

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.

4/2001 kirjoittajat:

- Minna Aslama**, KTM, tutkija, Helsingin yliopisto, viestinnän laitos.
Erkki Hujanen, FL, ylläsihteeri, Jyväskylän yliopisto, viestintätieteiden laitos.
Eeva-Liisa Jokela, lastentarhanopettaja, fil.yo, Turun yliopisto, mediatutkimus.
Raija Julkunen, YTT, yhteiskunta-politiikan lehtori, Jyväskylän yliopisto, yhteiskuntatieteiden ja filosofian laitos.
Ullamaija Kivikuru, VTT, professori, Svenska social- och kommunalhögskolan.
Risto Ojanen, FT, päätoimittaja, Tyrvään Sanomat, Vammaia.
Mervi Pantti, VTT, FL, ylläsihteeri, Helsingin yliopisto, viestinnän laitos.
Mika Renvall, YTM, tutkija, Tampereen yliopisto, tiedotusopin laitos.
Inka Salovaara-Moring, VTL, tutkija, Helsingin yliopisto, viestinnän laitos.
Sanford F. Schram, vieraileva professori, Graduate School of Social Work and Social Research, Bryn Mawr College, Pennsylvania, USA.
Joe Soss, valtiotieteen apulaisprofessori, American University, Washington DC, USA.
Teemu Taira, FL, tutkija & uskontotieteen vs. lehtori, Turun yliopisto, kulttuurien tutkimuksen laitos.
Sanna Valtonen, VTL, tutkija, Helsingin yliopisto, viestinnän laitos.