

**W.F. Haug:
Commodity
aesthetics as a force
of globalization**

This text from W.F. Haug's forthcoming book *Politisch richtig oder richtig politisch?* (Argument-Verlag) updates his critique of commodity aesthetics. Haug reflects the reception history of this critique and analyzes the impacts of globalization and new information technologies.

**Mats Bergman:
Communication,
interpretation and
action**

Charles S. Peirce's philosophical theory of signs has rarely been used in media and communication studies. In this article, some general principles of the theory are identified. Peircean sign-theory is also compared to the better-known semiology of Ferdinand de Saussure and his followers. The article focuses on the following traits of Peirce's version of semiotics: the processuality of sign-relations, the plurality of interpretive effects, communication as a sharing of forms of conduct, the dialogic character of understanding, the contextuality of meaning, and communicative realism. In addition, the previous appropriation of Peirce's theory of signs is discussed, and John Fiske's criticism considered.

**Janne Seppänen:
Subjectivity in the
Field of Gazes**

The human subjectivity is constituted through social interaction. This interaction is sense-related, that is, subjects are connected with each other through the senses.

The article concentrates on one part of this sensibility, namely, the sense of looking. The author draws on George Simmel, Jean-Paul Sartre and Jacques Lacan and shows that the gaze plays an essential role in the constitution of human subjectivity. The author also addresses the linguistically-based concept of subjectivity.

**Esa Reunanen &
Risto Suikkanen:
Latent Class Analysis:
Wandering in Latent
Space**

Latent Class Analysis (LCA) is a quantitative method for analysing qualitative material. The idea of LCA was suggested by Paul F. Lazarsfeld as early as 1950 under the title 'Latent Structure Analysis'. The problem was that at that time no satisfactory algorithms were available. After resolving the mathematical problems concerning its application LCA has also been used as a method of content analysis. The article gives an account of the basic principles of the method and some examples of its use. The article also provides some preliminary methodological consideration concerning the relation of quantitative and qualitative methods. Although it seems that LCA can be fruitfully integrated with qualitative content analysis, the basic tension prevails between LCA and qualitative classification methods.

**Minna-Riitta Luukka:
Intertextuality in the
News about Science**

In the article news items dealing with academic dissertations are analysed in terms of discourse type, intertextuality and point of view. The articles were found to represent three major discourse types: news article, book review and personal feature article. The news concentrate on reporting the findings of the research and position the journalist as an information distributor and the researcher as an expert. The dominant voice is given to the study itself. Book reviews deal with the subject in a more holistic way, and describe and evaluate the study as a published book. The major voice is given to the journalist, who is positioned as an evaluator and critic and the researcher is present only as an author. Personal feature articles address the matter in a personal, entertaining way. The actual study plays a minor role and the scientist is presented as a person who is speaking in his or her own, often colloquial voice.