

**Elina Laine: Representations of gender in social work internship in Tanzania**

In this article, I examine the representation of gender in Finnish social work students' experience during their social work internship in Tanzania. The approach of the study is ethnographic, and the research data consists of observation diary and the writings of social work students who have completed an internship in Tanzania. I am interested in what kind of gender representations social work students construct in their writings and how girlhood becomes meaningful on those writings. The analysis method based on the narrative analysis. As a result, three analyses categories are formed: a broken family and child-mothers, the gender order of working life and a turning point for equality, and broken body by structures and human rights. Representation of gender based on the family institution, the segregation of working life and unequal structures. At the same time, the girlhood associated with gender and youth as part of early motherhood, career choices and peeriness. The social work internship in

Tanzania can strengthen students' professional skills to consider human rights as the basis of social work.



**Hanna Huhtinen: "I see the world as potential updates" – Blog publisher's technologies of the self in Anna-Kaari Hakkarainen's novel *Kristallipalatsi***

Finnish fiction is currently negotiating the issues of social media behavior: social media has become an integral element in everyday life and identity work. The phenomenon is studied by analyzing the blog writer protagonist of Anna-Kaari Hakkarainen's *Kristallipalatsi* (2016) with the Foucauldian concept "technologies of the self".

Foucault's technologies of the self are a context-bound set of methods of self-examination and self-improvement. With the digital culture of the 21st century, Foucault's list of the technologies of the self expands to the area of social media. The close reading of the novel is supported by the concept of subject position as well as current social psycho-

logical research and research literature on the connections between media and confession culture.

The blog writer protagonist of *Kristallipalatsi* uses a lot of technologies of the self and these technologies derive from contemporary digital culture. Instead of happiness, these technologies cause the separation of the everyday self and the blogging self, which is thematized in the structure of the novel. The structure of the novel explores the issues of subject positioning related to the technologies of the self of blog publishing with the help of intertextuality and history.

Finally, I argue that, as representations of their real-world role models, the fictional descriptions of social media comment on the blog publisher's motives for building her identity on social media. *Kristallipalatsi* comments on a cultural situation where the choice of technologies of the self is guided by a norm based on the value formation of the attention economy rather than the development of the blog publisher's own interiority.



**Noora Vaakanainen: Promoted content and robot translations – Multilingualism in the service of affective and experience economies in Pontus Purokuru’s *Römaani* and Kaj Kalin’s *Design***

This article examines multilingualism as an experimental and critical literary form in Pontus Purokuru’s *Römaani* (2019) and Kaj Kalin’s *Design* (2012). The focus of this study is on the multimodal stylistic devices and their functions in the novels, and how multilingualism both represents and critiques the attention and experience economies. My analysis demonstrates that in Purokuru’s novel the multimodal stylistic devices are deployed in order to stain the commercial linguistic practices common for attention economy. In Kalin’s novel, multilingualism, especially dictionary form, portrays and parodies the branding and academic discourses present in Finnish design. The article argues that in *Design* the dynamic functions of multilingualism invite reflection on the conflict between the two contrasting discourses, whereas in *Römaani* the main

function of multilingualism is to authentically represent and thematize the banal individual experience of living in the attention economy.

**KULTTUURINTUTKIMUKSEN  
SEURA ry**

SÄLLSKAPET FÖR KULTURSTUDIERN  
FINLAND rf

SOCIETY FOR CULTURAL STUDIES IN  
FINLAND

**PUHEENJOHTAJA/CHAIR**

Kaisa Murtoniemi,  
Tampereen yliopisto  
✉ [kaisa.murtoniemi@tuni.fi](mailto:kaisa.murtoniemi@tuni.fi)

**SIHTEERI/SECRETARY**

Sanna Raninen  
✉ [sihteeri@kultut.fi](mailto:sihteeri@kultut.fi)

**VERKKOSIVUT/WEBSITE**

[www.kulttuurintutkimus.fi](http://www.kulttuurintutkimus.fi)

**POSTITUSLISTA/MAILING LIST**

✉ [kultut@lists.jyu.fi](mailto:kultut@lists.jyu.fi)

Kulttuurintutkimuksen seuran tavoitteena on toimia korkeakouluissa ja muissa tutkimuslaitoksissa kulttuurintutkimusta harjoittavien tutkijoiden yhdyssiteenä ja jatkokoulutusta tarjoavana yhteisönä. Tavoitetaan seura toteuttaa järjestämällä tieteellisiä tapahtumia kulttuurintutkimuksen eri alueilta sekä julkaisemalla *Kulttuurintutkimus*-lehteä.

The objective of the Society for Cultural Studies in Finland is to serve as a connecting link between cultural researchers active in institutions of higher education and in other institutions, and to function as a community offering post-graduate education. The Society pursues these goals by arranging scholarly meetings and seminars around topics from various fields of cultural studies, and by publishing the journal *Kulttuurintutkimus*.