



David Hesmondhalgh New Imperialisms, Cultural and Otherwise

Imperialism is now back on the agenda at all points on the political spectrum. So should we revive the cultural imperialism thesis? This paper argues that we shouldn't. One reason is that the thesis underestimated the complexity of western cultural products and their effects on audiences. Another is that in spite of its name, the thesis paid almost no serious attention to the concept of imperialism.

Some recent theorisations of neoliberalism and imperialism can help to provide the basis for a new and more adequate critical theory of international communication: firstly, by explaining the increasing emphasis on 'culture' in contemporary capitalism; and secondly by understanding some key cultural developments - especially in intellectual property law and practice - as forms of 'accumulation by dispossession' (David Harvey's phrase). Such a theory might allow for important connections to be made between political battles over the ownership of culture and other issues which have been of great interest to anti-globalisation movements, such as control over medical patents.

Anu Kantola The Reasoning Empire: The political rationalities of the Financial Times

The article examines how the new theories on empires and imperialism, especially the theory of empire developed by Michael Hardt and Antonio Negri, can be used in understanding the globalised public spaces. The article analyses genealogically the election coverage of *the Financial Times* in parliamentary elections in 26 countries 2000–2005. The political order of *the Financial Times* is seen as a form of new imperial reason with reminiscences of the practises and paradoxes of the British Empire. International public spaces such as *the Financial Times* can be thus understood as sites of global political order and it is suggested that public spaces should be understood and researched as sites of governmental rule and discipline.

Jaana Hujanen The ideal of serving the public in journa- lists' perceptions

In their aim to serve the public better, Finnish journalists negotiate and subscribe to different, and partially contradictory, understandings of their professional responsibilities. The article explores, with the help of qualitative interviews with journalists, how the modernist discourse with its ideal of strengthening people's role as citizens is challenged by the ideal of market-oriented approach to represent and please consumers, but also how these two approaches intertwine. Moreover, journalistic autonomy and the influence of extra-journalistic forces into news work are discussed. The article suggests that transformations should be assessed as hybrid, multiple and partially unexpected changes in journalists' values as well as shifting power relations within the media organisation and newsroom.

Juho Rahkonen The Virtues behind YLE's Success – Using field theory and meta-capital to explain the strong position of public service broadcasting

This article explores the social conditions in which YLE operates as a national public service broadcaster. The theoretical framework of the study is Pierre Bourdieu's field theory, extended with the concept of meta-capital. Bourdieu claims that the journalistic field, especially television, is losing its autonomy under economic pressures. Given the neo-liberal market economy and keen competition, the legitimacy of non-commercial broadcasting cannot be taken for granted anymore. However, YLE seems to have retained its public service role surprisingly well. Despite the harsh market environment, the share of public service programs in YLE television has significantly increased from 1986 to 2004. The new digital TV channels strengthen this trend.

The article suggests that the strong position of YLE can be explained by the field theory and the concept of meta-capital. The meta-capital of YLE is related to the fact that the state plays a central role in Finland. According to Hegelian philosophy, which has had a strong impact on the formation of the Finnish society, the state is the consummation of man as finite. In Finland there is, for instance, a highly developed welfare state, which is strongly supported by the public. The article suggests that the meta-capital of YLE appeals to the Hegelian "objective spirit", and therefore YLE is able to retain its legitimacy. YLE has a lot of capital which is valuable on the specific journalistic field, but it also possesses meta-capital, which is valuable within the society in general.

Jaakko Suominen "Very irgent business matter" – "Nigerian Scam emails" as a part of digital culture

In the article I study fraud emails, usually called to "the Nigerian Scams" or the 419 Frauds. My primary research material consists of 57 scam letters collected in autumn 2003, 72 letters collected in autumn 2004, and 43 letters collected in winter 2005–2006. The article is divided to two main sections. First, I analyse structure and content of the letters referring also to the changes occurred between letters in 2003 and 2004. I argue that all "the Nigerian scam letters" resemble all other 419 scam emails but they can be separated to two major classes, namely to business letters and conflict letters, which seems to refer to different countries in Africa and uses different sorts of emotional means for seduce the recipient. Secondly I study the letters in relation to questions of ethnicity and interpretation.

