

English abstracts

Outi Hakola

Mediatisation of Dying: Audience Expectations of Documentary Film *Marika's Passing*

Media representations' capability to modify death-related practices and rituals has been labelled as mediatisation of death. This discussion has focused on public death and mourning, whereas everyday dying (dying due to old age or illness) has been marginalized even when most people encounter this kind of death in their own lives. In this article, I analyse spectators' discussions on the Finnish documentary film *Marika's Passing* (2021), which documents the last months of a terminally ill woman. I study the spectators' expectations for desired and/or truthful representation of dying. In the documentary field, the reception process is considered to consist of constant evaluation where each spectator compares the films' indexical relationship to their expectations of good documentary practices, but also to their own personal experiences as well as to cultural, social, and historical contexts related to the topic. My analysis shows that *Marika's Passing* invites normative debates on dying, because the spectators interpret the events as part of a wider phenomenon than a singular experience. Thus, in addition to media representations, the audience's evaluative processes participate in dying-related mediatisation processes.

Keywords: documentary film, good death, dying, mediatisation, reception, audience

Esa Reunanen

Political polarization and journalism: Four profiles of media trust

By using the survey data of Reuters Institute Digital News Report, the article analyzes how Finnish people trust in the news media. The findings are related to the debates about political polarization and journalism's position in the current media environment. With Latent Class Analysis, four profiles of media trust are constructed which are based on how people differently evaluate the trustworthiness of fourteen Finnish news media brands or types. About one half of the respondents represent the profile of "The trusting" in which all the brands/types are evaluated as trustworthy. Little less than a third represent the profile of "The selective" in which trust in Yle and daily newspapers is stronger than the trust in evening tabloids and free city papers. Eleven

per cent represent the profile of “The neutral” in which news media is not regarded either trustworthy or untrustworthy, and seven per cent represent the profile of “The distrusting” in which all the brands/types listed are typically regarded as untrustworthy. The trust in news media seems not to be related with the opinions about how actively journalists should interpret the issues or argue for or against them. Instead, it seems to be somewhat related with the use of different news media and strongly related with the perception of the fairness of news.

Keywords: journalism, polarization, trust, news media

Anna Kouhia

Covid-tagged craft feeds on Instagram

Many everyday practices and hobbies ceased in March 2020 due to global pandemic restrictions set in response to the outbreak of Covid-19. The exceptional conditions caused by social-distancing and stay-home policies interrupted the everyday-as-usual, but also initiated new kinds of hobbies and activities carried out within the family and home, such as crafts. The article examines Covid crafts shared on Instagram during the pandemic. The data consist of Covid-crafts-tagged posts (#koronakäsityö[t]) published on Instagram between March 2020 and December 2021, and interviews of nine craft makers. The analysis shows that crafts appeared as a reactive, expressive and experiential pastime, lifting up experiences of meaningfulness in the everyday shed by the pandemic. Covid crafts were inspired and limited by the materials at home, which was reflected, for instance, with the retrieval and continuation of unfinished craft projects and the usage of the material stashes found at home. “Knitting addition” was also emphasized in the pandemic craft posts. The digital materiality of “Covid-crafts” called attention to crafts as ready-made products, but also allowed diary-like process documentation and sharing of crafts as ongoing projects.

Keywords: crafts, hobby, Instagram, pandemic