ENGLISH SUMMARIES

Heikki Uimonen

From gas stench to bun smell.
Male voice in Finnish television commercials

Masculinity is a social and cultural construction renewed in advertising. The article discusses how the masculinity is represented by male voice in Finnish television commercials. Not just the different aspects of voice but also social distances are utilized in acoustic communication of the commercials in order to target the products to different consumer groups. The desired effect is enhanced in sound processing by compressing and equalizing the voices of the speakers.

The background of current voice advertising lies in both public service and commercial broadcasting. In the early days of broadcasting the debates were aroused if women should be allowed to announce the radio programs. The new advertisement methods such as short films in the movie theatres and later in television broke the high-brow speech code of Finnish Broadcasting Company.

The prime time advertising of television channels MTV3 and Nelonen were included to research. After analyzing the total of number of 2246 speaks it proved out that the male speakers were used in 84 percent and in 74 per cent of the commercials, respectively.

In current commercials the omnipresent male voice can be conveniently attached to almost any products or services. It is used to create and renew multiple masculinities for different purposes. However, at the same time the speakers are reinforcing the cultural gender role models since the male voices are almost completely excluded from the commercials dealing with caring and domestic work.

Varpu Rantala

Everyday aesthetics in contemporary Japanese ghost films

By the turn of the millennium, ghost films with a depressive atmosphere were made in East Asia. This article discusses scenes from the Japanese films Dark Water (Honogurai mizu no soko kara, 2002) by Hideo Nakata and Cure (Kyua, 1997) and Kaïro (Pulse, 2001) by Kiyoshi Kurosawa, to show their subtle style of building up atmospheres. To do this I utilize the discussions over the conception of unheimlich to call into question familiarity and homeliness in normality. These discussions also move from the western metaphysics of united identity and fear of "the monstrous other". I am particularly interested in how the spectral atmospheres are created within everyday spaces, using everyday images and sounds and no spectacular special effects. Instead of the most studied themes in horror studies, such as monstrous flesh, abnormity and spectacle, these films utilize aesthetics of invisibility and scarcity which could be called audiovisual minimalism.

Riikka Turtiainen

Between two ice hockey rings
– Exploring the world of fantasy web leagues

Fantasy web leagues are Internet sport games where fantasy owners build a team that competes against other fantasy owners based on the statistics generated by individual players of a professional sport. The idea of these games is to build up as good a team as possible with a certain amount of money and to succeed with strategic skills instead of sleight of hand – mostly with an excellent selection of players and good timing. The success in fantasy web leagues is dependent on the performances of the real athletes in real games. The Internet era has impacted on fantasy sports. There has been a change from manual player cards and dice play versions into a real time statistics and digital illustrations.

In this article I will discuss fantasy web leagues as an example of "new" sport consumption. I am interested in Internet gaming tightly related to spectator sports – but also in the communication included in the games. I will analyze the communication between gamers of fantasy web leagues. I will try to find out how the discourse of following sports and the discourse of digital gaming are mixed. I will also describe some special features of this digital phenomenon.

According to my research material, the function of fantasy web leagues is to bring extra excitement and extra interest into spectator sports. Fantasy sport creates a new level of sport consumption. Competition between gamers and making good use of knowledge play a central role. Gamers build their own individual routines of media use. They follow sport events more carefully because of their own involvement in fantasy web leagues and that changes the nature of spectator sports in terms of a single game.