Peter Berglez is a researcher and teacher in Media and Communication Studies at Örebro University.

The study investigates the relationship between the capitalist hegemonic order and the mass media, with the latter restricted to two European elite newspapers (Swedish DN and Slovenian Delo) and three bodies of international media coverage: Nato’s military intervention in former Yugoslavia, 1999, the political demonstrations against the IMF and the World Bank in Prague, 2000, and 9/11, 2001.

The relationship between capitalism and media discourse is analysed in terms of journalistic modes. The central aim is to analyse how particular journalistic modes of writing are dialectically integrated with structures such as individualism, material exploitation, economic differentiation and reification.

In the concluding part, the study emphasises the democratic importance of creating new journalistic modes endowed with a transnational journalistic epistemology that decisively include the reality of global capitalism in everyday (local) news reporting when covering and explaining social, political, cultural etc. issues.