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1. Introduction

The Swedish morning news programs, Nyhetsmorgon and Morgonstudion have exercise courses during some of their broadcasts. Nyhetsmorgon is displayed every morning and is live broadcast on the channel TV4. They describe the program as follows: "News are wielded with in-depth discussion, monitoring of recent trends, personal interviews, culture and sports" (Tv4, 2018). Morgonstudion appears on SVT 1 every weekday and the channel describe the program as follows: "We are sending live domestic and foreign news, including sports, culture and entertainment. In addition, interviews with current guests" (Svt, 2018). Media has an influential role on society and what is brought up by them has a great impact (Strömbäck, 2014). The two nationwide Swedish morning programs focus on exercise may seem like a good idea when over half of Sweden's adult population is overweight (Hjärtlungfonden, 2017). According to national recommendations, adults should be exercising 30 minutes a day, five days a week. This is something that most of the population does not do and it has big consequences for our health in several different ways. More and more young people suffer from heart disease, which is, according to Hjärtlungfonden (2017), closely related to increased obesity. In Sweden, 1.8 million people are affected by cardiovascular disease. It is known that regular physical activity reduces the risk of suffering. Nevertheless, only seven percent of Swedes between the age 50-64 are active 30 minutes a day (hjärtlungfonden, 2017). Only 44 percent of the high school boys and 22 percent of the high school girls reach the recommendation for kids and young people of physical activity of 60 minutes a day in Sweden. As few as 14 percent are exercising enough among the high school students. In addition, both girls and boys spent nearly 80 percent of their time sedentary (Centrumforidrottsforskning, 2014).

At the same time, Bratman (2001) argue that all the talk about exercise has a negative impact on people as they get anxiety of all the pressure and the disease orthorexia is becoming increasingly common (Bratman, 2001). According to fitness coach José Nunez (2017), the gaps increase between those who exercise extremely and those who do not exercise at all. Exercising becomes a stress moment, for both those who choose to not exercise, and for those who exercise too much. Nunez (2017) also believes that we should consider exercise the same way we consider food. You cannot say that food is healthy. The right food in the right amount is healthy, while wrong food in the wrong amount is unhealthy. Forsén, Selenius and Rutgersson (2017) consider that regardless of whether we are active or not, we are thinking of exercising, what we should eat and how we will be stronger. According to Forsén, Selenius and Rutgersson (2017), a negative or positive perception of exercising highly depends on the way we talk about the body or exercise in general.

In this study, it will be examined how media frame exercising. The aim is based on previous research on exercising and media. The morning tv genre and exercise together is quite unexplored. In order to fulfill the purpose of examining how exercising is framed by the media, the use of language and if there is a difference between the two channels will be done. I have therefore chosen to make a qualitative content analysis of the exercise inserts in these two morning news programs. The focus will be on how the programs present the phenomenon of exercising.

2. Background

In this chapter the background to the research field will be presented. The two different channels, the morning programs and the phenomenon of exercise are explained.

2.1 Nyhetsmorgon

Nyhetsmorgon is Sweden's largest morning show with over five million viewers a week and 1,300 hours of broadcast time a year. It is shown on the channel TV4 and it has been around since 1992 when it was called "Gomorrn". The inspiration is gained from American morning programs such as the NBC's show: "Today show". The show is broadcast every weekday morning from 05.50-10.00 and every weekend between 07.58-11.30 (Nyhetsmorgon, n.d.). The channel describes the program as follows: "News are wielded with in-depth discussion, monitoring of recent trends, personal interviews, culture and sports" (Tv4, 2018).

2.1.1 TV 4

TV4 is a commercial channel and receives its broadcasting license issued by the Radio and Television Authority. Journalism in the marketplace is called the opposite category which values journalism based on market and media consumers demand. The purpose of journalism is to sell loose numbers and advertisements, which in turn leads to profits that can be reinvested in the media company and general growth in the economy (Strömbäck & Jönsson, 2005). When TV4 launched its broadcasts on September 15, 1990, the goal was to challenge the public service monopoly with an innovative and modern commercial television channel. Together with Bonnier Broadcasting and the sister company C More, the TV4 Group has grown from one television channel to becoming one of the leading TV companies in the Nordic region. Bonnier Broadcasting, belonging to the Bonnier Group, was formed on March 22, 2016 to support the various subsidiaries (Bonnierbroadcasting, n.d.).

2.2 Morgonstudion

Morgonstudion is Sweden's Television (SVT) Morning Program in the channel SVT1. SVT previously had a Morning show called "Gomorrön Sverige", but in the spring of 2017 the program was canceled and replaced by Morgonstudion. SVT's new morning program was premiere on August 28, 2017 and is broadcast every weekday morning from 06.25-10.00. The channel describes the program as follows: "We are sending live domestic and foreign news, including sports, culture and entertainment. In addition, interviews with current guests" (SVT, 2018a).

2.2.1 SVT

SVT was launched as a public service channel in order to the state to guarantee a television media actor that promoted a free view of the people. SVT shall conduct a state, economic and political independent activity and be financed by television licenses (Strömbäck & Jönsson, 2005). The category of media that strives to conduct independent journalism is journalism in the service of democracy. The purpose of journalism is to inform citizens to maintain a functioning democracy. Public service media are included in this category according to Strömbäck and Jönsson (2005). SVT programming is noncommercial. Advertising is not permitted, but sponsorship of sports events is permitted. SVT1 is the largest channel and it also gets the highest ranking from the Swedish audience. SVT programming is subject to the provisions of the Radio Act, to terms set out in the charter between SVT and the state as well as internal programming guidelines. The charter guarantees SVT's independency of all pressure groups, political, commercial or otherwise (SVT, n.d).

2.3 Exercise

Media has been an important source for a long time when it comes to give information about health to the citizens (Palmlad & Eriksson, 2014). A quick googling on health blogs give over 300,000 hits, and on Instagram and among Podcasts there are endless accounts that are about exercise, health and diet. This topic has never been as present in the media as in these days (Palmlad & Eriksson, 2014). On TV4, they have a program called "Efter 10", which is a Swedish community program where they record current themes as well as interviews with different artists, authors and politicians (Tv4, 2018). On that show they have elements of exercise and health where they have a personal trainer who gives advice on different types of exercising and how the viewers can be healthier. Even if you do not look at clean exercising programs or read health magazines, you will be reached by their messages in one way or another.

3.1 Problem approach

One part of the Swedish society is becoming increasingly unhealthy and they exercise less and less, other parts of the society are exercising too much, and some are ineffective in orthorexia, an eating- and exercising disease (Johansson, 2006). According to Castells (1998), the majority of symbolic stimuli on which our brains work with is coming from the media. Society is dependent on receiving news from news journalism, and media shapes the society's perception of reality and that helps media gain power over the minds of the population (Strömbäck, 2014). Overweight and exercise to much is a fact in today's society and it is therefore important to try to understand the authors behind such a construction. It is therefore motivated to expose the media to a critical examination if we want to get knowledge of what representations of obesity they provide (Sandberg, 2004). That is why it is important to examine what media's depiction of exercising is and if it is something negative or positive. Since exercise is a popular and discussed topic in today's society, it is important to examine how the media frames the phenomenon of exercise. This study will fill some voids that are featured in Morning TV research, and also, the topic exercise and media.

3.2 Aim

The aim of the study is to enlighten and enhance the understanding of how the phenomenon of exercising is framed in Swedish morning television, as well as to contribute to the theorization of media's representation of exercise.

3.3 Research question

- How are different linguistic choices used to frame exercising and a healthy lifestyle in media?
- How is legitimization of exercise presented?
- Are there any differences in the presentation of exercising between Public service and commercial television, if so, how?

4. Previous research

In this chapter the fields of research that will be used in this study will be presented. It is two head fields that will be in focus, health communication and morning television journalism, followed by exercise in media, and public service and commercial television.

4.1 Health communication

Health communication is a, from a media perspective, fairly unexplored area and the focus has been on appearance fixation. Exercising and health in the television context is yet another relatively unexplored area (Sandberg, 2005). On the other hand, media is a major information area in terms of health and exercising, especially the internet, which is a major source of information. Internet is the platform where the individual herself takes the initiative to find the information she is looking for. There are also health campaigns targeting different target groups to make them change their lifestyle. In order to influence the recipients and make them want to change their lives, the message should contain something that creates emotional impressions and something that gives specific structures how to go through the changes (Thompson, 2003). Highest attention is given to information that has personal relevance to the recipient, it is usually such information that leads to reflection and can create a change. Another effective strategy for making people conduct a change in behavior is to combine the experience of ordinary people with, for example, a weight loss with expert statement. By reading and hearing about other people's experiences, it is easier to believe that you are capable of implementing a change. Health campaigns usually have the greatest effect among those who are already aware, such as those who are already exercising or who are already on a diet. These people are usually seen as target group, and they are usually easier to address their message. A disadvantage of the internet and health communication is that the individual is required to look for information, in addition, there is a lot of information, and it can be difficult to find information that suits you, because everyone has different health needs. It is also possible to see this as an advantage in health communication, that there is so much access to it and that it is too easy to access it (Kostenius & Lindqvist, 2006).

4.2 Exercise and printed media

Magazines about exercise and health were among those magazines that were able to increase their range between 2015 and 2016 in Sweden. The one that increased most increased by 17.2 percent (Dagensmedia, 2016). Most often, these magazines are about lifestyle. They try different exercise forms, diets and exercise clothes and there are many different healthy recipes. Some magazines are also trying to get a balance between all these and they want the readers to get inspiration for active choices and healthy choices. But on both "regular" newspapers, or "regular" channels, there are elements of different exercise options. Aftonbladet, Sweden's largest evening newspaper, has its own weight club where you can get help counting calories and losing weight (Aftonbladet, 2016). They also usually have several



elements about "getting in shape in X number of weeks" or "this is how you get sugar free" (Viktklubben, 2018).

As mentioned in section 4.1, there is a lot of studies and research on the growth of the exercise culture (Sandberg, 2005 ; Thompson, 2003). Most studies focus on health magazine where masculinity, femininity and the ideal body have been studied. Getting information about health from media is something that still remains, although studies show that the population really has greater confidence in health practitioners and authorities (Sandberg, 2004). Media are important trendsetters in terms of health and exercising, and much of what they write affects the readers' attitudes and actions (Sandberg, 2005). Health information has increased, which makes it easier to find answers to their questions, but it also means that all information is not correct. Media are required to quickly deliver news and it may have consequences for the credibility of the content (Strömbäck, 2009). This can lead to the fact that incorrect information can be published, and it makes it difficult for readers to know what is correct and what is incorrect (Sandberg, 2005). Hirdman (2002) analyzed the images published in the magazine *Veckorevyn*, Sweden's largest magazine for young girls. What has been investigated is sexuality and gender. The result from the study is the same results as Sandberg (2005), that the focus is rather on the appearance and not the health itself, the most important thing is to be beautiful, not to have a good health (Hirdman, 2002).

4.3 Exercise and TV

The individual can be influenced by, among other things, information campaigns through the television as it can create a positive change and prevent negative behaviors. Multiple methods of dissemination may be used if health campaigns are part of broader social marketing programs. Campaigns can also help to change laws and regulations as they can create a community discussion and it can lead to politicians making new decisions that concern, in this case, the health. An example may be a campaign that will allow smokers to quit smoking because of the harm it gives to non-smokers. The campaign may not get smokers to quit smoking, but it may increase a public support for a new policy that limits smoking at specific locations, which may have the secondary effect of persuading smokers to quit (Wakefield, Loken & Hornik, 2010). Meis, Kremers and Bouman (2012) also believe that the television can help create new positive behaviors. They have studied an exercise program on television in the Netherlands that the Dutch government decided to introduce to make people exercise more. The result from the study shows that people who were already exercising began to do it more, even those who looked often began to exercise more in their everyday life. The result also shows that it was most women who were watching the program, which led to the fact

that most women actually changed their behavior. However, perhaps the program did not reach those who really needed it most, as it was found out that those who usually looked at the show, was exercising more than average, had lower BMI, and were higher educated than those who did not see the program often (Meis, Kremers & Bouman, 2012).

In Sweden, exercising on television is going back to 1973 when "Träna med TV" (Exercise with the TV) had premiere. Before, in the 30's and 40's, the Swedish people would be inspired by the radio. When the TV came to Sweden, the population became more sedentary, not only because of the TV, but also because more and more people got sedentary jobs and more cars were driving. "Exercise with the TV" would make the Swedish people to "get more resilient and leaner" over a 16-week period. The program was built up of simple movements that would fit as wide target group as possible, the program's goal was also to break the populations bad eating habits and make them become healthier. In the 1970s, jogging had a big impact in Sweden, which was noted on the television programs and in the 1980s came the "Jymping", inspired by American aerobics. This exercising phenomenon became very popular and was often shown on TV. The workout program continued into the 1990s and there were a lot of new forms of exercising, such as spinning and weight lifting. Through the years, there was a common denominator who remained in the exercise programs, and it was exercise- and dietary advice. Program that only focuses on exercise is not that common today, instead there are inspirational workouts in other programs, such as morning TV (SVT, 2018b).

4.4 Exercise and social media

Extensive research on exercising and social media have been conducted over the past years. The focus in these studies has been on how the followers get influenced by exercising and health posts that people are sharing on their social media. Sharing exercising and different kind of diets on social media can be both negative and positive for their followers. Aral and Nicolaides (2016) surveyed 1.1 million people worldwide who used a special app to measure their running exercise and then they shared their results with their friends on social media. The research showed that exercise is socially contagious and that its influence varies with the relative activity of and gender relations between friends. Less active runners affect more active runners and both men and women affect men, while only women affect other women. Studies show that social media affects the followers and depending on the lifestyle, it can be negative and positive (Aral & Nicolaides, 2016)

Zhang, Brackbill, Yang and Centola (2015) made a 13-weeks study at a university in the United States. The participants were allowed to follow a social media-based exercise program

where they anonymously shared which workout they were going to attend, and they could write a daily journal of their class completion. The outcome of the study shows that the participants that were able to see which classes their anonymous contacts participated in at the gym and how many classes they participated in, developed a belief in the community and gained greater involvement in regular exercise. Unlike previous studies, the participants in this study could not communicate in any way, yet the researcher saw a big difference between those who participated in the website and shared their activities with those who were not. Ghaznavi and Taylor (2015) did a study where they randomly collected 300 images from Pinterest and Twitter. The chosen images were published under the hashtag "thinspiration" and "thinspo". The researchers argue that these images induce an increased unhealthy self-image and a beauty standard that is not healthy. The content of these tags was mainly images of female bodies, which had a great impact on their audience. One conclusion that could be taken is that in combination with images where women's bodies are objectified, this exposure indicates increased sexual likelihood among women who can contribute to the mental health risks associated with such exposure, in accordance with the theory.

4.5 Morning television journalism

Unlike regular news, where broadcasts focus on transmitting the main news to the viewers, morning television is a mix between entertainment and information. In media research, morning television has been studied more from an overall perspective than a profound perspective, and often in comparison with another journalistic genre. Wieten and Pantti (2005) have analyzed three morning programs and compared them in their study *Obsessed with the audience*. The programs analyzed in the study were broadcasted in the United States, Great Britain and Finland, and the researchers wanted to get a clear genre of these programs. They looked at the program's character based on program time, set-up and program format and came to the genre they call morning television. Morning television is a mix between entertainment and information. An important task for the journalists is to become part of the audience's morning routine. Morning television works according to the viewers' routines through their activities, moods and schedules. In order to achieve their goals and become a part of the viewers, they have adopted the role of structuring and sustaining household routines through them. The studio has a family journalistic approach. With help from different visual and journalistic features, such as the hostess drank the morning coffee during broadcasting, viewers could more easily relate to the content of the program. Hosts and guests in the studio seem to share the same morning routines as the viewers. A specific step that the morning genres use to further break down the distance between viewers and television studios is to show the fact that they are in a television studio. It often uses camera angles that sweep over the studio and show all technology. Likewise, any

errors and mistakes that will take place in the studio are often handled in a casual and humorous way and are not rarely addressed to viewers. This is in order to minimize the feel of a constructed program and instead create a feeling that it is broadcasting live and that what happens in the studio happens close to the viewers. As the hosts became part of the audience's morning habits, the hosts influenced and structured viewers' morning routines (Wieten & Pantti, 2005). In Harrington's (2010) study from Australia, where he looks into the morning show Sunrise, he uses the Wieten and Pantti study and he also confirmed the genre specification of the morning television that was established in their study. Harrington's study focused on journalism that is typical of morning television and he found out that journalists use a more colloquial language than in traditional news broadcasts. He argued that morning television knows its audience very well and communicates news very effectively. The results show that journalism used by journalists in the study led to the viewers being more likely to take in the message than they were when they watched traditional news media. The researcher therefore believes that this kind of journalism is worth studying as it is easier to get a message to reach the viewers and actually incorporates them (Harrington, 2010).

4.6 Comparing public service (SVT) with commercial television (TV4)

There have been many studies focusing on comparing SVT and TV4. The studies have primarily focused on the regular news. One who has researched this is Jönsson (2004) who found out that the subject diversity is low, and the breadth of inland news was biggest in Rapport (SVT), and least in the TV4Nyheterna (TV4). Domestic reporting is most devoted to news about economics, politics, crime and accidents. Rapport has the widest range and TV4Nyheterna has the least width in hostess diversity. Middle-aged men appear most in TV4Nyheterna while women and Swedes with foreign backgrounds are underrepresented. Jönsson and Strömbäck (2007) have also made a comparative study of how media supply has changed since the TV monopoly was abolished in the late 1980s. The result showed average length per news item was 97 seconds for the TV4Nyheterna and 102 for Rapport. The most common subject categories were accidents and crimes, economics and labor markets, wars and conflicts and politics and choices. The "easier substances" like culture, leisure and science was more common on TV4 than on SVT (Jönsson & Strömbäck, 2007).

4.7 My research gap

I consider I have found a research gap since most of the previous research has been focused on the genre morning television and the journalistic structure that is founded on it. The focus has also been on the impact of viewers and medias effect on them. The previous research

points out that morning television made it easier for the message to reach the audience. Therefore, I consider it important to examine morning television and their features. It has been a lot of research in the past about the phenomenon of exercising. Research on exercising and media influences has also been done before, but it has been focused on how social media and printed media can affect the followers and readers. There has been no research in the combination of morning television and the phenomenon of exercise that I have found. Studies in this field are thus required to create awareness and theorizing about medias pictures of exercise. Swedish research in media and communication studies has not focused on health and exercise. However, the research presented is quite unilateral in terms of perspective choices. Researchers have so far mainly been interested in advertising ads and the theft's body site. (Sandberg, 2004). Therefore, this research can also be seen as a contribution to a more nuanced view of communication within this field of research.

5. Theoretical frame and concepts

In this chapter, the two main theories will be presented. It is framing theory and legitimization. Representation, healthism and public service and commercial television will also be presented in this paragraph.

5.1 Framing theory

Framing theory is a relatively young theory and has developed in several different directions, which has led to the absence of a clear definition of the concept of framing. For this reason, most researchers have created their own interpretation of the term (Entman, 2004). A general interpretation that exists around the theory is that human's reality is not the reality itself, it is the media's image of it. When journalists choose which angle their report should have, they shape the reality in a specific way, which may underline certain particular values or cause statements. According to the framing theory, news should be seen as figurations of reality, and not as a reflection of it (Strömbäck, 2014). Goffman (1986) distinguishes between natural and social framing, where natural framing is a context without direction, willingness and clear focus on detail. Rather, it describes the world as it is and is common in natural science research. A social framing, on the other hand, has a clearer purpose, a will and a motive for its preparation. Framing theory means that every message that is send out to the public always has a conscious selection which in turn determines how the recipient interprets the message. Strömbäck (2014) describes the theory in relation to media that they can choose news but also deselect. By communicating one kind of news, the information and message that directly affect the impressions of recipients form the reality and experience based on the received information. In the framing theory there are different levels, the first level is how

media shape different aspects of reality, and that they form the basis of how people perceive it. The second level focuses on how media shape the world in a specific way, thus contributing to spreading the way of power and ideologies to look at the world. The third level looks at media content and what they represent (Strömbäck, 2014). With help from framing theory, this study strives to find how morning television is presented exercise, as it is media that determines what angle a news should have, and their angulation then becomes the reality of society. The stories of media are therefore important to examine because their formulation of a person, event or phenomenon, indirectly or directly affects the society. The essence of the theory is that media consumers get affected of the content media chooses to convey. If we are influenced, how we are affected, and the consequences of our influence is a major topic of discussion (Fagerström & Nilson, 2008). Reality is unlimited, and media has a format that forces them to make different choices where certain information has to be deleted, it means that all news journalism is a limited part of reality. The information that disappears in this process depends on the choices that journalists are forced for the news, or the so-called reality, to fit into the format that suits that particular medium. This means that journalists can exercise power over people's thinking by choosing how reality is to be formed (Strömbäck, 2014). Framing theory is usually used when news is being investigated. This study focuses on morning programs and cannot really be seen as regular news. These two programs are still a form of news as they address what they consider important, new and trendy right now. To supplement this theory the representation concept will be used.

5.1.1 Representation

As mentioned earlier, the population gets most of its information from different media and even though we have not seen certain places or met some people in real life, we are informed of what it looks like or how they are through the eyes of media. The image media sends out does not have to be correct with reality and people take the information in different ways depending their previous experiences. Media are influenced by social, cultural, political and historical contexts of society and affect how the recipient views, for example, certain groups of people or religions (Long & Wall, 2012). News reports or documentaries that appear in media are usually seen as a presentation of what the world actually looks like, this is not correct because it is always a representation. Which means that what appears can never be the exact reality, neither can a representation give us a full understanding of what is represented. Even though the producer tries to stay as close to the reality as possible, the end product can never be full of realism, if only because of choices in production. In media research on representation, it is often about portraiture of individuals or social groups and how these representations influence their view (Long & Wall, 2012). To see how different

linguistic resources are used and to be able to interpret different language applications in the program, you can divide them. The text may consist of a semantic network that shows how they belong to each other. Different interpretations and cognitive connections in the reader allow some linguistic resources to get meaning even outside the text. Because linguistic resources may have different meanings, and that text may have linguistic resources that are used only in the text, it is possible to distinguish possible interpretations of a specific linguistic resource by considering it from a certain perspective. If several linguistic resources can be linked to a specific text based on the semantic network, they can then be divided into a common text theme. These themes together create a whole in the specific text, which can then be analyzed based on the individual discourses and the text as a whole (Wodak & Krzyżanowski, 2008).

5.2 Legitimization

Because of their influential role in society, media are one of the actors whose arguments are often legitimized. From the beginning, legitimization means doing something legal and the word comes from the Latin word *legitimus*. Today, the word usually means righteousness, and in this study, you can apply it to justifying a behavior. To argue and make use of certain special words can be seen in the legitimization process as a search for approval, attempts to gain popularity or to retain its power (Reyes, 2011). According to Reyes (2011), there are five categories of legitimization process and they are different strategies:

Legitimization through emotions: By playing by emotions, the hosts can direct the audience to a certain opinion or view. They can do that by creating a "we" and "they"- feeling. If it is negative about something, they use "they", and those who legitimize the negative image become part of a "we". *Voices of expertise:* It is used to show the audience that it has a deeper anchorage and that there are experts in the subject that backs up the one who argues. It indirectly means that the sender gets a higher position than before. *Legitimization through a hypothetical future:* Legitimization can take place through a timeline that connects our past, present and future. The hostess shows the present as a period that requires doing decisive decision to take action. *Legitimization through rationality:* This legitimization is enacted when hostess present the legitimization process as a process where decisions have been made after a heeded, evaluated and thoughtful procedure. *Altruism:* Hostess make sure their proposals or question is not only driven by personal interests. They present themselves, for example, as serving the viewers, and therefore they legitimize proposals as a common good that will improve the conditions of the community (Reyes, 2011).

(Dworkin & Wachs, 2009; Greenhalgh & Wessley, 2004). Having a nice and slimmed body is the goal to be pursued, not to be healthy, according to Dworkin and Wachs (2009) research. They also think that the media has a major impact on body and health ideals through, for example, "ideal body images".

5.3 Public service and commercial television

The two channels in this study are SVT, which is public service, and TV4, which is commercial television. More about the differences between the channels can be found in paragraphs 2.1.1 and 2.2.1. The channels have different purposes that can affect the results of the study. This study is a comparative study, so it is good to be aware that there is a big difference. Swedish law states that media's task is to promote free opinion formation. There are two categories in media that are based on type of journalism, for whom and for what purpose the reporting has (Strömbäck & Jönsson, 2005). SVT is included in the category of "journalism in the service of democracy", which means that they strive to be independent. The purpose of this type of journalism is to inform society in order to maintain a functioning democracy. The second category is called "journalism in market service" and TV4 belongs there. They value a type of journalism that is built up by media consumers' demand. The purpose is to sell loose numbers and advertisements that, in turn, make them profitable and then invest more money in the media company (Strömbäck & Jönsson, 2005).

Table 1. Democracy and market. Strömbäck and Jönsson, 2005.

	Journalism in the service of democracy	Journalism in the service of the market
Journalism's purpose	Inform	Sell
Journalism's view of people	Citizen	Consumers
Journalism's moral commissioner	Citizen	Owners and investors
Journalism's responsibility	Provide information that citizens need	Provide information that people request

This study material is based on SVT and TV4 morning programs. Since these programs are of different characters, it is important to understand that any differences that might appear may be due because of the reasons behind the programs. One of this study's questions is about comparing these programs to see if there are differences, despite the fact that the programs' agendas differ.

6. Method

Below is a description of the chosen methodology and reflections on methodology, as well as how the material is collected for the analysis.

6.1 Qualitative method

The qualitative content analysis is used to investigate the importance of a media content. This is done by interpreting the text in entirety and in smaller parts. Depending on the purpose of the study, some parts are more interesting than others and should be analysed more carefully. The qualitative method is about discovering and understanding without being too limited to certain predetermined variables. The researcher observes the material and then describes the patterns that are discovered. It is usually not possible to do a total study, but the qualitative content analysis requires some limitations. By default, the content of a goal-oriented selection group consists of the study as much as possible (Nordlund, 1996).

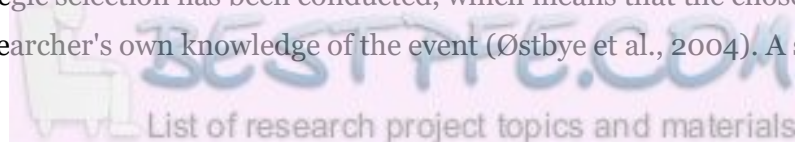
A qualitative analysis is an analysis that digs deeper and not only scratches the surface. The text is reviewed, divided and interpreted according to questions submitted to the content (Nordlund, 1996). Since the aim of this study are Swedish morning television and to review the phenomenon of exercising, how it is framed and presented, the qualitative content analysis is preferable. It gives more depth and detail, rather than overview and width.

6.2 Material

The material will be collected from Youtube.com and tv4play.se. The material has been delimited into four samples in total. Two will be downloaded from Youtube, and two from TV4play. This gives enough material for the results to be credible, and it is not too much so it will be examined properly. Instead of examining only one channel's morning program, this study will investigate two different ones. According to Ahrne and Svensson (2015), it is good to examine more than only one environment, which is similar to each other, in this case the morning shows from two channels, for greater security in the results. There is a broader reason to investigate two instead of only one. Since this study focuses on Swedish morning television, it is best to take the two biggest programs in order to contribute to research in a good way.

6.3 Selection method

In this study, a strategic selection has been conducted, which means that the chosen samples are based on the researcher's own knowledge of the event (Østbye et al., 2004). A strategic



selection can lead to a result that differs from how it could have been seen if other published sections had been analyzed. It is important to be aware that the researcher own opinions play in the choice of the object, but the samples selected in this study are selected because they will answer the research questions best. The samples published during the same time period will be chosen in a way to make them as equal as possible, and of course they all will be about exercising in some way. Some of the samples are downloaded from Youtube.com because the ones on SVT were not as many to choose between. Their programs disappear after a certain time. On TV4 they were left for several years so it was not a problem to find. The most important about the samples where that they were still pretty close in time, so it became one samples from February, 2018, two samples from March, 2018 and one from May, 2018. The reason why it became these four samples was because all four were about exercising and were close in time. On TV4, I chose the samples that were the last two shown with different exercise content. At SVT there was not as much choices, but I chose those who were closest in time and those who was about different types of exercises. In addition, I wanted samples that were equally long. I chose a little longer sample that only focuses on exercise. Sample 1, from TV4, was 6.26 minutes. Sample 2, from TV4, was 8.08 minutes. Sample 3, from SVT, was 6.58 minutes. Sample 3, from SVT, was 6.25 minutes. The samples are still so close in time that it does not affect the results any significant. The programs are shown on two channels belonging to two different companies with different conditions. Because of these differences, the material used in the study consists of several aspects and variations, and the analysis can therefore be broadened. The result will to a certain extent be affected by the differences in the programs, which is important to be aware of and something to keep in mind during the study and it should not make a big difference for the outcome result.

6.4 Reliability and validity

When content analysis is conducted, the terms reliability and validity are usually mentioned. The validity of a research is that the researcher measures what she says she should measure. (Esaiasson et al. 2012) In order for the research results to have good validity, the concept needs to be good, which means that there should be no systematic errors in the study. Reliability must also be high, and it is if no unsystematic and random mistakes are made (Esaiasson et al., 2012). Reliability is a tool that measures how reliable a study is. There are several ways to measure the reliability of a study. What has been used in this study for a high reliability is that the same study has been done a several times to determine that the same results has appear every time. It is done for the results to be correct and useful, and that is way this study has a high degree of reliability. In order to obtain a reliable study, accuracy is required when using the measuring instrument to obtain high reliability (Esaiasson et al., 2012), which this study received because it has been made several times. Esaiasson et al.

(2012) also means that a reliable study requires a measuring instrument that actually examines what is being investigated. The collected data has answer the question and therefore this investigating turned out as planned and it has a good validity. A work to ensure that there are no systematic or unsystematic mistakes has been made, which also leads to good validity.

6.5 Analysis method

For this study a content analysis will be used as a method. There are two different kinds of content analyzes, a quantitative and a qualitative. In this study, a qualitative content analysis will be conducted, and it is usually termed with different names, in this study it will be referred to as a qualitative content analysis (QCA). QCA is a central analysis method in media research and has been one of the most common since it became an academic subject (Østbye, Knapskog, Helland, & Larsen, 2004). This QCA uses the tools story, target group and environment to create an understanding of the text or image being examined. The method assumes that the researcher has some interest in understanding what the text or images are about and the researcher wants something from them. In a qualitative content analysis, the texts or pictures are broken down by using the questions asked for the material. The material is then rebuilt in a different way than before, which causes the researcher to get a greater understanding (Østbye et al., 2004). A text or image has both a manifesto and a latent message. A manifest message is visible, while a latent message means that the text or image is something else than the obvious and that all parts are needed to be carefully investigate. By using this method, the hidden message will be found. This is done by carefully reading the text or reviewing the images, first as a whole text, then break it down to parts (Esaiasson et al., 2012

6.5.1 Lexical choices

The choice of words, or lexical choices, will be analyzed in this study. Lexical choices are usually used when using critical discourse analysis as a method, and such an analysis is about examine the choice of words and formulas found in texts or scenes. This type of analysis makes it possible to interpret what kind of discourse is realized and established through the text and whose interests the language caters to (Hansen & Machin, 2013). Writing or talking about certain problems or phenomena that exist in society with a certain type of language gives a certain picture and some understanding that can make the actual causes hidden. By choosing a specific language, the speaker can make the listener think that something is legitimized and natural (Hansen & Machin, 2013). Lexical choices mean that writers consciously or unconsciously affect their recipients using, for example, hierarchical linguistic

resources. For example, an expert may express himself in what is best (Machin & Mayr, 2012). If the program managers use an informal language and the expert uses a more formal language, the effect of the relationship between hostess and viewer becomes more intimate than the relationship between expert and viewer (Fairclough, 1995).

There is also something called Overlexicalization, which means that someone uses words that are not really needed or that are superfluous. It would then be a sign that there is an ideology maintained. An example of this may be "female pilot". "Female" becomes superfluous to the "pilot", but there is a clue that an underlying ideology prevails, whose social conventions say the occupation pilot is male (Machin & Mayr, 2012). Choice of words and language usage will be examining in the samples that will be analyzed. Analyzing this will help answering the questions and it will give a deeper understanding of how morning television frame the phenomenon of exercising.

6.6 Definition

The following is an explanation of the analysis schedule and the tools used in the analysis schedule. To get a good analysis schedule, Esaiasson et al. (2012), has been used. They describe an analysis schedule as divided into units, which means the objects to be studied. In this study, the elements from Nyhetsmorgon and Morgonstudion will be the analytical units. Furthermore, Esaiasson et al. (2012), talks about different dimensions, which are the specific properties of the object, in this case, it is the analysis questions. Finally, the categories were picked out, that is how the properties of the object are classified. This is interpreting in response to the dimensions. The dimensions are based on the two head theories applied to this study, framing theory and legitimization.

Story: What is the samples about? What is the goal of the exercise that is presented?

Target Group: Who or whom is the target group?

Environment: What does the study environment look like? How do the people in the samples look like?

6.7 Method reflection and criticism

A QCA has suited this study well as the method has helped to make a well-formed analysis of the selected samples. The aim of the study was to get an understanding of the ensemble in the samples, which it got by using a QCA because all of the important parts of the samples was examining (Østbye et al. 2004). The answers to the questions submitted to the material have governed the examiner itself, an open approach was used to the answers. When it comes to such an approach, it is important to focus on the purpose of the study during the analysis and

examination of the material so no material that is irrelevant to the study is investigated (Esaiasson et al., 2012) This problem was raised during the analysis and the work needed to stop sometimes and some part was removed because it did not contribute to responding to the purpose of the study. One risk with this approach is that the conclusions drawn from the analysis depend on what is contained in the material, which makes it easy to answer what is clear in the essence but difficult to answer what is not there (Esaiasson et al., 2012). The implementation of the analysis has gone well and there has been no problem analysing the material. Both the amount of data and the delayed time has been correct. Being objective and not allowing earlier knowledge to control the analysis has repeatedly been reminded during the study. There is an awareness about that my own opinions may have had an impact on selected samples and words during the investigation, which can lead to an indirect impact on the result. The subconscious can also bring forth past experiences and hidden opinions, but I have been conscious of the work to be as objective as possible.

7. Analysis

In the following chapter, a result based on the analysis conducted in this study will be presented. The chapter ends with a summary that answers the research questions.

7.1 Story

The samples will be called sample 1 (TV4), sample 2(TV4), sample 3 (SVT) and samples 4 (SVT). Sample 1 (TV4) is about yoga and the guests want everyone, even those who cannot afford it, to have the opportunity to try yoga. Sample 2 (TV4) is about triathlon and the guest is a girl who won I Olympics silver in triathlon and she give advice about how to exercise to a triathlon competition. In sample 3 (SVT) they talked about how to get the exercise motivation to last even after the month of January. Sample 4 (SVT) is about research showing that good motion can counteract dementia, and also how to work out in your own garden. All the samples are about exercise and exercise's impact, and all the samples provide advice on how to work out and what to think about to get an active lifestyle. Sample 3 and 4 (SVT) are more about how to get motivation and how to get exercise in to the everyday life.

- Neither do you need to do advanced exercise programs or hard investment. One can come quite far with low-intensity cardio as well.

sample 4 (SVT)

Sample 1 and 2 (TV4) are more focused on one type of exercise instead of broader exercise. Sample 1 (TV4) focuses on yoga and the hostess gets to try two different yoga positions.

Sample 2 (TV4) focuses on triathlon and the advice are mostly about those who will try this kind of exercise. In sample 2 (TV4), the guest has exercise tools such as bicycle and clothes, among other things, and she also gives advice on which ones who are the best to use. All four samples provide advice to the viewers from someone who exercise herself and it is about how to exercise in a simple way. Sample 4 (SVT) is not only using a personal trainer as an expert, they also enter a researcher. What is common in the four samples is that all experts are women.

Text strips are used to describe what is happening on the screen. In sample 1 (TV4) it says: Yoga for everyone. Want to provide the opportunity for those who cannot afford it. In sample 2 (TV4) it says for instance: Triathlon, this is how you exercise for a triathlon. In sample 3 (SVT) it says: Many have big promises at the beginning of the year. This is how you keep your exercise promise. Next to the text there is a black and white image of a well-trained girl who is in a training position. In sample 4 (SVT) it says: Good motion can reduce the risk of dementia, new research on women in the middle age. The text strips provide a clear picture of what the sample is about. All samples frame exercise as something positive and something everyone should and could do. In sample 1 (TV4), their lexical choice about yoga is that it is for everyone and they take negative words and make it positive, such as the word consequences. The hostess put the word amazing before it and then the word gets a whole new meaning. Positive words used are: well-educated, well-marveled, amazing consequences, dreams, great fun, fun-filled, simple exercises.

In sample 2 (TV4), the hostess begins to frame the exercise form as something negative when he questions it.

- When it is not enough challenge to do a marathon, you will try triathlon to make it even more complicated and challenging.
- Do you think we are bored? Do we need something more challenged in our lives?

sample 2 (TV4)

Sample 2 (TV4) continues to be positive about exercise when using words as immortal and they say multisport has become increasingly popular in Sweden. Positive words used in sample 2 (TV4) are: dream, popular, trend, perfect combination, accessible to all, talented. Sample 3 (SVT) begins to discuss how everyone buy gym cards in January, but most of them will not use their cards after January. From the negative introduction, they change their focus to how to maintain the motivation through the whole year. Positive words used are: succeed, happy, really good, high on life, I am doing it right, kind, cute, motivated.

They frame exercise in sample 4 (SVT) as something good when they talk about how good exercising is for you and why it is important to have a good condition, especially if you are a middle-aged woman. They ask questions and wonder how good condition you will be needed to reduce the risk of dementia and the guest tells you about more positive effects the exercise has on your health. You get a clear picture that they want to educate about what exercise does for the viewers. Positive words that is used in sample 4 (SVT): approved, clever, good, lower risk, happy, inspiring.

- Fia, what is happening in our body when we exercise?
- In particular, we are challenging the body, using the heart in another way, getting oxygenated, increasing blood circulation. And it gives you health and health results.

sample 4 (SVT)

The hostess speaks very every day-like in all the samples and there is a lot of laugh and giggle. You get the feeling that they are relaxed and that they are rather friends than colleagues. The journalistic approach used in all samples is typical of the morning television genres and they use an informal and everyday language.

- Will you, old lady...?
- Old?! What did you just say? Hahahaha
- No, I mean, are you ready to get down on the yogamat?

sample 1 (TV4)

- How is your condition Ted, do you have a good condition?
- Yes, I have a good condition, sometimes it is better than other times, and for you?
- Yes, I do a lot of horseback riding and I run sometimes, so I will say that I should be approved.
- You are good!
- Haha yes.

sample 3 (SVT)

Half the sample 4 (SVT) is about how you get your daily exercise and advice on what you can do at home without hassle and gym card. sample 3 (SVT), on the other hand, is more about giving advice to keep on exercising even after January. This could be seen as they are not legitimizing exercising, because they seem to be aware that everyone is not exercising and

that it can be difficult to find a motivation for it. But they also talked about that the viewers are aware that they must exercise.

- We know that we are made to move our body, but we are very focused on this: one must exercise and do projects of everything. And it makes us think that it is not as simple as using your body and living an active life.

sample 3 (SVT)

The hostess in sample 3 (SVT) uses a friendly manner with the guest and they discuss how much they are exercising. It appears that they think that you should exercise a lot and that they see it as a norm that everyone should do it.

- You were here a month ago and you told us that you should not set the goal too high.
The hostess refers to the expert and says that he has followed what she has said in previous program.
- I have done that before and then I got disappointed. If I succeed a couple of times a week, I will be pleased with that. But then Karolina said: Do you only exercise twice a week?
- Haha, I was kidding, it is good!
- Think like this, twice a week every year until you die, it is a lot.

sample 3 (SVT)

Just like Reyes (2011) talks about in his theory about Voices of Expert, all the samples use experts to legitimize exercise. With the help of the positive presentations and positive lexical choice of the experts, viewers get to understand that this expert know what they are talking about. This is evidenced by lexical choices and value-added words. In addition, hostess everyday languages help to relate more easily to content and create a relationship between the viewers and the hostess. They use positive lexical choices when presenting their guests in all the samples, especially in samples 1, 2 (TV4) and 3 (SVT).

- Lisa, you became immortal during the London Olympics, 2012, when you did not win the gold, but an Olympic silver.

sample 2 (TV4)

- Well-educated, well-skilled in yoga.

sample 1 (TV4)

- How do you keep your exercising motivation? You should answer Sofia Ståhl, health profile, we call you PT-Fia



Figure 1. Hostess in sample 2(TV4).



Figure 2. Guests in sample 1 (TV4).



Figure 3. Hostess in sample 3 (SVT).



Figure 4. Guest in sample 3 and 4 (SVT).

- I do not know if this is wrong, but men are not quite as easy to get on the hook, it is very common in other countries, but in Sweden it is a bit harder to connect to men, why do you think that is?

sample 1 (TV4)

- Why is it only women? Does not the same thing apply to us men? How is that really?

sample 4 (SVT)

Half sample 4 (SVT) is about how exercises affects dementia for middle-aged women, and it is mentioned that it is never too late to start exercising. It can then be assumed that the target group is middle-aged women. On the other hand, the sample discusses how important movement is for everyone. Sample 1 and 2 (TV4) are aimed for those who are already exercising. Sample 2 (TV4) is for people who exercise quite a lot because it is about triathlon, which may not be something that everyone is doing, even if it is getting more and more popular. Both sample 1 and 2 (TV4) mention that they want to reach out to everyone and they provide general advice on how to get started with exercising.

- If you look at why you compete, it is a good form of exercising. You want something to look forward to and build your exercising on and you can be allowed to practice more than one sport, so it is clear that it is much more fun than doing only one sport.

sample 2 (TV4)

- Is it more acceptable to jump around in a garden?
- Yes, I think so, and above all, I think we need it. You need to move in a simple way. You think: oh, she has a chair and turn it around, I can do that. I have done a little bit of exercising today.
- - That is nice.

sample 4 (SVT)

Yoga is the subject in sample 1 (TV4) and it make you believe that they target group are people who are already is exercise but may not have found yoga. The viewers become consumers in sample 2 (TV4) when the guest talks about what kind of equipment you will be needed. There are no prices on the equipment or where it is purchased. In all samples, viewers are also taught how to work out and how to think about exercise. Sample 4 (SVT), is about education when a researcher talks about one of the reasons you should exercise. Exercise become a norm and an ideologue in all the samples.

- As long as you can breathe you can do yoga.
- We can do that at least! Can you show us something?
- Absolutely!

sample 1 (TV4)

- I promise, almost everybody in Sweden has a bike in the garage, you have a pair of old running shoes, bicycle pants and a running top.
- I promise, everybody out there can get through that short distance.
- Is that really so?
- But of course, you need to work out a bit.

sample 2 (TV4)

In sample 4 (SVT) they are also showing two clips (see figure 5 and 6). One is a researcher from a university in Gothenburg who talks about research that shows that better motion reduces the risk of dementia for women, she is also mention that just this research has only examined women. The second clip shown is the personal trainer's sister who does different



types of exercises at home in the garden. It shows that it is a "ordinary" person who may not get the exercise done in the everyday life as the target group.



Figure 5. clips from sample 4 (SVT).



Figure 6. Clips from sample 4 (SVT).

- It may feel hard and a bit expensive to go to the gym or out and run and it is raining. But you mean it can be easier?
- Yes, you may be inspired at the beginning, now I will make an investment, now I will do this big and good.
- You are strong at first?
- Yes always! And then the reality and everyday life happens. And it is daycare pickups and it is diseases.

sample 4 (SVT)

7.3 Environment

The environment in SVT and TV4 are very different. (see figure 7, 8, 9 and 10). Like Wieten and Pantti (2005) says, TV4 has a styling that imitates a regular home. Sample 2 (TV4) has a large high table with candles and flowers on it, that enhance the feeling of being at someone's home, but there is no couch or chairs, the hostess and the guest are standing up against the table. It looks like it could be a kitchen when you see a trash bin and a water tap. In the background you can also see a door that leads to a garden with flowers and a bicycle. You can see shelves with kitchen utensils and a big clock that is recognized from many homes. All this enhances the feeling that we are at the hostess home and they are receive their guests in their own houses. They drank coffee or water in all the samples, just like a lot of people do when they are watching the show. The two yoga girls in sample 1 (TV4) and the two hostesses stand by a large, round white rug and in the background a picture of nature appears on a big screen. It all looks very peaceful and it makes you think about yoga, even though it does not look like a yoga studio. In sample 1 and 2 (TV4) there are three sections, a kitchen, a sofa where the interviews are usually made and a living room table.



Figure 7. Environment in sample 3 (SVT)



Figure 8. Environment in sample 2 (TV4)



Figure 9. Environment in sample 4 (SVT)



Figure 10. Environment in sample 1 (TV4)

Both sample 1 and sample 2 (TV4) are very typical morning television environment (see figure 8 and 10). SVT, on the other hand, differs from the "home" and what is typical morning television according to Wieten and Pantti (2005). The hostess sits in a lower table, reminiscent of a kitchen table but they have a lot of paper in front of them in sample 3 and 4 (SVT). You can see people who seem to work with the news in the background (see figure 7 and 9). It all looks like a traditional news program, even when the guest comes. The camera sweeps farther away, and you see the guest in both sample 3 and sample 4 (SVT). There is nothing in samples 3 and 4 (SVT) that indicates that it is filmed at someone's home, it is clear that it is a workplace. It will not be the same "cozy-feeling" or as personal in the samples as in samples 1 and 2 (TV4). They only stay in one place in sample 3 and 4 (SVT) which means you do not see if there is any other environment then the desk. It is only the same spot that they zoomed in and out on. In samples 1 and 2 (TV4), viewers can see a "kitchen", "living room" and a "dining table", which reinforces the feeling that it is a home.

In samples 1 (TV4) and 3 (SVT) there are only different camera angles on the hostess and the guest/guests. Both samples also have a big screen in the background, showing something that has to do with the theme. On sample 1 (TV4) it is nature and on sample 3 (SVT) it is

kettlebell, an exercise tool, where there is also a bulletin list with the personal trainer's best advice. Sample 2 (TV4) lets the viewers see how the guest takes an Olympic silver, both during the race and when she has the medal. Sample 4 (SVT) first shows a picture of the researcher they bring along the phone and while she is talking, it shows clips from a gym. The viewers never see the whole person, only different body parts that exercise. In the end, the guest has recorded a movie on her sister who is exercising in the garden and the clip will inspire the viewers to have an active life.



Figure 11. Guest in sample 2 (TV4)



Figure 12. Guest in sample 2 (TV4)

7.4 Result summary

In the following section, the results from the analysis units will be summarized and placed under the research question.

7.4.1 How are different linguistic choices used to frame exercising and a healthy lifestyle in media?

Both the hostess and the guests are use undemanding language and often amplify those by using words like "well" or "really" in front of other words. They laugh a lot and make jokes, that strengthens the feeling that they are friends and not just coworkers. Both the guests and the hostess tell you how good exercise is and their lexical choices they are using is very positive when they are talking. Although they can first say that it is difficult for example, but it always becomes clear that there is something positive.

- More energy, eventually you may sleep better, feel more movable in the body, a little higher on life, more appetite, feeling less stress and more patience, because you might have done some exercise in the morning.
- What happens when we stop working out?
- I would say the opposite.

sample 3 (SVT)

The hostess and the guests talk about their everyday lives and the viewers will connect with them. For example, one guest has just had a baby, but she still talks about how to do her workout and she talk as if there are several viewers who have the same problem. It is the same with the environment, as TV4 uses a studio that look like a home with a kitchen and living room. The hostess in both programs take themselves as example many times. They talked about how they do their exercise.

- If you feel a bit sick, you can walk home from work, 45 minutes, then you will get some exercise and fresh air.
- I am doing right!
- You get so much credit, you can do it today, proof it!

sample 3 (SVT)

The environment in TV4 also makes it seem like a home and it makes the viewers feel connected with the hostess, as if they were coming to their home and meet their friends.

7.4.2 How is legitimization of exercise presented?

Legitimization exist in both programs, even though it appears clearer in TV4 than in SVT. They use emotions, "we" creation, and an everyday language that make viewers feel familiar and a connection. The hostess often talks about themselves and ask things they want to know more about, which makes viewers feel that it is not a real interview. They also use experts who talks about exercise, and they frame exercise as a norm and assume that it is something everyone is doing.

- I will only work out twice a week... not only, but now I will work out twice a week. Lower the requirements.

sample 3 (SVT)

You can clearly see in this quote how the expert normalizes exercise and that she actually thinks twice a week is not enough. She changes her mind, but it is still interpreted as exercise only twice a week is to lower the requirements and not particularly difficult.

- So fun to see people who are out and running now when it is nice weather. There are many who would need a small technique lesson when it comes to running, it is about running lighter to run faster. Focus on simpel.

sample 2 (TV4)

The expert shows that she knows that people are running and that she has seen it herself. In addition, she takes for granted that those who run wants to learn more about running technique.

7.4.3 Are there any differences in the presentation of exercising between public service and commercial television?

There are several similarities and differences between SVT and TV4. To get a better understanding, it is good to repeat that these are two separate channels with different areas, which means that there are major differences in their journalistic assignments.

Similarities: In both programs there is a male and female hostess, if it is because they want to stand for an equal working environment or to reach a larger audience you can only speculate on. All the experts who are speaking and appearing in the show are women. It might be that it is more women who are watching the programs and that is way they bring in female experts to make it easier to influence. The hostess uses a relaxed language and drink coffee and water in the broadcast, just like the viewers does at home. They use the "we" concept when they speak, and both the programs normalize and legitimize the phenomenon of exercise. The target group is found in both the similarities and the differences, as it is equally possible to get a picture of the fact that women are the target group in both programs.

Differences: One of the biggest differences is the environment. TV4 have a typical morning television environment where it more emits a home. In SVT they have a typical workplace environment. Both programs educate the viewers, in SVT they make it a greater part, as both the hostess and the guests talk about how the viewers will get their daily motivation and exercising. In addition, SVT takes a researcher who speaks of relevant research that deals with exercising. It may be because SVT is public service and has a responsibility to inform viewers in a different way than TV4 has. There may also be the reason why SVT has more clips that provide a clear picture of how viewers can exercise at home in their garden. Tv4 has more specific exercise while SVT speaks more generally. One must also assume that SVT's target group is more the whole population, which may be due because they are public service, while TV4 focuses on those who already exercise and are healthy. A big difference is also how the hostess present and thank their guests. In TV4 experts are raised to the clouds and they thank them for all the inspiration. In SVT, it is a more neutral description and the interview ends with a common "thank you". TV4 has exercise tools and the viewers become consumers. Exercise items are not seen in SVT, where common things are used as exercise tool, such as a chair. SVT uses the same guest who comes back several times and speaks about exercise,

which creates a recognition by the viewers. It is something that TV4 has done before, and does in many other contexts, but not just in the samples that have been investigated here.

8. Conclusion

The result of the analysis is discussed in this chapter, it will be a conclusion and the chapter will end with a reflection on further studies.

8.1 Discussion

There is a clear difference between the two channels. SVT, which is "journalism in the service of democracy" (Strömbäck & Jönsson, 2005), has a more informative agenda and it is clear that they do not have a specific target group, instead they are focus on the whole public. Their mission is to make all of Sweden begin to exercise more. While TV4, which is "Journalism in the Market Service" (Strömbäck & Jönsson, 2005), has a more focused agenda where they specify on a special exercise that they are presented. In addition, TV4 viewers are fed with exercise clothes and tools that will be used when a certain exercise is to be carried out. Both the programs talk about lifestyle and how viewers should do to change their own. Just as Kostenius and Lindqvist (2006) talks about health communication, both programs play on other people's experiences, emotional impressions and experts. When the hostess chooses their lexical choices, they also choose how they frame exercises. Strömbäck (2014) says that it is important to understand that the framing of exercising is how they want it to be produced, and probably not what the reality looks like, it is just a reflection of it. How many do really want to do a triathlon for example? The hostess lexical choices make exercise a norm, and it is probably how people perceive it as well, just like in the first level of the framing theory (Strömbäck, 2014).

Another thing that emerged in research is that the hostess in both programs are a man and a woman. Today, it is widely discussed about gender equality in the world, and especially in Sweden. According to Long and Wall (2008), the media is influenced by society and this may be a reason why both channels have chosen to have one of each gender as hostess, or if they want to try to reach a larger target group. Probably it can be a bit of both, SVT should be available to all citizens (Strömbäck & Jönsson, 2005), but they also need to focus a little bit on target groups to actually reach the citizen and create a change. They do that by having the same guest / expert who come back to several programs, not just the two program that has been studied in this study. It may be because they try to make citizen change their way of life through emotional impressions, other people's experiences and recognition at the viewers

who often look, which previous research has shown that it is easiest to influence that audience (Meis, Kremers & Bouman, 2012). Tv4, on the other hand, focuses on viewers who are already exercising, looked often, most women, emotional impressions and other people's experiences. Research shows that it is easiest to influence those already aware (Meis, Kremers & Bouman, 2012).

Strömbäck and Jönsson (2005) table can also be applied in this study (see chapter 5.3). SVT, which is journalism in the service of democracy, will inform citizens with information that they need (Strömbäck & Jönsson, 2008). This may be the reason SVT have researchers in one of the samples and they talk about studies that may be important to the public, in this case women in the middle age. It may also be the reason that their target group can sometimes be difficult to determine, when they reach out to everyone and therefore they are talking more generally about how people should do to start exercise. In addition, they inform them a lot about why it is good to exercise and what is happening in the body while you do it. TV4, which is journalism in the service of the market (Strömbäck & Jönsson, 2008), sees the audience as consumers and wants to try to sell its product, which will be a product that is demanded. They have a much more focused layout of the exercise and are also presented with various training products to the audience. They also talk about yoga and triathlon, both of these types of exercising are popular right now and that is a big reason why Tv4 even has these in their samples, are my conclusion.

The fact that both channels have just women as a target group are apparent when all the experts who are sighted or heard are just women. That women can more easily influence other women and not men, shows studies from the past (Aral & Nicolaidis, 2016). Moreover, SVT's having a researcher who talks about a new study in their programs may be related to informing society, it is important for them that a credible source tells about the importance of exercise for viewers (Reyes, 2011). Both channels use not only experts to legitimize the exercise, but also legitimization through emotions. They make the viewers think that exercise is something positive and they represent exercise as something that is good for everyone. It is also possible to see that SVT uses a timeline when you see a clock in the picture, but also that it is the same guest that comes back to the programs that are about exercising. When the hostess talks about how they have exercised before, but that they now have changed their arrangement according to the advice given by the guest in previous programs, they use legitimization through a hypothetical future, this also applies to Legitimization through rationality (Reyes, 2011). They show that they have listened to the advice from the expert and that it actually work. Something that both the programs do is not only talk about their own experiences and interests, even though it is speaking among the hostess. They usually start to

2017). On the other hand, it is also a responsibility for each individual to know what is healthy and how to get a good lifestyle (Crawford, 2008). Should you blame the media or blame the individual can be a difficult balance. If these exercise courses on Morning TV are really good or not, it is hard to say. Why the media legitimize exercising with the help of their lexical choices may be because they want to change the viewers lifestyle and they want the public to think that what they say is important. It is not just exercise that is legitimized in the media, so I think it is their way of influencing viewers.

8.2 Conclusion

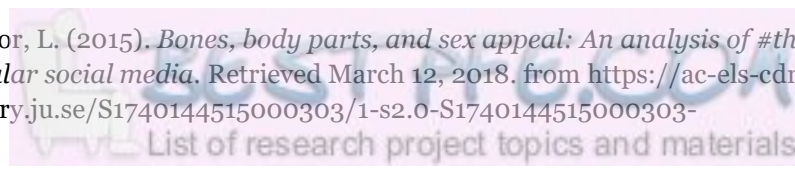
The result of the study clearly shows that Swedish morning television, through different methods and lexical choices, legitimizes the phenomenon of exercise. SVT is more focused on exercise that is suit everyone and that viewers can change their lifestyle by making small changes in their everyday life. For example, they have an idea of how to get the pulse up by running exercises in the garden while TV4 is aiming at reaching out to those already exercise and specifying a particular type of exercise during a program. They give tips on how to find out what training tools you need to complete a triathlon for example. Lexical choices reinforce the exercise that is something positive and both the guests and hostess sees it as a norm, a matter of course, that people exercise. The elements of exercise differ between the programs, as well as the studio environment and the content. On the other hand, there are similarities such as the language that is used and they are both visited by experts.

8.3 Further Study

Continued research can focus on comparing more of the morning-TV in Swedish TV. For example, Tv3 in Sweden also has a morning program. In order to get the study more international, one could also compare with a foreign morning television program and see if they also have a feature about exercise. If you want to focus on exercise and not just morning television, an alternative can be to see how the media represents pure exercise programs, such as Biggest Loser.

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