

ten medioiden käyttöä, osoittautuu turhaksi. Yksi media nousee tutkimuksessa kuitenkin ylitse muiden: television valta-asema nuorten viihdyttäjänä ja informoijana on edelleen horjumaton.

Mediat nuorten arjessa kertoo, että minkään yksittäisen median runsas käyttö ei liity jonkin toisen median vähäiseen käyttöön ja että samat nuoret ovat aktiivisimpia lähes kaikkien medioiden käyttäjinä. Esimerkiksi tietokone- ja konsolipelien pelaajat eivät lue sen vähempää kirjoja tai sanomalehtiä kuin muutkaan nuoret. Se, elääkö nuori kuvan vai painetun sanan maailmassa, liittyy tutkimuksen mukaan ennen muuta sukupuoleen: pojat valitsevat mieluummin kuvan, erityisesti liikkuvan kuvan, kun taas tytöt kuluttavat enemmän painettua sanaa. Raportin kiinnostavinta antia ovat tulokset nuorten suhteesta nuorisokulttuuriin: tytöt katsovat poikia enemmän TV:n nuortenohjelmia ja lukevat enemmän nuortenlehtiä ja nuortenkirjoja. Miksi tytöt tarttuvat poikia helpommin nuorisomediaan on kysymys, joka tutkijoiden lisäksi kiinnostanee mediatuottajia.

Kun puhutaan lomaketutkimuksesta, puhutaan yleistyksistä. Varkka mediaomistusten, medioiden yleisten käyttötapojen ja nuorten eri tehtäviä varten tekemien mediavalintojen lisäksi nuorten mediamaailmaa jäsennetään myös mediasisältöjen käytön näkökulmasta, eivät määrällisen erittelyn keinot pysty kertomaan niistä suuria linjoja enempää. Toisaalta ja johtuen kirjoittajien tutkimuksellisista intresseistä mediakenttää ei ole kuitenkaan tutkittu tasapuolisesti. Tarkemman käsitteilyn saavat tutkimuksessa uutis- ja ajankohtaisaineistot, musiikkivideot ja televisiomainokset sekä scifiin ja paranormaaleihin ilmiöihin liittyvät media-aineistot.

Mediat nuorten arjessa -raportin tarkoituksena on ollut luoda yhteinen pohja tekijöiden laadullisille osaprojekteille, jotka tulevat luotaamaan nuorten mediamaailmaa syvemmillä. Raportista on kuitenkin varmasti hyötystä myös monille muille tutkijoille, jotka asartelevat nuorisoon ja mediaan liittyvien kysymysten parissa.

MERVI PANTTI

Inka Salovaara-Moring

Landscapes of Hope and Consolation – Economic Crisis, Regionalism and Markets of Meaning

The aim of this article is to examine how regional newspapers constructed the regional public sphere during the economic crisis of the 1990s in Finland. What kind of mediated representations of crisis can be found in regional newspapers? What is meant by system and identity crises in a regional context? These questions are approached with the theory of legitimation crisis associated with the theorists Jürgen Habermas and Claus Offe, and the theories of human geography. These neo-Marxist theories are based on critical theory and seek to explain the origins of the crisis of 'late capitalism'.

For this project, four newspapers were selected from economically and culturally disparate regions. The article is based on an analysis of editorials collected from the newspapers during the period 1988–1997. The data was supplemented by interviews. The article shows that the portrayal of the economic crisis was affected by several variables. The regional agenda reflects the political, cultural, spatial and economic structures at regional and also at national level. The internal journalistic culture of the newspaper likewise the policy-line and earlier affiliations of the newspaper had an impact. The economic wealth of the region, the regional policies maintained by the state and the types of economic activity typical in the region were especially significant. The concept "meaning market" developed in the research process was found to be a useful tool for assessing the interaction between the regional relational system and journalism.

Erkki Hujanen

Being a Non-subscriber After the Recession, on a Saturated Media Market. The Subscription Fee, the Contents or a New Type of Everyday Life?

The article examines decline in newspaper circulation and non-subscription. The circulation and coverage rates of newspapers plummeted in Finland during the early years of the 1990s, which can largely be explained by poor economic development and the severity of the recession. Some of the newspapers succeeded in slightly increasing their circulation between 1996 and 1999, but in 2000 even big dailies once more lost thousands of readers, as in the recession years. There does not seem to be a return to the old circulation rates; part of the population is used to the idea that one can do without a seven-days-a-week daily delivered at home. According to the article neither recession nor lack of money can fully explain non-subscription. It is true that weakening of personal economy, a private recession, may expose to and trigger non-subscription, but a stronger influence in the background is the change in media behaviour.

Minna Aslama & Sanna Valtonen

Scales of Depression. The Economic Crisis of Finland, the Experiences of Citizens and the Roles of Research

In this article, we approach the economic crisis of Finland in the 1990s by utilising Bourdieu's concepts of "real" suffering of material poverty" (la grande misère) and "ordinary suffering" (la petite misère). Our starting point is that the experiences of "ordinary" or "small" suffering of



individuals constitute a part of the collective crisis, but very often only the material crisis is quantified and accordingly analysed. Here, we depict the citizens' definitions and experiences of the crisis, based on theme and focus group interviews conducted 1993/94 and 1999. We also discuss the role of the media in constructing crisis awareness. Based on the above, we reflect upon Bourdieu's thoughts on the role of academic research in transmitting the "ordinary" experiences of suffering.

Teemu Taira

From Full Employment to the Triumph of Individualist Discourse?

The discourse of individuality challenges the ideal of full employment articulated in the protestant work ethic. It may offer new cultural paths for the unemployed to empower themselves rather than, as in neoliberal thinking, stigmatising the individual for being unemployed. In this article I will argue that if the discourse of individuality has previously been subjected to a mythology of work that includes the idea of full employment, the case today is

quite the opposite. Moreover, I will chart the nature and function of the discourse of individuality in the writings of the unemployed and its articulations in relation to a neoliberal global economy and the mythology of work.

Risto Ojanen

The Living Newspaper

The article considers the federal Theatre Project sponsored by the U.S. Government 1935–1939 and focuses on the Living Newspaper Unit. The project was one of the most prominent in the recruitment of artists by the government. Living Newspaper moreover illustrated the feelings of the Great Depression, and presented its causes and consequences to an audience which had felt the effects themselves. The collage-type structure, the labour-dominated ensemble and the language adapted from small theatres to large spaces constituted a profile of the genre. The committee which investigated un-American activities put an end to the controversial project which is remembered for a special little man. This figure with which people could identify was an offshot of the vaudeville and made the audience sit up in an unorthodox, Brechtian fashion.

Sanford F. Schram & Joe Soss

Success Stories: Welfare Reform, Policy Discourse and the Politics of Research

The 1996 welfare reform in the United States is now widely hailed as a success. In this article, the authors analyze this public verdict as a political construction. During the 1980s and 1990s, welfare discourse shifted to emphasize concerns over program dependency. This shift is not only promoted policy retrenchment, it also defined the terms on which retrenchment would be judged. Specifically, it established case-load levels and studies of program "leavers" as a common frame of reference for judging welfare reform. This article presents evidence that a majority of media stories on welfare reform from 1998 to 2000 offered positive assessments. The authors then show that perceptions of reform as a policy success depend chiefly on the diversion of attention away from standards of evaluation and interpretations of evidence that might suggest failure. They conclude by discussing how the construction of policy success is likely to affect upcoming debates over the renewal of welfare reform.

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