argument by claiming that nutrition and diet are a part of people's social and cultural identity (Nordström 2013). As mentioned before, dietary recommendation no. 1 (Figure 12), social interaction during a meal is encouraged, but according to Wansink (2010) there are pitfalls in social meals, because people become social eaters, and eat more than they need, to keep each other company (Wansink 2010, iPad loc 1224). However, the Danish Food Administration is also trying to prevent overeating in dietary recommendation no. 1 in their headline, *eat varied and not too much* and through the visual presentation of portion sizes, both in the frontpage and in the recommendations. The findings in study 3 (Figure 7) showed that the social context of eating is not that dominant in Madmagasinet Bitz and Frisk. The focus is instead on the individual's influence on its own health and the food choices are not put into a social context, as in the dietary guidelines. Our findings concerning food behaviour, was that Christian Bitz encouraged the participants in the Diet1 episode to become more aware of their sense of

satiety during a meal. Wansink (2010) would argue that not being aware of what and how much is eaten, leads to a mindless margin of consuming extra calories. The sensation of satiety is culturally influenced and he explains that in Western societies satiety is the sensation of being full, contrary to not feeling hungry anymore (Wansink 2010, Chapter 1). Christian Bitz approach to satiety awareness is in line with what Wansink (2010) argues could prevent the mindless margin. The discussion on the Danish Food Administrations approach to not eating too much and Madmagasinet Bitz and Frisk's approach to awareness of satiety have similarities in the hence that each individual has to become more aware of their own food intake. Therefore there is a **possibility** in a collaboration, because their views show resemblance.

Madmagasinet Bitz and Frisk's food behaviour discourse focus is on the consumer aspect in the context of food behaviour. Therefore topics like food labelling, product content and animal welfare are included in the context of food behaviour. These discourses will be discussed in the following section, alongside with Madmagasinet Bitz and Frisk and the Danish Food Administration's food quality discourses. Our findings showed that the content of the Danish Food Administration's discourses on **food quality** is "healthy food" (Figure 10). Healthy food is shown through images in the booklet where fresh and homemade food are portrayed and e.g. encourage to use leftover meat as cold cuts instead of ready-made food items with many additives, salt and sugar. The focus on fresh food and fewer additives is also Madmagasinet Bitz and Frisk's discourses concerning food quality and product content, and therefore similarities in their perspectives on food quality could be a common communicative aim, and thereby a **possibility**. Furthermore additives in Madmagasinet Bitz and Frisk are emphasized as bad and the health values in natural products are emphasized and highlighted when framing the episodes. The sub discourse "natural rather than artificial", within **food quality and product content**, in some episodes also underlines the qualities in a food item or product such as taste, texture and production. *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* showed that Madmagasinet Bitz and Frisk valued the health aspect more than the food quality of the food items they investigated. When looking at today's consumer, who Madmagasinet is communicating to, Cox claims that health beliefs are influenced by taste and pleasure being prioritized over health concerns and values in food. In addition, different food items are perceived differently regarding pleasure and health, e.g. taste is more important than the health value of a food item (Cox 2004, 158). Madmagasinet

Bitz and Frisk's focus on creating awareness of the health aspects of the food we eat, and not just taste, texture and production, which is what Cox (2004) argues the consumer focus on as pleasure giving, when making food choices (Cox 2004, 158). In addition Madmagasinet Bitz and Frisk's aim of creating awareness is in consensus with Stine Skriver's statement in *Study 2 – Interview with Trine Grønlund and Stine Skriver* that Christian Bitz's hope is to change people's behaviour just a little bit in healthier directions in regard to consumption and behaviour. Furthermore Cox's argument about taste being more important than health for the consumers, is also applicable to the Danish Food Administration's discourses in the sense that salt and sugar are underlined as having health implications. Therefore they recommend eating homemade food instead of processed food. Based on the discussion on food quality and product content, there are similarities between the recommendations in the dietary guidelines and Madmagasinet Bitz and Frisk in the restriction of salt and sugar and the emphasizing on homemade food. Therefore we see a **possibility** in the resemblance of the views on restricting the intake of salt and sugar and the emphasizing of homemade food.

Our findings in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed the Danish Food Administration's **food quality** and **environmental** discourses have similarities (Figure 10), because we assume that seasonal and local food can have food qualities as well as being environmentally friendly as the dietary guidelines presents. The dietary guidelines recommend paying attention to CO₂ pollution from meat production and transportation of food and give guidelines on how to be an environmentally conscious consumer. Local food is a complex matter, because it is a question of interpretation. The complexity is illustrated in Martinez's (2010) study concerning local food systems, there cannot be stated a definition on what local is in the context of the distance between production and consumption (Martinez 2010, 3). Some people find production methods as a symbol of local food and just as the geographical element of the term local production methods can vary, depending on availability of food items in Denmark (Martinez 2010, 4), which means that if there is no production of cucumber in Denmark, the local definition is broadened to the closest country that produces cucumbers. At the same time, producing local food can be a bigger source of pollution, by using growth methods like green houses that pollutes more than transportation. Sustainable production, reduction of chemical in the production as well as animal welfare can also be aspect perceived as synonym for local from the consumer's perspectives (Martinez 2010, 4). By recommending both seasonal and local food, we assume based on Martinez's

arguments that the Danish Food Administration's view on local could be Danish seasonal food. Especially because seasonal production is more sustainable, than intensively grown crops produced out of season (Lang 2004, 230-231). When looking at local food in Madmagasinet Bitz and Frisk local is perceived as Danish, because Danish food production is framed as being the best choice in regard to e.g. **animal welfare** and food quality. In addition Madmagasinet Bitz and Frisk is more positive towards the production methods used in organic production than in the conventional production of animals. Furthermore local is seldom defined by the production methods and transportation's polluting effects (study 3), which according to Martinez (2010) are aspects that can define local food (Martinez 2010, 4). Both the dietary guidelines and Madmagasinet Bitz and Frisk underline local food as optimal. Based on our discussion on food quality and environment we cannot claim that the geographical perspective of what local is, is the same in the two institutions, but it is assumed that it is Danish in both cases.

We find that the environmental aspects can also be seen in relation to the dietary advices that the Danish Food Administration and Madmagasinet Bitz and Frisk recommend. The high intake of protein that Madmagasinet Bitz and Frisk recommends can have implications on the environment, because e.g. meat production has adverse impact on the environment. The Danish Food Administration's recommendations are more environmentally conscious, through the reduction of meat intake and increased fruit and vegetables intake. According to Lang (2004) food low in saturated fat, sugar and high in fruits and vegetables and a variety of foods (eat varied) have benefits towards the environment (Lang 2004, 41). An environmental downside to both the dietary guidelines and Madmagasinet Bitz and Frisk is the lack of focus on overfishing, when they recommend eating more fish, for among other the omega-3 fatty acid content. According to Lang (2004) until now we have seen the ocean as an endless source of fish and have kept recommending eating more fish (Lang 2004, 242). It illustrates the clash between health recommendations and sustainability and as Lang (2012) argues, policy makers need to take a more eco-nutritional approach and include both the concerns about the environment and the public health (Lang 2012, 118). The Danish Food Administration and Madmagasinet Bitz and Frisk could have been apprehended, by recommending other vegetables based food sources containing omega-3 fatty acids.

As mentioned earlier Madmagasinet Bitz and Frisk's discourses on food behaviour is concerned with consumer aspects such as misleading products, portrayed in some of the

episodes. Madmagasinet Bitz and Frisk often criticises the manufacturers and frames the episodes by visiting or calling the producers, because Madmagasinet Bitz and Frisk view is that there is not always cohesion between ingredient origin and product origin. Therefore the aim is to enlighten the consumers, on what is behind the **food labels**. According to Milne (2013) the consumer does not understand the label and that the focus e.g. on date labels has created anxiety among the consumers and resulted in more confusion. Milne concludes that there is a need for better consumer understanding of labelling systems (Milne 2013). In addition Lang (2004) argues that labelling should inform consumers with the aim that the consumers could make informed choices concerning food (Lang 2004, 202). We assume that the need for consumers to make informed choices is why Madmagasinet Bitz and Frisk finds it relevant to create awareness about labelling on ingredient origin and production origin. In Denmark the public has the opportunity to get informed about labelling from the association Active Consumers (Aktive Forbrugere), who just as Madmagasinet Bitz and Frisk wants to inform the consumers about misleading food labels (Aktiveforbrugere 2014). The food label discourse was not observed in the booklet *De Ti Kostråd*, and that might be because the Danish Food Administration does not have the same consumer approach, as Madmagasinet Bitz and Frisk.

As well as the views and perspectives of the two institutions' discourses, the communication strategy and the way they appeal to the receiver is relevant to discuss, in order to examine the barriers and possibilities in a potential collaboration.

When the Danish Food Administration and Madmagasinet Bitz and Frisk communicate their views and statements, the information can be communicated by appealing to the receiver, through ethos, pathos or logos as a conscious or subconscious choice (Jørgensen 2008, 69). Getting the receivers attention is important when the two institutions want to get their message across to the receiver. As mentioned in the philosophy of science, statements and messages do not become meaningful unless the receiver finds it relevant (Vallgård 2008, 116ff), and therefore Madmagasinet Bitz and Frisk and the Danish Food Administration have to make their statements relevant and appealing in order to reach the receiver.

As mentioned in the results of the summative episode concerning gravy (6.3.4.), Christian Bitz displayed all the additives in a ready-made béarnaise. What Christian Bitz might aim at, is to overwhelm the viewer, by showing how many additives there are in ready-made béarnaise

and what their function is. According to Jørgensen (2008) when the sender uses **pathos** appeal he or she is appealing to the receiver's immediate emotions (Jørgensen 2008, 72ff), which might be what Christian Bitz tries to evoke, when displaying all the additives. The results of *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* did not show any pathos appeal in the dietary guidelines. Instead the Danish Food Administration appeals to the receiver by using appealing images as an argument for healthy food being delicious, as Trine Grønlund (the Danish Food Administration) also mentions in the results of *Study 2 – Interview with Trine Grønlund and Stine Skriver*. According to Jørgensen (2008) the pathos appeal is harder to create on paper (Jørgensen 2008, 72) than discussed in the context of Madmagasinet Bitz and Frisk in the television medium. Television medium can by presenting and framing programmes in a specific way create immediate emotions amongst the viewers, which was discussed in the previous section about Madmagasinet Bitz and Frisk. A **possibility** in a potential collaboration is to present healthy choices e.g. the dietary guidelines more appealing by using pathos in television programmes, and evokes immediate emotions on why to live healthy.

Madmagasinet Bitz and Frisk uses **ethos** by referring to their results of their own investigation methods and by interviewing actants such as experts, scientist and manufacturers. The actants are used as helpers or opponent in the episodes (Figure 8), but often as helpers, to help underline the premise. According to Jørgensen (2008) references to authorities and experts can convince the receiver of the relevance of a given message and the sender's credibility (Jørgensen 2008, 70). In addition according to Larsen (2002) referring to actant (helper) in the end helps underline the premise of a programme and therefore it can be seen in relation to ethos as well (Larsen 2002, 115ff). As shown in the results of *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*, Madmagasinet Bitz and Frisk uses interviews with actants (helpers) as a reference, which is used to underline the premise (Figure 8). Furthermore Larsen (2002) argues that a narrator sometimes takes on interview roles, and is interviewing external people from other institutions to underline the premise. The reason for this is that the narrator's own role is often associated with having a low "truth authority", and therefore the truth has to be underlined by others (Larsen 2002, 115ff). Our results did not show that Christian Bitz and Mette Frisk have low "truth authority", but according to the theory on ethos, ethos can be worn out if not used alongside e.g. logos (Jørgensen 2008, 71). Therefore it is assumed beneficial to get the premise underlined by

others than only Christian Bitz and Mette Frisk themselves, their images are not worn out. A possibility could be to use the Danish Food Administration's expertise, so that Christian Bitz and Mette Frisk's ethos is not worn out. As shown in the results of *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, in Figure 10, the Danish Food Administration also uses references to authorities and guidelines i.e. the Keyhole label (Nøglehullet) (Figure 10). Besides the dietary guidelines the Danish Food Administration is referring to this logo on the page "Kostråd" on the social media Facebook and on their website www.altomkost.dk's frontpage. In an editorial in *Public Health Nutrition* issue 16 Pérez-Rodrigo (2013) argues that tools provided by other institutions, like the Keyhole logo, provides directions on how to act while shopping for groceries and thereby helps implement the dietary guidelines (Pérez-Rodrigo 2013). The Keyhole label is a logo that the consumer can choose to follow as a guideline, when wanting to make a healthier choice, when buying their groceries (Noeglehullet¹). The Danish Veterinary and Food Administration's Keyhole label is promoting their logo by using role models, such as television chef Claus Holm, where they aim to reach the Danish men (Noeglehullet²). Positive role models are a communication strategy that can be used to encourage people to accept healthy behaviour, by someone they look up to (Mach-Zagal 2010, 110). According to Trine Grønlund (the Danish Food Administration) in the results of *Study 2 – Interview with Trine Grønlund and Stine Skriver*, the target group in the dietary guidelines is women +30. When the Danish Food Administration refers to other campaigns, such as the one with Claus Holm, targeted towards men, they counteract the feminine appeal that Trine Grønlund (The Danish Food Administration) mentions as the target group of the dietary guidelines. It means that the target group is broadened, and at the same time the Danish Food Administration is put into the same context as the Keyhole label. A **possibility** in a potential collaboration between the Danish Food Administration and Madmagasinet Bitz and Frisk, is that presently they both use references to others to strengthen their trustworthiness to the receiver.

In the section above, the context of using ethos by referring to other authorities was discussed, but ethos can also be a question of the sender's image. The results in *Study 1 – Interview with Gitte Gross* showed that Gitte Gross had the assumption that some people simply watch Madmagasinet Bitz and Frisk, because Christian Bitz is hot, which can be claimed to be a part of his image. Images can be synonymous with ethos, and therefore Christian Bitz and Mette Frisk's image can be why the programme appeals to the viewers.

Furthermore as presented in the beginning of chapter 6.3., Christian Bitz and Mette Frisk have been involved in other television programmes and activities before, which according to the theoretical framework can influence the viewer's acceptance of e.g. the information given in the programme, because the sender's credibility has been accepted in previous situations (Jørgensen 2008, 70). In study 1 and study 2 Gitte Gross (DTU) and Trine Grønlund (the Danish Food Administration) argued that the authority of the Danish Food Administration has less power today. A **barrier** is that Trine Grønlund claims that people finds the Danish Food Administration less trustworthy, since DR questions authorities, and if they are doing their job well enough. This is consistent with the claim that mass communication institutions are agenda setting in the public discourse formation (Drotner 2011, 324-325). Furthermore, according to Windahl (2009) the credibility of the sender is an important variable for the success of a campaign (Windahl 2009, 132-133), and according to Tetens (2013) the image of the Danish Food Administration is associated with them being a public authority that has to insure the public's health, and be objective in terms of the scientific evidence when promoting health (Tetens 2013, 3). The Danish Food Administration can by referring to other authorities, strengthen their ethos as an authority.

Based on our findings from the content analysis in *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*, the most frequently used methods in Madmagasinet Bitz and Frisk, when investigating the aim (premise) of the episodes were manufacturer visits, laboratory-, human- and cooking experiments (Table 9). In the laboratory experiments Christian Bitz appeals to the viewers' intellect and logic because he is producing information by conducting a laboratory experiment that has its origin in science. By repeating the results of the tests, the receiver is convinced by the use of logic and neutral terminology. According to Jørgensen (2008) this way of appealing to the receiver is the **logos appeal form** that creates some kind of objectivity (Jørgensen 2008, 69). Madmagasinet Bitz and Frisk frames the premise by conducting experiments as a mean of illustrating aspects such as omega-3 content in eggs (*Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*). We can argue that the experiment methods are a way of creating a scientific illusion, in order to appeal to the viewer's intellect and reason. In *Study 2 – Interview with Trine Grønlund and Stine Skriver*, Stine Skriver stated that Madmagasinet Bitz and Frisk is not a scientific programme, but our findings in *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* showed that they use investigation methods that are scientifically based. What can be discussed is, to what

extent these methods are in fact scientific and valid. According to Langseth (1996) within epidemiological studies, controlled experiment can be used to assess the link between diet and health. The validity, credibility and bias within the data from an experiment can then be discussed in relation to the experiment design (Langseth 1996). In the context of the investigation methods used in Madmagasinet it can be said that using experiment is a scientific approach, but that the conduction of the experiment might have low validity or credibility if the experiments design is not considered thoroughly. This means that we are aware of that the results of the experiments in Madmagasinet Bitz and Frisk are not similar to Langseth's (1996) description of epidemiological studies. The similarities are that the researcher has an aim for the experiment that then is tested to investigate the link between diet and health (Langseth 1996).

As shown in the results of study 4, the recommendation no. 5 "Choose lean meat and cold cuts" (Figure 11), it is written in the text below the headline that there is a correlation between a high intake of red meat and some types of cancer. This argumentation is objective, in the sense that it states cause (high intake of red meat) in relation to the effect (cancer), which is the long-term goal in the recommendation. According to Jørgensen (2008) stating cause and effect is an objective argumentation form used in the logos appeal form (Jørgensen 2008, 53). It is an advantage that the Danish Food Administration does not present the evidence behind the recommendations in the dietary guidelines, when presenting cause and effect of dietary intake. According to Giddens (2005) the individual cannot understand all the new and sometimes contradictive information that scientific studies keep producing (Giddens 2003, 62ff). Therefore it is beneficial only to present the basic cause and effect, and not complex scientific explanations. The Danish Food Administration's focus is instead on "Sunde tips" and "Sådan gør du" in each recommendation, and appeals to more immediate benefits of following the dietary recommendations. Windahl (2008) underlines the importance of this by arguing that communicative variables such as long-term goals should be combined with instant benefits (Windahl 2008, 132-133). By presenting long-term goals with a mixture of cause and effect and how to follow the dietary guidelines, the Danish Food Administration limits the weakness in logos. According to Jørgensen (2008) a weakness in only using logos is that it might become boring to the receiver, even though its strength lies within its clearness by appealing to the intellect and not the emotions (Jørgensen 2008, 69). The theory argues that if the receivers are reluctant, logos is the safe choice to use in your argumentation

(Jørgensen 2008, 73). Our findings showed that the Danish Food Administration promotes the official dietary guidelines with a scientific foundation. This scientific foundation is according to Nelson (2004) based on several studies that prove the same outcomes from the same exposure, in order to be evidence in dietary guidelines (Nelson 2004, 26-29). Jørgensen's theory on the use of logos and that the dietary guidelines use logos, can be seen in relation to the key findings in *Study 2 – Interview with Trine Grønlund and Stine Skriver*, where the Danish Food Administration's lack of authority has resulted in mistrust. We claim that if there is mistrust towards e.g. the Danish Food Administration, the receiver becomes reluctant and the safe choice for the Danish Food Administration is to use logos. Both the Danish Food Administrations and Madmagasinet Bitz and Frisk use logos in order to appeal to the receiver. The two institutions are different in their communication methods and the way they appeal to the receiver's intellect and reason. Madmagasinet Bitz and Frisk frame through the discussed experiments and the Danish Food administration use evidence, but are selective by only stating cause and effect and not all the explanations in between. A possibility is that both want to appeal to the receiver's intellect and reason, which we claim is obvious, because they both want to educate and promote health to the receiver.

In the next section Madmagasinet Bitz and Frisk and the Danish Food Administration's communication methods and strategies will be discussed in order to investigate the potential barriers and possibilities in combining these two institutions communication strategies.

Our findings in *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk* showed that the methods and structure of Madmagasinet Bitz and Frisk's episodes were depending on the premise of the episode, but some methods were preferred, such as manufacturer visits, laboratory-, human- and cooking experiments. In addition to these methods interview and pop-up fact were used to present facts in Madmagasinet Bitz and Frisk (Figure 9). Madmagasinet Bitz and Frisk's way of presenting facts throughout an investigation can be seen in relation to Larsen's (1992) factual programmes, which are programmes that present facts (Larsen 1992, 111) and where investigative journalism (Ekström 2002, 271) is a mean when investigating and framing a premise (aim). Furthermore the findings in *Study 3 – Content analysis of the sample Madmagasinet Bitz and Frisk*, showed that actants help frame the programme Madmagasinet Bitz and Frisk by being interviewed alongside other investigation method, such as experiments, monitoring, taste test and so on. The

communication of the episodes was besides being investigative, analysed and divided into having a summative or formative form (Table 8). In addition to this the patterns in the content analysis showed that when the premise of episodes was to compare products (e.g. the Gravy episode), the episode was angled critically towards one of the products and conclusive in the summative form. The summative episodes are to a greater extent than the formative episodes representative for what Ekström (2002) argues is characteristic of television programmes where investigative journalism is used to critically examining a common assumption or untold truths (Ekström 2002, 271). Our results of the summative episodes were that when Christian Bitz or Mette Frisk takes on a interview role the interview role is often sceptical and the interviewer is summarizing the interviewee's statement by forcing a conclusion. Even the formative episodes were analysed to some extent using investigative journalism, but with a less critical approach in their investigations, by not taking on a sceptical or buffoon interview role (Larsen 2002, 115ff). Instead the interview roles were analysed as being a moderator role, that according to Larsen (1992) does not force any conclusion from the interview, but clarify the interviewee's statements (Larsen 1992, 122ff).

In addition in Figure 9 in the result chapter the structural composition of Madmagasinet Bitz and Frisk as an investigative factual programme was presented. The analysis of Madmagasinet Bitz and Frisk showed that the episodes construction were hard to base on the Hollywood Model. The composition structure was instead presented simpler than the classical Hollywood Model and had unpredictability in the body of the episodes (Figure 9). Furthermore the body was analysed as being the time-period in the episodes, where the premise was investigated. The investigation was as mentioned before based on a variety of methods such as experiments, monitoring, manufacturer visits and interviews with e.g. manufacturers, producers, scientists and consumers. Based on our results on how the content and premise in Madmagasinet Bitz and Frisk are presented and framed through different methods, we can argue that Madmagasinet Bitz and Frisk uses both didactical and epical presentation forms. According to the Larsen (1992) facts can be presented in different ways e.g. the didactical and epically presentation form (Larsen 1992, 93ff). The didactical presentation form is a way of presenting facts and the viewers are forced to accept the premise that the narrator has decided on (Larsen 1992, 94). The epically presentation form is characterized as being both fictive and factual. The focus is telling a story but it has to have some elements of truth in it (Larsen 1992, 98ff). In Madmagasinet Bitz and Frisk the didactical

presentation form is combined with the epical presentation form, e.g. when the hosts go to a manufacture and question them on their production methods or product content. The host takes the narrator role of a concerned consumer (fictive role and epically presentation) that the viewers can relate to and thereby obtain a common perception of the premise of the episode. In the example the premise is not being forced on the viewer as normally in a didactical presentation form, but the viewer is instead convinced by relating to the sender through a fictive consumer role. The premise thereby is accepted through a common understanding (Larsen 1992, 93) between the host and the viewer. Madmagasinet Bitz and Frisk uses the epical presentation to create a dramatic and exciting angle in the episodes, to make the factual premise more entertaining. The didactical presentation is in line with the aim of Madmagasinet Bitz and Frisk, on giving the consumers knowledge to make informed choices. The epical presentation is as mentioned used to entertain the viewers, and thereby the programme becomes entertainment education, even though it is an investigative factual programme.

As discussed earlier we argue that Madmagasinet Bitz and Frisk is a factual programme that among others uses investigative journalism to underline and frame a premise. In the following we will reflect upon why television has become more critical when advising the viewers on how to handle everyday life in regard to food. Based on our results on e.g. the summative episodes it seems as Madmagasinet Bitz and Frisk is portraying fact through a critical societal angle. In *Study 1 - Interview with Gitte Gross* and *Study 2 - Interview with Trine Grønlund and Stine Skriver* Madmagasinet Bitz and Frisk's framing of the premise was frowned upon, and may be referable to the summative episodes. According to Carlsen (2005) the lifestyle programmes in the 00's contributed with inspiring and advising the viewers on how to handle everyday life in regard to food, housing and consuming and were not focused on portraying facts from a critical societal angle (Carlsen 2005, 1). Therefore it can be argued that Madmagasinet Bitz and Frisk to a greater extent, than in the 00's lifestyles programmes, is portraying how to handle everyday life in regard to food, housing and consuming through critical societal angle facts. Based on DR's public service obligations DR is not allowed to transmit reality television and they have to transmit a broad spectre of entertainment, educational and cultural programme (Kulturstyrelsen 2013). The result of not being allowed to transmit reality and the competition between television channels and their programmes may be the reason why DR has to become more critical in their journalistic approach in order

to stand out. We assume that if the viewers want to be well-informed, a mean for communicating food and health content can be through investigative journalism that critically examines an untold or common truth (Ekström 2002, 271). According to Nordström (2013) food and health should be looked upon as a part of social and cultural identity, and the individuals want to be well-informed, when personalizing their nutritional behaviour (Nordström 2013). In *Study 2 – Interview with Trine Grønlund and Stine Skriver* one of our key findings was that it is not the television programmes that “choose” a segment instead it is a segment that “chooses” the television programmes and therefore the communication methods used in television programmes such as Madmagasinet Bitz and Frisk might be chosen based on what the viewers want. According to DR’s Medieudviklingen 2013 the viewer’s demands in general are that the host should be committed, the programme should not have a fixed structure, and there should be clear conclusions and finally the programmes should be authentic and create authenticity (Medieudviklingen 2013). Mach-Zagal (2010) would argue that the need for clear conclusion might be caused by the constant flow of information that characterises modern society and lead to the individual constantly has to be reflective (Mach-Zagal 2010, 133). This is in consensus with what Giddens state about the constant flow of information that creates uncertainty and doubt among the individuals (Giddens 2003, 30ff) Based on our results in *Study 2 – Interview with Trine Grønlund and Stine Skriver* we can argue that to some extent Madmagasinet Bitz and Frisk meets the viewer’s demand, because Stine Skriver stated that Madmagasinet Bitz and Frisk has 600.000 each week. In addition we can claim based on our results that Madmagasinet Bitz and Frisk lives up to some of the viewers demand stated in Medieudviklingen 2013. One of the finding was that Madmagasinet Bitz and Frisk did not have a fixed structure, which the viewers do not prefer. Furthermore we found that Madmagasinet Bitz and Frisk has a take home message in each episode and we claim that in some way the take home messages can be interpreted as clear conclusions which is a crucial elements of making information simple (Siegel 2013, part 2) and this was also demanded by the viewers. In addition Madmagasinet Bitz and Frisk creates authenticity by going into the field and using investigate journalism to examine a common assumption or untold truth (Ekström 2002, 271).

Our findings in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed that the new dietary guidelines have been increased from five in 1994 (Figure 1) to ten guidelines

in 2013 (Figure 3) and have become more elaborative and more user friendly, through the use of dialog boxes “Sunde tips” or “sådan gør du” that gives directions in how to integrate the dietary guidelines, compared to previous guidelines. The results in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed that the dietary guidelines are both qualitative and quantitative, shown in Figure 11 where the qualitative guideline is “Choose lean meat and cold cuts” and the quantitative guideline is “eat maximum 500 g of beef, veal, lamb and pork per week”. We assume this could be because the Danish Food Administration has assessed that the general public need more specific recommendations on how much or how little to eat, in order to follow the guidelines. Our assumption is supported by Gibney (2004), who claims that quantitative guidelines are more specific, giving directions on how much or how little the general public should be eating (Gibney 2004, 136-138). The analysis of the wording in the dietary guidelines showed that the use of the imperative form, such as “choose” or “eat less”, is used as a strategy to simplify the main message, in the form of directives. According to Mach-Zagal (2010) wording in an imperative form used as a strategy in preventive campaigns is often moral threats, where the phrases, such as “run for your life” (Mach-Zagal 2010, 110-112). However, the results in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed that the chosen wording in the dietary guidelines is more positively valued, giving directions instead of threats to prevent lifestyle related diseases. To appear more sympathetic, Trine Grønlund (*Study 2 – Interview with Trine Grønlund and Stine Skriver*) argued that it has been a conscious choice in the booklet to use “you” and not “one”, when addressing the receiver to make them feel involved. By choosing the involving wording and giving specific directions on how to integrate the dietary guidelines, the Danish Food Administration tries to make the message relevant and appealing to the receiver. According to Windahl (2009) when making a message relevant the relationship between the sender and receiver is crucial, in order for the campaign to reach its goals (Windahl 2009, 134). Whereas Mach-Zagal (2010) argues that, only information found relevant to the individual will be accepted (Mach-Zagal 2010, 117-118), and this is why the involving wording and the directions in the “Sådan gør du” dialog boxes are used in the dietary guidelines, to make the message relevant to the receiver. Studies examining the importance of simple messages showed that a simple dietary message is feasible and can improve overall dietary quality (Barbara 2009), and that simple visual aids in campaigns cause large and meaningful changes

in the target group's behaviour, no matter if the message was positive-framed or negative-framed (Garcia-Retamero 2013).

Study 2 – Interview with Trine Grønlund and Stine Skriver showed that according to Trine Grønlund, the visual appearance in the new dietary guidelines (2013, Figure 3) differs from the previous dietary guidelines (1994 and 2005, respectively Figure 1 and Figure 2), and she argues that it was necessary with an update. She elaborated that the Danish Food Administration has considered both the target group, women +30 and societal layers, by presenting the food that is approachable for a regular household, like beef paddies, not fancy dinners. The feminine target group is accentuated by the small and light portions in the recommendations and in the frontpage (Figure 10, left side, reductions of portion sizes bubble). Furthermore the results in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed that the recommendation with food items, such as red meat, is supplemented with a garnish of fruits and vegetables. In the book *Mad, Mennesker og Måltider (2008)* Kathrine O'Doherthy Jensen describes that food can be classified as either feminine or masculine when it comes to eating preferences. The tendency shows that men prefer heavy dishes based on red meats, gravies and potatoes, whereas women prefer lighter dishes such as fish or white meats, vegetables and fruits and sandwiches (Jensen 2008, 61-62). In the report *Danskernes Kostvaner 2003-2008* it was found that men eat 140 g of meat per day and women eat 82 g per day (Pedersen 2008, 34), which again shows the difference between men and women's food preferences. Within social layers, food preferences are ranked according to social status. The higher the societal layer, the higher red meat is ranked and then other animal products follow, such as eggs, dairy, white meat and fish, followed by vegetables product like grains, vegetables and fruits (Jensen 2008, 62). The dietary guidelines clearly illustrate their appeal to the feminine target group, in the imaging of "Y-tallerkenen". "Y-tallerkenen" in recommendation No. 1 "Eat varied, not too much and be physically active" (Figure 12) includes a chicken, wholegrain, and vegetables, which are all food items that women have a preference for. Furthermore the display of food items, like beef paddies in the dietary guidelines are according to Trine Grønlund approachable to a broad spectre of societal layers (*Study 2 – Interview with Trine Grønlund and Stine Skriver*). In addition one of the findings in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, showed that the objects in all the recommendations are used to underline the main message of the

recommendation. An example is Figure 11 where the message is to *eat lean meat and cold cuts*, and above this headline in the left corner of the page, a chicken is portrayed to exemplify what lean meat could be. Kjørup (1977) would argue that all the elements in an image are a part of a storytelling, and thereby all parts in an image, form a whole (Barthes 1964, 45-46). Furthermore, the results in *Study 4 – Content analysis of the sample the booklet De Ti Kostråd* showed that the choice of colour was mainly based on association to the topic in the dietary guidelines, e.g. the recommendation on fish was blue, associated with the ocean and fish. Colours from food items are to catch the attention of the viewer, but also as a part of the message in the recommendations. According to Gibney (2004) the visual presentation of food is used to support the recommendations, by visualizing the healthy food choices or the amount of food recommended (Gibney 2004, 143). The key findings of *Study 4 – Content analysis of the sample the booklet De Ti Kostråd*, showed that both the visual communication in the dietary guidelines illustrate the target group (women +30), the healthy approachable food choices and portions sizes.

The highlighted (bold) barriers and possibilities throughout the discussion are the base for answering out problem statement. The problem statement concerned a potential collaboration where the dietary guidelines were incorporated into Madmagasinet Bitz and Frisk and how discourses are expressed in the dietary guidelines and Madmagasinet Bitz and Frisk. These aspects will be concluded on in the next chapter.

9. Conclusion

The potential possibilities and barriers within combining the Danish Food Administration's dietary guidelines, *De Ti Kostråd*, with Danmarks Radio's public service television programme Madmagasinet Bitz and Frisk, have been investigated in this master thesis. Based on the results and discussion, we can conclude the following.

The Danish Food Administration get complex messages across by using visual communication and awareness of the wording, such as involving the receiver and not using professional terms. The Danish Food Administrations is open to innovation, and might therefore be willing to incorporate the dietary guidelines in Madmagasinet Bitz and Frisk. DR as a mass media and the television media can create awareness, and get complex messages across to the viewers,

and should use investigative journalism that aims at going in depth with health, without being too critical. The two institutions' communication strategies were similar in the use of references to other authorities and experts, and using logos in order to appeal to the receiver's intellect and reason. Furthermore pathos was concluded to be easier to get across in Madmagasinet Bitz and Frisk than in the dietary guidelines, so if wanting to evoke immediate emotions on why to live healthy, using television might be an option. The differences in the communication methods are that Madmagasinet Bitz and Frisk use investigation methods and interviews to frame the premise, and the Danish Food Administration use wording and visual presentation to frame their message.

Alongside the mentioned communication methods there were elements that were both barriers and possibilities in the expressed discourses. A barrier was Christian Bitz disagreeing with some of the recommendations in the dietary guidelines, such as juice and saturated fat intake, and because he is the host of the programme and he decides what to investigate. In addition, Madmagasinet Bitz and Frisk's restriction of carbohydrate could illustrate the societal tendencies regarding diet and health in society. Despite this barrier, it was concluded that there were more similarities than differences in the recommendations in the dietary guidelines and Madmagasinet Bitz and Frisk. The similarities being the recommendations on eating wholegrain, fish, fruit and vegetables and reducing intake of salt and sugar. Furthermore, barriers were that a collaboration would become state television, and that the framing and editing of Madmagasinet Bitz and Frisk lack transparency. In conclusion, if a collaboration were to become a possibility, collaborations terms had to be established. In addition, a possibility could be using the dietary guidelines (the Danish Food Administration) in Madmagasinet Bitz and Frisk in relevant contexts. Combining the strengths in both institutions, such as the Danish Food Administrations evidence foundation and television's force in appealing to the receiver by using pathos and framing, could be a possibility.

It can be concluded that both the Danish Food Administration and Danmarks Radio have a variety of discourses on food and health. Some of their views and messages are more similar than others. The discourses of the two institutions have similarities, in the hence of the feel-good discourse regarding health and diet, because the focus is not on physical appearance, but on being healthy. The Danish Food Administration and Madmagasinet Bitz and Frisk's approach on not eating too much and be aware of satiety has similarities, in the hence that the individual have to become more aware of their own food intake. Furthermore, their

perspectives on food quality and fewer additives are also similar, because they focus on the health value in non-processed foods. Both the Danish Food Administration and Madmagasinet Bitz and Frisk underline local food as optimal, and were assumed to be Danish in both cases. In addition the Danish Food Administration as well as Madmagasinet Bitz and Frisk showed a lack of focus on overfishing, when recommending eating more fish.

Overall, we can conclude that there are possibilities in incorporating the dietary guidelines in Madmagasinet Bitz and Frisk, because the discourses show similarities in what the Danish Food Administration and Madmagasinet Bitz and Frisk's messages are. Barriers can be the two institutions communication forms, methods, and preconceptions of each other. As concluded, the strengths in the two communication forms are a possibility. Therefore, we can conclude that if combining the two institutions, they have to become aware of each other's strengths and weaknesses, in order to engage in a collaboration.

10. Perspectives

The Danish Food Administration and Madmagasinet Bitz and Frisk both have strengths in their communications strategies, regarding appeal and evidence foundation. Furthermore possibilities were shown in the similarities in discourses, such as macronutrient distribution. A barrier to be aware of, if going into a new collaboration, is that the two institutions have preconceptions of each other. Therefore, if wanting to start a collaboration, the involved parties have to amongst others negotiate collaboration terms, but also become aware of each other's organizational structure. According to Lauvås (2009) a collaboration can be inter-professional and is a term used, when representative from different professions is about to enter into an equal and binding collaboration (Lauvås 2009, 86). When entering a new collaboration, the structure of the institutions and/or organisations that has to cooperate, has to be taken into consideration in the inter-professional collaboration. Often the structures in an organisation are not thought of in the everyday work routine. These structures have become a part of ones profession and work rhythm (Lauvås 2009, 113). In addition, the goals and aims of an organisation are attached to the intentions of the organisation (Lauvås 2009, 117). When looking at Madmagasinet Bitz and Frisk's intention of their programmes and the Danish Food Administration intentions of the dietary recommendations, it can be said that the intention varied, but what they have in common is the fact that they want to create awareness amongst the viewers/general public. The shared intentions can be strengthened, by using each other's competencies (Lauvås 2009, 201). Furthermore, according to Lauvås (2009) an inter-professional collaboration between two organisations or institutions can be strengthened by becoming aware of the actors competencies in relation to course of action (Lauvås 2009, 201) This would mean that if the dietary guidelines should be incorporated into Madmagasinet Bitz and Frisk, the two institution competencies should be utilized, in order to plan a sufficient strategy for the incorporation. Furthermore, if the dietary guidelines had to be incorporated in Madmagasinet Bitz and Frisk, it would not necessarily mean that the whole institution of the Danish Food Administration and DR should collaborate. Instead the collaboration could simple be, by creating a team with representatives from the two institutions that then had to work together with a common goal (Lauvås 2009, 209ff) e.g. create more awareness of the dietary guidelines. Forming a collaboration team might make it easier to incorporate and promote the concept, because the team can create a joint structure and order, instead of having to incorporate the entire institution of DR and the Danish Food

Administration and their methodological and organisational structure. This was, amongst others, one of Stine Skriver's perspectives that a collaboration was not possible, because of independent methodological approaches to their communicative material. The representatives, such as Stine Skriver might have understood the concept more clearly if we, as mentioned in the result chapter, had assessed the two institutions communication methods and afterwards developed a potential concept, that then could have been presented to the two institutions. The two institutions could then have given feedback on potential possibilities and barriers. Therefore, if we wanted to promote a concept of incorporating the dietary guidelines in a television programme in future, based on our findings, storytelling could be used to present and project solutions clearly to the "outsider" (Shedroff 2001, 208). The aim of the storytelling could be to present a concept and the potential benefits for both institutions in a potential collaboration.

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Appendix 1 Gitte Gross Interview Guide

Background

- What is your professional background?
- How long have you been an employee at DTU?

Health as a term

- How do you look at health overall?
 - WHO's definition?
 - Equality for all?
 - Same diet for all?

Health promotion

- What have your role been in health promotion to the general public during your carrier? (Dietary guidelines, debates, articles etc?)
- Which aspects do you find to be the most important, when promoting health and diet?
 - Simple recommendations?
 - New scientific findings?
 - Popular diet trends?
 - Use of more communication channels?

The Danish Food Administration's communication strategy

- What advantages do you see in public institutions choice of communications strategy when promoting health? (choice of channels, tools and target group?)
- What disadvantages do you see in public institutions choice of communications strategy when promoting health? (choice of channels, tools and target group?)

Collaboration between The Danish Food Administration and DR

- Studies show that commercials affect the viewers, but there is less knowledge on the effect of televisions programmes communicating health. Do you sense that TV programmes affects the viewers outlook on health?
- What is your attitude towards TV programmes, that communicates health and food quality, such as Madmagasinet Bitz and Frisk or Fedt, fup and flæskesteg?
- What barriers and possibilities do you see in a potential collaboration between DR as public service channel in future communication strategies for The Danish Food Administration?

Health discourses 10 years ago

- What characterized the 00's in regards to health? Do you find that there has been a development in the health discourse ever since?

We remember the 00s, for instance, Anne Larsen and whole low fat wave, but as a health professional, how do you remember the 00s? You could say we, Mette and Vibeke, was on the "other side" of health promotion at this time as viewers. You may have seen this trend from a professional point of view, because of your profession?

(When you look at articles from the early 00s, there was a focus on low fat foods and new developments in the production of food, which should also be low fat to follow the trend.

- Has there been a shift in who conveys health from the 00s to present day?

Health in the future

- Where is health going?
- What challenges do we face?
- What opportunities do we face?
- The combination of public service television and the official health authorities is our proposal for a solution on future of communications. Do you have an idea for other options?

Appendix 2 Transcription of interview with Gitte Gross

G: Gitte Gross

V: Vibeke Hjelm Nielsen

V: Ja, men vores research spørgsmål går lidt ud på at finde ud af, om der er sket en ændring bare på de sidste ti år i sundhedsdiskursen i medierne.

Og sådan overordnet skal vi lige høre om din professionelle baggrund. Vi har researchet dig, men bare sådan helt formelt (Griner).

G: Okay, men det er bare i orden. Jeg hedder Gitte Gross, og jeg er uddannet bromatolog for mange år siden efterhånden. Men hvad hedder det, så har jeg taget noget efteruddannelse i form af en kommunikations uddannelse. En master i kommunikation for nogle år tilbage. Jeg har en sådan, hvad hedder det nu, projektleder uddannelse med en HD som er endnu længere tilbage. Det jeg er i gang med nu, er en projektkonsulent uddannelse. Det er bare for at vedligeholde og bygge nye kvalifikationer på det faglige i virkeligheden. Og hvor længe jeg været på DTU. Det har jeg været i tre år til 1. Maj. Og inden da har jeg jo arbejdet med fødevarer sikkerhed, som fødevarepolitisk medarbejder i forbrugerrådet i en hel del år. Inden da var jeg i en fagforening, hvor jeg arbejdede med arbejdsplads omstillinger. Inden da fødevarekontrol, og lige inden jeg kom herud på DTU, da har jeg været leder i knap fem år i et videns Center for sundhed, som hedder VIFOS. Så det var det. Det er så blevet mere og mere, kan man sige ernæringsfaglig rettet. I min tid hos forbrugerrådet der var det rigtig meget om fødevarer sikkerhed, og det var ligesom det der var i hovedsædet ik. Og efterfølgende har det bevæget sig mere og mere over i noget sundhed, og det er så det vi primært arbejder med her. Udover kostundersøgelserne laver vi fødevaredata baser, og vi laver forskning inden for forskellige sundhedsfremme. Hvad er effekten ved at gøre forskellige tiltag ik. Det er det vi arbejder med.

V: Ja

G: Ja

V: Godt. Jamen du har også svaret på det næste, om din rolle i forhold til din formidling til den almene befolkning, og man kan også se du har skrevet forordene til evidens rapporten bag de nye kostråd, og er involveret i arbejdet bag.

G: Vi rådgiver Fødevarestyrelsen. Det er en meget vigtig opgave, og det er en af grundene til vi har kigget på evidens rapporten bag kostrådene, og vi har været tæt indover de Nordiske næringsstof anbefalinger, kostundersøgelser, spædbørnsundersøgelser. Vi er meget ovre i det rådgivende og det monitorerende. Hvordan ser befolkningens kostvaner ud, og så koble det hårde naturvidenskabelige med sociologi, og få puttet en masse baggrundsfaktorer på de folk vi er ude at snakke med, sådan at vi også kan se nogen andre sammenhænge end rent sundhedsfagligt. I vores kostundersøgelser kigger vi fx på alle KRAM faktorer.

V: Ja. Jeg har også læst at i forhold til, at der skal evalueres på de nye kostråd, og de gamle kostråd, at der er nogle faktorer, du mener er ret vigtige i forhold til det at lave kostråd. Bland andet det med at gøre dem simple og forståelige.

G: Ja det er jo fordi, hvis man skal nå ud til folk, så skal man på en eller anden måde gøre det på folks præmisser. Og så tror jeg helt grundlæggende, hvis vi lige skal kigge væk fra det et øjeblik, så tror jeg på at sundhedsformidling handler om for 90% vedkommende at gøre de sunde valg let tilgængelige, altså strukturelle ændringer. At man sørger for det er nemt og bekvemt at spise sundt, men også at det sunde mad smager godt. Man kan ikke bare have noget, der er sundt ligesom den gamle klidmostermode. Man bliver simpelthen nødt til at gøre det lækkert og appellerende til folk. Og så tror jeg, for nogle skal man ikke nævne sundhedsbegrebet, at det er sundt, men det skal bare være lækkert, og det skal også være til at betale selvfølgelig ik. Og så er der en gruppe, der er meget betaget af sundhed, hvor man næsten skal have trukket i den anden retning, hvor det kan blive for meget. Hvis vi tager den der gamle kernesund debat, hvor man ligesom overgår sundheden ik. Der er en gruppe, der tror jeg, sikkert ikke særlige stor i befolkningen, som er meget optaget af sundhed, hvor man næsten skal forsøge at trække i den anden retning ik.

V: Ja, det er også noget at det vi har haft i overvejelserne med diverse populære diæter, der kommer frem. Forskellige synsvinkler og religioner.

G: Det er tæt på at være religion, synes jeg i øjeblikket. Ej nu spiser jeg slet ikke kulhydrater, og sådan noget... det er da sgu da synd for dig, synes jeg, for der kommer da en masse gode fibre og ting og sager så det er.... plus smag og hvem vil undvære brød i sin daglige mad. Men det er så min helt private opfattelse. Men jeg mener også faktisk at, hvis man udelader store grupper eller bare enkelte grupper af fødevarer i sin kost, at så får man en dårligere kost. Så det med at spise varieret, gælder også at komme rundt om alle fødevarergrupper og prøve alt mulig af ik.

G: Ja det kan godt være jeg springer lidt i det, men så må I bare...

V: Det er helt ok, vi kører efter de lidt åbne spørgsmål, så du kan få lov til at svare frit.

G: Ellers må I jo klippe det til.

V: Så skal vi tale lidt om Fødevarerstyrelsens kommunikationsstrategi. Første spørgsmål er bare, om du kan se nogle fordele ved den metode de vælger, de virkemidler i form af billeder, projekterings på Facebook. Altså fordele og ulemper ved de metoder de bruger.

G: Altså man kan sige fordelene er, at de kommer ud i nogen medier, som de ikke har været før, som appellere til nogle andre målgrupper, end de har gjort tidligere. Hvor det meget har været sådan dem, som opsøgte viden, som de nåede. Nu er de ude i de medier, hvor folk er og især de unge. Og det tror jeg er fordelene. De har også ansat nogle dygtige folk til markedsføring, og som lidt bruger samme opskrifter, som man gør i industrien bare med modsat fortegn. Det synes jeg er positivt. Jeg synes, de har og tænker meget i ny formidling. Det, synes jeg, er rigtig positivt. Bagslaget ved det vil muligvis blive at, eller måske ikke bagslag, men modstanden de møder i befolkningen, er at der er en manglende tro på autoriteter. Der er meget den diskurs "at jeg ved hvad der er godt for mig". Og hele den formidling af viden om, jeg har gjort mig de og de erfaringer, så jeg er lige så god og ved lige så meget, som en der har læst i syv år eller what ever ik. Den diskurs er der rigtig meget lige i øjeblikket. Så hvis vi skal snakke diskursændring, så tror jeg hvor man før meget troede på myndigheder, og at det er det rigtige, og dem kan man stole på så, ser man mere individet og

sig selv, som vide bedst, hvad der er bedst for mig. Det, tror jeg, er den helt store ændring, der er sket over de sidste 10, 15, 20 år. Det her meget sådan, ej jeg har da tillid til vores fødevaremyndigheder, selvfølgelig har vi det, til hvad ved de om det, jeg tror på min nabo, hun prøvede en fed kur, så tager jeg også den ik, eller jeg har selv prøvet det på min egen krop. Eller jeg tror på, hvad min krop fortæller mig den har brug for. Den, synes jeg, rigtig meget er i højsædet. At sundhed er meget et kropsligt ideal. Det handler dybest set ikke om, hvordan min krop fungerer, men hvordan den ser ud. Det er rigtig meget det, som er i højsædet. Thomas Rhode og hans stenalderkost hvor han jo dyrker sindssyg meget fitness. Han har jo en flot krop, men det er jo ikke nødvendigvis pga. det han spiser, men det han udsætter den for. Så den synes jeg er rigtig meget. Og der tror jeg styrelsen nok kommer lidt til kort for, tror hvert fald det er en af de udfordringer de står overfor. Det er ikke sikkert de oplever det så meget nu, men jeg tror det vil blive forstærket i fremtiden, at det simpelthen er svært at nå igennem. Så det tror jeg, og så dem der ikke er interesseret i sundhed. Der skal der andre boller på suppen. Der skal man ud og lave nogle andre typer for tiltag, som de jo også har arbejdet på i mange år. Med at lave sundere mad på arbejdspladser, og de kigger på kosten i kantiner og skoler, daginstitutioner osv. ik. Der skal man ind, og have et andet sæt af redskaber. Det mener jeg så også, at de gør brug af sådan set ik.

V: Man går ind og laver nogle mere specialiserede kommunikationer og interventioner. Arbejdspladser og sådan lidt nichet.

G: I virkeligheden måske mere interventioner og politikker, som de pågældende så kan tage op. Nogen steder er de lidt mere retningsanvisende. Sådan bør man gøre, som offentlig institution og andre steder, så kan man gøre, hvis man har lyst til det. Der synes jeg de har gjort et meget godt arbejde i forhold til at have de her redskaber, som de så kan bruge derude ik.

V: Samarbejde mellem Fødevarestyrelsen og DR. Vi har siddet og researchet meget, og vi har fundet ud af at reklamer og kanaler med reklamer, de påvirker folk rigtig meget i forhold til en adfærsændring både positiv og negativ, men der er ikke så meget, der tyder på at man har undersøgt tv programmets effekt...

G: Sådan forskningsmæssigt.

V: Præcist

V: Så vi vil bare høre, om du har en fornemmelse af, om de her tv programmer der er begyndt at dukke op, som omhandler fødevarer kvalitet og sund kost, om de har en effekt. Om I har en oplevelse af det.

G: Nej altså jeg har ikke noget belæg for at sige hverken det ene eller det andet. Så skal det være hvad jeg selv tror, og der tror jeg at dem, som allerede er interesseret i sundhed, ser de programmer. Og dem som synes Bitz er lækker. Jeg har en svigerinden...eks svigerinde, som bare synes han er det fedeste skår, og hvad hun får ud af programmerne, det ved jeg ikke andet hun ser dem i hvert fald. Primært med ham som trækplaster. Det er så sødt. Hvad hedder det... jeg tror virkelig, det er underholdning og det siger de jo også selv – det er underholdning, men folk skal også have noget med sig. Der kan man sige, jeg synes de har alle tiders mulighed for at lave noget, der kan understøtte kostrådene, for de er ikke særlig sexede

og de er svære at få ud over rampen og svære at gøre tilgængelige. Jeg synes jo at sådan et program, som Danmarks radio laver, er en fantastisk chance for at komme ud over rampen med nogle af de svære budskaber. Så muligheden er der. Jeg synes så ikke de kommer helt i mål, men jeg tror, det er en måde at gøre det på, som de skulle bruge meget bedre. Det gælder også... der er mange. Der er også ham der... Sigurd. Ham der kørte rundt med taxaer.

V: Ja *Den rene vare* på tv2

G: *Den rene vare* ja.

G: Han er lidt mindre fordomsfuld, synes jeg. Han er sådan lidt mere, "ej hvor er det spændende det her. Det vil jeg gerne undersøge", og så render han rundt omkring i verden og undersøger ting og sager. Jeg kan måske bedre lide hans tilgang, fordi han ikke står som overdommeren. Jeg er ekspert, men mere trækker forskellige folk ind, som kan komme med deres bidrag til historien. Det ved jeg hvert fald også, der er folk der ser med stor fornøjelse. Og så tror jeg bare folk tager det til sig, som de kan bruge. Der var en, som havde set mig i et program, hvor jeg fortalte hvad indholdet var i en pølse. Sådan meget lige på. Og hun sagde, aldrig mere vil jeg spise pølser, og jeg tænkte bare okay, det var ikke lige det, der var intentionen med det, hvor jeg skræmte folk fra det, men mere sådan objektivt fortælle, hvad det er men der skal man tænke på, at det jo i virkeligheden er modtageren, som bestemmer budskabet for, hvordan de opfatter det. Derfor kan meget af sådan noget sundhedskommunikation blive opfattet meget forskelligt, alt efter hvem der ser det. Men jeg synes, det er en god ide, og det er en god mulighed som modtræk til mange af de reklamer der bliver lavet stadigvæk ik.

V: Men måske med lidt mindre journalistisk tilgang. Det bliver så aggressivt.

G: Og lidt mindre fordomsfuldhed ik. Fordi der er mange historier, der er fortalt på forhånd, og hvor journalisterne har siddet og besluttet sig for vinklingen, og så leder de bare igennem til nogen, der kan sige det, de gerne vil have. Det er rigtig ærgerligt, at det bliver brugt på den måde. Så sådan lidt mere åben nysgerrighed. Det ville være rigtig godt.

V: Ja. Vi har været inde over noget af diskursændringen i forhold til sundhed. Men noget af det vi også har snakket meget om, er den der fokus på fedt der er sket. Anne Larsen fra 2001...

G: Ja hvor hun vaskede kødet...

V: Ja det var jo meget fanatisk, hvor man nærmest skulle have alt fedt væk, til man nu kan se i de nye nordiske anbefalinger har rykket lidt ved anbefalingerne om fedtenergiprocenten.

G: Ja det er rigtigt. Det er en anden ting der har ændret sig. Nu er fokus jo på kulhydrater. Nu er det dem, der er skurken. Man skal jo ha en fjende. Noget at sætte en finger på. Og det er fuldstændig rigtig, hvor før var det fedtet, så er det mere kulhydraterne nu. Og i virkeligheden, hvis man kigger på den videnskabelige baggrund, så er der stadigvæk enighed om, at mættet fedt ikke er specielt sundt. Det gør ikke noget særlig godt for ens krop, men at derudover handler det mere om, den samlede balance af fedtet. Altså at man har en god balance mellem de forskellige typer fedtsyrer, og så er det stadigvæk også... at man virkelig kan holde sig indenfor det energiniveau, man har brug for, så kan man godt spise lidt mere fedt, men så skal

man reducere på noget af det andet. Så det er den ene ting, man har ændret lidt fokus på eller syn på. Og så er der kulhydraterne, hvor man går lidt væk fra nu, eller man kan selvfølgelig godt spise de hvide kulhydrater, men lidt ik. Der bør fokus være på fuldkornsprodukterne, men selvfølgelig kan man spise kulhydrater. Det bør man gøre, for de er en den vigtigste kilde til fibre og en masse næringsstoffer. Plus at det stadigvæk har relativt lidt energi sammenlignet med fedt. Og samtidig viser forskningen også, at man skal skære ned på kødet. Det røde kød. Så derfor kan man sige, hvis man skal blive mæt og være velfungerende og få de næringsstoffer man har brug for, så er der brug for man stadigvæk spiser kulhydrater. Og der er det virkelig gået helt galt, synes jeg, i den offentlige debat både stenalderkosten, som er meget primus motor, men den der low carb i det hele taget. Højt proteiner og lavt kulhydrat ik. Det er der rigtig meget fokus på. Jeg tror i virkeligheden det måske handler om, at folk synes det er svært, og er der nogen, der ligesom kan skære det ud i pap, hvad det er man skal gøre, så er det nemmere at komme igennem et budskab. Bortset fra når man så har været på sådan en diæt, så kan man jo ikke holde det ud. Det viser forskningen jo også, at frafaldet er for stort hvis ekstremerne er for store, altså hvis kosten er for ekstrem. Så kan folk simpelthen ikke holde det ud.

V: Det kan man jo også se med mange af de bølger, der har været af populære diæter, at der var i 80'erne *fit for life*, hvor man adskiller kød og kulhydrater. Der kommer sådan nogle populære diæter, som er nemme at forstå fordi man får nogle basis regler, og så pludselig er det ikke så sjovt.

G: Dybest set så har vi et behov for, de fleste af os, at spise. Det er jo noget vi gør 3-5 gange om dagen, og det skal jo være en fornøjelse. Så hvis det bliver alt for asketisk, så kan vi ikke. Man er meget præget af de normer, man har med sig og ens barndom. Det er svært at lave om på.

V: Ja og vi har også været inde på det skift omkring formidling, om at førhen var det meget eksperter man stolede på, og i dag har vi oveni købet oplevet, i en undersøgelse på Facebook, set Thomas Rhode blive omtalt som ernæringseksperter. Så det er som om enhver, der har en mening om sundhed, kan udnævne sig selv som ernæringseksperter.

G: Jeg er helt enig, og det er egentlig skræmmende at der er så lidt tillid og så lidt respekt for det. Så det, synes jeg, hvert fald er rigtig alvorligt. Før i tiden var det jo kokkene jeg kiggede på. Hvordan de lavede mad, for da var de rollemodeller. Og der var så mange der stod og fedtede med og det var ikke særlig hygiejnisk at se på. Nu er det mere sådan, der skal da bare masser af smør i og masser af fløde. Og det smager jo sikkert fantastisk det de laver, og det ville være super en gang om måneden (griner) men jo ikke hverdag.

V: Så er vi også ved at være ved det sidste, sådan om hvor sundhed er ved at bevæge sig hen. Sådan en gisning refleksion. Hvor mener du sundhed er på vej hen, både i forhold til formidling men også de her diæter og andet populært der dukker op hele tiden.

G: Altså jeg tror hvert fald vi står overfor, altså tror ikke den der low carb høj protein osv. at den er slut. Det tror jeg ikke den er. Jeg kunne godt forestille mig der kommer endnu mere med gener. Endnu mere individuelle diæter. Vi kan jo se, der er nogen der tilbyder sådan noget test, om hvad for en gentype man er, og hvad man skal spise. Og selvfølgelig vil der også være nogle individuelle behov, men det er jo svært at lave en information og kampagner, som

er rettet mod alle ik. Jeg tror meget det her individuelle, altså jeg skaber mig selv og mit eget image og mit eget billede. Jeg kunne forestille mig, sådan noget med genprofiler kunne blive meget stort på et eller andet tidspunkt. I hvert fald blandt dem, som er relativt velstillede. Og så tror jeg altså, vi kan jo se, med de undersøgelser vi laver her, at selve kostvanerne jo egentlig ikke ændrer sig så markant hurtig. Folk spiser stadigvæk relativt de samme retter. Selvfølgelig har de nok ændret sig lidt hen ad vejen. Kylling kan jo dække over en milliard forskellige tilberedninger. Så bare fordi man spiser kylling et par gange om ugen, betyder det ikke at man spiser super traditionelt. Men jeg tror bare også man skal have i bagehovedet, at kostvaner ændre sig meget langsomt, og det vil kun være i nogen grupper, hvor vi vil se de der ekstremer. Så jeg tror stadigvæk, der vil være en meget bred del af befolkningen, som har de samme udfordringer, som vi ser nu med for højt indtag, og man røre sig for lidt osv. De her livsstilsygdomme.

Så håber jeg, der kommer mere fokus på, at man også får et større udbud af sundere fødevarer i det offentlige rum. Det er noget af de vi selv arbejder på i et af vores projekter, hvor vi samarbejder sammen med nogle store virksomheder, om faktisk at skabe bedre udbud. Det er så ikke så nemt, men altså men vi har fået udviklet det med at få sat det i produktion og sådan noget. Men det kan faktisk godt lade sig gøre jo. Det er også noget med at overbevise folk om, at det at spise sundt det er ikke kedeligt. Det har meget fået det prædikat, at hvis man skal leve sundt så kan man næsten ligeså godt gå i graven, fordi det er helt forfærdeligt kedeligt og det synes jeg bare sådan, vi mangler at modbevise, at det er det ikke. Man kan faktisk... der er både råderum i kosten til, at man kan spise kage eller drikke et glas rødvin eller sådan et eller andet. Det er bare ikke så meget. Så det der med at lære at administrere det, man har egentlig har brug, det tror jeg det stadigvæk vil være brug for. Både på gruppe niveau og individuelt plan, så der er der noget at komme efter. Så udfordringen vil være her i lang tid endnu tror jeg.

V: Så tror jeg det afsluttende spørgsmål vil gå på, nu har vi prøvet på at komme med en løsningsmodel, der hedder at prøve at kombinere public service tv med de officielle sundhedsmyndigheder, men har du et bud sådan selv på en løsningsmodel for at effektivere kommunikationen omkring sundhed til den almene befolkning?

G: Altså måske at gøre det. Altså måske at give lidt mere hjælp til, at folk kan få tilrettet deres egne præferencer. Altså hvad er det de skal justere op og ned i deres egen kost. Nogen mere forskellige artede kostråd. Lige nu har vi et fælles kostråd, men at kunne justere dem op og ned i forhold til, hvis man nu er vegetar, eller hvis man er stor kød spiser, hvis man elsker gammel traditionelt mad. Sådan noget med at målrette til de forskellige segmenter vi ved, der er og gøre det nemt for dem at finde noget, som matcher det de godt kan lide med at faktisk at gøre det sundere. Det kunne være alt fra apps til alt mulig andet. Og så vil jeg sige, at jeg tror rigtig rigtig meget på værdien af information. For der er nogen, der siger at man slet ikke skal informere for det kan folk selv finde ud af, men nej det kan de ikke.

Det er rigtig rigtig vigtigt at der er en base af viden, som er ordentlig undersøgt, hvor vi har kigget på, hvad er egentlig evidensen, og hvad er op og ned på alt det her. Fordi jeg synes jo at folk, for der er stadigvæk meget forbrugerrådet i mig, har ret til at vide hvad der er rigtig og forkert. At de så vælger at gøre noget andet, er jo deres eget individuelle valg. Men har ret til som individ, synes jeg at finde ud af, hvad er der er op og ned i det her. Så hvis der er noget forskning. Hvis der er noget viden. Så skal folk dælme have mulighed for det, og det er jo den måde som kostrådene fungerer på, at man går ud med den viden, der ren faktisk er... på

nuværende tidspunkt, og så kan den ændre sig ja, men det er state of the art og det vi mener. Det kunne så blive drejer lidt, så den bliver mere handlingsorienteret i forhold til, hvad det egentlig er man godt kan lide og nogen nemme råd. Det synes jeg kunne være spændende at forske i, og hvordan man så kunne gøre det mere individuel rettet. Så ved man også fra kommunikation af, at når folk skal ændre adfærd, så skal der være en brændende platform. Det skal være vigtigt for en selv. Og det skal helst, tit er det jo noget så er der noget livstruende sygdom eller brændende alvorligt, som gør at man tænker "Gud jeg bliver nødt til at ændre livsstil, eller nu bliver jeg nødt til at gøre noget ved det". Men det er ligesom motivations faktoren, som gør at man får lyst til at flytte sig, men så skal der også være noget viden. Så ved man, at tit så ligger det ligesom i baghovedet, at når der er de her kampagner og offentlige råd, jamen så hører folk det jo på en eller anden måde. Og så ved man også nogenlunde, hvor man kan søge hen, hvis man har brug for noget hjælp, eller hvad der er op og ned på de forskellige ting. Så jeg tror rigtig meget på den der blanding af individuelle motivationsfaktorer, for at ændre noget for den videnspulje, der er af al viden på det pågældende tidspunkt i vores samfund og så, hvad hedder det, kampagner, hvor man går ud med det. Det tror jeg er en god blanding og så deciderede kampagner. Så det der mix af forskellige virkemidler så folk kan agerer. Det er væsentligt. Jeg lærte på kommunikation at kampagner det hjalp overhovedet ikke, men samtidig så ligger der den der med, hvis man har hørt det før, og godt ved at der er nogen, som ved hvad der er op og ned så finder man alligevel tilbage til det, når det er aktuelt for en selv. Så tror jeg også at det sidste element, men de strukturelle ændringer er rigtig rigtig vigtige. Du kan ikke alene placere dig på det folks ønske om at vide og sætte sig ind i det. Man kan se, når ingen gang Bitz og frisk kan lave de rigtig valg, hvordan skulle folk så. De har en ernæringsekspert, som burde vide det og man kan ikke bare tro at det kan folk selv klare. Det kan de sgu ikke. Det er for kompliceret. Også Thomas Rohde. Han burde også kende sin besøgstid. Jeg læste den skaldede kok, som også har skrevet en bog, om hvordan han ændrede. Han var meget overvægtigt. Han havde et stort ønske om at gå ned i væk. Han kunne ikke rigtig mestre at sådan gøre det af sig selv. Så han fik sådan en gastrisk operation. Så har han så skrevet en bog om det, og hvordan han lever efterfølgende. Der synes jeg bare han var så sympatisk. Han sagde jeg er kok og jeg er skide god til at lave maden, så folk kan lide det, men jeg er ikke ernæringsekspert, så derfor har jeg allieret mig med en som ved noget om det, og så stiller jeg min kokkeviden til rådighed. Og den ydmyghed overfor fagligheden, der ligger bag den, kan jeg rigtig godt lide. Den er tydelig sådan at jeg er smadder god til det her, så jeg puljer min viden og kompenser med nogen andre faglige input, og så får vi noget godt ud af det. Det synes jeg, den attitude er jeg nok mere til.

V: Erkendelse

G: Ja det er erkendelse på et højt plan.

V: Han havde vidst også været igennem relativt mange diæter. Han havde også haft allieret sig med Lene Hanson, før han fik den operation der, hvor det simpelthen ikke virkede for ham det med at skulle adskille al ting.

G: Det kan jeg da også godt forstå altså. Hun ved jo dybest set heller ikke noget. Hun var stewardesse ik?

V og G: Så har hun taget kurser...

V: I USA og hvor man i øvrigt ikke har lov til at vide, hvor hun har fra og hvis man undersøger det lukker hun af for en.

G: Hun har også stået og sagt de frygteligste ting på tv. Jeg fatter ikke nogen gange, hvad det er der giver folk taletid i programmer. Men det må Danmarks radio måske kunne svare på.

V: Ja det er jo nogen af det vi håber at finde ud af, og hvorfor de tager de valg de gør.

G: I må jo hilse fra mig af☺

G: Hvis I har flere spørgsmål så ringer I bare eller mailer.

Appendix 3 Trine Grønlund Interview Guide

Background

- What is your professional background?
- How long have you been an employee at The Danish Food Administration?

Health as a term

- How do you look at health overall?
WHO's definition? Equality for all? Same diet for all?

Health promotion

- What have your role been in health promotion to the general public during your carrier?
(Dietary guidelines, debates, articles etc?)
- Which aspects do you find to be the most important, when promoting health and diet?
Simple recommendations?
New scientific findings?
Popular diet trends?
Use of more communication channels?

The Danish Food Administration's communication strategy

- What promotion strategy do you work with at The Danish Food Administration?
- How do you determine the your target group?
- What tools does your communication consist of (visual, verbal)
- What channels do you use for your communication? (social media, professional networking etc)
- What benefits do you consider in your choice of communication strategy, when you promote health. (including choice of channels, tools and audience?)
- What disadvantages do you consider in the choice of communication strategy, when you promote health. (including choice of channels, tools and audience?)

Collaboration between The Danish Food Administration and DR

- Studies show that commercials affect the viewers, but there is less knowledge on the effect of television programmes communicating health. Do you sense that TV programmes affects the viewers outlook on health?
- What is your attitude towards TV programmes, that communicates health and food quality, such as Madmagasinet Bitz and Frisk or Fedt, fup and flæskesteg?
- What barriers and possibilities do you see in a potential collaboration between DR as public service channel in future communication strategies for The Danish Food Administration?

Health in the future

- Where is health going?
- What challenges do we face?
- What opportunities do we face?
- The combination of public service television and the official health authorities is our proposal for a solution on future of communications. Do you have an idea for other options?

Appendix 4 Stine Skriver Interview Guide

Background

- What is your professional background?
- What is your function as editor on Madmagasinet Bitz and Frisk?
- **DR's communication strategy**
- What communication strategy you work with on Madmagasinet Bitz and Frisk?
- How do you determine the target audience for your programmes?
- What tools do you use in the communication of the programmes? (visual, verbal)
- What benefits do you consider to be in your choice of strategy in the programme? (including choice of channels, tools and target group)
- What disadvantages do you consider to be in your choice of strategy? (including choice of channel, tools (editing, framing) and target group)
- Which aspects do you find to be the most important, when promoting health and diet?
 - Simple recommendations?
 - New scientific findings?
 - Popular diet trends?
 - Use of more communication channels?

Organisation

- What thoughts have you had in relation to how you edit programmes? (Is it health communication or entertainment)
- What are the disadvantages / benefits of this form?
- How do you underline what you communicate? (Studies, experts, evidence reports, producer visits)
- How do you select your method of programs?
- Do you evaluate the programme's effect on the viewers?

Collaboration between The Danish Food Administration and DR

- Studies show that commercials affect the viewers, but there is less knowledge on the effect of television programmes communicating health. Do you sense that TV programmes affects the viewers outlook on health?
- Which possibilities do you see in a potential collaboration between DR as public service channel in future communication strategies for The Danish Food Administration?
- Which barriers do you see in a potential collaboration between DR as public service channel in future communication strategies for The Danish Food Administration?

Health in the future

- Where is health going on DR in relation to communication on programmes like Madmagasinet Bitz and Frisk?
- What challenges do you face?
- Where is journalism going in information programmes?

Appendix 5 Transcription of Interview with Trine Grønlund

T: *Trine Grønlund*

V: *Vibeke Hjelm Nielsen*

V: Ja men så starter vi bare fra en ende af med sådan lidt det formelle omkring din professionelle baggrund.

T: Ja men altså jeg er uddannet biolog med speciale i ernæring som jeg har ...(Dårlig lyd. Kan ikke transskribere – 12 sek.).. og skrev speciale hos kræftens bekæmpelse på Østerbro. Og så har jeg faktisk arbejdet i Fødevarestyrelsen lige siden jeg blev færdig, jeg blev færdig i 2003 må det være, eller hvad? Ej 2004, åh det så mange år siden. 2004 tror jeg det var, og så havde jeg et job i ...(Dårlig lyd. Kan ikke transskribere 39 sek.)... på et år, og så har jeg været i Fødevarestyrelsen lige siden, så jeg har været i Fødevarestyrelsen i 8 år.

V: Okay

T: Så svarede jeg også på det næste spørgsmål også.

V: Ja, fint. Så er det sådan lidt overordnet med sundhed som begreb, hvilket syn du har, både som repræsentant for Fødevarestyrelsen, men også bare generelt sådan, hvad du baserer det på?

T: Det er ikke noget som jeg går og tænker over til hverdag og WHO's definition må jeg indrømme at jeg ikke er helt sikker på at jeg er helt up to date på, hvad det lige handler om. Vi handler jo meget ud fra det her med at sundhed skal være lige nemt for alle, men at det jo også er personers eget ansvar kan man sige og leve sundt. Vi er jo ikke så meget for forbud, vi er mere til tilvalg og at man træffer en beslutning på et oplyst grundlag. Og det er sådan det syn at vi som Fødevarestyrelse går ud med, og det er ligger tæt op af det syn jeg selv går og har. Så man kunne, hvis man nu arbejdede lidt mere med, hvad skal man sige, tværfagligt, så tænker jeg at der er andre ting som man også rigtig godt kunne arbejde med, der måske handler om uddannelse.

V: Ja

T: Fordi vi jo kan se at uddannelse sådan set er en af de faktorer som gør rigtig meget i forhold til om man har en sund livsstil eller en ikke så sund livsstil.

V: Ja

T: Og i virkeligheden kunne man så trække den endnu skarpere og sige det handler måske ikke kun om uddannelse, det handler om helt tilbage fra vuggestuen, altså fra det helt tidlige pasningstilbud, så man allerede der lavede en virkelig skarp indsats. Så kunne man måske spare nogle af alle de her penge vi bruger på sundhedsformidling, hvis du forstår hvad jeg mener?

V: Ja

T: Men man kan sige i det job hvor jeg sidder nu har vi de her rammer og det er måske utopisk at tro at man kan bryde de her rammer ned som vi arbejder efter nu hvor vi jo er lidt, altså nogle der sidder i Fødevarestyrelsen og nogle sidder i Sundhedsstyrelsen og der er nogle der sidder i undervisningsministeriet, for mig at se kunne man godt arbejde mere tværfagligt, men det er nok urealistisk at tro at det kunne foregå på et højere niveau end det det gør i forvejen. Fordi selvfølgelig er der noget samarbejde, det er klart, men man kunne godt, det ville være rigtig fedt hvis man kunne bryde de grænser mere ud, så man kunne arbejde tættere sammen. Og måske også en gang i mellem at der blev kastet nogle penge nogle andre steder hen end den måde de fordeles på. Men det var så mit private syn på det.

V: Ja ja, det er helt fint. Godt så går vi videre til noget sundhedsformidling, du har jo mere eller mindre været ved Fødevarestyrelsen det meste af din karriere nu, så du har vel været meget inde over kostrådene og anden sundhedsformidling de sidste mange år?

T: Ja jeg har jo i hvert fald her på det sidste beskæftiget mig meget med kostrådene, hele den her revidering har jeg været projektleder for, men ud over det har jeg tidligere været projektleder da vi startede nøglehullet, i Danmark for 5 år siden, der var jeg projektleder på det, og har også været med i den kampagne der fulgte efterfølgende, den første kampagne vi lavede omkring nøglehullet. Før det lavede jeg også noget omkring kostrådene, nogle værktøjer i forhold til skoler, hvordan man kunne måle hvor godt man fulgte kostrådene, som jo ikke var rettet til den almene befolkning, men jo var målrettet skolebørn. Og eller har vi jo arbejdet meget med det her andet ernæringsmærke der hedder "spis mest" mærke, blev jeg også involveret i, og så har jo også lavet meget almen borgeroplysning, altså nyheder til Altomkost og sådan noget. I 2011 blev jeg redaktør for vores hjemmeside Altomkost, blandt andet også på vores nyhedsbrev, som vi sender ud ca. hver anden uge til 50.000 danske forbrugere, som jo også er en rigtig vigtig del i vores kommunikation. Man kan sige selvom jeg har denne her naturvidenskabelige baggrund, så har jeg jo gennem min karriere i fødevarestyrelse udviklet mig fra meget ernæringsfaglige opgaver til at svare på borger henvendelsen, som fx helt specifikt "min søn han spiser ikke nok morgenmad" og det var måske mere ernæringsfagligt man skulle grave i, hvad gør vi så? Hvor jeg så måske har bevæget mig lidt mere over i kommunikations opgave som på nøglehullet og til dels også kostrådene har handlet meget om hvordan vi får formuleret nogle kostråd som kan forstås ude i den danske befolkning, og hvordan vi kan kommunikere kostrådene, hvordan vi kan lave noget kampagne, som gør at danskerne opfatter at nu er der kommet nye kostråd.

V: Ja

T: Det har sådan været det jeg har beskæftiget mig rigtig meget med i Fødevarestyrelsen og det har været på alle mulige områder, både i form af at skrive artikler, og deltage i interviews og radioprogrammer og i tv programmer, der har været mange forskellige vinkler i løbet af min tid her i fødevarestyrelse.

V: Ja. Godt så har vi lige et spørgsmål om, hvilke aspekter du mener er vigtigst, når man skal formidle sundhed og kost, om det er simplificering, eller nye videnskabelige fund eller lignende?

T: Ja, det vil jeg jo sige det kommer rigtig meget an på hvem man snakker med. Hvis vi nu tager kostrådene som eksempel, så har vi jo valgt en målgruppe som hedder kvinder 30+, i

virkeligheden indkøbsansvarlige, men det har vi jo fundet ud af det drejer sig om de her kvinder som er ansvarlige for familiens sundhed.

V: Okay

T: Der har det naturligvis været vigtigt at det vi får oplyst om, at det har været oplysninger som er videnskabeligt funderet, det er generelt i alt vores formidling eller alt hvad vi laver har et videnskabeligt afsæt. Vi vil ikke bare kunne sige at børn de lærer bedre hvis de er mætte, hvis vi vil sige det skal vi også have noget videnskabelig dokumentation for at det rent faktisk hænger sådan sammen. Men det er jo ikke noget vi ynder at sige videnskabeligt, vi går jo ikke ud og siger at videnskaben siger at mætte børn lærer bedre i skolen, der vil vi hellere have sådan en ordlyd der hedder husk at spis morgenmad for så har i bedre mulighed for at lære i skolen.

V: Ja

T: Så det her med at tingene skal være relativt lette at forstå, det skal være i en tekstversion som gør at vi bruger ikke fagudtryk, men et simpelt hverdagsprog, det er rigtig vigtigt for os at vi husker det når vi kommunikerer. Vi er interesserede i at kommunikerer direkte til brugeren, vi bruger for eksempel ikke "man kan med fordel ændre sine kostvaner så man på sigt" osv, vi er mere til " du kan med fordel ændre dine madvaner så du fremover eller undgår at blive syg når du bliver gammel", så det bliver du og ikke så meget man, og de her ord der ender på s for eksempel "der ses en klar udvikling ", dem vil vi gerne ligesom rydde op i, fordi det bliver meget formaliserende, hvor at hvis vi bruger du er der større chance for at man føler sig involveret. Så det er i hvert fald nogle af de ting vi tænker meget over når vi kommunikerer.

V: Okay

T: Og så det her omkring populære diæter, hvis vi lige skal hive det op på, om vi gerne vil være med på bølgerne når der sådan er noget der rykker sig, så er det jo klart, når der er rigtig meget om proteinkurer og LCHF, så er det jo noget som vi bliver nødt til at omfavne inden at det omfavner os, kan man sige.

V: Ja

T: Det er jo ikke noget hvor vi tænker, "når nu gør de sådan, så vil vi også gøre sådan" det er mere sådan at nu vil vi gerne ud og give vores besyv med inden det vokser os over hovedet, og det vil vi gerne gøre på en positiv måde, så det er ret sjældent at i vil kunne se os sige at Fødevarestyrelsen vil fraråde, vi har måtte gøre det fx med kernesundfamilien, der var ude og sige at man skulle lave modermælkserstatning på gedemælk i stedet for komælk, der var vi ude og lave en direkte advarsel. Og så siger vi tit omkring de her kurer, hvis man har brug for at tabe sig kan det være fornuftigt at følge en slankekur, så er det næsten ligegyldigt hvad det er for en, det kan kickstarte et væggtab hvis man har behov for det, det kan også være man har behov for at føle sig som en del af et fællesskab, som man jo er hvis man lever efter 5:2 kuren, men man kan sige på sigt mener vi ikke vi kan stå inde for at man for dækket de næringsstoffer, som vi mener man har behov for, og der er andre ting som gør at de her diæter kan være dårlige for dig, fx hele det her sociale aspekt om at være på diæt, "nu er jeg

taget til mormors fødselsdag, skal jeg så virkelig have mine stenalderboller med fordi jeg må jo ikke spise hendes hvide boller”?. Der er mange ting i det som vi godt kan gå ud og fortælle om, men som man kan sige det er jo ikke fordi det er usundt at tage sine egne stenalderboller med når man skal til fødselsdag, men det er bare nogle af de ting man ikke tænker over når man vælger kurer, som vi godt kunne tænke os at få forbrugerne gjort opmærksom på inden de kaster sig ud i de her ting, hvis du først er på en eller anden kur, og du finder ud af tre dage efter at det kan jeg jo slet ikke, for nu skal jo jeg også til det og det og i øvrigt bryder jeg mig ikke så meget om de her ting, jamen så bliver det et nederlag, og hvad er chancen for at man går over og siger, jeg vil stadigvæk tabe mig, men nu gør jeg det på en anden måde, fx ved at følge kostrådene.

V: Ja

T: Det er der nok ikke så stor chance for, hvorimod hvis man fra start af siger jeg har fundet mig i vilkårene for at følge den her kur, og det vil jeg godt give bod på i en måneds tid og så omlægge mine kostvaner, så jeg får en sundere kost, så kan det være en fin idé at gøre det på den måde, men man kunne også bare vælge kostrådene fra start af.

V: Ja

T: Så længe man er klar over hvad man vælger, kan man vælge hvad man vil. Jeg vil helst ikke sige, lad være med at spise LCHF, der er masser af beviser for at det kan være gavnligt for nogle, og specielt over en kortere periode, på sigt kan jeg måske ikke anbefale det, men over en kortere periode kan det være et godt kickstart hvis man eller har fundet ud af at der er nogle ting man ikke kan være med til og må give slip på.

V: Ja

T: Så det er vores positive tilgang, vi vil godt være med til at formidle positivt omkring sundhed, så vi ikke kun bliver beskyldt for at vi er bare så konservative og det er kun vores egne metoder der fungerer, for der er masser af forskellige metoder der fungerer for forskellige folk, og vi er alle sammen forskellige og vi skal ikke alle sammen spise på samme måde.

V: Yes. Det var et ganske udmærket svar.

T: Og i virkeligheden dækker det ind over mange af de næste spørgsmål kan jeg se nu.

V: Ja men det er helt fint, vi tager det som regel og rimelig åben med de her interviews, og vi tager det stille og roligt hvis der er noget vi lige mangler. Og jeres formidlingsstrategi har vi været inde på, og generelle tilgang, men jeg skal lige hører, med hvilke virkemidler I arbejder, man kan se med de nye kostråd, de er blevet eksponeret på Facebook, og der er kommet nogle farvestrålende billeder til hvert kostråd, det er sådan lidt en ny taktik?

T: Ja man kan vi har med de andre kostråd stået lidt mellem to stole og ikke kunne finde ud af det egentlig... der var nogle tegninger som gjorde at det mest appellerede til børnene, og i virkeligheden var det henvendt til sundhedsprofessionelle. Og de sundhedsprofessionelle

stod lidt og kiggede på at spurgte hvordan havde i forestillet jer at jeg skulle formidle det her til en voksen kvinde, fordi det var nogle barnlige tegninger, og jeg tror ikke målgruppen har været helt skarp da vi lavede de gamle kostråd, jeg ved det ikke, jeg var ikke med til det, men i de nye kostråd har vi været skarpe på vores målgruppe og det er endt med de her kvinder 30+, og det kan man jo også se ud af kostrådspjecen, det er jo sådan lidt dameblads segmentet, det er rigtig mad, men det er jo så valgt på den måde at, man kunne godt have lavet en kostrådspjece, med noget megamussel og sølvtøj, eller en dug fra Georg Jensen osv., men vi har valgt at sige at det skal være kvinder 30+ fra alle samfundslag, ikke alle, men fra de gængse lag i samfundet, for dem der sidder på bænken de er så langt væk fra det her, så de kommer aldrig til at se den, men i hvert fald kvinder med kort og lang uddannelse kan identificerer sig med det her, det er lækkert på den måde at der ikke kan være mange der vil sige, det vil jeg ikke spise, men der er heller ikke mange der vil sige at det kan jeg ikke lave, på den måde vil jeg aldrig kunne anrette det. Det er hakkebøffer, der har lige sneget sig en hummer ind på et af billederne, mest fordi hummer ser rigtigt flot ud, selvom det er langt de færreste der lige klapper en hummer op på bordet hver anden fredag, men der er en vis form for lækkerhed i billederne, uden at de er gået over stregen i Bo bedre stil, og det er meget bevidst vi har valgt det, i Ikea formatet, som vi kalder det, fordi i Ikea kommer langt de fleste familier, lige meget hvilken økonomi man kører rundt med derhjemme.

V: Ja

T: Så det er et af de virkemidler vi har valgt at bruge.

V: Jamen så lige afsluttende på det her emne, er der nogle ulemper ved jeres formidlingsstrategi som I har oplevet?

T: altså man kan sige det gør at der kan være nogen som, når man satser på en ting, altså satser på en målgruppe, så er der nogle andre målgrupper som ikke føler sig ramt. Det vi er hører er at det er meget damet, portionerne er bitte små, hvor er mændene henne? osv., men jeg tror at der er en større del af befolkningen der også er med, der også tager del i det her univers, og selvfølgelig nogle der ikke kan, men man må vælge noget fra når man vælger noget til. Sådan er det med den måde vi gør det på. Derfor har vi jo også en strategi til de her mænd der føler sig overset i den her måde at kommunikere på, der skal vi have lavet noget til dem, men der skal vi have lavet noget der enten kommunikerer direkte til dem, eller lave nogle Nudging projekter der giver dem nogle sundere alternativer uden at de er bevidste om det. Især fordi den her målgruppe måske ikke er specielt interesserede i at få oplysning om sundhed. Så ligegyldigt hvad vi laver, så vil de ja ja det er godt, det gider vi ikke kigge på, med mindre det handler om at drikke bajere.

V: Ja, lige præcis.

T: Så der er altid nogle ulemper ved de formidlingsstrategier man bruger.

V: Godt så kommer vi til den lidt mere banebrydende del af vores opgave, hvor vi vil undersøge om det kunne være muligt at lave en potentielt samarbejde mellem DR og Fødevarestyrelsen når der skal sundhedsformidles? Grunden til at vi har valgt DR er at de er reklamefri, så de er fri for den sundhedspåvirkning. Og de er public service, så de kunne godt tage del i ansvaret at formidle sundhed. Vi er også bevidste om polemikken omkring

madmagasinet Bitz og Frisk helt konkret og vi så også dig deltage i programmet. Men vi har stadig nogle overvejelser om at det kunne være en mulighed, på en mere lødig journalistisk måde.

T: Ja man kan sige at det er altid er interessant for os, når vi bliver spurgt om vi vil komme ud og fortælle om vores synspunkter om noget i public service tv. Og det er vi bevidste om at vi gerne vil, men vi er også blevet bevidste om at stille nogle krav, fordi for 5-10 år siden var vores ord var "lov", for det var myndighederne, og nu i DR men også på andre fronter, bliver der stillet spørgsmålstejn ved myndigheder, gør de det egentlig godt nok? Og det er de blevet mere interesserede i, i DR, hvor man gerne vil være mere konfronterende og kritiske og det skal vi også skrive os bag øret når vi deltager i de her programmer. Man får ikke nogen mulighed for at vide hvordan det bliver klippet, og nu havde I jo set jeg havde deltaget i det program, og der var jo ikke noget af det som jeg siger i programmet som er forkert, men hvis jeg havde vidst det ville indgå i den sammenhæng, havde jeg sagt det på en anden måde.

V: Ja

T: Fordi så ville jeg have været mere skarp i at der jo er et problem omkring det her mættede fedt, fordi det er jo ikke den version jeg får når jeg snakker med dem. Og så er det klart at så har jeg ikke lyst til at være så firkantet, fordi vi har den her holdning om at vi gerne vil være omfavnende vi vil gerne være runde og bløde og ikke så firkantede, der skal ikke være løftede pegefingre osv. Og derfor vil vi gerne optræde på den måde som vi gør i det indslag, men når det bliver klippet sådan sammen, så er det klart at jeg fremstår som om jeg ikke svare på spørgsmålet.

V: Ja

T: Jeg fremstår lidt vævende og uklar, fordi Arne Astrup er fuldstændig klar i spytet.

V: Han er sikker i sin sag.

T: Det kan man sige og han har en lang historie bag sig, der gør at han bliver ophævet til et sandhedsvidne, og det gør Christian Bitz også efterhånden, og det er lidt træls for os når det udvikler sig på den måde, og vi ikke har været klar over det. Så det er vi blevet opmærksomme på, at vi skal være skarpe på hvad der er helt præcist. Og det syntes vi også vi prøver på hver gang vi bliver spurgt om at deltage, så prøver vi at finde ud af hvad det går ud på og handler om og hvad der ellers er, men det er ikke altid nemt at få ud af dem.

V: Nej

T: Og det er en af grundpræmissen for et tættere samarbejde, at alle parter er enige om hvad der egentlig skal foregå.

V: Ja selvfølgelig, men det kan jeg også sige at Gitte Gross havde en oplevelse af at Mette Frisk havde en meget hård journalistisk stil, selv om Gitte Gross var forberedt på det og var skarp i sin retorik, så blev det alligevel klippet i det program hvor hun deltog, så der blev udeladt nogle pointer, således at Mette Frisk ikke fremstod for inkompetent.

T: Der er ikke andet og sige end at vi må være mere op på mærkerne. Vi vil jo rigtig gerne bruge den kanal, tv mediet som kanal, fordi der jo er rigtig mange kosteksperteser som får lov til at sige rigtig meget om deres kurer eller teorier, fordi de er så banebrydende at det bliver spændende, fx Thomas Rhode, hvor man kan se hvor lækker han er blevet af stenaldermad. Og vi kan bare ikke komme med noget der er så sexet. Det er sgu hårdt arbejde at leve sundt, det er ikke et quick fix, selvom det er det de rigtigt gerne ville sige. Det er også vores problem, vi er jo bare ikke så... Vi har ikke samme muligheder for at sige ting, fordi som tidligere nævnt, vi skal have videnskaben bag os, ikke bare et studie, men en lang række af studier der påviser det samme over en lang periode. Så vi kan bare ikke sige, at nu er der kommet et spændende nyt studie om mættet fedt, og det ser ud til at det beskytter mod, hvad ved jeg, tyktarmskræft. Det kan godt være der er lavet et studie der påviser det, du kan jo lave studier der påviser hvad det skal være, det er jo om at finde en lang række studier der viser de samme resultater over en længere årrække, som gør at vi kan sige noget.

V: Ja selvfølgelig. Men afsluttende på det her emne, har du en fornemmelse af om de her TV programmer som Bitz og Frisk og Fedt, Fup og flæsketeg, der undersøger sundhed og fødevarekvalitet, påvirker de seernes syn på sundhed?

T: Kunne godt forestille mig at det kunne påvirke dem, i en retning som gør at det at de jo... Der er jo simpelthen så mange udsagn, så jeg gør præcis som jeg syntes, fordi der er så mange der siger noget på det område. Og hvem ved hvad der egentlig er rigtigt. Jeg syntes jo, fx at jeg godt kunne lide konceptet Bitz og Frisk, fordi de jo sagde de ville lave undersøgende journalistisk og gå i dybden med det her, men det er bare ikke det de gør, syntes jeg. De forvirrer mere end de gavner, tror jeg. Det er vi lidt bekymrede over, at vi har en forbruger der er mere forvirrede end da de startede. Vi har jo været meget på, at brdr. Price jo siger, "rigelige smør", der er vi sådan lidt, ej det er sgu ikke så godt for vores sag. Og det tænker jeg stadig, for man har som forbruger lyst til at lytte til det man godt kan lide, og når brødrene Price siger rigelig med smør, jamen ved du hvad, der er jo nogle på tv der siger vi bare skal bruge rigelig med smør, så det er det vi gør. Og så siger Christian Bitz bagefter at vi bare skal spise rigeligt med fisk, men det der fisk, det kan vi ikke lide, så det hører vi ikke efter. Man vælger selv hvad man gerne vil høre. Der kan man godt være bekymret for at der er rigtig meget dårlig oplysning, fremfor det her forbruger oplysning, der potentielt kunne være rigtig godt, men som forbrugeren vælger at lukke ned for. Men det er jo en præmis der også ligger hos os, vi hører folk sige at de ville gerne spise grøntsager hvis det bare var billigere, men det er nemt for dem at sige for når det så er billigere så er det ej men jeg ved hellere ikke hvordan det skal tilberedes så jeg lader bare være, men det er igen et præmis vi må leve med, at forbrugeren lytter til det de gerne vil, og de siger de gerne vi, men gør i virkeligheden noget andet.

V: Godt. Jamen så har vi bare det sidste punkt, og der er bare sådan lidt fremtidsmæssige refleksioner omkring sundhed. Noget af det vi har tænkt på er, hvor meget der skal til for at man fra Fødevarestyrelsen, vælger at ændre på et kostråd, fx mht. kulhydrater er der mere fokus på fuldkorn i anbefalingerne end en vis mængde ris og pasta.

T: Jeg vil sige der skal relativt meget til, som jeg sagde lige før, det er jo ikke et studie der skal påvise at nu går det godt hvis du spiser duttelut, så der skal relativt meget til før vi laver om på kostrådene. Det er 8 år siden de sidste kostråd kom ud i 2005, og sagen er den at vi ændre

kostrådene, når der kommer tilstrækkelig nu viden, der gør at vi syntes der er behov for det, og så ændre vi kostrådene når befolkningens sundhed og spisevaner ændrer sig, men befolkningen spisevaner ændre sig relativt lidt over tid. I denne omgang har vi ændret kommunikations måde, derved en mere positiv tilgang i alle kostråd, fx står der noget om at det går godt for danskerne og at så og så mange lever efter kostrådene. Det er klart, der kommer hele tiden nye ideer og denne her positive tilgang kan jo vise sig om 8 år, at vi sidder og klapper os på lårene af grin og siger tænk en gang at vi gjorde det, det virkede jo overhovedet ikke. Men lige nu er det ligesom det der virker i befolkningen, og sådan er det jo med kommunikation, det går op og ned. Hvis vi nu om 8 år kan se at det er en anden form man kommunikere på, så er det jo en af de ting der gør at vi tænker vi lige skal få revideret de kostråd der. Men det er jo ikke noget vi gør bare lige fordi vi lige syntes, det er et rigtigt stort arbejde, vi arbejde 2,5 år på de kostråd som kom ud i september.

V: Ja

T: Man kan sige undervejs i det gamle kostråd fra 2005, lavede vi jo nogle småjusteringer, som fx fuldkorns rådet, der hed spis ris, pasta eller, jeg kan ikke helt huske det, brød hver dag, og det hed grovbrød og det blev ændret til fuldkornsbrød. Sådan nogle småjusteringen vil muligvis godt kunne indtræde i de kostråd der er kommet nu, men der skal alligevel noget til. Det her fuldkornspartnerskab der er kommet op og stå med rigtige mange parter om bordet, gjorde at vi syntes at vi måtte ændre et lille ord i det her kostråd. Det er ikke noget vi lige beslutter over fredagsmorgenbordet, nu ændre vi sgu et kostråd.

V: Nej. Godt, men så skal vi egentlig bare hører, nu hvor du har snakket lidt om nogle udfordringer med fx pseudo eksperter som går ud og udtaler sig, en er der andre udfordringer og muligheder vi kan se frem til i forhold til sundhed i fremtiden?

T: Altså jeg tror at ikke at den udfordring vi står overfor nu omkring fedme og folk stress niveau, nu kom der lige ind her i går at der er noget der tyder på at fedmen er stagneret, men det er halvdelen af befolkningen der er overvægtige og fede, men vi kan også se at den mentale sundhed jo har det skidt og det kan sagtens have indvirkning på folks madvaner i forhold til hvor stresset man er og hvor meget overskud man har til at lave mad fra bunden osv. Men det kan gå lidt begge veje, for det kan også blive at sådan at det her med at vi skal have ordentlig mad, det er simpelthen et krav, men en sociale ulighed kan blive rigtigt meget mere markant i forhold til at vi har en grupper der har det mentalt dårligt og qua det også har nogle dårligere spisevaner end dem der har det mentalt bedre og dermed også har mere overskud i hverdagen til at lave mad fra bunden af. Så jeg tænker at det kunne være en udfordring vi står overfor.

V: Ja

T: Og så hele det her med at vi generelt spiser for meget, for meget sund mad er heller ikke sundt. Der er rigtigt mange der tror, at ved at spise 5 æbler, så er det da alle tiders, men de tæller jo også et sted i kalorie regneskabet. Derfor har vi også lagt væk på i kostrådene, det her med spis varieret, ikke for meget og vær fysisk aktiv. Man skal også holde igen med det rigtige mad, ikke kun på slikket, størrelsen på skålen til fredagsslikket, det er også vores portionstørrelser der er en udfordring. Det er noget af det vi kommer til at bokse med de kommende år.

V: Ja. Godt, det afsluttende spørgsmål med denne her kombination af public service tv og så jer som Fødevarestyrelse, det er vores forslag til en løsningsmodel på fremtidens kommunikation, men har du et bud på effektiviseringen af kommunikation af netop sundhed til befolkningen?

T: som jeg også startede med at snakke om, hele det her med at starte med at snakke om de her ting tidligere i livet end vi gør nu, kunne være en måde at komme på forkant med problemerne. Men det er en anderledes tilgang til tingene som er svær at bruge, men eller tænker jeg også Nudging kunne sagtens være en model man kunne bruge i forhold til at få befolkningen til at tage nogle sundere valg, både i detailhandlen men også på arbejdspladen og andre steder.

V: Ja

T: Men eller har jeg ikke mere sådan lige, man kunne jo nok vinde en nobelpris hvis man fandt svaret lige her.

V: Ja selvfølgelig, det var også bare en refleksion.

T: Ja men det blev svaret også.

V: Men det var også det vi havde af spørgsmål, du skal have tusind tak fordi du ville deltage.

Appendix 6 Transcription of Interview with Stine Skriver

S: *Stine Skriver*

V: *Vibeke Hjelm Nielsen*

V: Det første vi lige skal vide er sådan din professionelle baggrund og din funktion på Madmagasinet Bitz og Frisk?

S: Jeg er journalist af uddannelse og redaktør på programmet.

V: Ja! Godt.

V: Formidlingsstrategien på Madmagasinet Bitz og Frisk. Har I en decideret strategi?

S: Nej. Det var også det, jeg studsede over. Jeg sidder her med vores koncept. Vi er sat i verden for at lave et fordomsfrit, nysgerrigt og videnskabeligt program. Vi er sat i verden for at klæde seerne på til at træffe noget mere oplyste valg i forhold til, hvad det er vi propper i indkøbskurven.

V: Godt

V: Du har lige været lidt inde på det med målgrupper og segmentering...

S: Det er ikke noget vi selv vælger. Det er jo seerne, der vælger os eller ikke vælger os ik.

V: Ja

V: Virkemidler er lidt i forhold til, hvilke visuelle og verbale virkemidler I eventuelt arbejder med, når der skal formidles. Både værten men også bag programmet.

S: (SUK).... Jamen sådan er det jo med journalistisk. Meget er jo ikke på den måde formuleret. Vores værter Christian Bitz og Mette Frisk er jo nu, som de er de to. Mette er journalist og Christian er ernæringseksper, og det er den måde de går til stoffet. Og det er ud fra den profil de er valgt til at være værter på programmet. Man vil gerne have en, der kunne finde de mere opsøgende og kritiske historier og en, som kunne se på sandhedsdelen og ernæringsmæssige del. Igen det er jo ikke en strategi vi går og tænker over, og gentager for os selv på programmet. De vilkår er ligesom givet til os. Vi har de her værter og de bærer en stor del af programmet. Og det er klart at vi i forhold til klippestil, det har jeg været en hel del inde over. Været med til at forme, hvordan det ser ud. Vores look og der er ingen tvivl om, at vi er et af de magasiner. Vi ligger på linje med, lige efter tv-avisen 21.30, ligger om mandagen horisont, vi om tirsdagen, penge om onsdagen og så ligger Bag borgen om torsdagen. Jeg tror vi er det program hvor billedvalg og klippekunnen, kameravalg og sådan noget er det der taler til det yngste publikum. Det er hvert fald vores håb at vi indfange nogle af de unge seer.

V: Når I skal formidle sundhed, hvad er så det vigtigste, at få simplificeret det der skal siges, videnskabeligheden eller populære diæt trends der bliver taget op i programmet.

S: Altså jeg vil på ingen måde påstå, at det vi laver er videnskabelig. Ind imellem laver i nogle stikprøver, som vi gør for at illustrere en eller anden pointe. Fx lavede vi nogen gange. Testede frisk fisk og dåsefisk. Testede for omega-3 indhold. Vi testede en frisk fisk og en dåse fisk. Der er der jo ikke tale om videnskabelighed på nogen måde. Tallene, men vi prøver at

lave det i tilfælde, hvor der er talmateriale der kan understøtte. Der er lavede andre målinger, der viser det samme, så vi ikke bare står og viser noget, der er gældende en gang. Det er faktisk noget af det, vi er blevet kritiseret for i det tilfælde med dåsefisk. Så vi er nogenlunde videnskabelige. Men det er jo slet ikke det vi vil. Vi vil ikke lade som om, vi er videnskabelige men samtidig vil vi jo gerne prøve at lave nogle forsøg. Så noget af det handler om at illustrere. Det er jo fjernsyn vi laver og noget handler om formidling. Noget af det er fx at det kan være lige så godt at spise dåse fisk, som frisk fisk hvilket .. jeg var selv ret glad for den pointe, for der sidder mange danskere derude, som ikke har råd til at købe frisk fisk to gange om ugen, for dem kan det være super rart at vide, at en dåse fisk faktisk kan være næsten lige så god.

V: Godt så kommer vi til tilrettelæggelsen. Hvilke tanker har i om, hvordan programmet bliver tilrettelagt programmet. Er det ret sundhedsformidling, eller er der også et stort underholdningsaspekt i det, når I tilrettelægger programmet.

S: Jeg ved simpelthen ikke om man kan sætte nogen tal på. Det skal jo glide ned, så der skal jo være noget underholdning i det. Det skal være nogen billeder. Der skal måske være noget glimt i øjet. Men jeg kan huske noget af det første Christian sagde var, at han håbede bare at vi kunne flytte en lille bitte smule, at vi kunne flytte danskernes madvaner en my. Allerede der synes han, at han havde opnået sit formål. Hvis vi på nogen måde kan få danskerne til at træffe nogen sunde valg, så vil vi rigtig gerne det. Men det er klart at det jo også kræver et element af underholdning, når man laver fjernsyn. Ellers er der ingen der ser det.

V: Ja det er rigtig.

V: Så er der lidt om, hvordan I underbygger det I formidler. Nu har vi været lidt inde over det, men om der bliver brugt undersøgelser og inddraget eksperter, evidens rapporter, producent besøg og lignende.

S: Ja det hele kan jeg svare ja til.

V: Det er lige det der falder for i, forhold til det I skal formidle?

S: Ja bruger journalistisk. Hvem er eksperterne på området og taler med dem. Interviewer dem vi udvælger. Bruger de rapporter der måtte ligge på stoffet. Vi gør brug af alle.

V: Evaluering af programmerne og effekterne på seerne - er det noget I får gjort eller selv gør.

S: Det er ikke noget, som skal gøres løbende. Vi lavede en dummy inden vi begyndte at sende og den blev evalueret af seerne. Men det er ikke noget vi har gjort siden, vi havde premiere i august. Men altså vi kender vores seertal og de ligger på omkring 600.000 fra uge 20.

V: Så kommer vi til det, som vores opgave kommer til at omhandle, og det er et potentielt teoretisk samarbejde mellem Fødevarerstyrelsen og DR i forhold til effektiv sundhedsformidling. Vi ved der er mange studier der påviser at reklamer påvirker seerne rigtig meget. Men har i nogen fornemmelse om programmer påvirker seerne?

S: Det er jeg ikke i tvivl om at de gør. Det er jeg ikke. Det kan være helt ned til, vi lavede på et tidspunkt et program om smør. Smør vs. Margarine. Da jeg hvert fald bliver overrasket, da vi et par dage efter får en henvendelse fra en seer. Jeg ved ikke om I fulgte den. Der var efterfølgende en ret heftig debat omkring det, vi var kommet frem til.

V: Jo

S: og der er der så en seer, der skrev til os, at nu var det simpelthen for meget. Nu havde hun først smidt sin margarine ud, da vi havde lavet vores program for at gå over til smør, og så sidder Per Brændgaard gudhjælpemig to dag senere, og siger nu skal man købe Becel. Det synes hun bare var madspild. Hvor jeg tænker hold da op, det bliver virkelig taget bogstaveligt, det vi siger. Der må jeg indrømme, der blev jeg hvert fald selv opmærksom på, vi skal være varsomme med vores budskaber, konklusioner... og måske tage flere forbehold end vi gjorde i den udsendelse. Selvom jeg synes vi tog sindssygt mange forbehold, så var det måske ingen gang nok. Så ja det rammer helt klart seerne.

S: Men så spørger du også til et potentielt samarbejde mellem DR og Fødevarestyrelsen?

V: Ja det er egentlig fordi, vi skal høre om der er, eller om du mener, der er nogle barrierer for det, eller muligheder i det at kombinere de her to institutioner.

S: Altså jeg var jo lige ved at skrive til jer i går, for jeg tror simpelthen ikke på det setup, fordi de er en uafhængig styrelse med uafhængige eksperter, som sidder og laver deres forskning. Vi er en uafhængig institution, som laver uafhængig journalistisk. Vi kan ikke være afhængige af hinanden. Det kan vi måske i en række udsendelser, hvor Fødevarestyrelsen har en række budskaber. Det kan man måske godt. Jeg tror ikke på tesen, om at man som styrelse og ... så er vi jo tilbage til stats tv. Jeg personligt tror ikke på det. Jeg ved jo også Christian Bitz på mange... bare kostrådene er han uenig. Så i hvert fald så længe han er vært på programmet, kan det under ingen omstændigheder komme på tale. Jeg tror slet ikke på det setup.

V: Det er fint nok at få nogen...

S: Har I spurgt styrelsen om det samme. Hvad siger de?

V: Ja

V: jamen de har jo også deres forbehold, netop fordi de arbejder med en metodik, og I arbejder med en anden. Men de er selvfølgelig interesserede i at snakke med jer i relevante sammenhænge.

S: ja men sådan har vi det jo også.

V: Jamen så har vi bare lidt hurtigt afsluttende om sundhed i fremtiden. Nu har du selv sagt at I har taget noget ting til eftertanke fra seerne. Men hvor er sundhed på vej hen i forhold til Madmagasinet Bitz og Frisk, men også bare generelt sundhed på tv.

S: Jeg ved det ikke.

S og V: griner

S: Som sagt, vi har ikke anden strategi end, at vi er sat i verden for at leve op til de her, som jeg lige læste op, fordomsfri og nysgerrig. Og i bedste fald noget videnskab. Men ikke nogen strategier, som hvor vil vi hen i løbet af det næste halve år. Jeg ville ønske, jeg kunne sige der var. Sådan er det ikke.

V: Vi har jo også været lidt inde på det med udfordringerne, og hvor mange forbehold I var nødt til at tage.

V: Så har vi bare det afsluttende spørgsmål om kombinationen af public service tv og Fødevarestyrelsen, som var vores teoretiske input. Men er der andre løsningsmodeller for effektiv sundhedsformidling, som I lige kan komme i tanke om – Du lige kan komme i tanke om?

S: Altså det skal ikke være nogen hemmelighed, at så sent som i dag... vi har lige haft en slankeserie på tre programmer, hvor der er nogen mennesker, der har tabt sig, og tabt sig ret meget. Nu i går ser jeg så, at DR2 har lavet et program, der hedder "Skal vi frede de fede". Skal vi bare lade dem være fede, fordi det viser sig nu, viser en dansk undersøgelse, at det kan være usundt for svært overvægtige at tabe sig. Der kunne jeg måske godt ønske mig, at vi nogen gange var bedre til at koordinere vores budskaber indefra også. Men der er jo konstant ny forskning. Der er konstant nye rapporter og vi formidler jo nyheder. Forskning når jo ikke en... den peger i titusinder retninger, og hver gang vi formidler det kan jeg da godt forstå at, hvis seerne indenfor en uge ser DR programmer, hvor den ene peger i retningen, at nu skal I tabe en masse kilo og der skal være i en fart, og ugen efter ser de at det i virkeligheden kan være farligt. Så kan jeg godt forstå seerne sidder tilbage, og tænker hvad laver du.

V: Ja men det var vidst overordnet det vi havde. Men du skal have tak for dine svar.



Appendix 7 The Booklet De Ti Kostråd





Ministeriet for Fødevarer,
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NÅR DU FØLGER DE OFFICIELLE KOSTRÅD, vil din krop få dækket behovet for vitaminer, mineraler og andre vigtige næringsstoffer, mens du gør det nemmere at holde en sund vægt. Du forebygger bl.a. en række livsstils-sygdomme som fx hjerte-kar-sygdomme, type 2-diabetes og kræft.

Men mad skal være meget mere end det – det skal være nydelse, glæde og velvære.

De officielle kostråd bygger på solid forskning, hvor der er fundet en sammenhæng mellem mad og sundhed.

Fødevarestyrelsen har formuleret 10 officielle kostråd med bidrag fra Kræftens Bekæmpelse, Hjerteforeningen, Diabetesforeningen, Kost- og Ernæringsforbundet, Foreningen af Kliniske Diætister, Landbrug & Fødevarer, Komiteen for Sundhedsoplysning, Coop og DTU Fødevareinstituttet.

Hovedparten af den danske befolkning kan med fordel leve efter kostrådene. Børn under 3 år, småtspisende ældre og personer, der har en sygdom, der stiller andre krav til maden, kan have særlige behov.

4

Hvert råd indeholder en række ideer til, hvordan du nemmest muligt kan efterleve dem i hverdagen. Hvis du planlægger dine indkøb og din madlavning gør du det nemmere at variere din mad og reducere dit madspild. Dermed skåner du også miljøet.

Vi anbefaler, at du vælger madvarer med Nøglehulsmærket, når du køber ind. Sammenlignet med andre madvarer af samme type opfylder produkter med Nøglehulsmærket et eller flere af disse krav: mindre og sundere fedt, mindre sukker, mindre salt og flere kostfibre og fuldkorn.

Kostrådene er en rettesnor til at få en sund balance i det, du spiser og drikker i en hverdag med madglæde og passende aktivitetsniveau. Spiser du efter kostrådene, er der plads til lidt af det hele.

Følg os på [facebook.com/kostraad](https://www.facebook.com/kostraad)

INDHOLD

- 4 **Lev sundere, følg kostrådene**
- 6 **Spis varieret, ikke for meget og vær fysisk aktiv**
- 8 **Spis frugt og mange grønsager**
- 10 **Spis mere fisk**
- 12 **Vælg fuldkorn**
- 14 **Vælg magert kød og kødpåleg**
- 16 **Vælg magre mejeriprodukter**
- 18 **Spis mindre mættet fedt**
- 20 **Spis mad med mindre salt**
- 22 **Spis mindre sukker**
- 24 **Drik vand**
- 26 **Oversigt – se alle plakater**

*Lev
sundere
følg
kostrådene*



5

Spis varieret, ikke for meget og vær fysisk aktiv

Vi er blevet bedre til at spise frugt, grønt og fuldkorn. Men vi spiser stadig for lidt fisk og grønsager og for meget salt, sukker og mættet fedt. Når du spiser varieret, har du de bedste muligheder for at få de næringsstoffer, du skal bruge for at holde dig sund og rask.

Det er vigtigt, at du ikke spiser for meget og er fysisk aktiv. Så er det nemmere at holde en sund vægt. Du styrker også dit mentale og fysiske velvære og forebygger en række livsstilssygdomme.

SÅDAN GØR DU

Spis dig mæt i sunde måltider. Spis forskellige grønsager, frugt og fuldkornsprodukter hver dag. Varier mellem forskellige typer fisk, magre mejeriprodukter og magert kød hen over ugen. Kartofler hører med i en varieret kost.

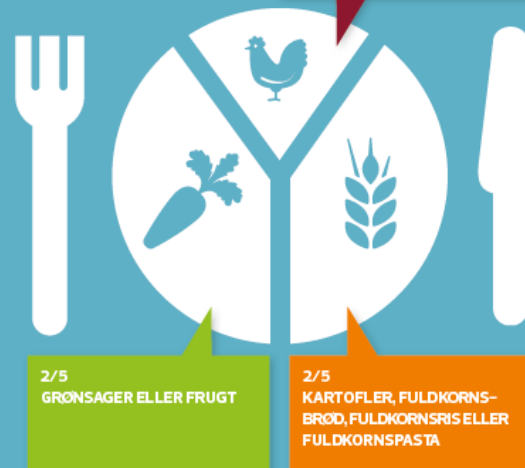
Hold igen med mad og drikke, der indeholder meget fedt og/eller meget sukker, som fx fastfood, snacks, sodavand og slik.

Hav en god balance mellem hvor meget energi, du får igennem mad og drikke, og hvor meget du forbruger igennem fysisk aktivitet. Følg Sundhedsstyrelsens anbefalinger for fysisk aktivitet.

Gå efter Nøglehulsmærket og Fuldkornsmærket, når du køber ind.

BRUG Y-TALLERKENEN I DIN HVERDAG

Y-tallerkenen gør det nemmere for dig at spise sundere og leve efter kostrådene.



1/5
KØD, FJERKRÆ, FISK,
ÆG ELLER OST

2/5
GRØNSAGER ELLER FRUGT

2/5
KARTOFLER, FULDKORNS-
BRØD, FULDKORNSRIS ELLER
FULDKORNSPASTA

SUNDE TIPS

■ **PLAN LÆG**
Lav en indkøbsliste og køb ind, når du er mæt – så undgår du nemmere usunde impulskøb. Du sparer også tid, penge og begrænser madspild.

■ **VÆR OPMÆRKSOM**
Nyd maden – gerne sammen med andre. Sluk fjernsynet, når du spiser og undgå at spise foran computeren.



Spis frugt og mange grønsager

De fleste af os spiser frugt og grønsager hver dag, men vi kan med fordel spise endnu flere grønsager.

Grønsager og frugt indeholder mange af de mineraler og vitaminer, du skal bruge for at holde kroppen sund og rask.

Grønsager og frugt indeholder desuden relativt få kalorier, og særligt de grove grønsager

indeholder mange kostfibre. Når du spiser frugt og mange grønsager, bliver det derfor nemmere at holde eller opnå en sund vægt. Desuden er det med til at forebygge hjerte-kar-sygdomme, type 2-diabetes og visse former for kræft.

SUNDE TIPS

■ **TILBERED**
Nyd grønsager både rå og tilberedte. Du kan fx bage, koge, dampe eller stege dem. Bland grønsager i kødretterne, kødsovsen og frikadellerne.

■ **VÆLG LOKALT**
Gå efter årstidens friske grønsager og frugter. Vælg lokalt, så skåner du miljøet for unødvendig transport.

■ **GENVEJEN**
Frosne grønsager eller grønsager på dåse er ernæringsmæssige gode valg. Se efter Nøglehulsmærket.

Sådan gør du

Spis 6 om dagen – det svarer til ca. 600 g grønsager og frugt. Mindst halvdelen skal være grønsager.

100 g grønsager eller frugt svarer til en stor gulerod eller et æble.

Vælg især de grove grønsager som fx løg, ærter, broccoli, blomkål, rodfrugter og bønner.

Spis grønsager til alle dine hovedmåltider, og spis frugt og grønsager som mellemmåltider. Så når du nemmest op på 600 g om dagen.

**Lev sundere
følg
kostrådene**



Spis mere fisk

Vi er blevet lidt bedre til at spise fisk de seneste år, men vi skal gerne spise meget mere.

Fisk, og især fed fisk, indeholder bl.a. fiskeolier, selen, jod og D-vitamin, som kroppen har brug for, og som er svære at få nok af fra andre fødevarer.

Når du spiser fisk flere gange om ugen, har du mindre risiko for at få hjerte-kar-sygdomme i forhold til personer, som sjældent spiser fisk.

SUNDE TIPS

■ FISK SOM PÅLÆG

Hvis du spiser 3 skiver brød med fiskepålæg, får du ca. 100 g fisk.

■ TILBERED

Prøv forskellige måder at tilberede og servere fisk på. Du kan fx koge eller stæge fisken i kort tid eller bage den i ovnen med grønsager, krydderurter og krydderier.

■ FISK TIL ALLE

Børn og gravide skal også spise fisk, men det er vigtigt at variere mellem forskellige fiskearter og mellem magre og fede fisk.

10

Sådan gør du

Spis fisk mindst 2 gange om ugen som hovedret og flere gange om ugen som pålæg.

I alt skal du gerne have 350 g fisk om ugen. Heraf ca. 200 g fed fisk som fx laks, ørred, makrel og stid.

Alle former for fisk tæller med, også fiskefrikadeller, frossen fisk, fisk på dåse som torskeroغن, tun og makrel samt skaldyr som rejer og muslinger.

Vælg fiskeprodukter med Nøglehulsmærket.

Lev sundere
følg kostrådene

11



Vælg fuldkorn

Vi spiser meget mere fuldkorn nu end tidligere. Dog er der stadig et stykke vej til målet.

Fuldkorn indeholder mange kostfibre, vitaminer og mineraler.

Fuldkornsvarianter af brød og kornprodukter er vigtige i dagens måltider, da de indeholder mange vigtige næringsstoffer.

Fuldkorn mætter rigtig godt. Det betyder, at du spiser mindre og får lettere ved at holde vægten. Desuden er fuldkorn godt for fordøjelsen og holder maven i gang.

Når du spiser fuldkorn, er det med til at forebygge bl.a. hjerte-kar-sygdomme, type 2-diabetes og forskellige typer af kræft.

SUNDT TIP

■ HJEMMEBAG

Brug fuldkorn, hvis du bager selv. Kom gerne lige så meget fuldkornsmel som hvidt mel i dejen. Find opskrifter på fuldkornsbrød på altomkost.dk.



12

Sådan gør du

Spis mindst 75 g fuldkorn om dagen. Fuldkorn finder du i mad, der er lavet af kornprodukter, hvor hele kornet er taget med. 75 g fuldkorn svarer fx til 2 dl havregryn og en skive fuldkornrugbrød.

Vælg fuldkorn først – det er nemt, hvis du går efter Fuldkornsmærket, når du køber ind.

Fuldkornsmærket er din garanti for et højt indhold af kostfibre og fuldkorn i brød, gryn, mel, morgenmadsprodukter, ris og pasta.

Vælg rugbrød eller andet fuldkornsbrød til madpakken.

Du kan vælge fuldkornsrís eller -pasta som del af dit varme hovedmåltid en gang imellem.

Lev sundere
følg kostrådene

13



Vælg magert kød og kødpålæg

De fleste kvinder spiser den anbefalede mængde kød. Det samme gælder kun halvdelen af mændene. Begge køn spiser generelt for meget kødpålæg.

Kød indeholder proteiner, mineraler og jern, som kroppen har brug for.

Når du vælger det magre kød frem for kød med højt fedtindhold, får du de gode næringsstoffer fra kødet, men ikke så meget mættet fedt. Mættet fedt kan være med til at øge risikoen for hjerte-kar-sygdomme.

Der er en sammenhæng mellem udvikling af nogle typer af kræft og det at spise meget rødt kød og især forarbejdet kød. Undgå derfor at spise for meget rødt kød og forarbejdet kød.

Rødt kød er kød fra firebenede dyr, fx okse-, kalve-, lamme- eller svinekød – uanset om det er gennemstegt eller ej.

Forarbejdet kød er røget, saltet og nitritkonserveret kød, fx kødpålæg, hamburgerryg, skinke, pølser og bacon.

SUNDE TIPS

RESTER

Frem for at bruge færdiglavet kødpålæg kan du gemme noget af kødet fra dit aftensmåltid og bruge det som pålæg. Så undgår du også madspild.

BRUG Y-TALLERKENEN

Lad 2/5 af måltidet være fuldkornsprodukter eller kartofler, 2/5 være grønsager og kun 1/5 være kød eller fjerkræ.

KLIMA

Når du spiser mindre kød, er du med til at nedsætte klimabelastningen.

14

Sådan gør du

Vælg kød og kødprodukter med maks. 10 % fedt. Spis højst 500 g tilberedt kød om ugen fra okse, kalv, lam eller svin. Det svarer til 2-3 middage om ugen og lidt kødpålæg. Vælg fjerkræ, fisk, æg, grønsager eller bælgfrugter de øvrige dage og som pålæg.

Kød kan tilberedes på mange måder – det kan fx koges, grilles eller steges. Husk at variere måden, du tilbereder dit kød på, og at det ikke bør steges eller grilles, til skorpen er mørk.

Gå efter Nøglehulsmærket, når du køber ind. Det gør det nemt at vælge de magre kødvarianter.

Lev sundere
følg
kostrådene

15



Vælg magre mejeriprodukter

Vi er blevet bedre til at drikke mager mælk, men vi spiser for meget af de fede oste.

Mejeriprodukter indeholder både protein og mange forskellige vitaminer og mineraler. De er bl.a. en vigtig kilde til calcium i vores mad.

Men mejeriprodukter indeholder også mættet fedt, som i for store mængder kan øge risikoen for livsstilssygdomme.

Der er plads til de fede mejeriprodukter i en varieret kost – men kun en gang imellem.

Når du vælger de magre varianter af mejeriprodukter frem for de fede, får du produkterne gode næringsstoffer men mindre mættet fedt.

SUNDE TIPS

SKIFT UD

Du gør nemt din mad sundere ved at bytte de fedtholdige mælkeprodukter, fx creme fraiche og yoghurt 10 %, ud med magre varianter som hytteost og skyr.

TILSMAG

Brug krydderurter, krydderier, citronsaft, eddike, tomatpuré eller lidt sødt fx frugtgelé i stedet for at smage til med fløde eller smør.

PÅ INDKØB

Gå efter Nøglehulsmærket, når du køber ind. Så sparer du på fedt, sukker og salt.

16

Sådan gør du

Vælg skummet-, mini- eller kærnemælk.

Vælg surmælksprodukter, fx yoghurt, med maks. 0,7 % fedt og oste med maks. 17 % fedt (30+).

Hold igen med at bruge mejeriprodukter med højt fedtindhold, fx fløde og smør.

1/4-1/2 liter mælkeprodukt dagligt er passende i forhold til danske madvaner. Når du spiser sundt, er der også plads til 1-2 skiver mager ost (ca. 25 g).

Lev sundere
følg
kostrådene

17



Spis mindre mættet fedt

Over halvdelen af danskere spiser omtrent den anbefalede mængde fedt, mens resten spiser mere. Vi skal dog alle blive bedre til at spise den rigtige type af fedt.

Vi spiser ca. en tredjedel for meget mættet fedt, dvs. det fedt, der findes i smør og smørblandinger, mælk, ost og kød.

Fedt i maden bidrager til, at kroppen får livs-nødvendige fedtsyrer og fedtopløselge vitaminer. Men for meget mættet fedt kan øge risikoen for livsstilssygdomme.

SUNDE TIPS

■ TIL SALAT

Drys fx lidt nødder, kerner eller mandler i salaten frem for ost.

■ ALTERNATIV TIL SOVS

Vend pastaen eller kartoflerne med et par teskefulde pesto eller olie og friske krydderurter i stedet for at servere fløde- eller opbagt sovs.

■ ALTERNATIV TIL SMØR

Brug pesto, hummus eller mayonnaise i sandwichen og på brødet i stedet for smør.

18

Sådan gør du

Skær ned på dit forbrug af mættet fedt. Vælg planteolier fx rapsolie og olivenolie, flydende margarine og blød margarine i stedet for smør, smørblandinger og hård margarine.

En tommelfingerregel er, at jo blødere margarinen og smøret er ved køleskabstemperatur, jo mere umættet fedt indeholder det.

Skrab brødet – eller undlad helt at bruge fedtstof.

Steg kød og grønsager i olie frem for smør, og smid stegfedtet væk.

Gå efter Nøglehulsmærket, når du køber ind. Det viser vej til de fedtsoffer, der indeholder mindre mættet fedt.

**Lev sundere
følg kostrådene**

19



Spis mad med mindre salt

Vi spiser for meget salt, da vi dagligt får 8–10 g salt igennem maden.

Du kan med fordel sænke dit forbrug med ca. 3 g dagligt. Det svarer til 1/2 tsk.

Det meste salt får vi fra forarbejdede produkter

som brød, kødprodukter, ost og færdigretter. Under 20 % af saltet tilsætter vi selv.

Når du spiser mindre salt, sænker du dit blodtryk, og det er med til at forebygge hjerte-kar-sygdomme.

SUNDE TIPS

■ SKIFT SALT UD MED KRYDDERURTER

Skær gradvist ned på saltet, og brug i stedet flere krydderier og krydderurter i maden.

■ UNDGÅ SALT PÅ BORDET

Sæt ikke saltbøssen på bordet. Så tænker du dig om en ekstra gang, før du salter maden.

20

Sådan gør du

Køb madvarer med mindre salt. Skær ned på brugen af salt i din madlavning og på din mad.

Smag på maden, før du salter. Både når du laver mad og ved bordet.

Vi har vænnet os til at spise meget salt, men vores smagsløg kan også vænne sig til mindre.

Fastfood og andre færdigretter indeholder ofte meget salt.

Du kan nemt skære dit saltforbrug ned ved at lave maden selv og gå efter Nøglehulsmærket, når du køber ind.

**Lev sundere
følg kostrådene**

21



Spis mindre sukker

6 ud af 10 børn og 4 ud af 10 voksne får for meget sukker.

Over 80 % af sukkeret får vi fra slik, sodavand, is og kager. Vi får ca. 10 % fra søde morgenmadsprodukter og syrnede mælkeprodukter med tilsat sukker, som fx frugtyoghurt.

Der er plads til lidt af de søde sager en gang

SUNDE TIPS

■ ALTERNATIVER TIL DET SØDE

Der findes gode alternativer til slik, is og kage. Du kan fx servere frugtsalat med lidt mørk chokolade eller nødder.

Imellem. Hvis du får mange tomme kalorier i form af sukker fra det, du spiser og drikker, optager det pladsen for den sunde mad. Det kan gøre det svært at få de vitaminer og mineraler, du har brug for.

Mad og drikke med meget sukker øger desuden risikoen for at blive overvægtig og få huller i tænderne.

■ MORGENMAD

Gør yoghurt, havregrod, smoothie m.m. sødere med moden frugt fx banan, ananas, melon m.m.

22

Sådan gør du

Skær ned på de søde sager og drikke både i hverdagen og på fridage. De fleste kan med fordel halvere forbruget af slik, sodavand, saft, is og kager.

Drik maks. en halv liter sodavand, saft eller energidrik om ugen og server vand eller Nøglehulsmærket mælk til måltiderne.

Køb ikke slik, kager og sodavand til lager. Når du har søde sager inden for rækkevidde, fristes du til at spise for meget af dem.

Spiser du slik og kage, så spis mindre portioner.

Lev sundere
følg
kostrådene

23



Drik vand

Kroppen har brug for vand for at fungere optimalt.

Vand dækker dit væskebehov uden at bidrage med unødvendige kalorier.

Når du drikker vand i stedet for drikke med tilsat sukker eller alkohol, er det nemmere at nå eller opretholde en sund vægt.

24

Sådan gør du

Drik vand i stedet for fx sodavand, alkohol, juice og saftvand til maden, når du er tørstig mellem måltiderne, og når du dyrker motion.

Når det ikke er så varmt, er det som regel tilstrækkeligt at drikke 1-1 1/2 liter væske i døgnet.

Vælg gerne vand fra hanen. Vand fra hanen i Danmark er rent.

Kaffe og te tæller med i dit væskeregnskab. Husk dog at spare på sukkeret og fløden.

Lev sundere
følg
kostrådene

25



De officielle Kostråd

Spis varieret, ikke for meget og vær fysisk aktiv

Læs mere om, hvordan du kan leve lidt sundere med de officielle kostråd på www.atoimkost.dk

Lev sundere
ifølg kostrådene

Spis frugt og mange grønsager

Spis frugt og grønsager mindst 5 gange om dagen. Det giver dig energi og styrker dit immunsystem.

Lev sundere
ifølg kostrådene

Vælg magert kød og kødpålæg

Forbrug mindre mættet fedt og mere protein. Vælg magert kød og kødpålæg som fisk, kalkun og kylling.

Lev sundere
ifølg kostrådene

Spis mad med mindre salt

Forbrug mindre salt. Det hjælper på blodtrykket og nyrerne. Vælg mad med mindre salt.

Lev sundere
ifølg kostrådene

Spis mere fisk

Forbrug mere fisk. Det giver dig omega-3 fedtsyrer, som er gode for hjertet og blodkarrene.

Lev sundere
ifølg kostrådene

Vælg magre mejeriprodukter

Forbrug mindre mættet fedt og mere protein. Vælg magre mejeriprodukter som skaldet yoghurt og skaldet ost.

Lev sundere
ifølg kostrådene

Spis mindre sukker

Forbrug mindre sukker. Det hjælper på vægten og blodsukkeret. Vælg naturligt søde stoffer som frugt og sødemidler.

Lev sundere
ifølg kostrådene

Vælg fuldkorn

Forbrug mere fuldkorn. Det giver dig fiber og energi. Vælg fuldkorn som rugbrød, havregryn og fuldkornspasta.

Lev sundere
ifølg kostrådene

Spis mindre mættet fedt

Forbrug mindre mættet fedt. Det hjælper på blodtrykket og kolesterolniveauet. Vælg usmeltet smør og vegetariske olier.

Lev sundere
ifølg kostrådene

Drink vand

Forbrug mere vand. Det hjælper på vægten og blodtrykket. Drik vand i stedet for søde drikkevarer.

Lev sundere
ifølg kostrådene

Læs mere om de officielle kostråd på atoimkost.dk

Her kan du også hente plakaterne og folderen.

Mød os på facebook facebook.com/kostraad





Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen



Appendix 8 Coding Sheet for Madmagasinet Bitz and Frisk

Coding Sheet for Madmagasinet Bitz	
Programme date and subject:	
Introduction	
Problem field What is the programmes aim?	
Role of hosts in the programme	
What is Bitz investigating?	
What is Frisk investigating?	
Health discourses/content	
Food quality Taste, welfare, health content, production	
Health Taste, welfare, food quality, production	
How are they communicating the content in the programme	
Critical Are they investigating the content of the programme by being critical? Critical: expressing adverse or disapproving comments or judgments. Who are they critical towards? Are the questions critical? Are the premises critical?	
Informative facts How do they give facts? How do they present facts?	
Conclusions What are their conclusions, and on what are they concluding?	
Investigation methods/Tools/measures	
Laboratory experiment	
Cooking /production experiment	
Human Experiment	
Taste tests (hosts)	
Consumer taste tests	
Professional taste test	
Monitoring	
View/perspective	
Consumers	
Experts (E.g. health, nutrition, scientist, animal behaviour)	
Manufacturers	

Appendix 9 Coding Sheet for The Booklet *De Ti Kostråd*

Coding Sheet for The Danish Food Administrations the Booklet <i>De Ti Kostråd</i> .	
Subject	
Visual presentation	
Colours: Subject and colour cohesion Warm or cold Contrast Strong or weak Symbolic	
Objects: Are there objects? What is /are the object(s)?	
Font	
Where is the message placed?	
Where is the guidelines placed?	
Perspective/angle of picture	
Facts, how are they presented?	
Wording	
Tone of words, positive, factual, objective, academic, demanding etc.	
Imperitive form such as "spis" "gå"	
Wording, simple or complex	
Appeal forms in visual and vocabulary.	
Logos- are they appealing by using facts? Message is in focus	
Pathos- are they appealing to the immediate emotions in the situation? Receiver in focus	
Ethos - are they appealing to long-term emotions. Image of the communicator? Sender is in focus	
Message	
Quantitative	
Qualitative	