

**Kari Kallioniemi: Exploitative and complicated aesthetic legacy of Fascism in the popular music of the Finlandization era**

The legacy of Finnish Fascism has been the subject of heated debate in recent years. However, it has primarily concentrated on political issues undermining the cultural and "artistic" legacy of far-right Finnish nationalism and its relationship with populist movements. In this article, I ask how the controversial legacy of Fascism as a political ideology was used as an allegory for the problems of capitalism and authoritarian structures of Western societies, as a provocative parodic element and as exploitation.

In the case of pop/rock music, the fragile, awkward subject of Finland's historical relationship with Fascism and Nazi-Germany was hidden in the pages of men's magazines, but rock culture, in the form of late 1960s countercultural ideology, was ready to touch this taboo-like subject. Especially because rock culture naturally opposed the authoritarianism of President Kekkonen era Finlandization-era and ridiculed the norma-

tivity of the relationship between the Soviet Union and Finland. The material for the study includes music examples from Finnish progressive rock of the 1970s and punk and the new wave of the late 1970s, analysed from the point of view of their affective strategy and their place in the 1970s Finnish societal atmosphere.



**Aila Mustamo: Symbols, baddies and decadence – Fascinating National Socialism in Finnish black metal**

Black metal is a heavy metal subgenre which has been associated with references to National Socialist ideology since the 1990s. The actual National Socialist Black Metal genre is tiny, but it affects debates of a larger part of the black metal community, especially because Right-Wing populist movements seem to increase their popularity in all Western countries.

In this article, I deal with the affective meanings of National Socialist ideology and aesthetics in Finnish black metal. The article is based on results of an on-

line questionnaire conducted in 2021, interviews of four Finnish black metal musicians, and participatory observation on a black metal festival.

On the grounds of the results, National Socialist influences seem to divide opinions in black metal communities. Even persons with a positive approach on National Socialism have different experiences. Some participants were fascinated by esoteric Nazism, others got excited by the idea of Nazis as the ultimate evil in Western popular culture. References to National Socialism even help to put into words ideas of decaying modernity. Some respondents thought that National Socialist influences have become more common as a result of the recent cultural wars of the mainstream society. Although members of the black metal community tend to consider black metal as lifestyle, not just a musical taste, on the grounds of this study, even persons who identify themselves as National Socialists do not attempt to affect the society. Black metal does not seem to be a gate to Far-Right activism.

This study was conducted during the Covid-19 pandemic. Interaction with the participants was mainly performed on-

line. In this article, I also consider if an ethnographer is able to understand the affective side of a cultural phenomenon, if the fieldwork is conducted online and includes only textual materials.



**Eemeli Hakoköngäs, Otto Halmesvaara, Jari Martikainen & Inari Sakki: Memes and fascist aesthetics – A visual rhetorical analysis of communication by the Nordic Resistance Movement in Finland**

The significance of social media in disseminating the message of extremist movements, mobilizing supporters, and capturing the interest of new audiences has grown. This necessitates the ability of these movements to adopt new forms of communication and influence and to adjust their expression to the expectations of different audiences. In this article, we examine the internet memes published by the Finnish branch of the Nordic Resistance Movement (NRM) from the perspective of visual rhetoric. Internet memes refer to visual and often humorous digital content created,

modified, and shared by internet users. The research material consists of 52 memes released by the Finnish branch of NRM on their website in 2018. The research method utilizes visual rhetoric analysis, enabling the interpretation of the content, forms, and functions of the memes. Reverse image search is employed as a supporting tool for rhetorical analysis, allowing the exploration of the memes' life cycles and intertextual references to other memes. The results indicate that the memes conveyed content aligned with historical fascist ideology. Antisemitism, xenophobia, disdain for the movement's opponents, and glorification of the movement's activities constituted key contents aimed at addressing both the movement's supporters and broader audiences.



**Petri Saarikoski, Jenna Peltonen & Rami Mähkä: Memes of World War II in the Ukrainian war 2022–2023**

This article focuses on memes that have been popular during the Russian invasion of Ukraine. We analyze memes that

connect to the imagery of the Second World War by utilizing nazi symbolism. Our research focuses on the memes published between February 2022 and February 2023 on Reddit and Twitter. Memes are making parody of Russian war propaganda, and in Ukraine's own counter propaganda the invader is portrayed as a genocidal Nazi-enemy against which the country is defending itself under the leadership of heroic President Volodymyr Zelensky. The published memes connect to the historically ambiguous backgrounds of the conflict. Our research shows how and in what way meme imagery functions not only as an ideological field of struggle, but also in bringing out interpretations in which the history of the Second World War appears in a new perspective.