

### Esa Väliaverronen and Iina Hellsten: Biodiversity in the media

The article discusses biodiversity loss as a new environmental problem, and the way it was framed and visualised in major Finnish newspapers in 1990 - 1997. In the beginning, biodiversity was framed as a mass extinction or as a more limited problem of protected areas and species. This was usually based on more or less apocalyptic narratives of nature and the issue was visualised with exotic, endangered species. Later the apocalyptic narrative was largely substituted by modernist interpretations of sustainable development defining biodiversity conservation as an economic, scientific and management problem. Based on previous case studies on environmental communication the article discusses continuities and changes in environmental discourse. It is argued that the previous "rhetorics of loss" based on economic and social conflicts has been partly substituted by more consensual "rhetorics of hope" seeking to combine nature conservation and economic growth through scientific and technological management.

### Janne Seppänen: Competing interpretations of Benetton's photograph

In the winter of 1997 Finnish senior high-school students were asked to write essays on four different images of Benetton advertisements. The essays were a part of the matriculation examination. One of the images was called Family of the Future. The image portrayed two persons (black and white) and a child wrapped in a green towel. Four years earlier the same image was analyzed by two researchers, Vibeke Quaade and Les Back, in an article called *Dream Utopias, Nightmare Realities. Imaging Race and Culture within the World of Benetton* (ThirdText, 1993). In the picture, according to Quaade & Back, "Race, femininity and childhood are articulated within a mutually reinforcing discourse, in which social constructions are naturalized by the association between woman as nurtures and children as innocents." The article compares Back & Quaade's reading of the Family of The Future with the high-school student's readings. It will show how researchers picture-based "myth-critical" reading of the photograph misses the essential points concerning the racial representations and gender differences represented in the photograph.

### Jukka Kortti: When commercial breaks were not the matter of course: the critique against television advertising in Finland in 1960's.

The article deals with the critique against television advertising when Finland was going through a period of profound social and cultural changes towards a modern western consumer society. The article concentrates particularly on the argumentation during the years 1964 and 1968, when there were demands to close down Mainos-TV, the sole commercial television company. Causes and events, which led to using money from advertisers for starting the television business in Finland, as well as the critique against advertising in general are presented. The arguments concerning television advertising (whether it should continue or close down – or at least be substantially reduced) were part of the ideologically loaded and polar social atmosphere during the period of left wing radicalism. The most important question was, however: is it appropriate for public responsibility broadcasting to advertise? This question arose since Mainos-TV was leasing broadcasting time from the Finnish broadcasting corporation.

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