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RIKU KESKINEN

Salli Hakala "Communication For People" – How could we evaluate government communication?

A new system for monitoring and evaluating government communications, under the acronym VISA, had been created on the basis of the results of the project Government Communication 2007. This article is the review into the results of the research project and some critical questions concerning government communication and evaluating of public action. As a theoretical framework has been used the theory of public sphere by Jürgen Habermas and its critic both the concept of communicative action by Hannah Arendt.

Unlike Habermas public sphere of government were considered to be the different public actions, like John Dewey used to underline action in his book Public and its problem. In the article the question about communication during market oriented public conditions is to be seen seriously: have they forgot the researches of media and communication effects and the critic towards to MCR-tradition? We have to ask how strategic effectiveness thinking and communicative action match to each other. It seems to be true that we in Finland have moved to evaluative society, and we have to ask: who the evaluating of public actions in serving for?

Hannele Huhtala Max Weber's bureaucracy and crisis communications: The actions of the Finnish authorities in the Asian tsunami disaster

The article discusses bureaucracy with specific reference to the model of bureaucracy developed by Max Weber (1947; 1978). It is important to understand this model, because many public-sector organizations consistently operate according to this model in normal times, even in crisis situations. In

the results of investigations into crises, bureaucratic problems are often cited; but it has seldom been studied *which* bureaucratic tendencies cause problems in crisis situations and *how* exactly this happens. The article re-analyses the interview and questionnaire material collated for the study *Information flow and communication in connection with the Asia tsunami disaster*, which address situational awareness, communications management and internal communications from the point of view of bureaucracy. The conclusions question the feasibility of the bureaucratic model and ask whether now would be the time to create a different kind of organization.

Vilma Luoma-aho
Licence to Operate: Stakeholder Relations of Public Organizations

In the increasingly mediated and changing world of today, legitimacy of public organizations is threatened. To measure the usefulness of public services, stakeholder thinking is introduced. Stakeholder as a concept is a new one for public organizations, yet it portrays well the growing expectations toward public administration. According to a recent stakeholder study of Finnish public administration, the relationship between the public administration and their stakeholders is based on neutral reputation and high trust. This trust is high enough to be described as faith, and hence the stakeholders of public organizations are described as faith-holders. Faith-holders are argued to form the basis of continuous legitimacy of Finnish public organizations.

Hanna Rautajoki
Moral Implications of the Agenda in Television Discussions

Neutral transmission of information is the ideal every journalist should strive for. In practice, ideals are actually flexible and

the proper enactment of the occupational role is negotiated contextually. In this article journalistic work is investigated from the angle of politically loaded moral discourse. Morals are constructed in speech by making evaluations on the appropriateness or inappropriateness of some action. The data consist of a television discussion on September 11th and the aim is to illuminate the various ways in which the agenda, thus the pre-structured script of the programme, is participating in moral evaluations. The analytical focus is on the turns of the two hosts and the methodological tools are provided by conversation analysis and studies in institutional interaction. Agenda is not only functioning as a thematic frame for the discussion, but it is also participating in the public discussion and in moral discourse itself. Since all language use contains evaluative acts, the journalistic ideals and their unrealistic aims might benefit from some reconsideration.