English abstracts

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From the competitiveness jump to the powder keg
Metaphors and affectivity of journalism in a political crisis

In 2015–2016 prime minister of Finland, Juha Sipilä (centre party), launched a process of achieving a "competitiveness pact" to improve the competitiveness of the country. In this article, we investigate journalism covering the political crisis by studying the metaphors used in journalistic language. The research begins with quantitative big data from four media outlets (HS, YLE, STT and Iltalehti) and progresses to a smaller qualitative sample from the same data set which is then qualitatively close read. We examine, how the political process of the competitiveness pact was covered in journalism through metaphorical expressions. The article answers two research questions, firstly, how journalism makes meaning about the case of the competitiveness pact and secondly, what metaphors do in the language of journalism. We combine metaphors with the concept of affectivity, understanding affectivity broadly as a communicative and dialogical dimension of language. Thus, metaphorical language is about affective meaning-making, which is used to direct attention of the reader, to control distance and closeness to the readers, and to build a relationship to the readers. In journalism, metaphors work both in argumentation and building the relationship to readers. Three prominent worlds of metaphors were used in understanding the case of the competitiveness pact, the worlds of journey, drama and war. Political processes and the economical situation were covered by the journey metaphor. The journey metaphor produces an understanding of political processes as strategic governance and control, where the role of the citizens and readers is limited. The powerful metaphors related to the world of war depict politics as conflicts and collisions of antagonistic aims. The metaphors related to the world of drama, take distance from the political actors and invite readers to follow and analyze politics from afar, together with the narrator of journalism.

Key words: affectivity, politics, journalism, metaphors, labour market organizations, competitiveness pact

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Small Fires at Interfaces?
Tampere University's legitimacy struggles in hybrid media

In this article, we analyze the legitimacy struggles related to the organizational reform of the Tampere University and especially to its new brand and communication strategy in hybrid media. Our research material consists of instances collected from both journalistic media (n=39) and social media (n=9,303). We conceptualize concerns about the Tampere University reform as arguments and discussions about the legitimacy of the new university. Through the data, we investigate how the reformed Tampere University is legitimized and delegitimized in the spring 2020 in public debates in both journalism and social media. As part of this, we also observe the interaction between different media in the hybrid media system. Our analysis of legitimacy judgements in different media shows how the diversification of hybrid media creates problems for multi-stakeholder communication, where the legitimacy of an organization is being formed in a changing situation. Our results highlight the importance of communication and communication styles in legitimacy: at the heart of the struggle is the University's new communication style, inspired by the business world, the metaphors of which end up as instruments for criticism in online discussions.

Key words: university, legitimacy, social media, journalism, hybrid media

Harri Jalonen & Jussi Kokkola

The child and family speech on coronavirus-related social media discussions

The article provides a systematic approach for studying social media discussions. It explores the emergence of child and family speech on coronavirus-related social media discussions in March–April 2020. We deploy the concept of positioning of the speaker, which refers to the various rhetorical techniques, argumentation strategies and ways of constructing speech. Based on data-driven content analysis, the article presents totally nine positionings: 'provocateur, 'jester', 'detractor', 'anxious', 'concerned', 'boundary spanner', 'spokesperson', 'survivor' and 'aide'. The article frames the positionings of speakers as hybrid affective performances emerging from the interaction between the public, media, decision-makers and academic community.

Key words: social media, positioning, affectivity, performance, content analysis

Sanna Ryynänen

Should we call this racism?

Public discussion on ethnic minorities, immigration, and racism has increased drastically in Finland in the last decade. At the same time, racism is a topic which many people find hard to address since it easily leads to controversies and ill feeling – yet, the importance of discussion is evident. One reason for the apprehension is the term itself: Racism is a word most people rather leave unsaid. Even some researchers prefer substituting it with other terms in order to avoid the strong reactions caused by the r-word. As a consequence, terms like *discrimination*, *othering*, *xenophobia*, *racialization*, and *racism* have been used in research literature interchangeably and often without proper definition or clarification on how they differ from or relate to one other. Gradually their meanings have become blurred, and both scientific and wider public discussions take place without clear conception on how racism-related terms should be understood or used. In this article, I will look at these five central terms of racism research. First, I will examine how they have been used and understood in Finnish media studies. After that, I will go through notions from international and Finnish racism research on the meanings and differences of the terms. The goal of this article is to diminish the vagueness of racism-related words and facilitate their use in media and research.

Key words: racism, racialization, xenofobia, othering, discrimination

Silja Nikula

Imprisoned in the lines
Ways of expressing meanings and understanding hints in the pictures of crossword puzzles from a social semiotics point of view

In this research, pictures in crossword puzzles are examined from the visual communication point of view. Attention is paid to the different ways to express meanings. Empirical data consists of drawings from 18 crossword puzzles. They were published in newspapers and magazines on sale, on 13.4.2019. The theoretical framework is the theory of multimodality, based on the grammar of visual design, presented by Gunther Kress and Theo van Leeuwen (1996). The meanings are dismantled from a social semiotic perspective. The research questions are: How are the different means of expression used in drawings in crossword puzzles? What kind of cultural knowledge is required when interpreting these drawings? The research shows that the way of using lines, perspective, and framing the picture are means to make it resemble the object being referred to. These means have given shape to the drawing and guide the meaning-making. The similarity is largely based on conventions in representing. Interpreting the pictures is also enabled by the shared

categorical thinking and experienced world. Additionally, expressions are recognized based on other cultural texts, especially comics. The research underlines materiality as a feature of multimodal artefacts and demonstrates how means of expression take shape according to contextual objectives.

Key words: multimodality, crossword puzzle, drawing, convention, categories

Virpi Salojärvi

Populist male leaders and performativity

The characters of Timo Soini, Hugo Chávez and Donald J. Trump in journalistic photographs

Populism may be defined as a rhetoric-performative process, relying on the approach to populism based on Ernesto Laclau's theoretical work. This article focuses on how different male populist leaders, namely the founder and long-term head of the Finns Party Timo Soini, United States President Donald J. Trump, and former Venezuelan president Hugo Chávez, are constructed using performative elements in journalistic photographs. Even though these leaders' central messages are delivered verbally, their habitus and visual performative elements, including their body language, persona, use of space, and clothing, complement and even highlight some elements of their messages, creating an image of an exceptional leader who is different from the political elite that the status-quo represents, and who has a special connection with the people. It finds that central performative elements in populist leaders' representations are authenticity and differences in national context that relate to creating an emotional connection with the people and performing masculinity. It approaches this by combining theatre studies (Goffman 1956) and social performance studies (Alexander 2004) to populism studies (Laclau 2005).

Key words: populism, journalistic photographs, political leaders, performativity, empty signifier