



# AN ORGANIC SNAPSHOT

A master thesis by

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INTEGRATED FOOD STUDIES

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June 2nd 2016

## **Acknowledgements**

The creation of this thesis would not have been possible, without the help of numerous people, to whom we want to say thank you.

Firstly and most importantly we want to thank our supervisor Niels, for guiding us through this academic jungle and always pulling us back to the ground, when flying too high on questions or plain frustrations.

We also want to thank all the actors of interest, including among others; Jonas Brandt from Öskyr, Per Kølster and Mette Telefoni from Organic DK, Hugo Alrøe, The Hansen brothers from Hansens Is and Marie-Louise Risgaard helping us with guidance, information and interviews, narrowing the research of interest down to the final interest of articulation of the organic term.

Lastly but definitely not least, we want to thank our boyfriend/husband and families for persevering through our countless ups and downs the last eight months. We will repay you!

## **Abstract**

This thesis seeks to analyse and comprehend the complexity of the discourses related to the term *organic* as articulated in the Danish news media. The collection of the empirical data has been conducted by using Infomedia, resulting in 100 articles from different news media.

Following Kathy Charmaz' Constructing Grounded Theory approach an initial and focused coding were conducted in order to find emerging discourse categories on organic food products. With inspiration from grounded theory, memos were simultaneously carried out to initiate stream of consciousness and preliminary ideas for the subsequent analysis.

Based on Adele Clarke's Situational Analysis, situational maps were conducted along with a social worlds/arenas map, visualizing the different *social worlds*, found in the articles during the coding hereof, in relation to the *social arena*.

The discourses found in the coding of the articles have then been analysed based on Norman Fairclough's critical discourse analysis in order to demonstrate the *linguistic usage* and *the discourse practice*, revolving around the *organic* term, characterized by the news media.

The findings of the discourse practice are then put into a macro-sociological context in the attempt to elucidate the discourse- and social practices of the post-modern society in relation to organic food consumption.

The analysis and discussion demonstrates how the dialectic relation between the discourse practice and social practices is reflected in the discourses articulated in the Danish news media and by this, offering a snapshot of the articulation of the organic term as it is today.

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# 1 Introduction

Organic is the new black! As consumers we are constantly deciding on what kind of food products we want to purchase, including whether to purchase organic food products or not.

Many different factors apply when we are buying food products and raw materials. Today food is often assigned with a certain value and many consumers are aware of this, which is often reflected in the consumer behaviour. Our society is to a great extent influenced by the media and are often referred to as a mediatized society.

The media provides knowledge and information to the consumers and we are forced to reflect upon the constant flow of information. However, the media and the consumers are not the only ones to determine the organic food agenda in Denmark. Even though the medias are the ones to operate as spokesmen and opinion leaders, the information does not magically appear. Several actors, both individual and collective, are influencing the organic agenda in the media on a daily basis.

The actors, the media and the consumers are like a trinity, where the media operates as the communicator between the actors and the consumers. Because it is possible to convey attitudes, opinions, messages etc. through the media, it is relevant to look at the way in which the information is communicated. Consumers are interpreting every piece of information and the interpretation is essential for the subsequent social practices in the society. The articulation of the organic term in the media is therefore influencing the overall consumer behaviour in our society and in relation to this, it is relevant to study the way the organic term has been exposed in the media. We therefore seek to answer the following question:

## **1.1 Research question**

*How can the articulation of the organic term, in the Danish news media, be understood in relation to the social practices within organic food consumption in the post-modern society?*

## **1.2 Delimitation**

In this research the main focus is to examine the articulation of the term organic, relating to the social practices in the postmodern society.

We are therefore not seeking to come up with a solution to a problem or to make generalisations, but instead we aim to elucidate and understand the complex area of research.

Because of a necessity to decrease the extent of the research, it has been decided to use Norman Fairclough's critical discourse analysis as the primarily foundation for the analysis, entailing that the other methodologies and theories in this research has been used to corroborate the critical discourse analysis of Fairclough.

It has been chosen not to distinguish between the different kinds of articles in the news media, e.g. whether it is a debate, chronicle etc. All the different kinds of articles are referred to as articles. This is based on the assumption of the irrelevance hereto when wanting to expose the overall general organic discourse found in the news media.

Likewise, we have decided not to include the name of the author of each article in the critical discourse analysis. We do not differentiate in the analysis, however we look at the general dispatcher such as Politiken, BT etc. in the discussion on the social practice. This also means that we do not include the name of those who express themselves in the articles.

As an extension of this, it has been decided not to look at the distribution of power between the different spokesmen or organisations in the articles, but instead focus solely on the written words and the distribution of power that lies herein.



Only Danish news medias have been chosen to represent the discourses in this research, because we seek to understand the situation in Denmark.

We have delimited ourselves from organic non-food products and therefore solely focus on organic food products, entailing that all references towards organics or organic consumption, will refer to organic consumption of food products.

### 1.3 Clarification of concepts

First of all we will seek to clarify the term *organic*. The term organic is in this research based on the Danish term *økologi*. We do not think that the word organic is sufficiently covering the implicit history that lies within the Danish word *økologi*. However, it is important to look at the word organic, as if it entailed the same qualities being associated with the Danish word.

The reason for choosing the word organic instead of e.g. ecological/ecology is because organic food products in Denmark are either labelled with *statskontrolleret økologisk* or *certified organic* if they are organically produced according to the Danish or European standards.

When using the term *social practice* it is only in relation to *organic food consumption*. We are well aware that social practices can be many different things, but in this research the social practices are solely related to organic food consumption.

The term *news media* in this research refers to the specifically chosen news medias; MX, Politiken, Jyllands-Posten, Weekendavisen, Berlingske, BT, Børsen, Ekstrabladet, Kristeligt Dagblad, Information, DR and TV2.

## **1.4 Structure of the thesis**

The following will comprise a short introduction to a reader guide, entailing the different steps of the thesis, in order to create compliance for the reader by presenting the order of which the different steps will appear.

### **Chapter 1**

The first chapter of this thesis includes a short introduction to the subject and relevance of research, including a delimitation of the research study and clarification of some general terms in the clarifications of concepts.

### **Chapter 2**

This chapter introduces the state of the art in which the interest of this research is based upon. This includes tendencies on organic food consumption.

### **Chapter 3**

The third chapter explains the philosophy of science with the ontological and epistemological basis of the research design, including an introduction to the social constructivism, which is the starting point for the choices made on methods and theoretical assumptions of this thesis.

### **Chapter 4**

The fourth chapter covers the methodologies applied in the data collection and following processing of empirical data.

### **Chapter 5**

This chapter visualizes the process of research for the thesis, including a table of content in which the processes and decisions made during the initiating of the thesis are accounted for.

## **Chapter 6**

Chapter six comprises the theoretical base that the analysis is based upon. This includes the theory on discourse analysis and Fairclough's critical discourse analysis and analytical tools. Included are also macro-sociological theories, with the intention of combining the theoretical perceptions, hereby substantiating the analyses.

## **Chapter 7**

The seventh chapter includes the analysis, divided into two parts according to the analytical tool of Fairclough seeking to separate the purely linguistic analytical part from the part of the discursive practices.

## **Chapter 8**

This chapter features the third part of Fairclough's analytical tool and will analyse and discuss the social practices in accordance to the preceding findings of the thesis.

## **Chapter 9**

The chapter aims to capture some problematics emerged from using the theoretical assumptions of Fairclough, in order to articulate some of the weaknesses of the specific theory.

## **Chapter 10**

The final chapter includes concluding remarks in order to summarize the findings and discussions of the research with the intention of answering the research question.

## **2 State of the art**

In the following, the development of the sale of organic foods in Denmark will be described, in order to give the reader insight in to the increasing interest in organic food products. The elaboration will also include terms and remarks important for the reader, in order to understand the setting behind the success and development of organic consumption.

Hereafter elaborations of the organic brand will follow, and a description of the organic/non-organic consumers serving as background knowledge to comprehend the later references and relevance of the thesis.

The facts and implications used for this section are based upon prior investigations and reports on the subjects.

### **2.1 The Danish Ø-label**

The Danish organic brand, known as the “Ø-label”, is an organic label certified by the Danish government. The Ø label was launched in 1989 and in 2015 the label celebrated its 25<sup>th</sup> anniversary.

Approximately 98% of the Danish population knows about the label and close to 90% have trust in the label (Hjelmar et al. 2011).

The label is accompanied with the text “controlled by the state” making sure that the Danish authorities have been certifying the product (Fødevarestyrelsen, 2015).

It is voluntary to label the organic products with the Danish Ø-label when producing and selling organic food products, though it is still mandatory to comply the regulations present in the EU legislation regarding organic produce.

In addition to complying with the regulations in the EU legislation, it has since 2010 been required to label organic products with EU’s organic label when packing, labelling and marketing organic products in the EU (Landbrug & Fødevarer 2013).

## 2.2 The organic development

The organic production has been developing much throughout the past couple of decades. The year of 2015 has been a year where the organic publicity has been exposed severely in the medias, through campaigns etc. namely because of the 25<sup>th</sup> anniversary of the Danish organic brand (Jespersen et al. 2015).

One of the factors behind the development within organic produce and sales in Denmark is the increasing demand from the consumers and because of the retailers' willingness to sell organic products (Alrøe & Halberg 2008). When looking at the overall food consumption in Europe, studies show that Denmark is in fact the country in Europe, spending the most money on organic foods per capita (Jannsen & Hamm, 2011).

According to the Danish Agriculture and Food Council (2013) the Danish population is a population with a general positive attitude towards organic food products; in fact 93% of the Danish people buy organic food products, some to a greater extent than others.

On top of this, half of the Danish households have outright preferences towards organic food products and one of the main reasons for choosing organic foods, articulated by themselves, are the accessibility of organic food products in their daily supermarkets (Hjelmar et al. 2011).

Apart from the accessibility there are several other factors influencing the increased demand for organic food products.

When looking at tendencies in the food sector, based on studies on the subject, especially three *megatrends* are the reason for the increased demand for organic food products.

Trends are always evolving, but the past several decades the tendencies within food has been changing towards:

- *Looking at the purpose of the food instead of focusing on the amount of food*
- *Foods should not only contain good flavour but it should also be both healthy and tasty*
- *Good cooking is not enough, it is about consuming proper foods*

(Alrøe & Halberg 2008)

In addition to the above-mentioned megatrends, others factors seem to apply when choosing organic foods as a consumer.

According to Hughner et al. (2007) many consumers buy organic foods because of the perception of greater health and nutritional benefits in organic food products. Taste, animal welfare and the environment are also some of the decisive factors that motivate the consumer into buying organic food products (Hughner et al. 2007).

## 2.3 Organic consumption in Denmark

There has been a development in the perception of how meals are supposed to be understood, relating to the above-mentioned megatrends. Meals today both have to be healthy and “proper” food (Jensen et al. 2008). People however have different perceptions of organic foods.

Studies show that the consumers who never buy organic foods focus more on the taste than on any other perspective such as nutrition and health, whereas those consumers who buy the most organically are focusing on health, environment and animal welfare (Jensen et al. 2008).

The Danish Statistics released the newest profile of the organic consumer on the 8<sup>th</sup> of February 2016 (Danmarks Statistik 2016).

The findings of the analysis from The Danish Statistics stresses, that the increased consumption of organic food products even has made it possible to make statistics within the area of organic consumption.

It is in fact the first time it has been possible to publish actual statistics, from the Danish Statistics, regarding the consumption of organic food products based on the different groups of consumers in the Danish population (Danmarks Statistik 2016).

In the following, the head conclusions from the analysis by the Danish Statistics will be listed in order to provide a more thorough and updated profile on the organic consumer in Denmark:

- *More than half of the population rarely or never buys organic products*
- *Organic products are most common in the urban areas, especially in the metropolitan area*
- *Households including two adults with children buy more organic than other kinds of households*

- *The youngest people and the oldest are the ones who buy the least organic*
- *There is a strong connection between the level of education and organic consumption*
- *Households with a high income are representing a large part of the overall organic consumption*
- *Dairies, eggs, fruit and vegetable constitutes a bigger share of the organic consumption than in the general consumption*
- *Meat, poultry and fish constitute a bigger share of the organic consumption in the households that often buy organic, compared to other households.*

(Danmarks Statistik 2016)

## **2.4 Summing up state of the art**

Summing up on the previous section on the Danish Ø-label, the organic development and the organic consumption in Denmark, the organic label is a well-known label, which approximately 98% of the Danish population know about and close to 90% trust.

The development and increased demands for organic products can be seen as a result of especially three megatrends in the Danish society. The tendency and development within organic foods are now so evident that the Danish Statistics have been able to make statistics within the area of organic consumption for the first time, being published in 2016. The preceding elaborations on organic consumption should serve as basic knowledge for reader throughout the thesis.



## **3 Philosophy of Science**

In order to understand this research and the choices made in the process of producing knowledge for the conclusion of the thesis' research question, it is a premise that the reader, prior to reading the research, has an in-sight to the epistemological and ontological premises that the research is based on.

This thesis is based on an ontology that is to clarify the complexity of a specific social phenomena, in this case organic food discourses, with the assumption that it does not exist independently, but is merely a construction of reality dependant on the social context it incur in (Justesen & Mik-Meyer 2010, p.11). The following methodological considerations and choices made, including ontological and epistemological positions, will therefore reflect this ontology.

### **3.1 Ontology**

Ontology means theory of the nature of being and concerns itself with the comprehension of the "reality" of the object of research (Jacquette 2014, p.4). The ontological background of a research thereby revolves around and describes, the way the researcher perceives the world of objects on which he or she researches (Justesen & Mik-Meyer 2010, p.148). Is the reality perceived as objective with delimited objects that have inherent characteristics, or rather as a reality that is inconstant and socially constructed and thereby dependant on its historical, social and cultural consistence? (Kvale 1997, p.75; Jacquette 2014, p.223)

## **3.2 Epistemology**

Epistemology means theory of knowledge, and is descriptions of how one should obtain knowledge, and what kind of knowledge that is acceptable (Buekens 2011, p.79; Justesen & Mik-Meyer 2010, p.148).

The epistemological perspective, based on a constructivistic ontology, entails the acknowledgement of the researchers effect on the results of the research. This will be elaborated in the chapter on the role of the researcher.

This thesis bases its research on social constructivism, which implies that the ontological and epistemological premises consist of the reality being perceived as socially constructed and continuously changeable.

From a social constructivist epistemological perspective, there is not only one reality and the reality does not exist independently of e.g. the researcher, or different socially constructed phenomena such as language. An elaboration on social constructivism and which methodological consequences this philosophy of science has, will follow.

## **3.3 Social Constructivism**

Social constructivism is a collection of theories on society, as well as the culture within it (Applefield et al. 2000, p.37; Pinch & Bijker 2015).

Throughout this thesis the term social constructivism will be used rather than social constructionism, even though they are sometimes used interchangeably in the literature. It is chosen to use one term only in order to avoid confusion and the risk of uncertainty for reader.

The term social constructivism is chosen rather than social constructionism based on Adele Clarke's (2005) literature, referring to this particular theoretical aspect as social constructivism, well knowing that Vivien Burr (1995) and Jørgensen & Phillips (1999) use the term social constructionism in their literature to avoid mistaking the term with Piaget's theory on constructivism (Burr 1995, p.1; Jørgensen & Phillips 1999, p.13). However Piaget's constructivist theory is based on a psychological angle and it was therefore

assessed that this potential confusion was not an issue in this particular thesis (Harlow et al. 2007, p.45).

Social constructivism comprises a variety of different and manifold approaches, and it is therefore difficult to characterize the theoretical foundation as a whole (Jørgensen & Phillips 1999, p.13; Bevir 2010). Vivien Burr (1995) however suggests some key premises that are descriptive for all of the different approaches within social constructivism.

The first general philosophical assumption for the social constructivists includes a critical attitude towards what some scientists call inevitable knowledge (Burr 1995, p.2; Applefield et al. 2000, p.38; Pinch & Bijker 2015).

This implies that knowledge cannot immediately be regarded as objective and that our assumption of reality is a constructed term, as is it not mere reflections of the outside world, but constructed based on the way we characterize the different parts of the world (Jørgensen & Phillips 1999, p.13).

This opposes to the natural sciences positivistic framework with assumptions on nature's ability to reveal itself to the researcher, with the mind-set that the existences in the world is one and the same as our perception of these existences.

The social constructivists specifically opposes to the mind-set of the natural science as they encourage researchers to be cautious when working with people's comprehensions of the world (Burr 1995, p.2; Kukla 2000, p.4).

This thesis therefore base its research on these epistemological and ontological approaches, well knowing that the analytical result of the research will mere be constructed interpretations of organic food discourses from our comprehension of the world as researchers. The specific considerations around the use of such social constructivist approaches and the influence on the result of a research, is given in the chapter on the role of the researcher and are also accounted for in the ontological and epistemological considerations.

Burr's second key premise is what she calls *historical and cultural specificity* (Burr 1995, p.3), and includes the assumption that our interpretations and representations of the world are *contingent* (Burr 1995, p.3). This implies that we fundamentally comprehend the world we see in categories and conceptions according to the cultural and historical specifics embedded in us. This way of comprehending the world is what Jørgensen & Phillips (1999) call *anti-essential* (Jørgensen & Phillips 1999, p.14); when the social world is not a given beforehand nor determined by outer circumstances, but instead constructed socially and discursively at a given historical or cultural time and place (Burr 1995, p.3). It entails that the results of a research are not considered an utter truth but a perspective of a phenomena at this current time, yet it does not implicate that it is less scientifically correct, merely that the perspective of the scientific work is different from the natural science way of perceiving knowledge (Burr 1995, pp.2–3).

The third premise on which social constructivism rely is that knowledge is preserved in social interactions. This perception is based on the prior elaborated premises that knowledge is constructed and “*is not derived from the nature of the world as it really is*” (Burr 1995, p.3).

Instead social constructivism suggests that knowledge is constructed in social processes when people interact with each other, and the truth is thereby in constant negotiations and only a current accepted way of understanding the world (Jørgensen & Phillips 1999, p.14; Burr 1995, p.3).

Because the social constructivists perceive the world and “truths” to be constructed through social processes in the interaction between people, language is of particularly interest to the social constructivists, as language has become an essential part of the everyday social practices for most people around the world (Burr 1995, p.3; Kukla 2000).

The specific interest in language will be elaborated in the following chapter on the theoretical framework of discourse and the approaches attached to its analysis, along with argumentation for the relevance of entitlement in this thesis.

The fourth and final of Burr's suggested premises are the correlation between knowledge and socially acceptable actions. Not only is our understanding of the world created in the interactions we enter, but the same current understanding of the world also entails which form of social actions are considered socially acceptable and which are considered socially unacceptable (Jørgensen & Phillips 1999, p.14; Pinch & Bijker 2015). This means that the current form of socially constructed world has consequences for social actions involved in a society and hereby influence on everything from norms to actual legislation in the modern society (Burr 1995, p.3; Bevir 2000).

As elaborated above, social constructivists concern themselves with social processes and hereby the social act of language become of particular interest to this field, as it can enable the researcher to analyse and comprehend characteristics of the current understanding of the world. The analysis in this thesis will be based on discourse theory and discursive analysis, corresponding with the foundation of the social constructivism.

## **4 Methodology**

The methods used in this thesis, will in this chapter be accounted for as well as discussed, in order to ensure the most in-depth understanding of the choices taken for the sake of the research.

Relevant methodological literature will be taken into account, in order for the reader to understand why the chosen methodology applies to the research of interest. The chapter will contain the steps of the methodological considerations in a chronological order, in order for the reader to follow the methodological arguments.

### **4.1 Qualitative research**

Qualitative research consists of methods that make the researcher capable of describing and investigating phenomena and the context they occur in. The purpose is to interpret the data and thereby get a better understanding of the chosen phenomena of research.

Qualitative research therefore, contrary to quantitative research's strive for objectivity and measurable results, seek to describe and interpret collected data in order to get a better understanding, but with the knowledge of and awareness to the circumstances surrounding the data; the social context, the role of the researcher and the time and place of the research (Justesen & Mik-Meyer 2010, p.27; Kvale 1997, p.52).

The qualitative research has been conducted by working both deductive and inductive. Deductively, the choice of methodology was decided based upon the research question. However when e.g. coding the empirical data the codes developed inductively letting the categories emerge from the data (Olsen 2003, p.9). The coding was also a way of doing conceptualising, which was an important part when doing the critical discourse analysis in combination with the relating of theories (Olsen 2003, p.2). Both the deductive and inductive

approaches are indicated implicitly in the different sections by clarifying each step in the methodological procedure.

## **4.2 Data collection**

The point of departure for this research was an interest towards the discourses on organic foods, specifically the discourses that are to be found in the news media.

News media is today the main source of news information for the general public and also act as an interactive space where the public can take part in the public debates on e.g. political, environmental or health matters. Therefore it was decided to use these news media channels as illustrations of the discourses in the public sphere.

Seeing that the general public seek most of their news information through these news media channel, there is also an interesting discussion to be made on the role of the news media creating discourses that the general public embrace.

The choice of the specific news medias was based on MediasWatch's statistics of the numbers of readers of Danish newspapers in 2015 in conjunction with Infomedia, where it was chosen to narrow down the different newspapers to only including the national newspapers. This resulted in the following national newspapers with the highest numbers of readers in 2015: MX, Politiken, Jyllands-Posten, Weekendavisen, Berlingske, BT, Børsen, Ekstrabladet, Kristeligt Dagblad and Information. It was also decided to include the corresponding websites, to ensure that everything regarding organic foods from those newspapers were included in the gathered data.

It was also decided to include DR and TV2 because they are the two predominant news media TV-channels, that broadcast news to the Danish population and their two news websites appear on NewsMedias' statistics of the top 50 of Danish medias compared to referring sites.

When looking at the top 5 of the top 50 Danish news media websites the following medias was ranked in this order; Ekstrabladet.dk, DR.dk, DBA.dk, TV2.dk and MX.dk.

Ekstrabladet.dk and MX.dk were already included, as mentioned above, and DBA.dk is not a news media and was therefore not included in the search on Infomedia.

Infomedia is a good assisting tool when searching for specific documents/articles because it allows the researcher to do a systematic search (Justesen & Mik-Meyer 2010, p.129).

The systematic search was first of based on the chosen news media and secondly it was chosen to set up a time span, in order to get a manageable amount of articles.

As the Danish organic Ø-label celebrated its 25th anniversary in 2015 it was evident to use the occasion for the gathering of articles, since the anniversary brought along with it a great media coverage in the entire year of 2015.

To avoid too many incomplete searches and searches with too many results, it was determined to do the search with the key words 'organic food products', however the search was evidently done in Danish because of the use of Danish news media, with the key-words *økologiske fødevarer*.

The search on Infomedia based on the chosen criteria resulted in 221 articles. The articles were skim-read and the articles that did not have any actual content on organic foods were sorted out. An example hereof was an article about a primary school class that had been cooking food with the elderly people in the municipality, and then the last sentence mentioned in the article was that 'the food cooked was organic'.

Besides this, a lot of the articles were either correcting notes or references to the front page and these were sorted out as well.

In addition to this a larger part of the articles appeared twice, some with a slightly different headline and others published in two of the different news media. Both the articles with no relevance to the search, correcting notes,



references to the front page and the ‘doubles’ were sorted out in the process, so that the total amount of articles ended on being 100 articles.

According to the collecting of empirical data and only focusing on articles would in many other studies not be perceived as representative (Justesen & Mik-Meyer 2010, p.133). However, it is important to clarify that social constructivistic researches do not focus on the representativeness as a requirement but instead looks at the texts and the ability to elucidate the research of interest. The aim is by the selected texts and thereby, through analysis, to create new knowledge within the discursive practices in the public debate in Denmark relating organic foods. The data collecting has therefore been focusing on data that could be exemplary, instead of representative (Justesen & Mik-Meyer 2010, p.141).

The exemplarity in this research is shown by collecting articles addressing organic foods and hereby speaks a certain message within organic foods. It is not relevant whether it is the “truth” or not, but instead the aim is to look at the discourses that are being constructed in relation to this research.

### 4.3 Inspiration from Constructing Grounded Theory

In this section the constructivist grounded theory will be presented as the methodological approach, in which the researchers have found inspiration when conducting this research. The grounded theory has only been used inspirational as a methodology to work more thoroughly with and around the data. The constructivist grounded theory leads back to the social constructivism as the ontological point of view in this research.

The originators of the Grounded Theory approach are the sociologists Barney G. Glaser and Anselm L. Strauss. In an ensemble Glaser and Strauss developed the grounded theory as a strategy for analysing and interpreting qualitative data and research in general. The strategy and working tools was presented in their book *The Discovery of Grounded Theory* published in 1967 (Charmaz 2006, p.5; Smith & Biley 1997, p.1).

To clarify the arising of grounded theory, Glaser and Strauss wrote:

*“Generating a theory involves a process of research”* (Glaser & Strauss 1967, p.6)

and that

*“Grounded Theory is derived from data and then illustrated by characteristic examples of data”* (Glaser & Strauss 1967, p.5).

Even though Glaser and Strauss are the originators of the grounded theory, the methodology in this research is based on Kathy Charmaz' way of approaching and constructing grounded theory. The affiliation between Charmaz and grounded theory lies in Kathy Charmaz being a previous student of both Barney G. Glaser and Anselm L. Strauss.

Charmaz, in particular, differs from Glaser and Strauss by how she looks at the use of grounded theory. According to Glaser and Strauss (1967) classic grounded theory is emerging from the data, whereas Charmaz “...assume that neither data nor theories are discovered. Rather we are a part of the world we study and the data we collect.” (Charmaz 2006, p.10).

The methodology builds upon getting an outlined picture of the world instead of searching for a complete picture by working with an empirical qualitative approach to study different aspects of the social life and in this case the construction of the term *organic* through the news media (Smith & Biley 1997, p.3; Clarke 2005, p.557).

As Charmaz (2006) points out constructing grounded theory is more a set of guidelines rather than a complete package. It is more about the process and focusing on the arguments when doing the research and it is neither precluded nor unusual to combine the grounded theory approach with other methodologies in relation to a qualitative research.

One of the most fundamental elements in grounded theory is the recognition of the researcher as an active operator being an actual part of the data and a part of the social world being studied (Charmaz 2006, p.10).

Besides Charmaz' regeneration of the grounded theory, Professor in sociology Adele Clarke has also been developing a redesign of the classic grounded theory; *Situational Analysis - Grounded Theory After the Postmodern Turn*.

Both Charmaz and Clarke have been focusing on the avoidance of building upon a positivistic foundation and instead trying to create a methodology generating constructivistic elements (Mills et al. 2006, p.4; Bryant 2012). Clarke's Situational Analysis will be elaborated later on in the chapter on methodology.

Even though the methodology in this research is inspired by Charmaz' constructing grounded theory as mentioned above, it deviates in a few, though seminal areas. Grounded theory is mostly based upon data from interviews, which is not the case in this particular research, where the collected data derives

from news media articles. Even though having collected a different kind of data, it still allows the researchers to process the data in the spirit of grounded theory.

### 4.3.1 Coding

In the following the coding techniques of the data will be reviewed and elaborated. Coding in this research is inspired by the constructivist grounded theory.

According to Charmaz coding is “*naming segments of data with a label that simultaneously categorizes, summarizes and accounts for each piece of data.*” (Charmaz 2006, p.43).

Coding is therefore a way of linking data to specific themes, categories etc. by e.g. marking the different themes or categories in accompanying colours. Coding is not a complete picture of the reality, but a result of our subjective choices in the process.

This specific research deviates from the grounded theory, as we as the researchers do not interact with the participants; the empirical data takes departure in articles, resulting in a non-interaction with the dispatchers (Charmaz 2006, p.47). However, the general idea behind coding is still applicable, by studying the emerging data.

#### **4.3.1.1 Initial and focused coding**

There are two overall parts in constructivist grounded theory when coding data, including initial coding and focused coding.

Initial coding is about digging deeper into the data by asking the right questions such as; what is the data implying? Who is the dispatcher? What kind of categories do the data suggest? (Charmaz 2006, p.47).

Approaching data by initial coding allows the researchers to go through each section (Glaser et al. 2004, p.13).

Initial coding ensures that the researchers keep an open mind towards the data securing a profitable choice of codes, though it is difficult, almost inevitably not to have some pre-defined codes in mind.

One of the most important elements in the initial coding is to “*Make your codes fit the data you have rather than forcing the data to fit them*” (Charmaz 2006, p.49).

The coding of the articles is inspired by the initial coding in its speed and spontaneity and sticking close to the data segment-by-segment.

When we went through the data, categories emerged, resulting in creating different category headlines, which meant that the coding was developing throughout the reading (Carley 1993, p.83). This way of approaching the data was found suitable to this research and it entailed that we remained open to the data, moving quickly through the data during the initial coding and also to stay close to the data (Charmaz 2006, p.49; Glaser et al. 2004, p.13).

After doing the initial coding, the next step was to do the focused coding. Again, as the initial coding, the focused coding was only used as an inspiration making room for deviation to fit the research in the best possible way. Focused coding is about synthesizing and explaining whole segments of the data (Charmaz 2006, p.57). It was decided which of the initial codes would be relevant to categorize in order to do the analysis. Doing focused coding is a way of securing and

revaluating the categories and taking them into reconsideration. Coding is a process where the themes can keep on changing and new themes can occur.

Both the initial coding and focused coding was carried out by hand. The different codes are all connected to different colours linking them to the specific sentences coded in the same colour (see appendix 1). After finishing coding, 13 categories were detected in relation to the research question. In the table below, the 13 categories are listed and coloured. The different categories initiated can be seen in the figure 1 below. However only 6 of them will be taken into account in the pending analysis as we found these specific categories to be the essential for the problem statement.

The chosen categories are consumer, economy, health, environment, animal welfare and quality, but divided into four discourse types in the following; consumer discourse, the trinity discourse and quality discourse.

**Figure 1**

Light green	Consumer discourse	Consumer discourse
Light blue	Health discourse	Health discourse (Trinity)
Red	Economy discourse - Organic as branding	
Brown	Environment	Environment discourse (Trinity)
Neon pink	Quality	Quality discourse
Orange	Supply and demand discourse	
Pink	Tendency discourse	
Yellow	Organic vs. Conventional	
Purple	Organic as the winner/worlds rescue	
Torquis	Anti-organic/conventional	
Dark green	Animal welfare	Animal welfare discourse (Trinity)
Grey	Food education	
Neongrøn	Nature/authentic	

### 4.3.2 Working Memos

Writing memos during research can function as a helpful working tool in the process. Writing memos allows the researcher to note sudden whims and inspirations during the examination of the gathered data.

It forces the researcher to begin analysing the data early on in the process and is a good way to create notes for the further analysis (Charmaz 2006, p.72; Glaser et al. 2004, p.17; Clarke 2005, p.84).

While coding the articles it was almost inevitable having deliberations and reflections about the content; what the different spokesmen were saying, what kind of connections there were in the articles, but also which comparisons there were between the different articles and so on. All of these continual deliberations and reflections led to new ideas to emerge.

Often researchers choose to record the memos while working through the data, however the memos in this research have been a combination of written memos and recorded memos (Charmaz 2006, p.72). The written memos was conducted while doing the initial and focused coding, because it was easier to go back and look at the memos if any questions relating to the data suddenly arose, whereas it was chosen to record the memos while brainstorming the analysis and discussion, to secure that it would be possible to track and go back in a flow of speech and conversation. Besides this, both the written and recorded memos were conducted in Danish, being the native tongue, to avoid any interruptions in the flow of thoughts and speech, because translating often requires one to either consider the order of words or look up word in a dictionary.

According to Charmaz one of the key elements when doing memos is that *“methods for producing memos rely on making them spontaneous, not mechanical”* (Charmaz 2006, p.80). The quote underlines that memo writing is like a stream of thoughts, using everyday language and an overall sense of informality.

It is a good idea to begin doing memos from the beginning of a research, however the memoing in this research was a bit scanty in the beginning. Instead



the memo writing was a lot more adequate while coding and defining the different categories.

We also had to have a bit of structure in our memos, because of the amount of data, differing a bit from Charmaz' view on memos (see appendix 2). Writing memos is metaphorically a spiral that goes on and on and on. The researcher can look critically at the memos, revaluating and reviewing them, which can be helpful before moving on the next step in the process (Glaser et al. 2004, p.17; Charmaz 2006, p.94).

## 4.4 Situational Analysis

In this section Situational Analysis will be elaborated with emphasis on discourses and mapping of narrative discourses.

As mentioned in the above Adele Clarke and Kathy Charmaz both seek to look at the constructing of meaning resulting in a more flexible set of guidelines. However, Clarke has been regenerating grounded theory with an intention to provide analytic tools to get around qualitative data by mapping the situational analysis (Clarke 2003, p.554).

*“Situational maps and analyses resituate grounded theory after the postmodern turn in a wide variety of ways that enable us to better grasp the complexities of social life...”* (Clarke 2003, p.572).

The situational analysis has been used in this research to open up and visualize the data, with an intention to discuss the social worlds/arenas map in relation to the critical discourse analysis.

#### 4.4.1 Situational analysis and the discourses

Originally most qualitative studies were based on data from interviews and observations. The postmodern society however requires an inclusion of both historical discourses, narrative discourses etc. because “...*they are increasingly understood/interpreted as both constitutive of and consequential for the phenomena we study.*” (Clarke 2005, p.3).

Clarke (2005) underlines that the methodology behind situational analysis is a set of flexible guidelines, providing a set of tools, which can be used on all kinds of qualitative data.

Fairclough’s critical discourse analysis has been used simultaneously with Clarke’s situational analysis in this research, though the situational analysis will primarily serve to open up and visualize the data rather than analysing, whereas the critical discourse analysis will be the primary analytical tool.

Fairclough and Clarke have a common denominator by both addressing Foucault’s practices within discourses and the term of power related herein (Clarke 2005, p.4).

Foucault looks at reality as a discursive construction with different knowledge regimes that determines what is legitimate to predicate and what is considered to be true or false (Jørgensen & Phillips 1999, p.22). Though having a common denominator, Clarke and Fairclough have different ways of approaching narrative discourses. Fairclough’s critical discourse analysis will be elaborated in the following chapter, whereas Clarke’s view on discourses and looking beyond the knowing subject still needs some clarification before moving on to the mapping of narrative discourses.

Why even turn to discourses in the first place? Clarke, quoting Fairclough, justifies the analysis of discourses by accentuating that:

*“Texts are sensitive barometers of social processes, movement and diversity, and textual analysis can provide particularly good indicators of social change.”* (Clarke 2005, p.10)

and

*“It is increasingly through texts (notably but by no means only those of the media) that social control and social domination are exercised (and indeed negotiated and resisted).”* (Clarke 2005, p.10)

The quotations above underline the great importance of looking at the language as constituting the social life and the power that lies within discourses.

Clarke is referring to Fairclough to underline the positive outcome of discourse analysis, making it possible to draw lines between discourses and the construction of subjects (Clarke 2005, p.11).

Often discourse analyses are conducted by analysing e.g. texts that have been selected based on their production by a certain group or social world, which are of a particular interest for the researchers (Clarke 2005, p.9).

In this research the texts has been chosen because they have been produced by certain news medias, but they have also be chosen based on the content, all referring to organic foods.

#### **4.4.1.1 Narrative discourses**

In the following we will shortly present the narrative discourses as Clarke interprets them in relation to situational analysis. This is done in order to grasp the connection between discourses and maps.

Choosing extant texts from different news media, as mentioned earlier, refers to narrative discourses, however Clarke’s narrative discourses should be equated with simple term discourses.

The increased prevalence of digitalized written texts in the postmodern society makes it interesting to look further into media discourses, when doing a research on a societal snapshot as this research.

Clarke states that situational analysis works in way where the analysis begins with:

*“...the assumption that we seek to represent all the major narrative discourses related to the situation in which we are interested...”*(Clarke 2005, p.185)

and that

*“...we must also begin from the assumption that we do not know what narrative discourses are actually in the situation...”* (Clarke 2005, p.185).

As mentioned earlier, situational analysis based on narrative discourses does not necessarily have to be e.g. qualitative interviews as long as the data are accessible and of a quality that seems good enough in relation to the purpose of the research (Clarke 2005, p.185).

Clarke points out that to get a much broader understanding of the research topic it would often be relevant to combine the articles with other kind of data, for example interviews (Clarke 2005, p.185). However in this specific case it is a deliberate choice not to include data from interviews. The reason for this is, that the thesis takes departure in the medias articulation of the term ‘organic’ in the news media in Denmark. It has therefore been a necessity to focus solely on articles being accessible to everyone in the Danish public.

However it has been endeavoured to secure the best and most applicable set of materials to be used in the discourses analysis especially by providing different perspectives, hence the choice of different news medias reaching out to different segments of consumers (Clarke 2005, p.186).

After collecting the data and doing the first round of codings and memoing, it was possible to get a better understanding of the data and stepping further into the data by asking some of the classic questions when beginning the process of

mapping. Some of the classic questions in situational analysis being asked in this research were e.g. what are the discourses about? Who is involved in producing the discourses? (Clarke 2005, p.187).

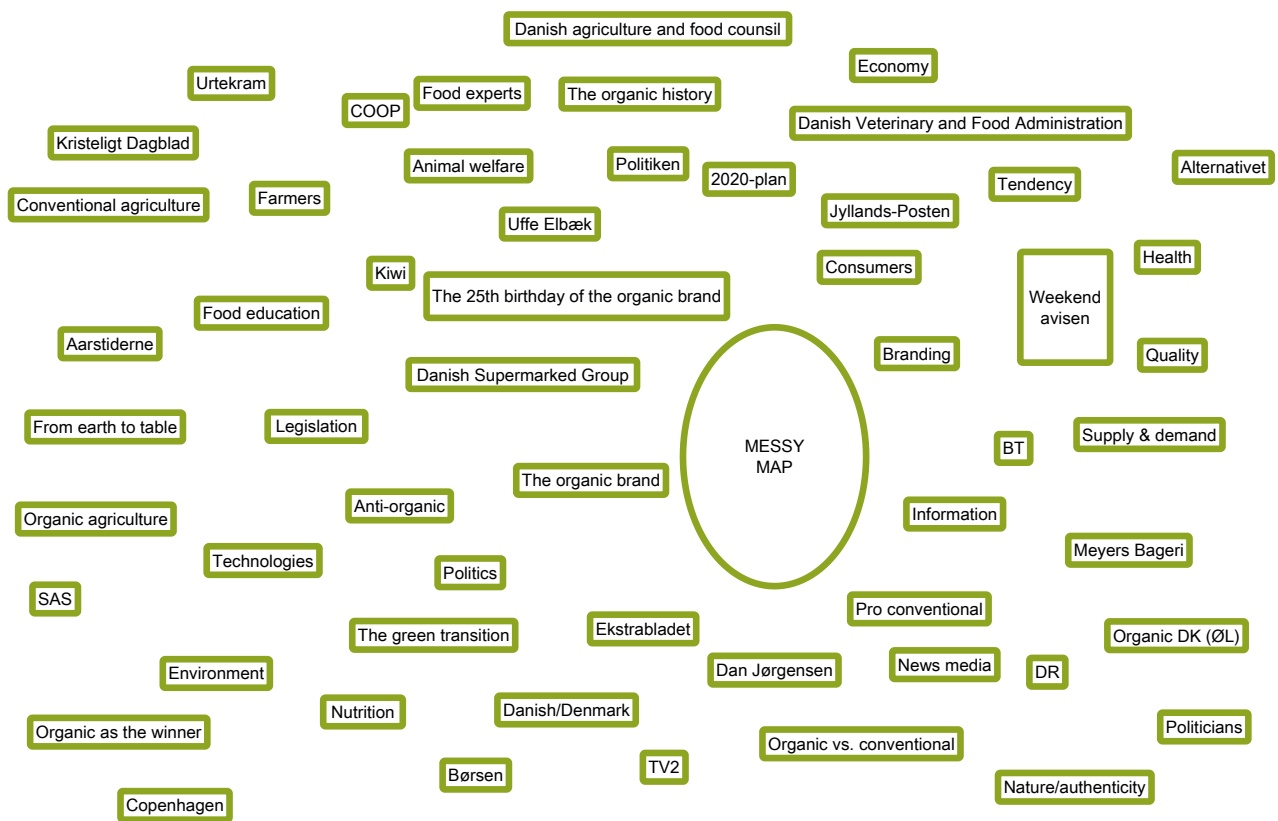
#### **4.4.1.2 Constructing maps**

Based on the coding and the following categories it was decided to create two situational maps; a *messy map* and an *ordered map* in order to get an overview of all the involved parts in the situation, both human actors, non-human actors, element, symbolics etc.

As Clarke describes it, a messy map is “...*most useful if you think freely and broadly about your research, jotting down any and all elements that come to mind from your data...*” (Clarke 2015, p.173).

The messy map (see figure 2) was made along the coding process, writing down all the initial parts as they occurred, this is also why there are many more discourses mentioned on the map than what we ended up with, because the final categories were not defined until after the focused coding. After creating the messy map, it was necessary to get a more structured overview of the parts involved in the situation, to get this, the ordered map (see figure 3) was constructed (Clarke 2015, p.101).

**Figure 2**



**Figure 3**

<b>INDIVIDUAL HUMAN ELEMENTS/ACTORS</b>	<b>SOCIOCULTURAL/SYMBOLIC ELEMENTS</b>
Uffe Elbæk Dan Jørgensen	The organic brand
<b>COLLECTIVE HUMAN ELEMENTS/ACTORS</b>	<b>DISCOURSES</b>
Politiken BT Jyllands-Posten Weekendavisen Information Kristeligt dagblad Børsen Ekstrabladet TV2 DR Danish veterinary and food administration Danish agriculture and food council Organic DK SAS Aarstiderne Urtekram Kiwi Dansk Supermarket Group COOP Food experts Consumers	Consumer Environment Quality Supply & demand Tendency Economy Health Politics Anti-organic Organic vs. Conventional Nature/authenticity Green transition Animal welfare Branding Organic as the winner Pro-conventional Food education Danish/Denmark
<b>POLITICAL/ECONOMIC ELEMENTS</b>	<b>RELATED HISTORICAL DISCOURSES</b>
2020-plan Legislation Alternativet Economy	The foundation of the organic brand
<b>NON-HUMAN ELEMENTS</b>	<b>SPATIAL ELEMENTS</b>
Organic agriculture Conventional agriculture Farming technologies	Copenhagen Denmark

After finishing the coding, both the initial and focused coding, the final discourse categories had emerged. At the same time, several groups of people had emerged from the data, all with a particular interest in organic foods. Because of these findings, it was decided to construct a *social worlds/arenas map* (see figure 4). As Clarke describes social worlds/arenas map “*The goal of these maps is to visualize the social relations that either are the subject of our research or that inform and shape the subject of our research*” (Clarke 2015, p.174). The social world/arenas map is displayed in figure 4 and will need a more thorough review.

The arena is the subject and the common denominator of the social worlds (Clarke 2015, p.174). In this case the arena is constituted by the term organic and the surrounding discourse categories that have been established during the coding.

The social worlds are all groups of people having a certain interest in the subject and the surrounding discourses. The sizes of the social worlds depend on the influence the group have on the subject e.g. Organic DK is the largest social world because of their prominent role in the organic debate, based on the empirical data.

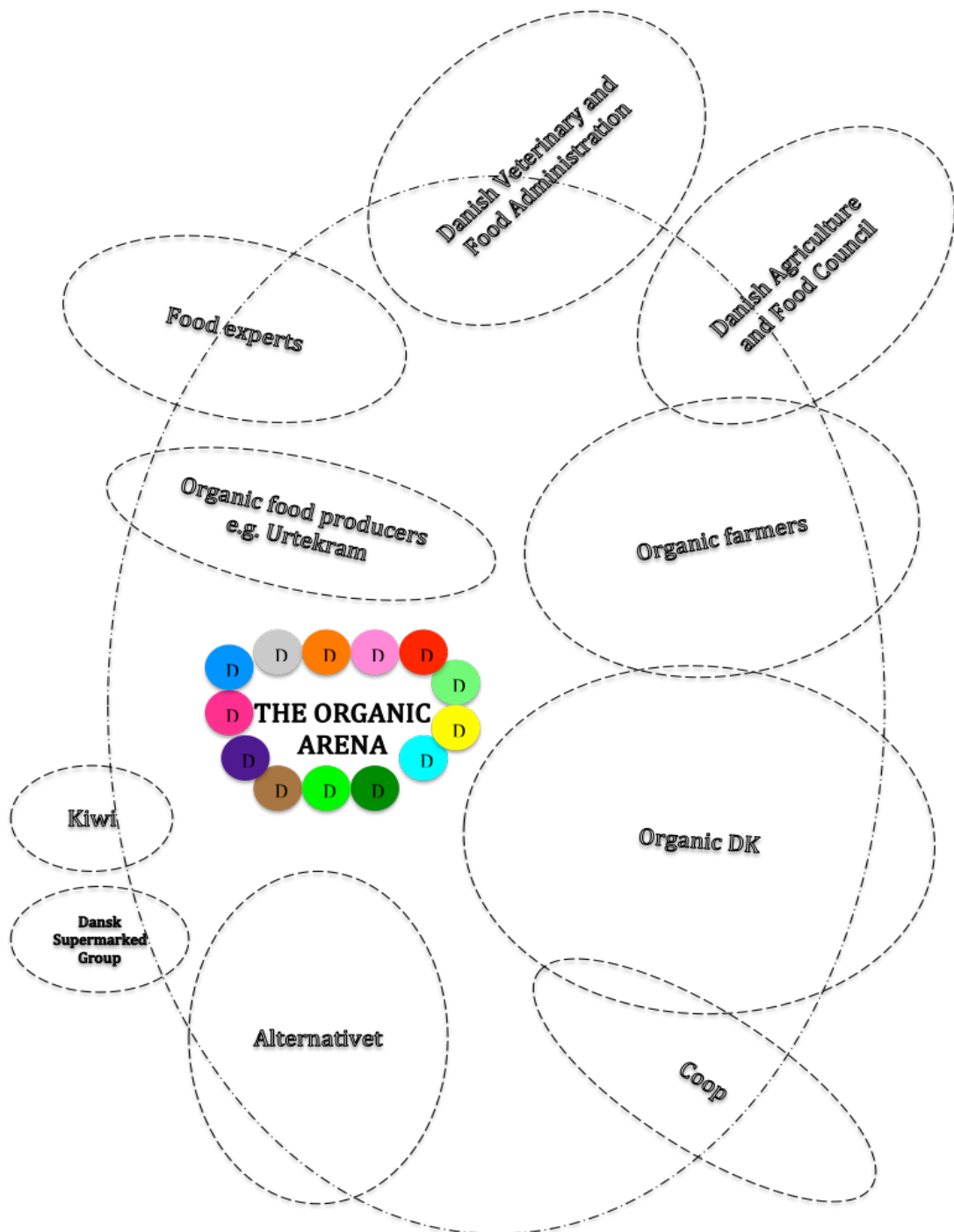
Some of the social worlds overlap each other, meaning that the two groups overlapping have some kind of relational connection e.g. the social world of organic farmers and the social world of Danish Agriculture and Food Council overlap because they cooperate when it comes to organic agriculture. The lines in the social worlds/arenas map are all dotted lines “*...to show the porosity of organisational life.*” (Clarke 2015, p.174).

The social worlds/arenas map demonstrates how there are several different voices related to the subject and how much influence the different social worlds have on the subject, based on the empirical data. The impact and power of the different social worlds will be discussed in an ensemble with the critical discourse analysis later in the thesis. Summing up, the three maps based on Clarke’s situational analysis have been constructed to visualize the situation and



to clarify the different groups of people with a certain interest in the subject, including their position related to the subject and the discourse categories.

**Figure 4**



#### **4.5 Summing up on methodology**

The methodological implications of this thesis have been demonstrated in the preliminary section. The research has been based upon a qualitative research approach throughout the collecting of data and the data processing. The empirical data was collected through Infomedia searches and then coded with inspiration from Charmaz' grounded theory. During coding, memos were conducted to initiate stream of consciousness and preliminary ideas for analysis. Based on Clarke's situational analysis, including her intake on discourses, maps were done in order to visualize the emerging discourses and the actors involved.

## 4.6 Criteria for social research

In the following the criteria for doing qualitative social research will be elaborated with emphasis on doing research with extant texts as the primary empirical data.

*“The sense we make of the journey takes form in our completed work. The endpoint that we portray makes sense to us because we have been immersed in the process. For our audience, however, lines become blurry between process and product.”* (Charmaz 2006, p.181-182).

Subsequently, Lincoln and Guba’s alternative criteria for doing qualitative research and Justesen and Mik-Meyers criteria within constructivism will be reviewed. The two different views on criteria are both included, because both suggestions provide a set of requirements that are relevant when doing a qualitative research based on social constructivism. Some of the criteria are very much alike, though presenting the requirements differently.

### 4.6.1 Alternative quality criteria for social research

Because of the establishment of validity and reliability in relation to quantitative research, it has been more relevant to look at alternative criteria when conducting this particular research (Bryman 2012, p.389; Justesen & Mik-Meyer 2010, p.40).

Another reason for focusing on alternative research is because this research does not depart in the general qualitative data analysis, where interviews and observations are the main data, whereas this research is based on articles from news media, as mentioned earlier. Alternative criteria for doing the research are therefore relevant when evaluating the qualitative data research (Lincoln 1995).

The alternative criteria for evaluating qualitative research have been defined by Yvonna S. Lincoln and Egon E. Guba (Bryman 2012, p.390; Lincoln 1995). The

alternative criteria are not being dispelled, but instead some of the terms related to reliability and validity have been changed.

In this research the criteria for quality is based on Lincoln and Guba *trustworthiness* (Bryman 2012, p.390). Trustworthiness consists of four different elements; *credibility, transferability, dependability and confirmability*.

Credibility refers to the social reality. Securing a high level of credibility depends on having multiple reports within an aspect of the social reality. This thesis is going to be available to the public, which makes it possible for others to assess the outcome (Bryman 2012, p.390).

Transferability is about the possibility to transfer the outcome and conclusion of the research into a different context without losing its meaning and relevance (Bryman 2012, p.391).

Dependability addresses the constancy throughout the research process (Bryman 2012, p.391).

Confirmability is the last criteria in relation to the trustworthiness. Confirmability is regarding the results of the research and the quality hereof in the sense of being supported by other literature with an adequate audit trail (Bryman 2012, p.392).

#### **4.6.2 Social constructivism and criteria of quality**

According to Justesen and Mik-Meyer (2010) *coherence* and *consistency* are some of the most important factors when doing a social research. Coherence refers to the connection between the different sections in the research, to secure a good coherence (Hansen 2003, p.55). In this research a reader's guide has been formulated to guide the reader through the research step by step, but also to link the different sections in a way that underlines why and how they are linked.

Consistency, also known as precision, is also referring to the connection, however this is more related to the compliance between e.g. methodology and

theories and whether the concepts are being evidently defined (Justesen & Mik-Meyer 2010, p.38; Hansen 2003, p.55).

There are also two other criteria applying when working within the social constructivist approach; the transparency and the reflexivity (Justesen & Mik-Meyer 2010, p.49).

A high level of transparency means that the methodological design is being grounded and can be put in relation to the above-mentioned dependability. In this research the choice of methods have been reasoned and throughout the thesis it has been endeavoured to argue the different methodological considerations. By doing this it has been made clear how the research question is going to be examined and why the certain methodological choices has been made e.g. why it has been relevant to do this research based on a constructivist approach. It is now up to the reader to determine whether to accept these choices and arguments or not.

The other criterion that applies within the constructivist approach is the reflexivity. Reflexivity is somehow linked to the criteria of transparency and builds upon an articulation of the choice of methods, but more in relation to the researcher's own conception and how this will influence the research (Gergen & Gergen 2002; Justesen & Mik-Meyer 2010, p.50). To clarify this it has been chosen to include a section regarding the role of the researcher, where the standpoint of the researchers of this thesis will be elaborated.

Both transparency and reflexivity will not be perceived as a bias but merely as a term or condition that is important to be aware of, when conducting the research (Justesen & Mik-Meyer 2010, p.50).

## **4.7 The role of the researcher**

The researcher's role when doing research within the social constructivistic approach will be elaborated in the following, as it is of utmost importance in order to create transparency for the reader.

As mentioned in the data collection, the empirical data should not be perceived as representative data laying out some "general" implications but instead elucidating the research question based on the selected articles.

As researchers within the social constructivist approach it is important to underline that it is not strived to uncover if something is true or not, but on the contrary to present the discourses in their compositions, sayings and arguments.

It has been difficult to do a research based on a topic including discourses that are a part of the everyday life of ourselves, especially because the reason for choosing this particular research question are based on a general personal interest in everything that moves within the organic development in Denmark. Our academic background, with a bachelor in Nutrition & Health; Health Promotion, Prevention and Communication from Metropolitan University College, also impact the results of the research. The bachelor is partly based on food sociology, including educational lessons within organic foods and food production. The knowledge and ideological fixed place embedded from this education cannot be abolished and will evidently influence our role as researcher.

Presently we are students at the masters' education of Integrated Food Studies at Aalborg University CPH why it is somewhat inevitable not to have an opinion on the structures and processes in the different food systems in society.

Being a part of a certain frame of reference enlarges the possibility to take a certain position when doing the analysis (Charmaz 2006, p.15).

Though it has been attempted to diminish the general interest in the field and the "educational baggage" from both the Metropolitan University College and

Aalborg University CPH, it is however a general problem in the social constructivist approach, that it is hard to argue that one person's representation is more correct than other representations (Jørgensen & Phillips 1999, p.32).

The general problem is more or less indissolubly and because of this, we have chosen to accept that this research is only one out of many representations in the society.

## 4.8 Language

It was decided to base this research on Danish news medias and hereby choosing Danish articles as the empirical data. This led to a necessity of translating the selected quotations used in the analysis.

To create an overview of the translated quotations, they have been gathered in appendix 3. The appendix is intended to provide an easy and quick access to the original quotations and the translations hereof. This enables the reader to assess whether or not he finds the translations adequate.

When translating it is inevitable to make sure that nothing "gets lost in translation". Especially in this research, many of the quotations will include irony, sarcasm, metaphors and other linguistic practices that can have a negative impact on the translation.

In the clarification chapter, it is clarified that the term organic is the translated version of the Danish *økologi*, however the meaning of these two terms are somehow different in what is relating to the terms. This is a good example of how important meanings can get lost in translation because of the limitations in transferring meanings of a word from one language to another. In order to seek utmost compliance, the quotations have been translated as directly as possible.

## 4.9 Critical remarks of methodology

Since this research is based on empirical data from Danish news medias, it has been necessary to translate the quotations used in the analysis as mentioned above.

Translating discourses and critical discourse analysis is a complicated combination since the critical discourse analysis requires an in-depth analysis of the written words. It is therefore important to acknowledge the fact that some of the meanings of the quotations/discourses do “get lost in translation”. In continuation of the problem of translation of the quotations, is the translation of the overall term *organic*. As mentioned in the clarification of concepts, the word organic does not sufficiently cover the values that are connected to the Danish term *økologi*, resulting in a less adequate understanding of the term organic, which is necessary to clarify as an area of critique towards the research, investigating topics in a different language.

It is also important to notice that the choice of data has been based on the year 2015, which was the year of the 25<sup>th</sup> birthday of the Danish organic Ø-label. The anniversary of course resulted in an increased exposure of the organic brand in the news media that year and might also have caused us to get more hits than if we based our data collection on any other year.

Another area of critique is the choice of a specific criterion when conducting the search query. Choosing *økologiske fødevarer* (organic food products red.) as the criterion and also selecting specific news medias to represent the data, are both influencing the outcome of the research. If the data collecting was conducted more randomly, the outcome would probably have been different, however it was necessary to somehow narrow down the search field, to avoid an unmanageable amount of data.



## **5 The process of research**

This section will include an illustration of the research process of this thesis (see figure 5 on next page).

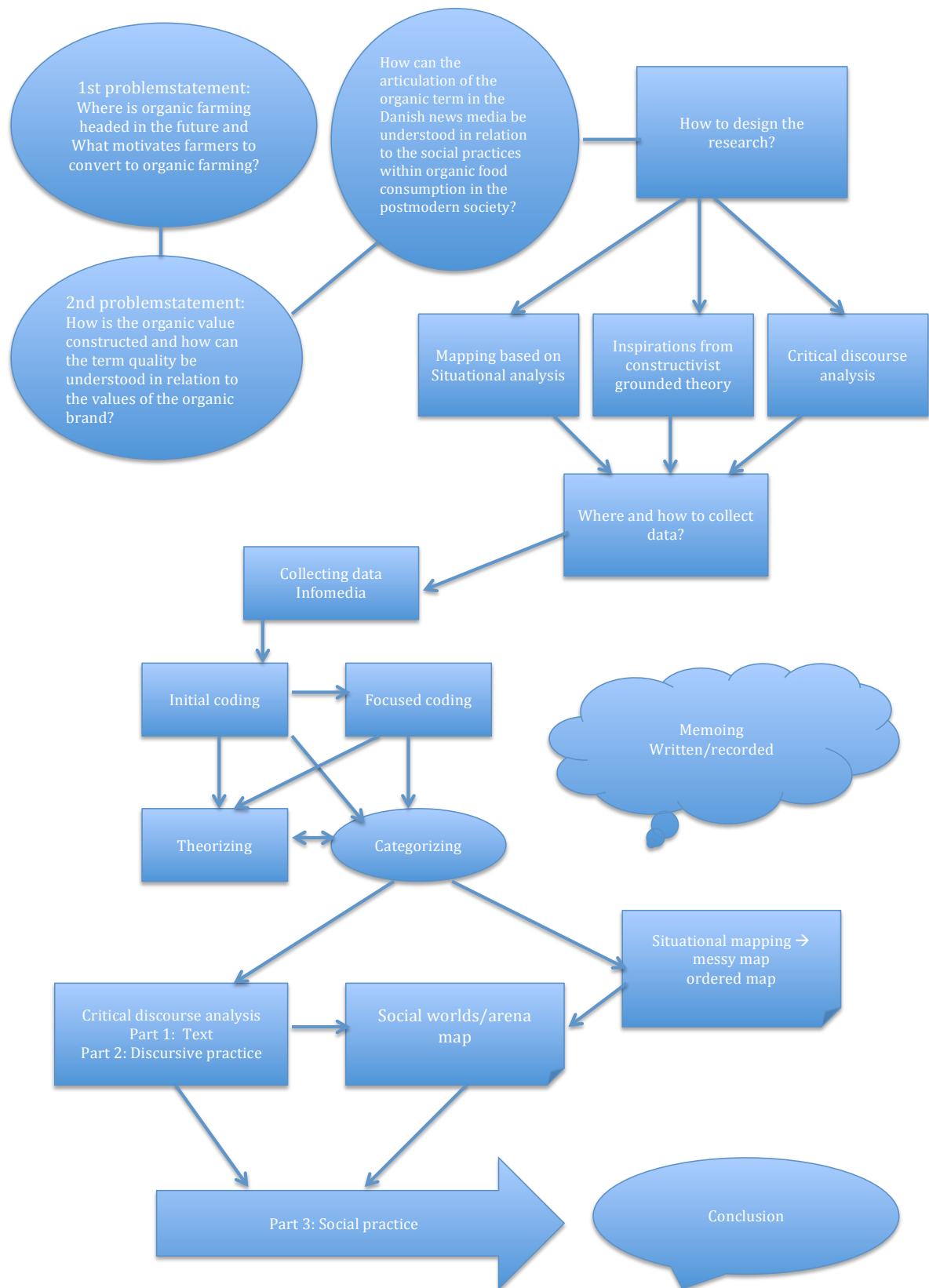
When illustrating the process it appears to be a very linear process, however this was not the case.

As the figure shows, the research question and area of research have been developed several times and in very different directions, but all with one thing in common: organic consumption.

Ending up with the final research question was a result of many conversations and e-mail correspondences with a lot of people involved with organic foods in one way or another. All the input and a lot of reading on organic foods along with reports and prior research, resulted in the final research question because it seemed that somehow the articulation of organic was indefinable and complex, why it was evident to examine this specific area.

The figure creates a transparent overview of the journey from the beginning of the research process to the conclusion, providing the reader with an overview of the genesis of this thesis.

**Figure 5**



## 6 Theory

This thesis is, as elaborated in the chapter above, based on the methodological foundation of qualitative research including Adele Clarke's situational maps (2005) and Charmaz' constructing of grounded theory (2006), as these methodologies are both build upon a social constructivist philosophy of science. As this thesis is an investigation into the discourses on the term organic in relation to the social practises connected to organic food consumption, the theoretical frame of discourse and discourse analysis will be presented in the following, in order to give the reader an in depth understanding of the basis of the analysis.

The term discourse is firstly elaborated in a more broad matter based on Jørgensen & Phillips' interpretation of the term (1999), including a short introduction to Michel Foucault as he is viewed to be predominant in the development of the discourse analysis and the author of a lot of the concepts that later discourse analysts draw upon in their work.

One of the sociologists that draw upon Foucault's work is Norman Fairclough in his Critical Discourse Analysis (1992). This theory will provide the basis for the analysis of the discourses attached to the organic discourse.

Discourse and critical discourse analysis will be transfigured in order to obtain the utmost compliance for the reader to follow the arguments on which the conclusion of thesis is based. These same theoretical outlines will then act as basis for the analytical chapter further on in the thesis.

## 6.1 Discourse

The following section will unfold the theoretical frame as well as methodological approach of discourse and discourse analysis, which this research and the results hereof are based upon. The discourse comprehension used for this thesis is based on Marianne Winther Jørgensen and Louise Phillips' book *Diskursanalyse som teori og metode* (1999) which comprise a thorough yet practical review to understand the complexity of discourse theory and how to methodologically use discourse in ones analysis.

Firstly the term discourse is elaborated in accordance to Michel Foucault in order to determinate the use of it in this thesis and then the analytical tools of critical discourse analysis is accounted for taking its point of departure in Norman Fairclough's theoretical frame and research approach.

### 6.1.1 Clarification of the concept of discourse theory and discourse analysis

Discourse is a projection from the French *discours*, which means a speech or to speak. A discourse in the sociological research manner is "*a certain way to talk about and comprehend the world (or a part of the world)*" (Nilsson 2009; Jørgensen & Phillips 1999, p.9).

The fundamental understanding of the relation between language and reality as being *arbitrary* have its origin from Ferdinand de Saussure's notion that people ascribe meanings to the world and e.g. links specific meanings to specific language use (Jørgensen & Phillips 1999, 19). This way e.g. food refer to something you can eat, because we learned it through the socially acquired convention.

The language then consists of a structured network where words get their meanings from being different from one another (Fairclough 1995, p.54). But where Saussure's allegation was confined to a rigid structure where words had one meaning, the later post-structuralistic theoretical point opened up for the structured network entailing that words do get meaning from being different

from each other, but with the extension of words having the ability to have different meanings in different situations (Jørgensen & Phillips 1999, 20). This way the theorist can explain the changeability in the language. The theoretical frame of this thesis is based on the latter understanding.

The understanding of language usage being a contributor to the reproduction and changeability in the social structure, makes it of highly interest to investigate the discourses and seeing how the meaning systems change within the different discourses.

Discourse analysis is not determined as one specific approach but as an inter- and multi-disciplinary superordinate that comprise a series of approaches that will fit very different kinds of research areas and social fields. For that same reason, there is not one simple agreement as to what discourses really are or how they are to be analysed properly, but there is a general common-sense understanding that suggest discourses as a set of patterns for the structure of language in which our utterance follow when we act in certain social arenas (Hesmondhalgh 2006, p.122; Jørgensen & Phillips 1999, p.9). Though the superordinate of discourse analysis is a broad analytical approach with very differentiating thoughts as to how discourses are constructed and what role they partake in the construction of social systems.

One thing the different discourse approaches do have in common is the concatenation of theory and method (Jørgensen & Phillips 1999, p.12). This entails, according to Jørgensen & Phillips (1999), that you cannot use discourse analysis solely as an analytical tool, but you have to see and use it as a whole. When wanting to use discourse analysis, you have to acknowledge the underlying premises that constitute the base of the method. This includes consideration towards philosophical issues, such as epistemological and ontological considerations, which have been accounted for in the third chapter of the thesis, as well as methodological guidelines and theoretical models along with specific techniques for the actual analysis of the language.

Although one needs to consider all of the above-mentioned premises underlying the discourse analysis, the combination of which these premises are composited

is up to the researcher in order for the best possible results of the given research (Jørgensen & Phillips 1999, p.12).

Just like the common fundamental premises that permeate the social constructivists way of perceiving the world and the social processes in it, Jørgensen & Phillips (1999) also suggest that the discourse analytical approaches have some common grounds. These imply among other things, that it is the language that is to “create” the world.

The perception that we create projections of the world by the use of language emerge from the structuralistic and post-structuralistic philosophies of language which claim that the only way of accessing the world is through language (Fairclough 1995; Jørgensen & Phillips 1999, p.17).

The implication does not mean that the existence of the physical world is not “real”, it merely means that it only comes to meaning through the use of language.

An example hereof could be the increasing amount of overweight people; it is a fact that people gain weight, but placing the event in a meaningful context will suddenly create several discursive contexts in which they will then entail different actions. These actions will either be regarded as acceptable or non-acceptable according to the given social process (Fairclough 1992).

This way the language becomes a *constituting* factor in the social world and its processes creating social identities and social relations, entailing that a change in the discourse will create *change* in the social world. When adapting this premise it brings along a constant discursive battle of power that challenges the hegemonous discourse and either contributes to reproduction or change of the social reality (Fairclough 1992; Jørgensen & Phillips 1999, p.18).

### 6.1.2 The discursive world of Foucault

The French philosopher Michel Foucault is seen as a pioneer within the work of discourse analysis and is the lead author to a lot of the terms and theoretical framework used in the different discourse analytical approaches (Bang & Dyrberg 2011, p.10).

Foucault quoted by Jørgensen & Phillips: *“We will call a group of expressions for discourse to that extent, that they omit from the same discursive formation.”* (Jørgensen & Phillips 1999, p.22)

His exegesis of discourse analysis is based on the social constructivist premise that knowledge is not merely a reflection of the reality. Instead the reality is a discursive construction with different knowledge regimes that determines what is legitimate to predicate and what is considered to be true or false (Bang & Dyrberg 2011). This is the objective for his social research.

Foucault considers discourses to be frameworks that, to some extent, are rule bound and therefore delimits what makes sense in the given social arena (Macey 2004; Jørgensen & Phillips 1999, p.22).

Along with his work on discourse, Foucault developed his theory on *power and knowledge*, which implies a different angle on the term of power, as being *productive*. Power has predominantly been comprehended as a suppressive parameter that some agents practice over passive subjects, but in his work Foucault tries to see beyond this perspective (Hermann 2010).

His claim is that power is the main factor in the constitution of, among other things, discourses and knowledge. When following this perception, power becomes the positive condition of possibilities in our social world (Fairclough 1992, p.6).

Foucault quoted by Jørgensen & Phillips: *“The thing that makes the power tenable, that makes us accept it, is simply that it does not burden us as a force*

*that says no, but that it scour and produce things, it leads to pleasure, knowledge forms, it produces discourse. It should rather be seen as a productive network, running through all of the social body, than a negative authority that has suppression as objective.”* (Jørgensen & Phillips 1999, p.23)

Power creates our social surroundings by being the factor for objects to separate out from one another by creating the possibilities for the articulation of our social surroundings both on what we can and cannot articulate and how we perceive the world. In Foucault’s objective, power is then both limiting and productive (Jørgensen & Phillips 1999, p.75).

Foucault links knowledge with power, hereby implicating the close connection to the discourse. The knowledge we have about ourselves as subjects or the objects that surround us, is partly created by the discourses, which leads back to the interest of the discourse analysts; what kind of world does the specific discourses create.

When basing your basic understanding of the world as socially constructed e.g. by discourses, it entails a distancing from the term of “truth” (Jørgensen & Phillips 1999, p.87). The same way this thesis does not aim to discover any truths on what organic food is and if the discourses surrounding the term are true or false. It is not the interest of research, but instead the purpose is to analyse the discourses and how they are created, in order to lie out an image of the world to be *perceived* as true or false for the consumer (Fairclough 1992; Jørgensen & Phillips 1999, p.75).



## 6.2 Critical Discourse Analysis

Critical discourse analysis generally aims to offer theories and methods to analyse the connections between the linguistic usage and social practice and basically bases its terminology on Foucault's terms and perceptions.

However critical discourse analysis offers methodological tools for the actual text analysis where Foucault did not. Critical discourse analysis consists of a range of different accessions, but this thesis bases its interest in and investigation on Norman Fairclough's version of the analysis.

This decision was based on Fairclough's theoretical framework as a widely more developed one that consists of actual guidelines and methodologies, to be used in textual analysis (Jørgensen & Phillips 1999, p.72).

Although the critical discourse analysis broader term consist of various accessions, they share some common ground on the basic understanding of discourse and discourse research. Jørgensen & Phillips (1999) have tried to arrange these common grounds into 5 features that are characteristic for critical discourse analysis.

The following will briefly outline the 5 features, as they are also an incorporated part of Norman Fairclough's critical discourse analysis.

The first common feature is the importance of discourse practices as a constituting factor to the social world. This means that to the critical discourse analysts, the production and interpretation of text is a constituting social practice contributing to cultural and social change and reproduction (Jørgensen & Phillips 1999, p.73).

Secondly discourse is not only considered to contribute to the constitution of the social world, but it is also regarded as being in a dialectic relation to other social practices implying that discourses not only *constitutes* but are also *constituted by* other social practices hereby mirroring the social world (Jørgensen & Phillips

1999, p.74). This specific feature is seen to be contrary to the some of the post-structuralistic approaches to discourse as they merely see discourses to be constituent. With this mind-set, the organic discourse does not only participate in constituting the social world, but is also partially constituted by other social practises of the social world. This dialectic circumstance will be investigated in the analysis.

The third feature crucial to the critical discourse analysis is the specific linguistic text analysis. The aim is to look at social interactions and then analyse what form of language usage it provides to consolidate ones area of research (Jørgensen & Phillips 1999, p.75).

The fourth feature draws upon the ideological aspect of discourses. Critical discourse analysis sees the relations of power that the discourse practices participate in creating and reproducing as *ideological effects*. This entails that even if the power of discourses is not something subjects put upon passive others, constructions will still to some extent accentuate the interest of some social groups more than others (Jørgensen & Phillips 1999, p.75).

This is also the fifth feature and where the analysis wants to be critical; in the light of ideological effects creating unequal power relations the analysis should reveal these relations in order to create knowledge for social change.

### 6.2.1 Fairclough's critical discourse analysis

Norman Fairclough's critical discourse analysis is evidently also based on the common features mentioned above. This section will elaborate on his version of discourse analysis, bringing out his basic terminology that is later used for the analysis of the organic discourse.

Fairclough's system of terminology is thorough and complex with a large variety of terms that are important when doing discourse analysis (see appendix 4). As mentioned earlier Fairclough considers discourse to be in dialectic relation with other social dimensions. Discourses mirror the social world along with reproducing or changing it. This makes the analysis of language usage highly relevant when wanting to investigate social practices (Fairclough 1992).

Fairclough's analysis is of more linguistic character than most other discourse analyses and he requests that one does systematic analyses of language usage, whether it is written or spoken. However he is opposed to only using analysis of linguistic character and suggests that one should use some macro sociological perspectives, taking on social structures in order to analyse and understand the connection between the language usage and the social world (Fairclough 1992). For that reason this thesis will also include macro sociological frameworks to be used in the analysis.

Norman Fairclough distinguishes between the two terms *discourse* and *discourses*. The term *discourse* he defines as language usage as a social practice, and when the word is used with articles; a discourse or discourses, he understands it as the specific way of speaking which can bring meaning to perceptions within different situations (Jørgensen & Phillips 1999, p.79).

Discourse is, to Fairclough, an essential part of the construction of:

- Social identities
- Social relations

- Knowledge- and meaning systems

Fairclough introduces the *hegemony* term to his theory as the explanation for social change based on the change in the discourse practices. He apprehends the *ideology* to be an abstract system of values encapsulated in the discourse practice as a part of the everyday processes of meaning formations. This way hegemony should be seen as a process of negotiation that is ever on going. The result of these meaning negotiations that is embedded in the social practice creates a consensus implied in the common-sense term (Fairclough 1992, p. 96). The hegemony term can then be used when looking at the social practices in relation to the discourse practices, as the “battle of power” will reflect in the order of discourse.

Fairclough requests two areas of focus when wanting to do discourse analysis. One is the term he calls the *order of discourse*. This entails the different types of discourse that are used within a specific social domain or institution, in this case e.g. the media’s order of discourse.

The discourse types are to be seen as the genre, e.g. a news media genre, along with the actual discourses articulated. It is the order of discourse that limits the language of usage as it contains a “practice” of normally used discourses and genre, but on the other hand it is the usage of language that can widen the order of discourse e.g. by drawing on discourses and genres from other orders of discourse.

Fairclough uses the term *interdiscursivity* for the use of different discourses within and across dissimilar orders of discourse. The interdiscursivity then also functions as an indicator for sociocultural change because the use of new discourse types and discourse types from other orders of discourse can shift the limits within an order of discourse thereby recreating it (Jørgensen & Phillips 1999, p.84; Fairclough 2008 p.43).

The second area of focus, according to Fairclough, is the communicative event, which implies any form of language usage.

The communicative event comprises three different dimensions, which Fairclough has put into a three-dimensional model that provides the base of the actual analysis (see figure 6).

It is between the communicative event and the order of discourse that the dialectical relation lie and this is the purpose of the critical discourse analysis in Fairclough optics (Fairclough 2008, p.37).

### **6.2.1.1 Fairclough's three-dimensional model**

Following is an elaboration of each dimension; *text*, *discourse practice* and *social practice* in order to understand how the analysis and discussion will build up upon the different steps in the model. Though the linguistic usage is closely connected to the discourse practice, it is essential to Fairclough's analysis to keep the parts separated in ones research analysis.

#### **The text dimension**

This step is the linguistic part looking at the characteristics of the linguistic elements used in the text. Fairclough offers a large variety of possible linguistic elements to look at, suggesting pointing some out, to focus on in an actual analysis (Fairclough 1992, p.109). The following will therefore comprise the chosen linguistic features for the use in the analysis of this thesis. The analysis of the purely linguistic details can partake in the substantiating of the interpretation of the discourses.

#### *Cohesion*

The objective is to describe the existing cohesion or lack there of in the text, thereby seeing what kind of rationality the text sees to produce (Fairclough 2003, p.57). This could be done by looking at the sentences and clauses of the text and see if the rhetorical mode is e.g. argumentative in the way of coupling two subordinate clauses, or if the author uses other strategies.

The cohesion interest in this thesis will be on:

- Causal coherence, creating coherence by stating that if A then B.
- Temporal relation, drawing coherence saying first A then B.
- Comparison, when comparing A is like B and this way creating coherence for the reader.

#### *Modality*

The use of modality in text production is linked with the author's affinity towards the stated. This entails that the analyst should seek to describe how the specific word usage creates a form of affinity or the opposite. Fairclough (2003) introduces four grammar terms that can be looked at in order to comprehend the affinity and through this substantiate the findings in the analysis.

The four grammar terms are:

- modal verbs e.g. should, ought to, may, could
- modal adverbs such as of course, perhaps, maybe
- indication of time e.g. using present conjugation of the verb to be; "is" creates categorical modality because it points to full acceptance of the stated
- preservations like adding "it is a little bit" to a sentence reduces the affinity towards the statement

The use of modality in text production can both show the authors affinity towards the content of the text, and create a sense of community towards the reader.

### *Word meaning & wording*

Words can have several potential meanings and interpretations. To Fairclough, the meanings we ascribe to specific words depend on the social practice. The author has several possibilities to choose among words and formulations, and the same way the reader has possibilities to interpret the choices made by the author in different ways. Though you have to distinguish between the potential meaning for a word and the meaning the word is ascribed in the specific context (Fairclough 1992, p.236-237). Fairclough's term wording can also be seen in relation hereto though wording is to be regarded as the actual vocabulary, which delimits the use of some words over others.

### **The discourse practice**

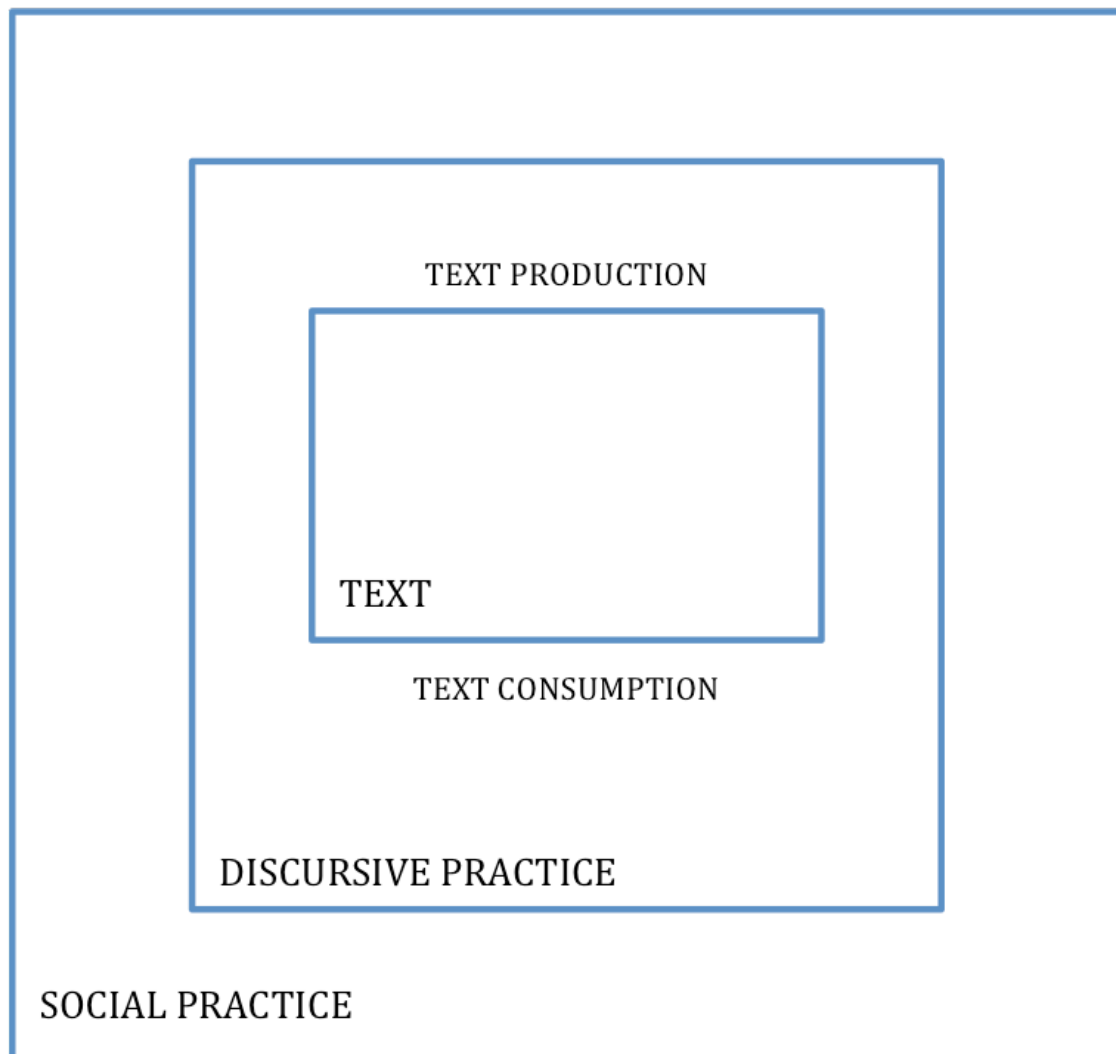
In this dimension you are to look at the genres and actual discourses used in the text. Fairclough introduces the term of *interdiscursivity* with the expectation of the researcher to analyse upon the drawn discourses articulated and whether these are drawn upon from different other orders of discourse or if the discourses articulated are newly mixed versions from across discourse orders (Fairclough 1992, p.232-233)

### **The social practice**

To Fairclough the social practice is also the non-discursive elements. It consists of the practices related to the social actions of our daily lives. Because the social practice comprises the non-discourse elements, Fairclough argues that it is not sufficient to use discourse analysis alone, it has to be combined with relevant macro-sociological theories. The aim is for the macro-sociological theories to apprehend the connection between the linguistic usage and the social and cultural structures and processes (Fairclough 1992; Jørgensen & Phillips 1999, p.78).



**Figure 6**



Fairclough's three-dimensional model

### **6.3 Summing up on discourse theory**

The chapter above comprises the theoretical assumptions on which the analysis and discussion of this thesis is based. The theoretical implications include discourse analysis with the intake of Foucault and Fairclough. The basic understanding of discourse and discourse base its intake on Foucault's implication, which have then been adopted in the critical discourse analysis by Fairclough. Fairclough's critical discourse analysis, including analytical tools of doing actual linguistic and discourse practice analyses, have been accounted for in order for the reader to follow the arguments and terms used later on in the analysis. As Fairclough require the use of macro-sociological theories in the analysis of social practice, theories of reflexivity and mediatizing by Giddens and Thompson will be incorporated along with the discourse theoretical assumptions.

## **6.4 Multiperspective frame**

According to Jørgensen & Philips (1999) working from a social constructivist point of view requires a multiperspective frame. The frame in this thesis builds upon Fairclough's critical discourse analysis as the theoretical frame in combination with two different sociological theories based on structures in society. Besides this, the Minerva model and a short review of the Danish consumers have been included in the multiperspective frame. Theories from the sociologists Anthony Giddens and John B. Thompson will be provided to get a better understanding of the social practices in which the discursive practices are a part of (Jørgensen & Phillips 1999, p.155). The Minerva model by the Danish sociologist Henrik Dahl has been included in order to consolidate the ensemble between the social worlds, the news media and the consumers (Dahl 2005). The Minerva model will furthermore be substantiated by the findings of the Danish consumer survey named CONCEPTS (Jensen et al. 2008).

### **6.4.1 Anthony Giddens - the dynamical three and life politics**

The British Professor in sociology Anthony Giddens have provided several social theories about the modern formation strategy. Giddens' understanding of the subject is not consistent with the theoretical frame of the discourse analysis in this thesis. However Giddens' theories provide an insight into some of the factors interacting with the social structures. Based on this, we have decided to include Giddens' theories in this research, though with a disassociation from his understanding of the subject (Jørgensen & Phillips 1999, p.157).

This section will uncover some characteristics of the postmodernity and how these characteristics affect the individual being and the relations in the society.

According to Giddens (1996) the post modern society is changing radically and dynamically fast and he explains this by looking at three different perspectives.

The three perspectives will each be reviewed in the following because they all provide an insight as to how the factors affect our ability to take in news.

- *The division of time and space*
- *The disembedding of social practices*
- *Enhanced reflexivity*

#### **6.4.1.1 The division of time and space**

The division of time and space is the first dynamic factor. Earlier, in the pre-modernity time and space had a 'natural' limitation since the communication was based on oral communication and written communication in which time could not be accelerated (Giddens 1996, p.28; Tucker 1998).

Today the limitation and division of time and space is more or less repealed. Time has become a fleeting and movable factor caused by the globalisation and space has become definable. This enables people to interact across the world without crossing actual borders and time zones, because of the genesis of the Internet (Hermann 2010, p.196). This has also affected the amount of information in the society.

Each individual is affected by information from all over the world, which somehow has to be dealt with. What consequences do this have? When reading an article on the Internet, for example about organic food production, the individual is compelled to reflect upon the written. We, as citizens of the postmodern society, now have to consider things that are not physical close to us.

Giddens are of the opinion that we all are reflecting human beings and that we are able to act independently (Hermann 2010, p.196). However this point of view is not included in this thesis because of its inconsistency with the social constructivist theory and the lack of relevance to the study of this thesis.

#### **6.4.1.2 Disembedding of social practices**

The disembedding of social practices is the second dynamic that Giddens is introducing.

In the pre-modern society, the social actions were restricted to close relations such as family, friends and the local community. Today social actions have changed because of the division of time and space as mentioned in the above, resulting in a disembedded space for action and relations (Giddens 1996, p.29; Hermann 2010, p.197).

Giddens looks at two different factors that are playing a role in this disembedding; symbolic and expert systems (Giddens 1996, p.30).

In relation to this thesis, the system of experts and the impact it has on the society is a part of the topic of interest considering the role of the media as mediators between the public and the information society.

Today many tasks are handled by public entities and this requires that we have to relate to all of the information provided by the experts, and whether we want to trust the information or not (Hermann 2010, p.197). This is interesting, because the media often function as the spokesman when experts present specific information about a certain topic e.g. pesticides in conventional greens and the impact it has on human health.

#### **6.4.1.3 Enhanced reflexivity**

The last one of the three dynamics applying in the postmodern society is the enhanced reflexivity. As mentioned in the above, today's society is a so-called information society (Hermann 2010, p.198).

We are constantly exposed to new knowledge and information from all over the world. This constant exposure requires that we are able to reflect, select and navigate in the jungle of information. In the pre-modern society the intellectual scholars provided most of the information and it was very rare to oppose or question this information and knowledge (Hermann 2010, p.198).

In the post modern society is a society with a high level and constant reflexivity, reflecting upon our reflections (Tucker 1998, p.144). The constant reflexivity is also applying when looking at lifestyle choices. However for some people it is easy to relate to many of the different choices such as whether to buy organic foods or not, but for some this constant exposure of information results in powerlessness, because of the complexity that lies within the different choices and the accompanying arguments (Giddens 1996, p.33).

#### **6.4.1.4 Lifepolitics**

According to Giddens (1996), *Lifepolitics* is another factor that applies in the post-modern society and is related to the three dynamics mentioned above. This section will shortly present the most essential elements in Giddens presentation of lifepolitics.

Lifepolitics is referring to the ratio between the projects in the political sense and the projects within the individual's reflexivity (Hermann 2010, p.203). It is about lifestyle choices and according to Giddens (1996), these choices of lifestyle are related to the formation of ones self-identity and reflexivity. This is why lifepolitics should be seen as a tool to qualify the individual choice (Giddens 1996, p.256). An example in relation to this thesis could be the struggle to enhance a more organic environment; this is partly relating on a global

interdependence, but each individual can affect this by e.g. buying organic foods, reduce food waste etc. (Tucker 1993, p.197; Hermann 2010, p.204).

Giddens believe that today's society is a society of risk and that we have to handle the different risks at stake and the only way this can be done, is if the politics enables the individuals to act.

In Denmark it is possible to decide whether to buy organic foods or conventional foods because the legislation allows both, which is why the arguments displayed in the news medias plays a major role in the way society consume the organic debate (Hermann 2010, p.206).

### **6.4.2 John Thompson - Mediatising of culture and society**

We believe that Thompsons theory about mediatising is supporting the relevance of doing a critical discourse analysis of a specific term articulated in the news media, because the production of the arguments influences the way we consume the information and effects the social practices.

Sociologist John B. Thompson is the author of "The Media and Modernity" in which he defines the mediatising of the modern society. The development of the mass media and the way we communicate today has changed from being based on face-to-face interaction to a mediated communication (Thompson 2001; Hjarvard 2009, p.8).

The reception of the communicated will be perceived differently when using the mediated communication because the dispatchers are the ones deciding how to communicate e.g. what kind of media, the use of words etc. On the other hand the dispatchers only have a low impact on the reception of the content (Hjarvard 2009, p.8).

Face-to-face interaction, mediated quasi-interaction and mediated interaction are the three different types of interaction according to Thompson (2001).

Since this thesis only evolves around mediated quasi-interaction, this is the only one of the three types that will be reviewed further.

Mediated quasi-interaction relates to media such as news media. The interaction is a one-way interaction where the mass communication is reaching out to a group, but without the possibility for an interaction between the dispatchers and receivers.

According to Hjarvard (2009) this defined demarcation lines between the different ways of looking at interaction and the use of the word “quasi” which is the Latin term for “almost” or “apparently” is unfortunate.

Hjarvards argument is that by using the term quasi-interaction one might think that the interaction is less “true” than e.g. conversation between two people out on the street or talking over the telephone. This sceptic view on the term quasi-interaction has been adopted in this thesis, because of the complexity that lies in the way the media communicate today.

Even though it is not possible to respond to the author when reading a certain article in the newspaper, it is not without significance how the message from the article is perceived by the receiver, who are able to interpret and pass on the information.

The media plays a major role in the process of individualization. The medias are a part of the so-called democratization process in which the public tries to take responsibility related to phenomena's that are not directly connected to the individuals themselves (Thompson 2001, p.235). This view is assimilated with Giddens' theory of the division of time and space and underlines the importance of how the media can affect the reflections in each individual and how the information is being interpreted and evaluated both by the individuals themselves but also by discussing the information with ones fellow men and because of this being able to act in a way they think is correct (Thompson 2001).



### **6.4.3 Consumer behaviour**

To get a better understanding of the different news media chosen to represent the empirical data in this thesis, the following chapter will shortly touch upon the different groups of segments in the Minerva model being associated with some of the respective news medias. In addition to this, we will include the findings of CONCEPTS survey from 2007 about regarding the different groups in which the Danish consumers can be divided, based on the consumers' attitude towards organic foods. Both the Minerva model and CONCEPTS will be incorporated in the discussion later on in the thesis.

#### **The Minerva Model**

This section will not serve as a lifestyle analysis, because it would be too comprehensive. Even though presenting the different segments, can explain how the news medias such as Politiken or Børsen are segmenting in order to reach their audience.

The sociologist Henrik Dahl developed the Minerva-model. It is one of the most well known models when it comes to segmenting consumers.

The model is emphasizing 4 different segments all addressing a certain type of ideal lifestyle (Dahl 2005, p.84).

One of the things that differs the Minerva-model from other kinds of lifestyle analyses is by focusing on attitudes and behaviour instead of solely focusing on social positions (Bonnén et al. 2009, p.48; Dahl 2005, p.84).

In the following the 4 different segments; blue, green, violet and rose will be presented in order to emphasize what kind of ideal types that are connected to the different news medias chosen as the empirical data in this research, providing an insight to the way the different news media is representing organic foods.

Blue segment is characterized by focusing on their careers and money, hereby categorising them as materialistic but also as individualistic. Most of the

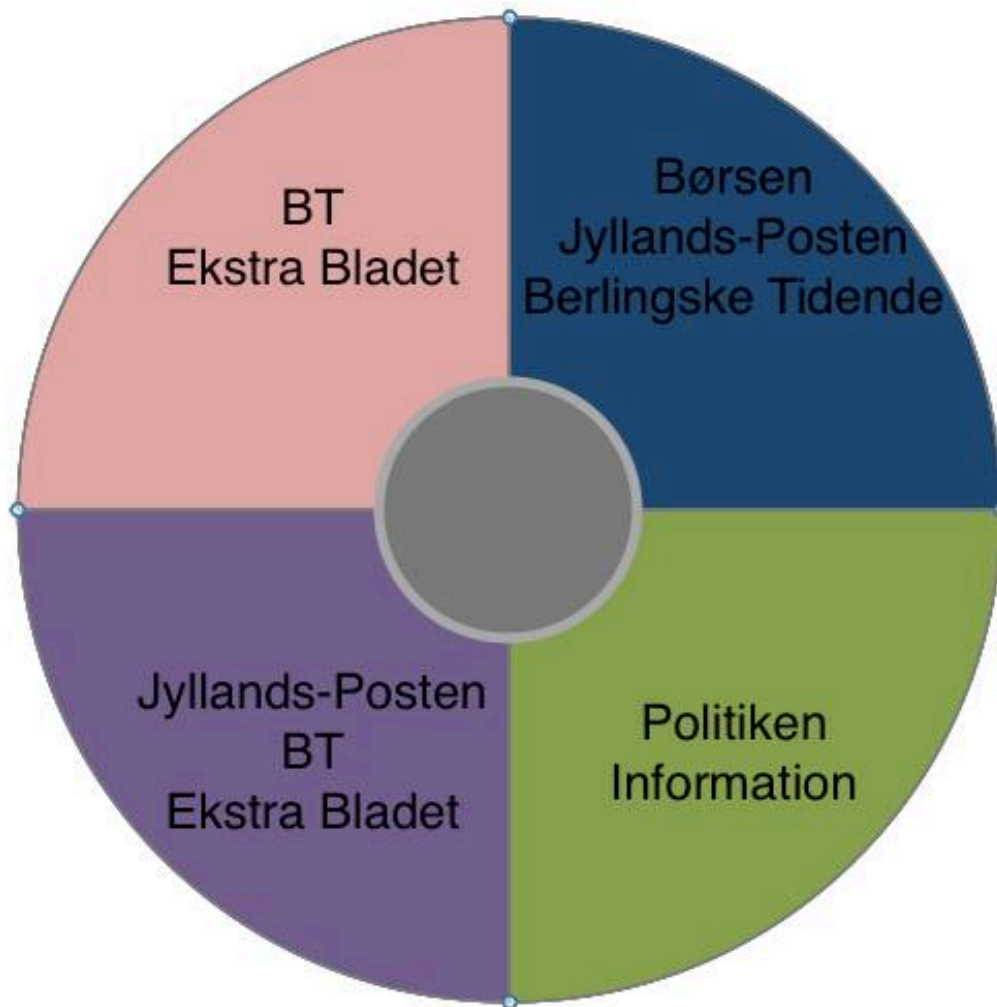
persons in the blue segment are men and the political belief revolves around the right side parties, such as De Konservative or Venstre. The news medias linked to this segment is Børsen, Berlingske Tidende, Jyllandsposten. (Bonnén et al. 2009, p.55)

Green segment is characterized by having strong opinions on environmental issues and solidarity/idealism is something that applies as values. Opposite of the blue segment, most of the persons in green segment are women. The political beliefs are mostly centred on the left side of the political parties. News media chosen by this segment is Politiken and Information. (Bonnén et al. 2009, p.55)

Violet segment is characterized by mostly being young men. It is a segment that has a lower level of education. They are traditionalists and do not necessarily feel any special connection to the society. The political aspect is very similar to the blue segment by mainly voting for Konservative or Venstre. The news media preferred by this group is Jyllands-Posten, BT and Ekstrabladet. (Bonnén et al. 2009, p.55-56)

The last segment is the rose segment that is also being characterized by being traditionalists and with a lower level of education, same as the violet segment. However they are differing by being an integrated part of the society and are often part of a smaller union. This segment is mostly women over 50 and the political aspect is a combination of the left side parties with Socialdemokratiet and the right side parties with Dansk Folkeparti. The news media preferred by this segment is BT and EkstraBladet (Bonnén et al. 2009, p.56).

**Figure 7**



### **Consumer attitudes**

Besides looking at the Minerva model, we believe it is relevant to include an introduction to the Danish consumers and the different attitudes that are prevailing when looking at the organic consumption in Denmark. The different arrays of attitudes towards organic foods will be based on the findings from the Danish project CONCEPTS – The viability and Stability of Demand: The Future Outlook for the Organic Market in Denmark (Jensen 2008, p.91).

Roughly there are two kinds of consumers, the ones that are positive minded towards organic food products and those who either have a neutral or negative opinion towards organic food products. (Hjelmar et al. 2011, 14).

The different attitudes towards organic food products automatically become a question of lifestyle and about making choices, especially when it concerns consumption (Dahl 2005, 84).

Two categories might therefore not be enough in the chase of finding out who the organic consumer is. In addition to the positive and negative minded consumers, the Danish project CONCEPTS has been dividing the Danish consumers into another 6 sub categories that will be presented shortly in the following section since it is relevant to see why and who chooses to buy organic foods and what kind of values they are attributing to the food products with organic labelling on it (Hjelmar et al. 2011, 15).

The six sub categories are divided equally into the two main categories. Three of the sub categories or segments have a positive attitude towards organic foods and consists of; the convinced consumers who have the most positive attitude towards organic products looking at organic products as something that is ethical correct, they are very engaged in organic consumption and the food products, as well as other products, have to have the least effect on the outside world. These consumers are the ones with the highest consumption within organic food products.

The positive consumer who are highly engaged in raw materials and foods focuses more on the quality than whether the food products are organic or not. However these consumers often have a perception of organic products as high quality products and are therefore more likely to buy organic food products.

The last sub segment having a positive attitude towards organic food products is the positive and discount oriented consumers, who are genuinely interested in buying organic products, if the products does not cost a fortune. However buying organic food products has nothing to do with a general interest in foods,

which was the case with the positive consumers who are highly engaged in raw materials and foods. In this segment the products with the organic label simultaneously at an affordable price seems to be the most important part, when shopping for groceries.

The three-abovementioned sub segments are completely different from the three sub-segments described in the following.

The remaining three segments are careless or have a negative attitude towards organic foods.

First segment is a group of consumers who are focusing a lot on products and the quality hereof but they do not associate quality with organic food products. Next of is the segment of careless consumers. This segment does not care about cooking, food or organic food products.

Lastly we have the consumers who are outright negative towards organic food products. (Hjelmar et al. 2011, p. 32).

These six different sub segments described in the section above are of course a bit caricatured, but when looking at today's consumers and their reasons for and interest in buying organic foods, it makes sense dividing them into different segments, though being well aware of the fact that most consumers often combine the different elements from the six segments at the same time.

#### **6.4.4 Summing up the multiperspective frame**

Anthony Giddens and John B. Thompson share their view on the medias playing a major role in the society. They both agree on the impact it has caused that time and space has been separated, causing a much higher expectation of each individual to reflect upon the information provided by the media.

Besides Giddens and Thompson sociological theories, both the Minerva model and the findings from the Danish project CONCEPTS have provided an insight to the general consumer behaviour in Denmark. The Minerva model by Henrik Dahl has been aiming at presenting the preferences of news media in continuation to the four consumer segments. The findings of the Danish project CONCEPT has provided an overview of the different attitudes towards organic foods that circulates within the Danish consumers.

Giddens, Thompson, Dahl and the findings from CONCEPTS will be included in the chapter 'part 3 social practice' in order to discuss the social practices of organic food consumption in Denmark.

## 7 Analysis

The following will include an analysis of the discourses found in the empirical data related to the words 'organic foods'. As mentioned earlier the discourse categories were found by conducting initial and focused coding of the data, based on Charmaz' constructivist grounded theory approach. Besides constructivist grounded, Clarkes' situational analysis has provided an insight and helping tool, when trying to get an overview of all the actors and discourses involved in the situation before beginning the analysis.

Even though Clarke and Fairclough have different ways of approaching narrative discourses in some areas, this research focuses on both approaches getting the possibility to go investigate the complexity that lies within the term organic and the interpretation of the term in the public debate.

The analysis will review the discourse categories one by one, due to the large amount of data, allowing the researchers to do a thorough review of each category. The analyses will be based on Fairclough's three-dimensional model, presented in the chapter "critical discourses analysis". The aim, when doing analysis based on Fairclough's three-dimensional model, is to present the connection between linguistic and the hereby discursive practices and social practices in order to make an interpretation of how the news media articulates the term organic food and hereby exemplify how the discourses have an impact on the social practices on organic food consumption.

This analysis will attempt to represent the discourses within organic foods in order to understand the complexity of the discourses articulated in the news media.

### **Analytical structure**

The following will include the analysis of the organic discourse, as it is set in the news media, according to Norman Fairclough's three-dimensional model.

The analysis consists of two parts. The two parts will comprise the two first steps of the three-dimensional model, including the linguistic analysis of the language usage, followed by the analysis of the discourse practices; hereby the actual discourses found in the texts. The third step of the model will then be used for the intake of the discussion on the social practices in relation to the discourse practices.

## **7.1 Part 1 analysis – *text***

When analysing the text dimension you automatically also engage with the discourse practice, which entails that it is difficult to separate the two. However the three-dimensional model of Fairclough requires the division and the analysis of this thesis will, based on that, seek to assume the same procedure. This will thus mean that some of the considerations will be overlapping each other in the two parts. It will also entail that the first part of the analysis mainly focuses on the linguistic elements and then using these observations in the second part, where the discourse types are displayed. The following selected linguistic terms are those of which the texts embodied the most when coding them and the terms, which were the most essential in order to answer the problem statement of the thesis.

### **7.1.1 Cohesion**

This part will try and outline the *structures* that we found permeating the texts and the *rationalities* it creates though the argumentative order.

The relation between two subordinate clauses can indicate what kind of coherence the author seeks to bring out, hereby creating rationalities for the reader to bring with them when interpreting the text.



The coding of the empirical data showed frequent usage of causal coherence e.g. exemplified in the following quote:

*“There is an attitude towards, that if you choose organic you also value Danish more - somehow it is interrelated.”* (Article 28)

In this line they interconnect the two subordinates by creating an articulation on the fact that, if you buy organic food products, you also buy more Danish food products, based on the assumption that if you value the concepts of organic you also value the concept of buying nationally produced food.

This coherence assigns to the principles around the organic consumer, but several of the texts use the same means to bring out coherence among the consumer behaviour combined with coherence of the understanding of organic food products and their “physical abilities”.

*“The quality-conscious are interested in buying natural food products without preservation and additive and also in organic fresh food products.”* (Article 32)

In the above example the text expresses a double-sided causal coherence factor, as it articulates the organic consumer to be quality-conscious and at the same time predicates organic food products to be fresh without elaborating on the implement of that.

This way the text articulates rationality towards the reader, that if you are quality-conscious you are supposed to buy organic food products.

The same sentence makes use of the word “quality”, with the positive positioning almost making it inevitable rational to buy organic food products, unless you want to buy non-quality products.

The criteria of “quality” food products will vary greatly from the different consumer groups, with some consumers considering price to be the quality criteria and others animal welfare or taste, but the opposition of non-quality is unlikely to appeal to any consumer.

The cohesion created in the texts does not only revolve around the consumer behaviour but also on the qualities of the organic food products as mentioned above. The same way this quote entails rationality towards eating organic food when it comes to health related issues.

*“Avoid processed food, that gives unstable blood sugar and creates damage in the hormone balance. Choose organic food products instead.”* (Article 48)

The text is not concerning organic food consumption, but on how to improve your fertility if you want to get pregnant. However organic food products are suggested as a mean hereto in the end of the article.

The causal cohesion here is that if you want to avoid processed food, and according to the article you do want that, if you have a wish to get pregnant, then you should buy and eat organic food products.

By using this relation, the text creates rationality on organic food consumption. However the causal relations are not the only way the texts seek to employ cohesion. The following quote illustrates a different usage:

*“The world of sport is not like our ordinary everyday life the obvious ‘right’ and ‘moral’ choice is not like in ordinary Dane’s life ‘organic food products’ ‘pure nutritional supplements’ and healthy and health enhancing exercise.”*  
(Article 2)

The article is about doping in the sports world and in this passage the linguistic use of comparison strives to employ recognisability with the reader by using a sports illustration and compare it with everyday life style choices to prove a point. In this case the author wants to signal that doping is not a black or white question. It is done by comparing it with what the author describes as everyday self-evident “right” and “moral” choices exemplifying with organic food products. Drawing comparisons like this one trying to create common sense for the reader requires a form of insight from the reader to the reference, otherwise it loses the reader and has the opposite effect.

Cohesion is also often used to substantiate the actor's wish for change. Throughout the texts temporal relations is drawn upon to make out points on the matter of order of succession for the organic food consumption to develop.

*“If the huge conversion of our farming seriously has to proceed, we also need to have offers, that appeals to that majority of the consumers that have the price as the main indicator when they go shopping.” (Article 27)*

In the quotation above, the temporal relation element is used to argue that if we want the organic agricultural land areas to expand throughout the country, then we firstly have to create a larger consumer base that actually want to buy the organic products we are to produce. The indication in the sentence is that there is a majority of consumers mainly concerned with the price when they shop groceries, and because of this they do not buy organic food products, with that saying organic food products are too expensive for the majority of the consumers.

The economy is a general theme in the articles and particular within this topic, the art of cohesion is used to place money in one place before another. The cohesion is used to fill out the gap of knowledge between the organic food and the economic perspective.

*“Organic production methods are more expensive than conventional and that is how it will always be. But organic food products can get cheaper if the sales of them rises.” (Article 43)*

The article, from which the quote above comes, is about the pricing on organic chicken meat versus conventional chicken. The purpose of the article is to inform the consumers why the organic meat is so much more expensive than the conventional meat. In order to do so, the text argues by using all three different cohesion methodological elements; the causal coherence is used to articulate that if we want the animal to have better welfare, it will inevitably mean that it cost more to run the production.

Then the text turns the comparison around, signifying that you cannot compare organic chicken meat with conventional chicken, making it *irrational* to have that discussion on same pricing on respectively organic and conventional food products. However they re-rationalizes the discussion by drawing attention to the possibility of cheaper meat products based on a potential greater sale. This way the responsibility is turned back to the consumer with the rationalization that if the consumers start to buy more organic chicken meat, then the prices will drop.

### 7.1.2 Modality

News media is, as mentioned earlier, regarded by most Danish consumers, to supply readers with impartial knowledge for the individual reader to then base their knowledge on. This is partly due to the linguistic usage of the media and on the news media side they resort to linguistic measures like modality to a greater or lesser extent in order to create powerful opinions and serving it to the readers as basic knowledge. The readers' confidence in the news media and their "responsibility" to deliver transparent and factual knowledge, makes it all the more important to be aware of the usage of modality in media texts, as the news media serves as opinion leaders.

*"Organics can give the globe more food"* (Article 13)

The preliminary quotation is a good example of the art of modality use. The sentence's ambiguity gives the author a free pass by using a multiple meanings verb. The modal verb 'can' can have two very different meanings depending on the accentuation. In this case it can either mean that organic food may *possibly* be contributor to more food on the globe, or that it may as in it *will definitely* give more food to the planet. The precariousness that this multiple interpretation entail, leaves it up to the consumer to choose what he or she believes to be the correct interpretation with the result of a possible

misinterpretation unintended. However, at the same time the multiple-choice takes away some of the responsibility from the author, leaving it up to the consumer without having to face justice. However it is more frequent to see a greater use of modality and categorical modality in the news media today, as you will notice in the following two sentences:

*“...organic food products are beneficial for both nature and animal welfare.”*  
(Article 27)

*“Conventional food products are not dangerous for our health.”* (Article 5)

In both examples, the usages of an auxiliary verb in present tense imply a categorical modality stabilizing the given statement. The two quotes state two completely different points, but with the same outcome for the reader.

One text's point is that organic food is the right choice if we care about nature and animal welfare, whereas the other text opposes by stating that conventional food products are in fact not unhealthy and should therefore not be deselected on the basis of that. Both texts leave the reader with little choice of interpretation.

The authors state their statements by using, among other things, coherence and modality, in articulating that what they write is true, making them some form of soothsayers.

It does not mean that it is not true what they write, it may well be, but the point is that often that the articulations appear without references and again thereby not giving the reader the best possible opportunity to interpret and choose an opinion on the matter. The use of categorical modality also demonstrates the complexity of which the consumers are supposed to navigate through. Both sentences above, stating the exact opposite of each other, leave the consumer with the bewildering choice of making head or tail of the matter.

Though the two examples do not leave much choice for the reader to interpret the written, they do to some extent leave the reader the choice of affiliation towards the statement e.g. by choosing whether or not you are pro or con animal

welfare. The following sentence however does not leave room for choice of affiliation in its articulation.

*“But no matter political affiliation it is a fact that organics are more than a personal choice. Since the Ø-label came about 25 years ago, the consumers’ purchases of organics saved us from 3 mills. kg of pesticides in Denmark - insecticides and weed killers, that otherwise would have ended up in our food, in our groundwater or in the natures circulation.”* (Article 80)

This sentence still make use of the categorical modality, but in a double matter stating that ‘no matter what political affiliation you have’, you cannot escape the fact of the pesticides’ influence on our nature and health. This strategy can take away the consumers possibility of disclaiming their responsibility in the matter and is an often-used tactic in political matters driving the public to relate to statement.

Unlike this quote, the next quote take its statement and using categorical modality by the indication of time and use of adverbs.

*“Quite a lot buy organic food products, because they want to do something good for the animals. Here there is no doubt that organic is a fine indicator. Organic animal welfare is however not a wonder.”* (Article 5)

The text once again establishes a modality, that cannot be contradicted by the reader, stating ‘there is no doubt’ on the matter. However in this case the text adds preservations to its statement, by finishing off with saying that the stated, organic animal welfare is not the answer to everything. This way it counterbalances the modality because the author’s affinity to the subject is questioned in the end of the sentence. Another way of distancing oneself from the stated is to modify the use of modality in textual production as the following quotation will exemplify.

*“According to Organic Denmark you spare 200 litres of groundwater from pesticide residues, if you buy just one litre of organic milk.”* (Article 30)

Even though the use of present tense initiate strong sense of modality, in the quote above, the contemporary use of an actor leads to the author's distance from the statement. In this case the author sends a message about organic food consumption to be beneficial for the environment, but does so by giving the word to someone else. This linguistic procedure can have two main functions. First of all it can take away the author's responsibility for the opinions given, and secondly it can serve as validation, substantiating the author's opinion. As exemplified in the above, the usage of modality in the empirical data of this thesis is generally high given the function that the news media serve as opinion leaders and communicators to the public.

### **7.1.3 Word meaning and wording**

Words are not merely words, they are more or less carefully chosen for the context they are used in. Especially the art of journalism acknowledge and resort to specific word usage when articulating headlines and news in their articles. This only makes it that more relevant to look at the word usage in our empirical data as the meaning of words will influence the discourses and the consumers' interpretation hereof. The following will therefore comprise some of the word usage seen in the texts and the associated word meanings attached to it.

*"The demand for organics is there, but people deselect it because the price is too high compared to poisonous and environmentally damaging products."*  
(Article 30)

*"...organic farming gives food products without residue of pesticides and greater biological diversity beneficial for the Danish nature."* (Article 9)

*“From 2003 until 2013 the average annual growth rate for export of organic food products was 21 percent while it, for the chemical filled products only was 4 percent.” (Article 30)*

A recurrent word usage in the empirical data is the articulation of pesticides as exemplified in the quotations above. The Danish vocabulary attached to the term relating to spraying crops with chemical plant protection is broad and have a large variety of synonyms. This particular issue is particularly evident when having to translate the Danish utterances to English. In English pesticides covers the majority of the synonyms in Danish and the language does not have similar translations.

The second quote of the above, uses the word pesticides. However in Danish the word used in the sentence is directly translated spraying poison (sprøjtegift red.). In this case, the synonym for pesticides does have the same psychical meaning, however the Danish word with the attachment of the word poison to it, creates a negative tone to it with the word poison meaning something toxic.

The same way, the third of the above quotes, uses the word “chemical” insinuating a direction to the interpretation of the word.

The use of these negatively related words leaves a lesser interpretation range for the reader. By replacing the denotation with a corresponding connotation the author already sets the scene for the readers interpretation and simultaneously express their affiliation to the discussed theme. In this case the author uses the word choice to imply a negatively opinion towards conventional foods.

*“...right now conventional food products are neither price regulated for pollution of drinking water, impoverishment of the arable soil nor for the comprehensive emission of greenhouse gases from the great amount of domestic animals.” (Article 30)*

*“Maybe the thought of total-organics sounds pretty hippie like to those people, that swears to medicated pigs and battery cage eggs, but it is not way out of line when you look at how the development in field is.” (Article 38)*



The two quotations above convey the same negatively affiliation towards conventional farming, though they articulate the conventional term very differently. The first quotation uses the actual denotation “conventional” to ascribe to the way of farming, and then argues for the lack of price regulations that the author believes should be attached to the production form. This way the textual outcome criticizes the conventional production form but with insinuating a more dispassionate and factual debate. This helps substantiate the reliability from the reader towards the author and thereby towards the statement.

The second quote however does not articulate the actual conventional production form using the word, but instead uses metaphors to refer to it. With the reference of medicated pigs and battery cage eggs, the text draws upon word and word meanings from vocabularies usually used within other reference areas. This way e.g. “medicated pigs” has a negative tone with the implication of a passive relation to otherwise living creature. The text also draws its implications on the caricatures of the conventional farming and simultaneously reproducing that same caricature.

The way of drawing on word meanings from other contexts is initiated throughout the texts in the empirical data. The following passage is another example hereof.

*“The organic’s strict demands to farming and processing, where flavour enhancers and food cosmetics are banned, strike a responsive chord with the numerous of consumers that wants food production with care.” (Article 34)*

The compounded word of “food cosmetics”, a relatively new term composed by the word of food and the word cosmetics or make-up, usually used in context of women’s vainglorious outer looks, now used in connection with food related discussions.

The denotation of the word cosmetics is not necessarily negatively toned, but the word does comprise the act of covering something up, in usual cases women’s facial flaws or beautifying something also related to physically changes.

By drawing relation between food and the act of covering something up or embellishing something, you get the sense of the food hiding something you cannot see. The actual specific interpretation of the word’s meaning is left to the reader and thereby consumers choice, but the text implicate its own affiliation to the interpretation by creating coherence between food cosmetics and flavour enhancers and opposing them to food “with” care. This way the author’s choice of wording and more specifically word combinations carefully insinuates a specific word meaning for the reader to comprise.

## 7.2 Part 2 analysis – *discourse practice*

The analysis of the discourse practice will analyse the text as a whole with the preceding textual analysis as the understating element. The purpose is to look at the creation of the text; the genre and the key discourses articulated in the texts along with the implication on the interdiscursivity of these same discourses. In this thesis the overall genre can be categorised as a news genre, hence the news media articles and the following analysis will therefor only include the key discourses and the interdiscursivity.

The aim of this second analysis part is to analyse the articulation of the organic term implying the most evident discourses used in this articulation. As mentioned earlier, the discourses found in the coding of the empirical data will be the base of the analysis. Though initially 13 categories were found, the 6 of them will be taken into account in the pending analysis as we found these specific categories to be the essential for the problem statement. The chosen categories are consumer, economy, health, environment, animal welfare and quality, but divided into four discourse types in the following; consumer discourse, economy discourse, the trinity discourse and quality discourse.

However, we will start the discourse practice analysis with a quotation articulating the relevance of the overall thesis before going into the discourses initiated in the news media.

*“Organic has become the new black...”* (Article 49)

### 7.2.1 Consumer discourse

One type of discourse articulated by the news media, in relation to the organic term, is the consumer discourse, articulating the epitome of the typical organic consumer and creating a specific image either distancing or approaching the reader.

*“Since the early 90’s organic has gone from being niche for wellie-hippies and carrot-hippies to being a mainstream consumer choice by the ordinary Dane.”*  
(Article 27)

The usage of connotation in this article, with ‘hippie’ refers to a specific historical time frame in the 70’s in which a minority of the population distanced themselves from the consumer society.

The denotation of the word hippie would be a person or human, but by doing references to a previous subculture drawing on a historical discourse, gives a certain picture of the prior organic consumers. With the follow up to an articulation of organic foods being a mainstream phenomenon today, the article put up antonyms; niche and mainstream thereby insinuating that the development has gone from non-ordinary to ordinary. This way the author draws upon a community discourse known from the welfare society on comradeship and the sense of responsibility for one another.

Simultaneously the article creates an implication of the so-called “ordinary Dane” being interested in organic foods and thereby equating organics with “Danishness”. This insinuation interdiscursively draws upon a nationality discourse, also associated with the sense of brotherhood and relational bonds. The author uses the feeling of belonging, as an inherent basic need for humans, to relate to themselves by relating to others, in order to seek relation with the reader.

The articulation of the development of organic food, gone from being seen as a product only for the few to being seen as a natural part of “our” food consumption choices is a common theme in the data.

*“Organic has gone from being a distinctive niche product to being a part of the Danes’ ordinary day.” (Article 80)*

*“If you compare with other countries, then we are the first country where organic has become mainstream.” (Article 54)*

The word mainstream originated from a musical discourse referring to a specific genre but was later used to refer to music that was contrary to avant-garde music, and is now used in all kind of discourses to explain when something is ordinary or available for the masses.

Depending on the interpretation and the relation that the term is used in, it can either have a positive or negative peal. When using the word mainstream when articulating to the Danish organic consumer, it aims to function as a unifying factor that is to convene most readers to think of themselves as the consumer articulated. However it might have the opposite effect in a different context, say with organic consumers who considers organic products to be a niche product and thereby themselves as equivalent consumers.

Similarly a common word usage in the data as seen in the above quotations, is the definite inflection of the noun Dane – the Danes. This inflection of the noun used to refer to the Danish people, entails that if the reader regard him - or herself as a Dane, which the majority of the people living in Denmark might do, it will be difficult to distance yourself from the given discourse. This construction is substantiated in the following paragraph:

*“If you eat organically you also eat a little more Danish, than it you choose the conventional food products.” (Article 28)*

The author creates a discourse on the organic consumer being Danish without the articulation as where to this understanding descends from. The articles not only draw upon the nationality discourse when relating to the Danish consumers, but also implicate the term of affiliation in order to implicate a relation to the reader. This way the following quote:

*“We love organic food”* (Article 54)

becomes an implication of all Danish consumers having interest in organic food products. The above passage uses the choice of words to insinuate cohesiveness with the reader. When choosing “we” instead of e.g. “the Danes” it simulates a conversation discourse by personalizing the statement thereby drawing on interdiscursivity and involving the reader in what is written.

In this case the use of “we” simulate that the reader is part of the consumer segment in which the quotation is referring to and this might convince the reader to believe so too. The degree of modality hereby aims to create relational coherence for the reader.

While some of the texts draw on this linguistic technique, others tone down the affiliation, which leaves it up to the consumer to create relation to the statement oneself.

*“The consumers really do want more organic...”* (Article 9)

In this passage the discourse still articulates itself on “the consumers” though not implicating, the specificity of these consumers. By not doing so it opens up the reader’s possibility to interpret the characteristics of the consumer being referred to in the text, however the use of definite plural tense to the word consumer implicates all consumers insinuating that the reader cannot distance him or herself from that particular social group and the potential responsibility attached to it. The next quotation comprises the same thing, in a more apparent matter of speaking.

*“Organics, natural products and animal welfare is not avocation for the elite on Østerbro and wealthy people up north. It is a national matter. But so is being indifferent.” (Article 44)*

The articulation again draws upon a nationality discourse almost forcing the reader to choose side. Putting being *indifferent* as an opposite to being pro organic puts the reader in a position with a rationalization that is difficult to oppose to.

Summing up on the consumer discourse, the above quotation demonstrates the basic characteristics of the consumer discourse and discursive practice found in the empirical data. The matter of articulating a unifying consumer discourse, the organic consumer is being rationalized to be the *Danish consumer* in general creating coherence in order to make the reader relating oneself to this type of consumer.

### **7.2.2 The trinity discourse**

The coding of the text initialized another interesting yet unified mix of discourses, which we will refer to as the trinity discourse. The articulation of the characteristics of organic food products, was characterized in the articles by three main aspects; health, environment and animal welfare. The distinctive feature is the inseparability of the three.

*“Organics have attained status as the considerate food choice.” (Article 34)*

The introductory quote establish the trinity discourse on organic foods; organic food products are regarded to be the solicitous choice when it comes to food consumption.

Drawing on a solicitude discourse, trying to create cohesive relations between health for ourselves, the earth and the animals. Simultaneously drawing on the

consumer's discourse of the consumer to be a caring type. The consumers want food products that:

*"...takes particularly consideration towards animal welfare and that is produced without use of chemicals." (Article 8)*

The implication in the discourse is to draw a relation between consideration for the environment, for the animals and for your own health.

*"Many of us walk around with the belief that we have done something for our health, for the animals and for the environment if we fill our refrigerators with organic food products." (Article 5)*

The above passage immediate the actual trinity discourse, however the context it is articulated in, has the underlying purpose to also question the self-same discourse. The author's use of modality is drawing herself into the consumer discourse that she is referring to, by using "us" for reference, however it entails a conflicting element in the cohesion when the aim is to criticize a particular behaviour.

The author questions the *belief* of the consumers, still *reproducing* the trinity discourse, though questioning the rationalization of it. When questioning the cohesion of the discourse, she aims at discursive change. While this particular passage seems to aim at changing the discursive practice, the general accession in the empirical data is to reproduce and substantiate the existing discourses as seen in the following.

*"...organic food products are beneficial for both nature and animal welfare."*  
(Article 27)

*"But no matter political affiliation it is a fact that organics are more than a personal choice. Since the Ø-label came about 25 years ago, the consumers' purchases of organics saved us from 3 mill. kg. of pesticides in Denmark -*



*insecticides and weed killers, that otherwise would have ended up in our food, in our groundwater or in the natures circulation.” (Article 80)*

The above quotation points to the troubled element in the trinity discourse. The way of relationing the three discourses is done by creating cohesion for the consumer to understand that if the animals have a nice life and are feed with “natural” feed, then the products that you buy will be of better standard thereby improving your physical health and the environmental food print you leave on the earth be less devastating.

The two above-mentioned quotes demonstrate the two common discursive practices in the news media articles.

The first discursive practice, is neglecting to create cohesion through valid argumentation. Through this practice, the texts comprises a common-sense feature for the reader with the effect from causal coherence (if you buy organic food, it is good for the earth, the animal and yourself), however without the implication as to *why* and *how* the relation is so. The second passage demonstrates the other discursive practice, with the same causal cohesion, though elaborating on the background hereof, reinforcing the cohesion for the reader to interpret. Argumentation used in the right manner strengthens the cohesion for the consumer, and simplifies the transition of the statement/discourse towards the consumer.

A common denominator throughout the texts is the implication of a health discourses by drawing of word meanings originated from this self-same discourse and implementing them into the trinity discourse related to organic food consumption.

*“...a production form that ensures animal welfare and is based upon least possible environmental impact, including not the least protection of our drinking water against pesticides.” (Article 27)*

*“...Dan Jørgensen (S) wants the Danes to buy healthy, organic food products and none the least meat, that come from cattle and pigs that have lived a good life.” (Article 62)*

Drawing on an interdiscursive practice, bringing health and organic together as dependant variables where one presuppose the other, the texts create rationality with the reader that organics is healthy.

The second quote demonstrates the usage characterizing this in the data. The former Danish Minister of Foods articulates the desire for increasing consumption of “healthy organic food” with the implication of organic foods as being healthy in general. The linguistic usage juxtaposing the two without conjunction leaves the interpretation by the reader with the question of organic food being healthy no matter the product.

### **7.2.3 Quality discourse**

Another emerging discourse, characterizing the organic articulation, which we found during the coding, was the *quality discourse*.

*“You can both see, touch, smell and taste the organics and experience the quality and diversity of the organic food products.” (Article 65)*

*“The Danish people can look forward to more organic quality food products, also in the public cantinas.” (Article 59)*

The above quotations demonstrate the characteristics of the quality discourse related to the articulation of organics. The term quality is used to characterize the organic food products making the organic brand a quality stamp in it self. The second quote demonstrates how it from politically hand is used as a public matter in the marketing articulation of public services. This way the quality discourse is articulated in a way where organic food products can be used as

brand marks *towards* consumers, reinsuring them food of high quality. On the other hand the quality discourse entails the consumer constituent.

*“...organic customers are well funded, quality-conscious customers.”* (Article 7)

*“The quality-conscious are interested in buying natural food products without preservation and additive and also organic fresh food products.”* (Article 32)

Turning the discourse around, the quality implies the consumers and this way creates the relation to the quality of the products. Both of the above quotations refer to the consumers as quality-conscious drawing on a consumer discourse. However the two are interconnected in the way of causal coherence that if you are quality-conscious you buy organic food products and simultaneously you are being quality-conscious, which is solely based on being an organic consumer. This rationalization however does not imply what the quality discourse entails. Some of the texts initialize a form of relation as to what the “quality” consists of.

*“...we see a tendency towards that people to a greater extent ascribe certain parameters of quality into their purchasing, that has to do with the production form..”* (Article 10)

As the quote implies, the consumers implement quality to be a part of their purchasing habits, and creating parameters for them to rely on. These parameters are according to the article partly based on production forms and through this the organic food products obtain their “quality stamp”. However the authors’ articulation on the quality discourse in relation to the organics is mere implications with little or none deposition on the word meaning of quality. This makes the interpretation and consumption of the text difficult for the reader that has no references as to what quality is for them.

The complexity of the term quality is articulated in the following:

*“Food products are complex and many have difficulties seeing through the quality and the way from earth to table. Therefore many consumers*

*experience that the complexity is reduced by going for the red ø-label...”*  
(Article 54)

The quote articulates the difficulty of food consumption for the consumer having to make a frame of reference when it comes to food quality, and then states that the organic brand serves as an answer thereto taking away the consumers struggle. The text insinuates the organic brand as a general stamp of quality, however it is not exemplify to what extent this discourse consists of.

### **7.3 Summing up on the analysis**

The first part of the analysis demonstrates how the news media employ linguistic techniques to create points and statements for the reader to refer to. By the use of coherence the texts creates connections for the reader, with the aim of the reader to adopt these same points and positions. The news media also have a generally high usage of modality in their articles, indicating affiliation for their own postures and hereby advocating the consumer to do the same. The use of categorical modalities not only insinuates affiliation for the written, but also forms an image of the postures to be accurate and ‘true’.

The language usage drawn upon makes it more difficult for the reader to undermine and question the statements. The usage of wordings and word meanings assists the reader in the interpretation of the text, hereby “pushing” the reader’s interpretation in a specific direction in accordance to the author’s agenda. This way the news media become opinion-leaders creating public opinions.

The analysis of the discourse practice show how the *organic* term is being articulated through a consumer, quality and trinity discourse implicating the characteristics of the organic consumers and the organic food products.

## **8 Part 3 Social practice**

The third and final part of our interpretation of Fairclough's three-dimensional model comprises a analysis and discussion of the current social practice in order to comprehend the complexity of the dialectic relation between the discourse practice and social practice. This will be done by drawing on the macro sociological theoretical implications, displayed in the theoretical framework of the thesis, and relating them to the preceding analysed discourses.

As previously accounted for, the social practice comprehension of this thesis revolves around the organic food consumption. The development in the social practice of consumption will, according to Fairclough, inevitably be mirrored in the discourse practice as well as the discourses will influence on the social practice. The aim is therefore to discuss the discourses found in order to demonstrate whether these discourses reflect the increasingly organic consumption elaborated in the state of art.

### **8.1 The social world of actors**

The social worlds/arena maps are visualizing the social relations that all have a certain interest in the organic arena. In the reviewing of the social worlds/arena map the different actors was presented in order to discuss their interest in the arena, but also in order to discuss how these different actors seeks to influence the organic discourse in the Danish society and if there are an equilibrium distribution between the social worlds in relation to the articulation.

It is relevant to discuss some of the factors that are influencing the organic agenda in the news media. Part one and part two of the analysis both focused on the linguistic and in the discursive practice of the articulation of the organic discourse, however Fairclough substantiate that the discourse analysis cannot

stand alone. The actors providing the information to the news media is also an important part of the overall information mediated to the consumers.

According to the empirical data the most evident actors in the organic debate in 2015 were The Danish Veterinary and Food Administration, The Danish Agriculture and Food Council, organic farmers, Organic Denmark (from now on Organic DK red.), Coop, Alternativet, Danish Supermarket Group, Kiwi, organic food producers and food experts.

All of the actors seem to provide different views on organic foods and organic food production contributing to the articulation hereof.

The interaction between the actors and the media are complex and dynamic and this appears in the different articles in which the information differs depending on the actors providing the information. The actors all have different agendas and their view on organic foods varies. Because of the complexity and different organic agendas in the different social worlds, it is interesting to discuss the number of different depositions taken in the arena and how the different strategies can affect the consumers.

The number of social worlds occurring in the organic arena are not that many, considering the amount of articles that the arena is based on. We believe that these social worlds are the general commentators when it comes to the organic debate in the media. A low number of actors could however be affecting the content in the articles by only providing few aspects regarding organic products risking that the organic picture being drawn by the media is being too single-minded. But does this necessarily affect the consumers? On one hand it can be difficult for the consumers to deviate between facts and ordinary branding strategies, especially within the news genre. On the other hand it narrows down the amount of information that the consumers has to digest and reflect upon, and thereby decreasing the complexity of the reflexivity that Giddens advocate to be of stressful consequence for some consumers.

We are of course aware that there are other actors involved in the organic debate in the media besides the ones represented in our social world/arena map, but as also stated in the review of the map, these specific actors are the

most evident and appeared through the coding of the articles. The interesting question is how come that the number of actors are so narrow? It can be discussed if it is a question of power and if the different actors in the social worlds are the ones with most power when it comes to articulating the organic discourse in the news media.

Both the The Danish Veterinary and Food Administration and the two interest organisations; The Danish Agriculture and Food Council and Organic DK are some of the biggest social worlds in the arena. But does the size of the social worlds equals influence and power? According to both Clarke and Fairclough, language constitutes the social life and the power lies within discourses. So does this mean that the social worlds that are more evident in the medias than others have the most power? Following Fairclough's argument, that power relations between the different actors will initially inflict a skewed balance of power in the articulation of organic discourses presenting only those of which the 'authors' behind the discourse is the most 'powerful'.

The purpose with the social worlds/arenas map is just to expose the actors that are involved in the situation and visualising the relations. However it is interesting to see that the ministry and organisations of interests are the most prominent social worlds in the organic arena. If power is constituted by language and if The Danish Veterinary and Food Administration, The Danish Agriculture and Food Council and Organic DK are the ones to articulate the organic discourse, then doesn't this mean that these three are the ones with the most power? Though it can of course be discussed that if the agendas are very different and the aim and strategies varies, the power is equally allocated, which makes it possible for the consumers to get a nuanced picture of the different views on the organic production in Denmark. But what if the social worlds provide views that are much alike? How does the media make sure that the consumers gets a nuanced picture? It can then be discussed if the interpretation from the actors can be too narrow, only presenting 'one side of the story' when the media articulates the organic discourse. An example hereof could be the consumer discourse found in the analysis, articulating the 'general' organic consumer. Looking at the discourse with the 'agenda-eyes' of some of the actors,

can then demonstrate the relation between the two. The actors from our social world/arena map have similar interests when it comes to the articulation of the organic consumer. Even if the purpose is different, whether it is for sales reasons for the retailers or the wish for an increase in organic consumers when it comes to e.g. Organic DK, the outcome will still align, presenting a more powerful articulation.

It can also be discussed whether the major players in the organic arena are manufacturing the organic arguments in a way where the aim and strategy are being presented explicitly or implicitly.

If the aim is not clarified it might create opaqueness for the consumers who consume the news. On the contrary, it might not be possible to identify all the strategies in relation to the situation, and the question is whether they should be identified and clarified in the news media by the actors or who has the responsibility to create the transparency.

However, today even agendas have agendas and our society of information is under constant development resulting in a high elusiveness where the news today are not necessarily news tomorrow and the strategies and aims can have changeable purposes from day to day.

Although, it can be discussed if the agenda within the news media are more changeable than the agenda of the different actors involved in the organic arena because of the different core values that applies in the different social worlds e.g the core values in Alternativet or Organic DK.

On the other hand, because of the role of the media, the actors can provide information to the media, but the media have a possibility to determine the angle and context in which the information are going to be put in. The question is if there is a fine balance between the information provided by the social worlds and the way it is released in the media?

The medias mission is to present to most homonym information corresponding to the social world. On the other hand, in the fine art of linguistics, the language usage, can be formed and transformed to whatever purpose it seeks to cover or uncover, this means that the media can transform the discourses in any directions according to their own agendas. They can however also present the



information and discourses provided by the social worlds in the intended way, but because of the linguistics the media also have the possibility to do the direct opposite by twisting the information. But who are to illuminate this to the consumers and how? On the contrary, does the media twist information by a deliberate action or is it merely inevitably to present every strategies and agenda as they are? And does the agenda have to be explicitly presented in order to provide the 'best' most transparent information to the consumers?

It can be discussed if the news medias do not have more than one purpose, on the one side they have to present different information to the consumers, including the agendas from the social worlds, but on the other side the media have to 'sell' news to their readers, if the news media does not have any readers, the news media simply would not exist. This means that the content of the news have to be customized in order to reach the specific segment of consumers that are somewhat associated with the specific news media, it can therefore be discussed whether the discursive practice in the media is reflecting the social practice in general or if it only reflects the social practice being affiliated with the specific group of frequent readers of the different news media. The different segments in the society consume different news media.

## 8.2 Segmenting discourse implications

According to Dahl the four groups of segment all have different preferences towards news media and according to the Danish project CONCEPTS the consumers have different opinions regarding organic foods. It can therefore be discussed how the media accommodates the demands from the consumers. Does the news in Politiken differ from the news in BT or is the information just presented differently? E.g. the green segment characterized by having strong opinions about the environment, choosing Politiken and Information as the primary source of news, might require that these news media present discourses in a way that is reflecting the environmental standards and opinions that are related to the specific segment. Are we looking at a high interdependence between the news media and different segment of consumers?

Drawing on the discursive practice in the second part of the analysis, the continuous consumer discourse is referring to the organic consumer like *it's all of us*, but who is articulating this particular discourse for example BT, information, EkstraBladet etc. and how? In this particular snapshot of the organic discourse, that this thesis contribute, it seems that there is a general discourse in all the news media about the organic consumer being *all of us*, however the articulation from e.g. Berlingske Tidende and BT submits the discourse differently, in which it can be questioned if the different submitting is based on the segmentation of readers.

BT and EkstraBladet who have readers in each end of the organic scale, combining the violet and rose segment, have varying political positions and also differ in their consumer behaviour. The rose segment are most likely to be a segment with a positive attitude towards organic food products and the violet segment more likely to have a negative attitude or careless attitude towards organic foods, when comparing the Minerva model and the findings from CONCEPTS. The founding from CONCEPTS, however, can question the general articulation of the organic consumer being 'the ordinary Dane', seeing that the

findings argue a strong connection between level of education and organic consumption along with the number of half the population rarely or never buying organic food products. Seeing these results it can be discussed why the articulation varies that much from the actual consumption results from consumer surveys. The answer might to be found in the actors behind the discourse, wanting to create a certain image assuring the interest in organic food consumption.

It can also be discussed how e.g. BT and EkstraBladet seeks to hedge both the preferences of the pro-organic consumers and the con-organic consumer without encountering any of their readers, though one might ask if this is possible to meet all different preferences in the society. Another questions that comes to mind, when looking at the consumers' behaviour, compared to the articulation of the organic discourse in the media, is if it is only possible to influence the consumers to a certain limit. If Jyllands-Posten publishes a pro-organic discourse, despite the blue and violet segment of consumers that are the primary readers of this news media, will the readers then reject the discourse or will it affect the readers into looking differently at organic products or is the opinions of the consumers so entrenched that they have become immovable or is it the media that has created the opinions of the consumers? The relation can be demonstrated in the analysis of the articulation, however the level of relation and the order of the influence are difficult to define.

However, when looking at the quotations referring to the above mentioned consumer discourse, as the organic consumers being all of us, Jyllands-Posten is not one of the main articulators in relation to this discourse, and it can be discussed if this is just a coincidence or is it perhaps more likely that Jyllands-Posten wont challenge the readers by *taking a side* either towards or against organic produce jeopardizing the trustability of their readers. On the other hand, Berlingske Tidende seems to be one of the news media that have been publishing several articles articulating the organic consumers discourse, with a more or less pro-organic attitude, despite of the blue segment being linked to Berlingske Tidende. The transparency of the medias segmentation of news

seems difficult to define based on the different factors that influences the media, both having to deal with the different segments, but also having to present information that are provided by several different actors that all have certain agendas, including the agenda behind the news media it self. Finally it can be discussed whether the segmentation of discourses found in the news media is lesser or blurrier taking to consideration the 'democratization' of news, with the arrival of the internet and the accessibility of news on a different level today than it has ever been. The readers of the different news media might vary more and it can be discussed whether 'loyalty' of the consumer towards the reader is present today to such a degree that you can actually talk about a segmented reader basis.

### **8.3 Expert systems and reflexivity as social practice**

The medias' role in the postmodern society is of great importance when wanting to understand the discourse practice they construct. Giddens argues a disembedding of social practice, which entails a role of expert systems for the consumer to rely on. The expert systems bring along an increased demand for enhanced reflexivity from the consumer.

In this case the news media act as an expert system supplying the consumer with a ton of information on organic food products for the consumer to come to a decision on. The information is embedded in discourses for the consumer to relate to and interpret, as shown in the analysis of the discourses above. However, how are the consumers to interpret the discourses articulated by the news media?

Applying Thompson's idea of the mediatized communication that characterizes the mass media today, can demonstrate some of the problems relating to the news media as expert systems. The news medias' way of communicating with mediated quasi-interaction, diminish the readers possibility to reflect on the discourse being articulated. The media publish news mostly through one-way communication with no possibility for the reader to interact with the author. The consumer cannot ask the author questions about statements that he or she do not understand. This way it can be discussed whether the lack of interaction takes away the reader's opportunity to question the overall discourse articulated. However, with the mediatized information society the consumer would then be expected to question all information presented to him or her, making it impossible to get through ordinary daily social practices embedded in the social world.

As we clarified in the discourse analysis, the news medias' use of categorical modality belittles the potential questioning from the consumer, by using linguistic elements to create seemingly veracious discourses. This creates homonymous discourses that appear almost impossible to question. Though on

the other hand it can be discussed whether a larger variety within the discourse would entail a very unhomonymous discourse, making it even more difficult for the consumer to interpret.

Though the linguistic usage can be analysed, e.g. done in this thesis by critical discourse analysis, and questioned whether or not to be adequate, the fundamental communication form of the news media should be taking into consideration as well in order to understand the role of the media as expert system.

Already in the communication form, taking aside the specific linguistic usage, the one-way communication of the news media entails an uneven balance of power in the advantage on the news media. The medias' role in the democratization process should in theory entail a democratic debate with a dialogue of public related interests, however, the statements stated and public debates articulated, in the news media, are determined by a publisher, with agendas not displayed for the public, as discussed in the above section on the actors behind the discourses. The lack of elucidation of agendas entails opaqueness for the reader/consumer, which is not articulated in discussions on the medias' role as the "public's guard dog". Based on this it can be discussed what hidden agendas the news media drain on and if these blur the discourses articulated to the public. The question is what happens when the news media becomes expert system with opaque agendas, however seemingly stating to be the "guard dog" of public interests? Should the consumers question the credibility of the media, and if they should who are they then supposed to rely on for expert system?

Giddens' *division of time and space* influences on the way the consumers are presented with media news. The information society entails the possibility of getting the information needed at any given time and place. This way the news today is highly generated through the Internet. Consumers read their news online and watch news on their television. The development has however entailed a broader accession for the consumers to the media news. Formerly, the consumer would have to subscribe to the newspapers or buying their way to

media news access on a daily basis. The Internet has this way blurred the lines for access to information in matter of broader access to more varied news publishers, even though some newspapers have put up limited access to their news through subscriptions. This entails that today the consumer can read news on organic food production from Politiken as well as BT or any of the other national news media publishers. That be said it does not mean that the consumers have equal access when it comes to comprehending the news. Linguistic usage can delimit the consumers' access to the information they are applied with.

The analysis of the linguistic elements can serve as demonstrator for the discussion on equal access of information. As exemplified in the analysis, the linguistic technique of cohesion can create relations and coherences that manipulate the consumers into absent presence of critical questioning. It might be that consumers can read news from all different news medias coming to accessibility, but it can be discussed if the equality fails when it comes to understanding the different news medias' language usage and the ability to be critical towards the discourses. Does the word usage connected to the different news media exclude some consumers in the comprehension of the organic discourse?

Taking the news media TV-stations with TV2 and DR into account, it is difficult to argue that the TV news outline a varied and broad articulation towards the consumers. Even more so when taking in to consideration that one of them (TV2) being a payment channel, delimiting the access for the consumers, to the ones that have the resources to pay for it, and leaving the only 'free choice' to be DR advocating public service hereby the different consumer interests.

The medias' power as a player in the game of discourse practice makes huge demands towards the consumer, regarding the ability of reflexivity. The disembedding of social practices in the post-modern information society entails a constant assessment of options for the consumer.

The daily bombardment of information, forces us to separate right from wrong in accordance to the social practices we perform. In this case the consumption of organic food products calls for the consumer to make a decision on the social

practice, purchasing of organic products, based on the underlying premises for the products and whether these are consistent with the ideological beliefs of the consumer.

However, the articulation of the premises of organic food products is partly constructed in the discursive practice, and it is therefore e.g. based on these discourses that the consumer either reject or embrace the articulation of the organic discourse in general. This way the power of the news media as articulators of organic discourses becomes even more important to illuminate in order to create transparency for the consumer to take validated choices.

On the other hand, the articulation of specific social practices in the news media is based on the current public consumer consumption behaviour as the news media functions as an industry of selling stories to the public. The stories of the news media are therefore constantly changing in according to the trends of interest in the society. It is a “chicken or the egg situation”. Does the media articulate organic discourses based on the increasing sales and interest in the public, or is the increased sale and interest in the public party based on the articulation of the organics in the news media? According to the theory and analysis of this thesis they presuppose each other and it can therefore be discussed whether they can be separated at all.

The news medias’ articulations entailing reflexivity expected from the consumer is double-sided, both reflecting on the news media as the dispatcher of the discourses and the reliability of the discourses articulated by the media. But how do we assure that the consumers have the ability to reflect upon the discourses that they embrace through the media? We could argue that a discussion on the apparatus available for the consumers to reflect and critically question the authority of the media would be in place if having to investigate the consumers’ consumption of media discourses. Though Giddens argues that the information society forces and equips the consumers to reflexivity, he also argues how not everyone may be able to navigate through the complexity of the choices to be taken. In our analysis of the consumer discourse and the articulation on organic food products the media creates a certain image e.g. as food products without pesticides. But to reflect upon the information given presuppose knowledge on



the matter to some extent. Put in another way, you can discuss whether or not a consumer is capable of questioning if pesticides in the water are bad for your health and the environment without having the adequate knowledge on what pesticides actually are.

It can also be discussed whether the articulation of the news media functioning as public interest mediator creates uneven power of balance if the consumer regard the media to be soothsayer laying down factual knowledge for the consumer to rely on. Again it is necessary to ask the question if consumers have the ability to question the dispatcher of the discourses, in this case the news media, and if they can identify the underlying agendas forming the discourse practice.

The role of being an expert system entails a responsibility towards ethical and transparent news coverage. Foucault considers the discourse practice to be discursive constructions that determines what is legitimate to predicate and what is to be considered false or true. This way the news media, as constructors of discourses to the public, are determinators of what is legitimate to predicate and what is considered right or wrong. The absent of the questioning of news media as discursive constructors, have to entail self-insight from the news medias' side as to whether they fulfil their job as constructors of social practice adequately. At the same time it would be valuable to discuss whether consumers are adequately prepared to take their reflexive responsibility and if not, how can this problem be disputed. The main purpose must be to adequately prepare

## 9 Theoretical considerations

The analysis and discussion of this thesis demonstrates the dialective relations implied in the discourse practices of the news media and the social practices of organic consumption. The relation is demonstrated at the discursive level with the use of linguistic techniques coincided with the order of discourse related to the news media when articulating organic food products. The parallels are drawn to the social practice in the discussion by integrating the macro-sociological theories of societal structures, including the theories of Giddens and Thompson.

This way the point of Fairclough and his beliefs of the interaction between discourse practice and social practice have been demonstrated and confirmed through the 3 parts of the thesis including the analysis and discussion.

Working with Fairclough and his critical discourse analysis has however brought some problems and critique point along.

When working with the analysis of the relation between discourse practice and social practice, it does not seem sufficient to incorporate macro-sociological theories in order to grasp the complexity of the relation. The social practice implies all the social actions and practices of non-discursive character, however the analysis of Fairclough only includes the micro-sociological elements of linguistically character and the general macro-sociological structures. The analysis ignore other potential micro-sociological perspectives, and only apply overall general macro-sociological structures in the last part of the analysis when looking at the social practice. A more thorough accession with a broader intake and taking the non-linguistic elements into account earlier in the process could perhaps improve the richness of detail when examining sociological areas.

The way of analysing the linguistic patterns also seems to exclude the analysis of specific language usage that falls outside the patterns. This entails that the richness of detail is diminished into patterns, which might “miss” linguistically

expressions important for the understanding of a complex discursive situation. However in this specific thesis, the aim was to find these specific patterns to see the combination of the general discourse types that creates the articulation of organics and this way the theoretical proficiency and methodology of Fairclough was a good match for the research.

## 10 Concluding remarks

This thesis has aimed to understand the discourse articulated in the news media in order to comprehend the complexity of the social practice of organic food consumption.

The analysis of the language usage showed use of linguistic techniques mainly based on the elements of *cohesion*, *modality* and *word meaning*. The news medias' usage of cohesion seeks to create coherence for the consumer in the organic argumentation, by creating *structures* that entails *rationalities* for the consumer to base their social practice on.

By using causal and relational coherences the news media articulate organic food products with applying certain characteristics. The language usage showed a general drawing on the *causal coherences* with no articulation of the actual relation on which the argument was build. This was seen e.g. in the articulation of the organic consumer being quality-conscious without the articulation as to why and how and which studies this statement was based on.

The news media also draws upon *temporal coherence* in matter of advising on food consumption. This was exemplified when the media put up statements of advising to eat organic foods if having the desire to become pregnant. Lastly the analysis showed usage of *comparisons* for the media to create coherence for the consumer. This was done e.g. by drawing upon exemplifications from the world of sports, to illustrate points of rightful and moral choices, within organic consumption, for the consumer to understand.

The analysis of modality in the medias' articulation of organics showed a tendency towards the usage of *categorical modality* characteristic for the news media creating statements with little possibility for the consumer to undermine. The associated word meanings occurring in the articles demonstrated how simple *wording* and *word meanings* can facilitate or differentiate an entire interpretation of an articulated theme. It was particularly exemplified in the word choices and word meaning of the articulation of pesticides. The specific

choice wording in the form of chemical plant protection product, insinuated very different attitudes towards the product.

Based on the language usage analysis in form of linguistic usage, the characteristics of the organics applied by the news media were then found and analysed in the analysis of the discourse practice in order to understand the hegemony discourses appearing in the news media. The discourses found are components, contributing to the composition of the overall organic discourse.

The discourses analysed in the second part included the *consumer discourse*, the *quality discourse* and the *trinity discourse*.

The consumer discourse, initiated in the news media, was found to be characterized, by the articulation of the general organic consumer being quality-conscious and most importantly embedded in the Danishness.

The second discourse was the quality discourse substantiating the articulated characteristic of organic food products. The linking of quality food products and organic products, insinuating that the two interrelates according to the discourse.

The last discourse that we found articulated in the news media was the trinity discourse, embedding three different discourses into one discourse by relating health, animal welfare and environmental precaution as the main advocating argument for buying organic food products.

The analysis and discussion on the social practice entails a discussion on the underlying motives initiating the discourses on organic food products in the news media. It was discussed whether the *actors* found in the coding of the articles, have agendas differentiating their power relations. The actors 'behind' the discourses, providing knowledge and material for the news media to publish with their own interpretations, influence the articulations stated by the news media. The numbers of actors found in the coding and mapped in the social world/arena map, demonstrate a narrow field of actors involved, entailing a discussion of a skewed *balance of power* with discourses from similar actors, not demonstrating a broad and varied representation of organically interests. The media's lack of transparency in their published materials, convey opaqueness for the readers, impeding the consumers ability to question the

legitimacy of the articulations and changing the discourses. With that in mind it has been discussed whether the news media have a responsibility towards the consumers, being the spokes men of public interest. This is particularly important, when looking at the segmental division of articulations according to the specific news media of which the different discourses derives from.

In accordance to the theoretical assumptions of Giddens and Thompson, the analysis perceives the news media as substantiated *expert systems* entailing the necessity of *reflexivity* with the consumers. However the analysis demonstrate how the news media impede the reflexivity of the consumer, by linguistic usage creating truth modalities difficult for the 'ordinary' Dane to question, hereby risking the consumer to embrace the organic discourses with little critical remarks.

The analysis of this thesis elucidates the discourse- and social practices of the post-modern society in relation to organic food consumption. It demonstrates how the dialectic relation between the discourse practice and social practices is reflected in the discourses articulated in the Danish news media. This way the thesis offers a snapshot of the articulation of the organic term as it is today.

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