

## ☐ Summaries of the articles

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### **Constructing a religious landscape: Religion journalism in the Finnish newspapers from 2007 to 2012**

The new visibility of religion has lately been the most discussed theme in the research of religion and media. Especially the September 11 attacks has been seen to have influenced to the growth of religion related news. It seems that media is more interested in religion than before. Yet, it has not been thoroughly scrutinized before what kind of topics is really covered when journalists write about religion. In this article we analyze quantitatively journalistic writing on religion in four Finnish newspapers during five years. Our research shows that newspaper sections and journalistic practices result to a situation where local, national and global topics are held strictly apart. The outcome of the analysis raises the question what kind of relation the religious landscape constructed by the newspapers has to the meaning of the religion in the Finnish society overall.

Liina Puustinen, Matti Rautaniemi ja  
Lauha Halonen

### **More than Exercise: Yoga in Commercial Media Culture**

The Indian tradition of Yoga has become a worldwide phenomenon. Since the shift of the millennium yoga has become a trendy leisure activity also in Finland. The development and spreading of modern yoga is tied to the growth of individual spirituality in the western world. The modern uncommitted spirituality is often realized through consumption of various products and services. Also yoga has become part of the global wellness culture and market economy. The study focuses

on how commerciality and spirituality are intertwined in the representations of modern yoga in the media. The data consists of articles collected from seven Finnish magazines which have been analysed with qualitative close reading. The results show a close articulation of spirituality and commerciality, yet, looks, wellbeing and health are the most important selling points of modern yoga. Critical approaches to consumer culture are also present but they are very rare.

Terhi Utriainen

### **Art on religion and wings of angels: two cases in Finnish women's magazines**

Media is an increasingly significant and heterogeneous channel for religion and spirituality. Since media is gendered in many ways, and since women tend to be, according to a lot of research, more religious than men it is worth asking how religion is presented, constructed and promoted in women's magazines. This article analyses two cases in Finnish women's magazines: 1) an art project on religion and 2) visits to Finland by an international angel healer and mystic. The cases present two female agents who have received attention in the Finnish media. While their personal positions with regard to religion differ from one another considerably, the media representations of religion and spirituality, in both cases, are very positive in tone. This positive tone is constructed in particular by linking the represented religion to the individual and her own personal choice.

Kati Niemelä

### **Newspapers leading the way to religious change – Religion in the Nordic press from 1988 to 2008**

The article examines the coverage of religion in Nordic newspapers in 1988, 1998 and 2008. The research is based on nearly 5,000 newspaper articles published in 14 newspapers in the five Nordic countries during selected periods. The research is related to an ongoing research project “*The role of religion in the public sphere*” (NOREL). The method is quantitative.

The results show that the presence of the Lutheran majority churches in the newspapers is generally declining, especially in Sweden while Iceland and Finland stand out as more traditional. The visibility of the Lutheran church in the Icelandic and Finnish newspapers is still very strong whereas the Danish, Swedish and Norwegian newspapers present a more diverse view of religion. Especially in Denmark and Sweden the Lutheran Church gets only limited amount of space in the newspapers. As a whole, the results give support to the more strengthened status and visibility of religious pluralism and more weakened status of traditional religion and the Lutheran church. Newspapers stand as foregoers of this process.

Ilkka Huhta

### **The Finnish Lutheran Church and the transition of public debate in the 1960s**

The article examines the way in which the public role of the Finnish Lutheran Church was redefined after the Second World War, specifically in the 1960s. In countries of western cultural heritage the traditional churches began to be assessed in a new way. As an effect of intensified secularism, the significance of doctrine, tradition and the Bible as arguments in public debate decreased.

Unlike before, the value of churches and religious communities was determined by how they had promoted the implementation of human rights domestically and globally, or how human rights were realised within the churches and religious communities themselves. The key issue, therefore, was the change that had occurred in the criteria of evaluation in public debate. In what way did this transition concern the Finnish Lutheran Church?

The other new feature of the secular period was the gradual differentiation of the internal discussion of the church into a separate field of public debate. Although it was seen at first as a decrease in public leeway, the change also led to reformations and changes in policy. This, in turn, led to a new kind of polarisation within the church between reformists and conservatives. In this development as well, the decisive turning points occurred in the 1960s.

Keywords: Lutheran Church, secularization, publicity, debate, 1960s