

Iloa Lindh: Book readers as literary travelers

The topic of this article is literary travels made by readers who identify themselves as book readers. I ask, what kind of literary journeys readers make and what meanings do they give to literary places. The data consists of over 600 open-ended responses collected in a large online survey that was conducted as part of a reading research project. The analysis of the responses demonstrates three main types of discourses: When a book, author or literary world is so important to the reader that it inspires to visit a destination, the journeys are often described with expressions related to fan culture or pilgrimage. Another recognizable discourse type highlights the literary meaning of a certain place. The reader-traveller's own actions, imagination, and memory construe the particularity jointly with the real-life place. Third type of replies combine traveling and reading habits: an avid traveler may get journey ideas from books, or an avid reader may read books that are related to their past or future travel destinations.



Henri Hyvönen: The burdensome role of a masculine man: The biopolitical takeover of masculinity in the public debate on Tony Halme in the 2020s

Tony Halme's (1963–2010) 2003 parliamentary campaign opposed humanitarian immigration, feminism, and the social state, marking a key moment in the mainstreaming of right-wing populism in Finland. This article focuses on Halme's public remembrance and related struggles over meaning in Finnish media during the 2020s. The analysis identifies four affective-discursive canons, understood as consistent formations of affect and meaning-making. Halme was positioned as a sympathetic victim of unhealthy societal expectations on men. This sympathy was extended to his supporters, young men marginalized by Finnish society. Here men's lives were subjected to a biopolitical takeover, with demands for institutional and structural reforms to improve their quality of life. These canons faced resistance. Some texts positioned men as accountable for their hostility, rejecting sympathy for Halme. The right-wing populist movement that utilized Halme was often met with disdain unless framed through con-

cerns about young men. Despite the disagreement on whether a biopolitical takeovers of masculinity and young men are necessary, the texts idealized a masculinity detached from violent nationalism and aligned with gender equality and the labor market.



Semi Purhonen, Riie Heikkilä, Jarmo Kallunki & Sara Sivonen: Is the political divide within the working class in contemporary Finland also a question of taste and lifestyles?

The classical question about the political divide within the working class has gained new urgency due to the rise of right-wing populist parties across Western countries. Using survey data collected in 2007 and 2018, we examine the cultural correlates of the political dividing lines amongst the working class in Finland by comparing three groups: supporters of Social Democrats and the Finns Party, and those who report being likely non-voters. We hypothesize that the division between these groups are not only about values like usually thought, but also a matter of cultural lifestyles and

tastes. We define the working class by occupational class and education. The cultural indicators measure participation, taste, knowledge, and attitudes. Sociodemographic factors and class identification are also included in the analysis. The results show that the working-class groups differ according to the selected cultural indicators and the differences in some cases hold even when controlling for the social profiles of the groups and the survey year. The results are discussed in the light of the literatures on political polarization and cultural stratification. Our emphasis on horizontal differentiation within the working class challenges the dominant approaches in cultural sociology where the working class is usually considered as relatively homogeneous.



**Maarit Mäkinen & Mari Pienimäki:
Inclusive media publicity stumbles
upon difficult topics: obstacles and
opportunities for participation**

Previous research shows that there is a clear need for considering citizens' concerns and views in Finnish society. Ho-

wever, in media publicity, some citizens may remain unheard and lack opportunities to participate in constructive discussions.

The article examines the opportunities and obstacles of inclusive media culture. The concept of inclusiveness describes the cultural and social circumstances and atmosphere that allows the hearing of diverse voices and participation in media publicity. The study asks what opportunities citizens possess to express critical and non-mainstream views in the media and what obstacles this form of civic engagement faces.

The data consists of interviews with citizens who have tried to participate in the media publicity on difficult health issues. A theory-driven analytical framework was created for the content analysis of the data to identify the factors that hinder and enable to inclusion. The analysis provides a description of the factors that constitute an inclusive media culture and how barriers to inclusion challenge the realization of pluralism and the experience of societal participation.

