

## SUMMARIES OF THE ARTICLES

*Heidi Keinonen*

### **Adopting multi-platform practices: challenges and opportunities for television broadcasters and production companies**

Television programmes are increasingly being replaced by multi-platform productions, which combine various contents delivered on multiple platforms. While multi-platform productions provide broadcasters with new ways of interacting with their audiences, they are also challenging many of the established modes and practices of television production. By analysing the interviews with programme managers and television producers, the article studies the concepts and practices of television-based multi-platform productions as well as the future of television production and broadcasting as profitable business. Commercial broadcasters in Finland seem to consider multi-platform productions as a natural phase in the development of broadcasting, while the Finnish public broadcaster Yle is striving to find the ways of combining multi-platform practices with public service values. Independent production companies, on their part, are faced by the challenge of developing new business models to be able to survive.

*Juha Herkman*

### **Just empty rhetoric? Framing populism in quality and popular papers during the 2011 parliamentary elections of Finland**

In political discourse, the term populism is often taken for granted. This article explores the meanings that quality and popular papers gave to the term during the Finnish parliamentary elections of 2011. The data has been collected from Helsingin Sanomat and Ilta-Sanomat and it contains 60 articles mentioning populism explicitly. The main method of the study is qualitative frame analysis. The most prevalent framings of the term emphasized negative meanings, such as nationalism, xenophobia, and empty rhetoric, associated to the European extreme right. However, there were significant differ-

ences between the papers. Helsingin Sanomat repeated the above framings, whereas Ilta-Sanomat quite often framed populism also positively as ‘the voice of the people’ that the Finns Party represented. The differences between the paper types echo the former studies highlighting the differences of attitudes between the so-called tabloid and elite media. They also indicate the new structuring of the Finnish party field that challenges the status quo of traditional mass parties.

*Pertti Vehkalahti*

### **Nuclear Plant of the North Fennovoima in three Finnish newspapers 2007–2013**

This study examines Finnish press coverage related to the Fennovoima nuclear power project. The data consists of newspaper articles and opinions published in *Helsingin Sanomat*, *Kaleva*, and *Raahen Seutu* during the years 2007–2013. The study aims to answer the following questions: What kinds of speakers were represented by different newspapers, what kinds of subjects they discussed about and what kinds of arguments about nuclear energy they favoured? The study is based on quantitative content analysis. According to the results Fennovoima and other companies get a lot of publicity in the press. They are not speaking only in nuclear-positive stories, but appear also as neutral sources. Also representatives of state and municipalities are often cited. Anti-nuclear NGO:s get local and regional newspaper publicity, but their statements rarely yield to national newspaper.