

**Salli Hakala:**

### **The strategic access to public**

The committee of communication in the state administration has recently given the report concerning current situation and the challenges for the future of the public communication. The new law of publicity, Net communication, and free market regime have created new circumstances for communication in Finland. The article discusses one of the themes of the report namely the usage of strategies in marketing communication by the state administration. The arguments of the strategic access to public are specified by the pr managers of the ministries and other institutions with following discourses: interests of Finland and the organization itself are specified axiomatic. The democracy appears in the core of argument which is also used to argue the organisational aims.

**Veikko Pietilä:**

### **Letters to the editor and Internet as discussion forums**

In the article, Internet discussion forums are compared, as arenas of discussion, to the letters to the editor -section in a newspaper. Essentially dissimilar to discussion forums, letters to the editor belong to a broader public sphere, and writers here typically comment discussions that take place primarily in other arenas, while Internet discussion forums often create their own public sub-spheres, where the themes under discussion are taken from a broader public sphere, but the speakers typically discuss these themes among themselves. To this difference other dissimilarities are also connected, such as, for example, the relative lack of dialogue in the letters to the editor -section, when compared to the Internet forums. Although more dialogical, Internet discussions appear not to be radically of a new type. Rather they are moulded by old structures and they repeat, albeit in a more colourful form, attitudes and settings that are already familiar from other contexts.

**Auli Harju:**

### **Interviewing authorities**

The article explores the interviewing method, especially concentrating on situations where the interviewee is in a high social position having authoritative power. In this case the researcher's position in interviewing authorities differs from situations described in literature of interviewing method where the interviewees are assumed to be so called ordinary people. In interviewing persons in high social positions the situations may become more complicated and the researcher may notice losing the control in the course of the interview. That may affect the produced research material and that is why bringing out the interviewing process and its problems is a part of researcher's self reflection and also helps the reader to evaluate the results of the study. The article also brings out experiences about interviewing on a more general level. It discusses the fluency of interaction between the interviewer and interviewee and shows examples of development of interaction in interviews.

