

Ethnically profiled nursing homes – an analysis of Swedish print media 1995-2015

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The aim of this paper is to investigate what specific problems ethnically profiled nursing homes (organized with reference to language or culture) have been suggested to address during the period of 1995-2015, when presented in Swedish media articles. The paper is based on a study of 36 extensive newspaper and journal articles. Using discourse analysis, specific ways of presenting problems, solutions and target groups were identified. The analysis revealed that language and communication were identified as key problems during the entire period and articles portraying particular nursing homes suggested that cultural aspects like religion, celebrations, food, ways of socializing and the role of relatives were specific to ethnic groups. During 2009-2015, a new way of framing the problem was introduced: descriptions of special needs among older immigrants were discussed in relation to how care providers on a market could meet the needs and interests of a number of different groups.