

## Finland

### Doktorsavhandlingar 2013

#### Doctoral thesis

Ahonen, Kimmo. / *Kylmän sodan pelkoja ja fantasioita: muukalaisten invaasio 1950-luvun yhdysvaltalaisessa tieteiselokuvassa* [Cold War anxieties and fantasies: alien invasion in American science fiction films of the 1950s]. Turku: University of Turku, 2013. 470 p. ISBN 978-951-29-5354-7

This study is positioned in the field of cultural history of the Cold War and it is based on primary research on American science fiction films about alien invasion. American historiography has represented the 1950s as an era of many controversies. The economic boom, suburban consumer culture and the emergent youth culture were overshadowed by McCarthyism, the Korean War and racial inequality. In this period, science fiction film was established as a distinct genre in Hollywood. This development was rooted in various phenomena, including the growing popularity of science fiction novels, public debates on flying saucers, fear of nuclear war, as well as the general increase in interest towards scientific and technological advances.

Bernhardtson, Lennart. / *Synliga och hemliga: näringslivetsägare i den mediala offentligheten* [Visible and secret: Swedish corporate owners in the mediated public space]. Höör: Agerings bokförlag, 2013. 350 p. ISBN 978-91-86119-19-5. Åbo Akademis doktorsavhandling.

Avhandlingen bygger på unika intervjuer med ett antal av de stora ägarna i det svenska näringslivet, där de berättar om hur de hanterar sin roll i offentligheten. Genom undersökningen framträder ett mönster: ägarna drar en skarp gräns mellan sina offentliga och icke-offentliga sidor.

Castiglioni, Ida. / *Constructing intercultural competence in Italian social service and healthcare organizations: pedagogical design, effectiveness research, and alternative visions for promoting ethnorelativism*. Jyväskylä: University of Jyväskylä, 2013. 124 p. ISBN 978-951-39-5445-1.

This dissertation compiles published works with new theoretical commentary and critical analysis. The overall focus of the compilation is to establish the usefulness of intercultural sensitivity/competence in the context of social service and health care, as exemplified in an industrialized multicultural area of Northern Italy. New research questions guide the extended analysis and synthesis. Various current definitions and models of intercultural competence are discussed, and the relationship between intercultural sensitivity (the perceptual discernment and experience of cultural difference) and intercultural competence as the enactment of that experience is established. The enactment of experience is discussed at greater length in the included published work, "Embodied Ethnocentrism and the Feeling of Culture." Augmenting another published work by the author (2005), the pedagogy of developmental intercultural training is discussed in a critical theoretical context with practical applications to the social service and healthcare context. The actual delivery of intercultural training and the measurement of its effectiveness were initially reported in the annexed publication from 2009.

Hupaniittu, Outi. / *Biografiliiketoiminnan valtakausi: toimijuus ja kilpailu suomalaisella elokuva-alalla 1900–1920 -luvulla*. [The reign of the biography business: operators and competition in Finnish cinema from the 1900s to the 1920s]. Turku: University of Turku, 2013. 525 p. ISBN 978-951-29-5476-6.

The Finnish word *elokuva* was created in 1927 to replace the terms *filmi* (film), *biografi* (movie theater) and *kinematografi* (cinematography). The emergence of the word *elokuva* and the disappearance of earlier terms changed the way the field of cinema was perceived. Instead of several terms with different implications, a single word covered them all. This research looks behind the perceptions born in the 1920s. It centers in on the reign of the biography business, the business model based upon the import, distribution, and exhibition of films, from the beginning of the 1900s to the latter half of the 1920s. The author starts with the itinerant showmen and end in the spring of 1926, when the leading companies' extensive mergers and acquisitions reorganized the field of cinema. Instead of using the term *elokuva*, the author uses the old terms *filmi*, *biografi* and *kinematografi*, as they more accurately convey the meanings of the time. Biographies take center stage because managing movie theaters was the foundation of the business. The main research question is, how did operators constitute the Finnish film industry during the reign of the biography business from the 1900s though to the 1920s. The author emphasizes the most prominent operators, whose business spanned further than a single theatre. She also analyses the government's relationship with cinema, through legislation and taxation. Operators also actively worked to influence the government's plans and forms of action.

Hytönen, Timo. / *Uutinen syntyy uudelleen: uutinen ja uutisjournalismi monimediaisessa toimintaympäristössä : tapauksena Yleisradion alueelliset uutiset* [The rebirth of news : news and newsjournalism in media manifold environment : a case study of Finnish broadcasting company's regional news]. Jyväskylä: University of Jyväskylä, 2013. 252 p. ISBN 978-951-39-5391-1.

The present study investigates the changes in professional journalism in contemporary, media manifold era. The technological and economical foundation of newsbusiness is rapidly changing, but the most important changes are also cultural. The very concept of news, the terms of quality and how it is defined is being renegotiated. Also the borders of journalistic profession – who is journalist – are challenged, not only by new ways of producing the content, but also in that sense how the newsmedia is redefining its audience. The audience is more and more conceived as a partner in producing the not only content, but also the viewpoint of news. This has brought into discussion severe and new kind of contradictions, mainly because the modern professional journalism has been very strict in protecting its autonomy – the thing, that we are used to call, with high minded way, as journalistic freedom.

Koljonen, Kari. / *Kriisi journalismissa: kansakunnan katastrofit ja muuttuva professio* [Crisis in journalism: National disasters and the changing profession]. Tampere: University of Tampere 2013. 290 p. ISBN 978-951-44-9186-3.

In the study, the changes and continuities of journalism are examined at two different levels. The objects of examination in the first three sub-studies are journalism, journalists and media publicity as a general phenomenon in Finnish society. In these sub-studies, the analysis concentrates on what different kinds of allegations there are about journalism being in crisis, how Finnish journalists' ethos has been shifting from high modern to liquid modern, and how the most fundamental structures of the journalistic profession have evolved from a newly-independent occupation to the current post-professional state. In the next three sub-studies, the topics of focus are newspaper and magazine stories about different kinds of disasters and journalists' reflections on reporting these particular cases. These sub-studies investigate how facts and emotions have been balanced in disaster reporting at different times, how the victims of disasters have been presented in the media from the 1920s to the 2010s, and what kind of similarities and differences there were in Finnish journalists' self-reflection after the two school shooting incidents. The aim is to construct a dialogue between the general and particular perspectives. The changes and continuities of disaster reporting are explained with the general developments in journalism, and the accuracy of the general developments is tested in a particular context - that is, in disaster reporting.

Korhonen, Timo. / *Hyvän reunalla: dokumenttielokuva ja välittämisen etiikka* [Documentary film and ethics of caring]. Helsinki: Aalto University, School of Art and Design, 2013. 339 p. ISBN 978-952-60-4944-1.

No English summary available.

Kurvinen, Heidi. / *"En mä oo mies enkä nainen. Mä oon toimittaja": sukupuoli ja suomalainen toimittajakunta 1960- ja 1970-luvulla* ["I am not a man nor a woman. I am a reporter".: Gender and the profession of reporters in the 1960s and 1970s Finland]. Oulu: University of Oulu, 2013. 492 p. ISBN 978-952-62-0169-6.

The research observes the profession of reporters in the decades when the field underwent several different changes. The development of editorial hierarchy and the transition to a five day working week increased the need for reporters. At the same time, the strengthening of trade union politics changed the field towards a more professional direction. In terms of gender, the profession became more balanced when the number of female reporters increased. Female reporters entered the field when the demand for new reporters became higher. However, the change was also connected to the overall development in the Finnish society. It was first and foremost women's opportunities for work that were negotiated in the role debate that was going on during the 1960s. When the debate turned into an official policy that was maintained through legislation, attention was paid to the gendered structures of working life. During the 1970s, women became a part of career world for good. Finnish working life remained segregated but the profession of reporters was one of the fields where both genders had the same duties. However, the profession was not equal in terms of gender. Female reporters were paid less than their male colleagues and they did not have the same opportunities for promotions. What is more, male reporters worked more often as special reporters whereas females remained as all round reporters. In addition, the vocational culture was still based upon masculine values. Within oral history, the gendered structures of the profession were overshadowed by the rhetorics of sameness. In other words, the profession was seen as equal in terms of gender. The explanation can be found in the Finnish gender culture that maintains the idea of gender neutrality of working life.

Lehtonen, Pauliina. / *Julkisesti uskottavat: kansalaisten kokemuksellinen tieto ja performatiiviset osallistumiskäytännöt* [Credible in public: citizens' experiential knowledge and the performative practices of participation]. Tampere: University of Tampere, 2013. 223 p. ISBN 978-951-44-9026-2.

The dissertation approaches the theme of citizen participation in urban governance by scrutinising the communication practices of public action that emerge when citizens take part in the processes of urban planning. The study asks how knowledge is produced and communicated in these processes. It aims to understand the dynamics of participation and the communication of citizens' experiential knowledge when urban issues are at stake. By addressing the dynamics of citizen participation the study shows how citizens' public and political agency is increasingly shaped by mediated communication that utilises different forms of knowledge. The study builds upon the discussions around citizenship and participation in media and communication studies and follows the practice-oriented view of interpretive policy analysis when studying political processes. Methodologically the study leans on case study and action research approaches. The study comprises three cases that have taken place in the city of Tampere, Finland.

Mäenpää, Marjo. / *Co-created mobile narratives*. Turku: University of Turku, 2013. 203 p. ISBN 978-951-29-5356-1.

The study seeks answers to the questions of how people tell "mobile" stories using their phones and how a community creates narrative through mobile phones, using video. Questions are based on claims that people today are telling stories through social media and, also, visually – through images and videos. One of the main hypotheses is that mobile and collective story production is a creative process where the end result is unpredictable. In this study the author investigates how the narrative is structured, what the co-creation process is and do the co-created videos fulfill the design principles of narratives. How do we define the "author" and narrator in co-created narratives?

Paimre, Marianne. / *Narkoprobleemide kajastamine Eesti ajakirjanduses (1993-2009)* [Representations of illicit drugs related issues by the Estonian press (1993 - 2009)]. Jyväskylä: University of Jyväskylä, 2013. 166 p. ISBN 978-951-39-5408-6.

This dissertation examines how Estonian print media represented the issues of illicit drugs and what major changes took place in the media coverage in 1993-2009. The theoretical perspective integrates Kohring and Matthes' concept of framing with Downs' "issue attention cycle" and agenda setting theory. The methodology involves formalized content analysis and close readings of 1540 articles of the print press and online newspapers.

Pienimäki, Mari. / *Valokuvien kriittinen tulkitseminen medialukutaitona ja lajityypittely sen kehittäjänä* [The critical interpretation of photographs as media literacy and genre typologisation as a tool for its development]. Helsinki: Suomen valokuvataiteen museo, 2013. 187 p. ISBN 978-951-9086-91-0. Doctoral dissertation for University of Jyväskylä.

The goal of the dissertation is to enhance the understanding of the possibilities and limitations of semiotics and the concept of genre as tools in the critical interpretation of individual photographs in media literacy. The dissertation develops critical interpretation particularly through the study of genre questions in photography. The doctoral dissertation consists of four literature-centred, theoretical articles and an introduction and a summary section.

Ratilainen, Saara. / *Women's print media and consumer culture in the new Russia.*, 2013. Doctoral dissertation for University of Tampere.

This dissertation focuses on the ways how consumer magazines aimed at female audience and so-called glamour literature convey an understanding of consumer culture in post-Soviet Russia. The main research question is how consumption as cultural activity is discursively legitimized through female oriented commercial print media in a former socialist society. The study analyzes both the contents of these mass media and the status of consumer print media in the contemporary Russian cultural system. Moreover, this study aims to analyze the process of legitimating the consumerist print media as part of post-Soviet reading culture. The key concepts of this study are glossy magazines and glamour, which are central in analyzing post-Soviet consumer culture and its connection to the culture of reading in Russia. Russian reading culture had been centralized under the Soviet regime and the launch of the market economy in Russia after the dissolution of the Soviet Union thoroughly changed the whole system of mass communication. The consumer magazine printed on glossy paper and published by commercial publishing house represented a new media type for the post-Soviet society. At the same time, it became one of the most consumed print media among the reading audience. In this way, the glossy consumer magazine can be seen as representing change in Russian reading culture.

Ripatti-Torniainen, Leena. / *Ihminen julkisessa maailmassa: näkökulmia julkista toimijaa ja julkison muodostumista koskeviin käsityksiin* [A human being in the public world: conceptualizations of the public agent and the formation of the public.]. Jyväskylä: University of Jyväskylä, 2013. 92 p. ISBN 978-951-39-5135-1.

The legitimacy of professional journalism is derived from an assumption of an agent to whom the public world is relevant. This doctoral dissertation explores the distinct conceptualizations of the public agent, as well as of the formation of the public, understood as a politically capable and public-oriented collective body of agents. The study explores the themes of the public agent and the formation of the public via four peer reviewed, published articles and the introduction. The articles analyze the formative thought of the 1990s US public journalism, the construction of the Finnish variant of the US reform during the same decade, the concept and empirical formation of a discursive public, and the concept of public pedagogy. The theoretical research of the study uses the methodology of intellectual history, and the empirical research employs situational analysis.

Siira, Kalle. / *Organizational conflict, conflict management, and communication: a social complexity perspective*. Helsinki: University of Helsinki, 2013. 70 p. ISBN 978-952-10-9082-0.

Organizational conflict research has centered on a few dominant models that have directed the development of the field in theory and in practice. Although these models have undoubtedly benefited the field by providing a common focus, the focused concentration has had costs. Specifically, there has been a lack of approaches that depart from the positivistic, linear, and reductionist views of communication and conflict. This study answers this call by exploring the possibilities and implications that a social complexity approach has to offer organizational conflict management with a special focus on organizational communication. The study consists of four sub-studies. Study 1 (conducted as a questionnaire comparing the conflict and face maintenance styles of Finns and U.S. Americans) functions as an entry to the study of organizational conflict management. Studies 2 and 3 (conducted as theoretical accounts) introduce social complexity principles for individual- and organizational-level conflict management, respectively. Finally, Study 4 develops a framework of managerial conflict influence based on a qualitative analysis of 30 semi-structured interviews.

Vallaste, Katri. / *Eurocepticism: problem or solution?: framing eurocepticism in mainstream media and writings by euroceptics in Sweden, Finland and Estonia 2000-2006*. Helsinki: University of Helsinki, 2013. 218 p. ISBN 978-952-10-8649-6.

This doctoral thesis contributes to a growing body of research on the relationship between Eurocepticism and the media, as well as that on Euroceptic movements. The main purpose of the thesis was to answer the question What is (the meaning of) Eurocepticism by comparing the meanings attached to Eurocepticism in leading Swedish, Finnish and Estonian newspapers to the meanings that Euroceptic authors in these three countries attached to the phenomenon in their written discourse during 2000-2006. Instead of offering a normative definition of Eurocepticism as a phenomenon, this study analysed the actual empirical uses of this term, including its synonyms, as well as the self-perceptions of people who identify with this label (or its synonyms). The study employed framing analysis, with a special emphasis on how frames are embedded in texts, as well as on processes of self-framing. It introduced a constructivist, interpretive and qualitative approach to the study of Eurocepticism, which has so far received an overwhelmingly realist, positivist and quantitative treatment in research literature.

Vincze, Laszlo. / *The bilingual screen: ethnolinguistic identity and television viewing among three language minorities*. Helsingfors: Svenska social- och kommunalhögskolan vid Helsingfors universitet, 2013. ISBN 978-952-10-5238-5.

The purpose of the present study was to examine the relationship between ethnolinguistic identity and television viewing among minority language speakers. Inspired by the model proposed by Abrams, Eveland and Giles (2003), and Reid, Giles and Abrams (2004), the study integrated ethnolinguistic identity theory (Giles and Johnson, 1981, 1987), uses and gratifications approach (Katz, Blumler and Gurevitch, 1974; Katz, Gurevitch and Haas, 1973) and cultivation theory (Gerbner and Gross, 1976). More precisely, a novel model was proposed, that consisted of two parts reflecting the idea of ethnolinguistic identity gratifications and ethnolinguistic cultivation. From the point of view of ethnolinguistic identity gratifications, it was examined how ethnolinguistic identity influences media needs and media use; whereas, from the perspective of ethnolinguistic cultivation, the research inspected the relationship between television viewing, the perception about ethnolinguistic social context (like perceived vitality, permeability and status stability) and ethnolinguistic identity management strategies (mobility, creativity and competition). The hypotheses were tested empirically among young media users in the German minority in South-Tyrol, Italy; the Hungarian minority in Transylvania, Romania; and the Swedish minority in Southern Finland. The data was analysed with variance analyses, correlational analyses, OLS-regressions and multiple mediations.