

Irma Kaarina Halonen: Representations of Age and Gender in the Media

This article discusses of ageing, gender and juvenation of the journalistic texts in the media. The aim is to examine the problems beginning from the viewpoint that 'gendering', of media texts is parallel to the ways to construct the representations of age in the media. The main point of this article is in the representations of older women in the media. Discourses examined here around ageing are concentrated to the problematizing of ageing as a part of social politics, to the carnivalism and performance of the old body especially in popular melodrama and to legendarizing the experience of the older persons. The main task of the so called main stream journalism shows to be the construction of the culture of same-ageness, whereby the old and very young people are represented in the marginals and the cultural norm is adulthood which can to be read as 'juvenation' of the texts. The situation described in the article makes the representations of ageing women in the media extremely problematic and demands further discussion and research.

Mervi Pantti: Problem of Quality in Youth Cinema and Television

Together with other discourses youth orientated films and television series participate on defining the borders of deviant and normal behaviour of young people. Unlike the news media the youth entertainment is constantly facing specific demands concerning the quality. This article examines youth films and television series as an independent genre and discusses its characteristics in the contexts

of production, text and reception focusing especially on the moral panics engendered by certain youth films. Article challenges to raise questions concerning quality, to speak about the problem of judgement, venturing that both in public discussions concerning "the youth problem" and in film and television reviewing the categories of quality are produced automatically and unproblematically.

Jukka Törrönen: Zero Tolerance, the Media and Local Community

In the article I examine a one-year zero tolerance project launched by the City of Tampere in southern Finland in August 1999 with a view to discouraging drunken and disorderly behaviour in public places. My analysis is anchored to the context of publicity produced by the local daily *Aamulehti*. I approach the project from a constructionist vantage-point by asking what kinds of techniques and programmes of responsabilisation and punishment were articulated for the programme in *Aamulehti*, which of them gained a dominant position in the local publicity and how the different 'versions' of the programmes and techniques were articulated as part of the local actors' self-understanding. I borrow the tools of analysis from positioning theory and semiotic sociology and analyze the articles appearing in *Aamulehti* on zero tolerance in terms of a struggle over signification in which the community position of zero tolerance and the social identities of the actors involved are shaped by deconstructing and reconstructing categories, by redirecting the objectives of the campaign and by manipulating identification mechanisms. At the same time, I understand the signification struggle waged around zero tolerance as a bargaining process over what kind of moral order the community needs.

Kaarina Nikunen: Hooked on Ally McBeal Publicity

The television series *Ally McBeal* has gained exceptionally wide publicity in the Finnish media. The article examines the way publicity, mainly tabloid-papers and women's magazines, has framed and defined *Ally McBeal*-material. Through organised marketing and timing the series soon became well known topic of discussions and a popular television series.

Essential part of the public discussion concerned the depiction of women in *Ally McBeal* and especially the contradictory, childlike figure of Ally. Ally's figure was introduced as a new woman challenging the older generation of feminism and it raised a public debate on women's representation in media. The impact of the debate can be heard in the audiences' remarks and conceptions of the series.

The publicity was clearly working from above producing and organising needs and desires. Stories were directed towards young girls and women assumed as the main audience of the series. Through stories on anorexia, stardom and certain *McBeal*-ideology produced through "mcbéalisms" publicity posited girl audience as vulnerable and consumerist while ignoring other views, positions and audiences.

It is suggested that the abundant publicity had an impact on the construction of audiences and their conceptions of the series: many were drawn to the series by the publicity, some rejected it because of the publicity and others created counter-publicity on *Ally McBeal*.