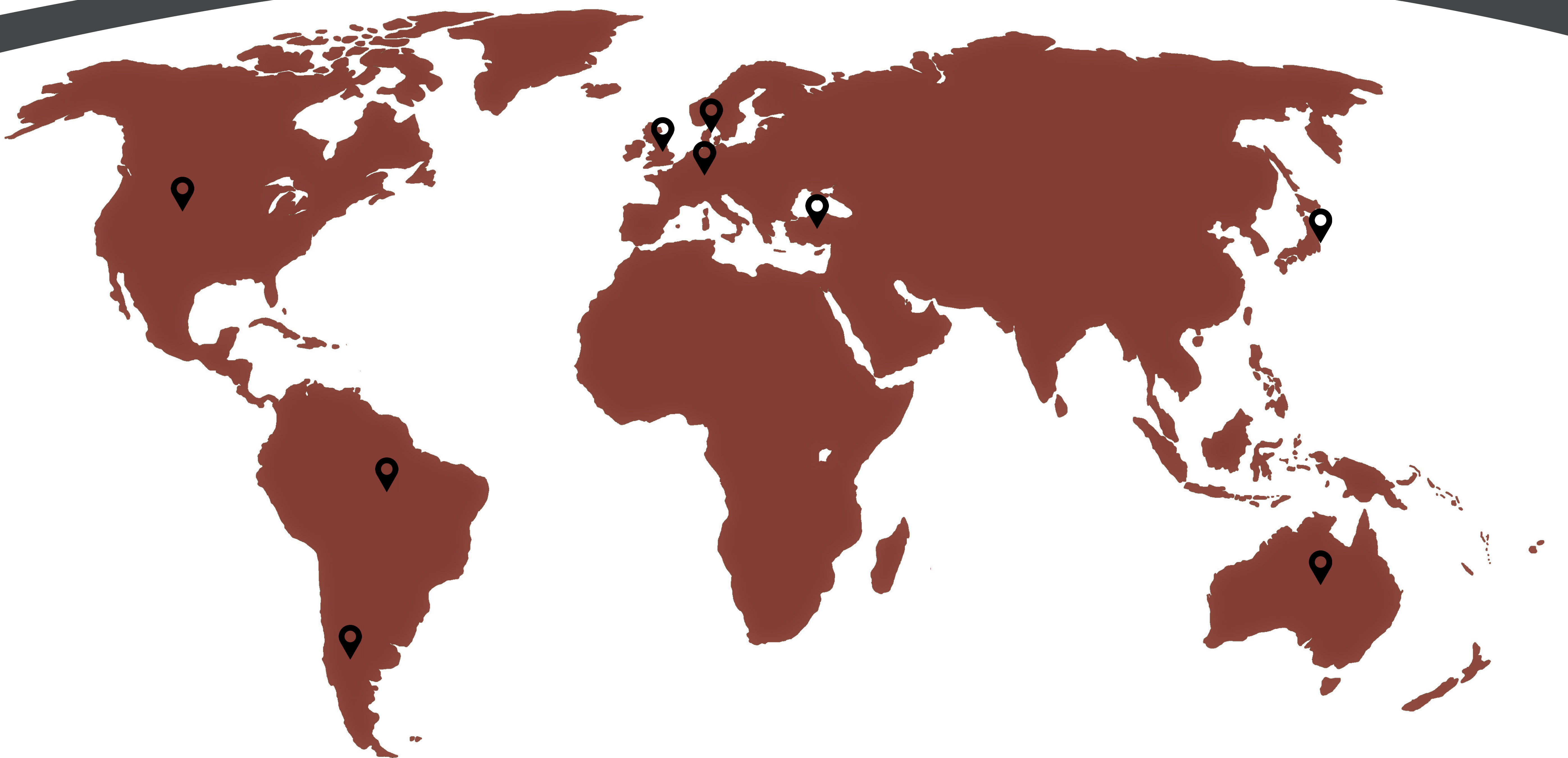


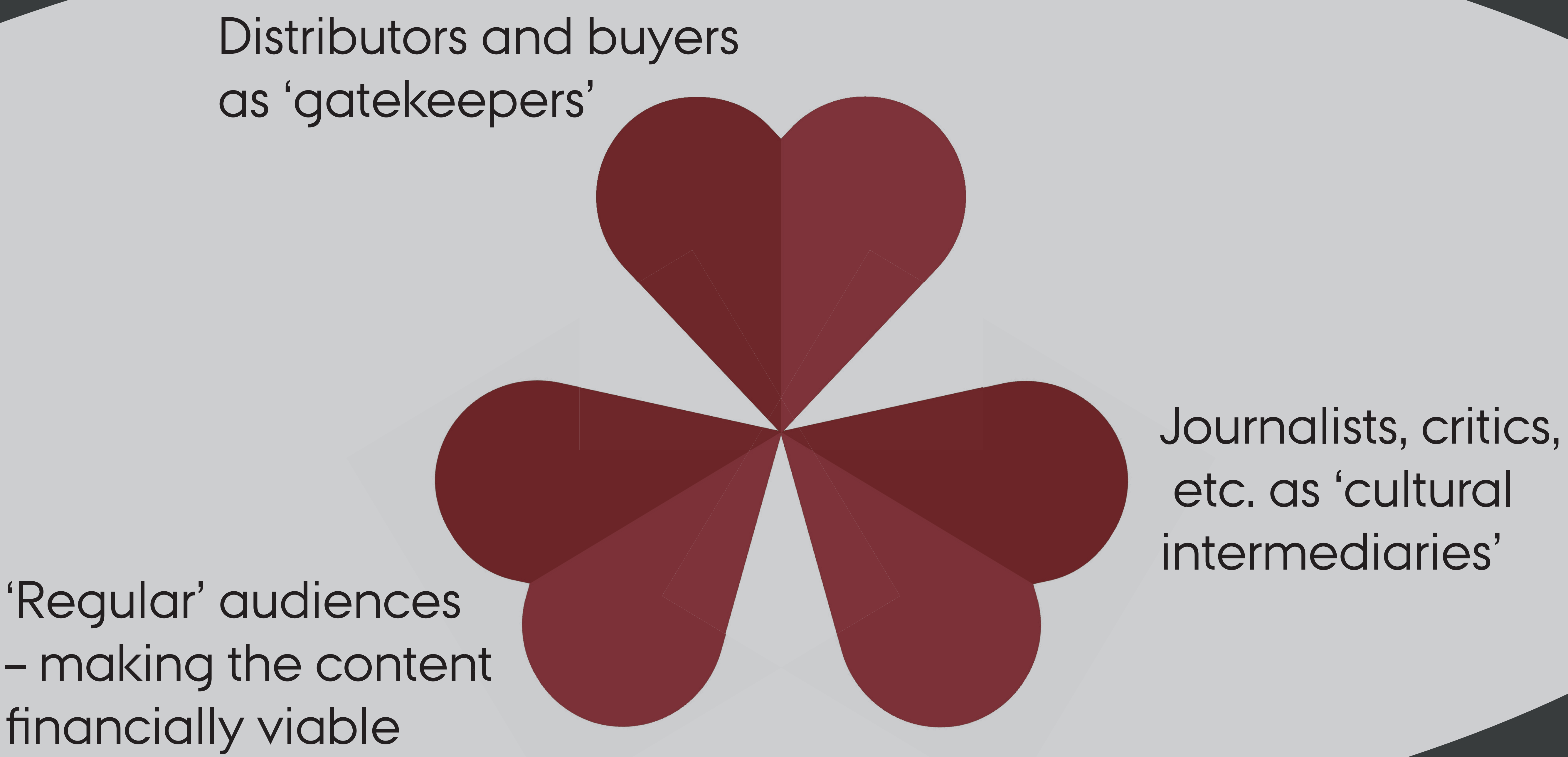
Studying the **global audiences** of Danish TV drama through the **three-leaf clover** methodology

Pia Majbritt Jensen



Methodological outcomes

By taking an extensive global view, we have followed the series' journey into the world through different actors, sites and hubs whilst, at the same time, generating rich and diverse forms of data from nine locations in five continents. This has made possible the investigation of the similarities, dissimilarities, local specificities, overlaps, paradoxes, elements of surprise and interconnections among and within the audience groupings and countries.



Theoretical outcomes

Crowding, revising, expanding, re-thinking transnational audience PROXIMITIES:

- Emotional proximities
- Cosmopolitan proximities
- Grapevine proximities
- Reverse cultural proximity: "Othering the self, saming the other"

Analytic outcomes

- Preference for the Danish stories rather than preference for the local or US stories
- Emotional, life-world proximity rather than cultural proximity
- An aesthetic of the 'Other' and aspiration to modernity
- Cultural mark-up and added value rather than cultural discount
- Varying intensities of how the series travel- led the world
- Different historical trajectories
- Permeating audience groupings

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