

English abstracts

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From the “willy card” to “invasive alien species” Humor scandals in the Finnish political public sphere in 1990– 2020

Humor is a part of contemporary mediated political struggles. At times, humor itself becomes politicized, turning into humor scandals. This study explores how humor scandals have intertwined into the Finnish political public sphere during the last three decades. The quantitative mapping, based on journalistic articles retrieved from three nationwide media, reveals that 25 national humor scandals appeared in Finland between 1990 and 2020. The number of scandals increased exponentially: only two humor scandals occurred in the 1990s but in the 2010s there were already 16 cases. Our qualitative content analysis of three humor scandals from different decades demonstrates how humor controversies relate to the changes in political and media environments and moral order. While in the 1990s and early 2000s humor scandals often dealt with clashes between popular TV satires and leading politicians, from the 2010s onward the topics of humor scandals diversified, including issues of campaigning, artistic performances, and racism.

Keywords: humor, scandal, politics, satire, populism, norm transgression

Annu Perälä

Changing world, adapting Finland Content analysis of climate change adaptation in Helsingin Sanomat and Yle news 2017–2021

The inevitable progress of climate change has made adaptation an important societal question. However, the majority of news media coverage of climate change concentrates on other issues than adaptation, and the public lacks some central information on the topic. In this article, I study the media presentation of climate change adaptation in Helsingin Sanomat and Yle News (n=469 media articles) between 2017 and

2021. The results show that adaptation is mainly presented as preparations for extreme weather events, even though, the Finnish media coverage does not revolve around acute weather events like in many other countries due to the local climate conditions. Climate change adaptation is presented as an administrative question, not political. Otherwise, the coverage concentrates on detailed descriptions of the effects of climate change leaving the content of adaptation abstract. The coverage has potential to raise negative feelings on the state of the climate change, but the depiction of the current state of adaptation is fairly pessimistic. In the discussion, the audience interpretation of adaptation content is reflected.

Keywords: climate change, climate change adaptation, climate journalism, content analysis, media studies

Maarit Mäkinen

Citizen activists or pandemic deniers? Alternative voices in the journalistic media during the COVID-19 pandemic

Citizens' alternative perspectives have been the subject of critical debate during the COVID-19 pandemic, with views differing from those of the authorities often classified as disinformation. At the same time, it has been argued that too little attention is paid to the different views of citizens. This article examines whether the mainstream media of the pandemic period showed a tendency to exclude the critical views of citizens and possibly to reinforce polarization. The study asks: how have those with views that differ from those of the authorities been portrayed and what representations of alternative views have been constructed? This will be explored by analyzing documentary program of citizen activists presenting alternative views, as well as article material. The role of the media will be examined from the perspective of communicative polarization, using frame theory, whereby the media material presenting citizens' alternative views will be framed by rhetorical means. The study argues that the interpretation of citizens' different views in the mainstream media has often been simplistic and confrontational. The study suggests that journalistic interpretative frameworks should be better recognized and acknowledged, and that their expansion should be encouraged. This would help to develop media production that respects multiple voices, even on topics that are perceived as sensitive or controversial.

Keywords: communicative polarization, multiple voices in the media, pandemic in the media