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Elina Salomaa, *Storytelling through blue & white glasses: Glocalisation of FIFA World Cup in the interaction between television and Twitter*

This study examines the ways in which the media spectacle of FIFA World Cup is glocalized into Finnish television watching experience in the interaction between Yle broadcast and the tweeting audience. Media events gather enormous crowds to celebrate together by constructing a coherent narrative which elucidates the meaning of the event and makes it relevant to remote audiences.

The potentially interactive social television has made the audiences more visible in the adaptation process and their responses to the media text have become a crucial part of these transmedia narratives. This study shows how social television constructs a glocal football narrative by recontextualizing elements from television through local and cultural resources. Through recontextualization, the audience participates in storytelling by constructing a Finnish frame that solves

problems, builds new storylines, and evaluates the glocal narrative.

Keywords:

Social television, live tweeting, Twitter, media event, transmedia storytelling, glocalization, recontextualization

Hanna Pohjola, *From private to public: Polyfonia of narratives on becoming disabled*

Narratives are embedded in relation to time, space and social structures. Additionally, the narratives have both performative and communicative aspect. This article focuses on transformative nature of narratives and emphasizes storyline where personal story on disability develops into publically shared, interpreted and possibly steered co-constructed story. The article discusses on the turning point in a life of a spinal cord injured former athlete.

The data in this article consists of two journal articles that are based on a personal interview, and comments

written by the readers. Analysis was conducted in accordance with multiple responses of stories and synthesis in the context of illness narratives and socio-cultural settings.

As a publically shared and journalistically modified, the story arises comments and discussion in social media that reveal different layers of conventional expectations of what constitutes a narrative on disability, sports and identity. The article gives an example of how personal narrative is rooted, shared and interpreted within context of intersubjective, social field and metanarratives of illness stories. Thus, stories may be presented in a certain way, new narratives may arise as well as responses of denial, neglect, modification or approval. As a shared, incomplete and co-constructed story.

Keywords:

personal narrative, public narrative, polyfonic narrative, disability