



tuntuu myös osin vievän t laa keskeisten asioiden syväisemmältä analyysiltä. Toisen käden lähteiden runsas käyttö hukuttaa joskus alle Paasonen omat analyttiset huomiot ja argumentoinnin nu-nainen lanka uhkaa kadota.

Figures of Fantasy osoittaa kis-tattomasti, että sukupuolella on edellen väliä eivätkä uudet ja ih-meelliset teknologiat ole onnistu-neet "vapauttamaan" meitä val-lan ja hallinnan verkostoista. Niir-pä se on myös tärkeä panos femi-nistisen mediatutkimuksen ja fem-inistisen teknologian tutkimuk-sen kenttään. Vaikka Paasonen maalaaman kuvan pessimistisyys, jonka hän itsekin tunnistaa, saat-taa vaikuttaa uuvuttavalta, on teoksen negatiivinen kritiikki kui-tenkin tärkeää erityisesti aikana, jolloin feminismin kuulee usein muuttuneen tarpeettomaksi. Myös analyysit tiettyjen kyberfe-minististen diskurssien indivi-dualismista ja tavasta unohtaa val-taan, alistukseen ja kontrolliin liit-tyvät kysymykset ovat korvaamat-omia muistutuksia oman posi-tion, historian ja genealogian tun-temuksen merkityksestä "vaihto-ehdoisia maailmoja" rakennettaes-sa.

Kirjan "sanoma", ettei Internet ehkä niin itsestään selvästi tarjoa naisille radikaaleja uudelleenmää-rittelyn paikkoja, kuin joskus on ajateltu, tuskin on uutinen kenel-lekään. Tämä ei myöskään ole kir-jan tarkoitus. Paasonen analyysit paljastavat millä tavoin Internet valjastetaan perinteisten hete-roseksististen ja rasististen diskur-sien käyttöön ja miten sukupuoli rakentuu ja rakennetaan luonnol-liseksi jopa Internetin virtuaalisessa maailmassa. Essentialisoimatta sen kummemmin teknologiaa kuin sukupuoltakaan Paasonen osoittaa kuinka vanhat, dikotomi-selle sukupuolikasitykselle raken-tuvat "totuudet" kuolevat hitaasti ja sopeutuvat jopa pelottavan jou-hevasti uusiin konteksteihin.

SANNA ROJOLA

Sari Elfving

Loathing, Desire, and Cracks in Rationality. The Television and Press Image of Timo T. A. Mikkonen in the 1970s

M-show, the first openly American style talk show in Finland in the beginning of the 1970's. It was produced by the commercial TV-company Mainos-Televisio and hosted by the flamboyant young Timo T. A. Mikkonen. He soon became an ambivalent celebrity in the Finnish press, nourishing fears about mass culture and Americanization. He was highly criticized as well as admired.

This article analyses *M-show*, the debate it generated and the ways the celebrity of the talk show host was constructed. The article also analyses cultural suspicions concerning television and its effects, such as the fear that television would promote irrationality in the public sphere. Celebrities like Timo T. A. Mikko-nen could easily become targets of this criticism.

The approach of the analysis is intermedial and focuses on the relations between two media, television and the press (especially the magazines). Celebrity and notoriety are analyzed as complex outcomes of intermedial relations and the changes happening in them.

Katariina Kyrölä

Hidden Beneath the Kilos. Fatness, Gender and Sexuality in the Tabloid Magazine *7 päivää*

The article explores gendered representations of fat embodiment in the context of a tabloid magazine, from the viewpoint of feminist theories of embodiment. The analyzed material comprises of the altogether 52 stories published in the *7 päivää* magazine in 1993–2002 that display people defined as fat in both pictures and texts. The emphasis is on dieting stories, which form the majority of the material. In them, the only temporal and bodily situations are "before", as fat, and "now", as slim.

In dieting stories fatness is presented as a negative, past condition, as something outside the presumably thin "true self". The tendency or ability to gain weight is especially attached to women and femininity as a "natural" quality. Dieting is portrayed as the only way to fulfil the traditional, acceptable space for the female body in the hetero-sexual order. In a notable minority of the material, fat bodies are displayed in a seemingly tolerant way, but even these stories prove to be problematic in terms of body size norms, gender and sexuality.

Jari Peltola

The Use of Metaphor in an Internet Discussion Group

This article discusses the use of metaphor in the context of an Internet discussion group. The research material was collected from the Darwin Awards forum, which includes a variety of topics ranging from philosophy and religion to politics. The thread analyzed in this article discussed the attacks which took place in Washington and New York in September 11th 2001. Because the research material is limited to consist of the first six hours of the thread, it gives an interesting viewpoint on the 9/11 events, because the "grounding metaphors" such as for example "war on terrorism" were yet to be created. Thus no single "common world of metaphors" existed but rather a continuous field of struggle on which different viewpoints collided. Therefore metaphors became important tools of discourse, which were applied by the discussants in conducting the thread to the desired direction.

Marjo Laukkanen

Closeted. Sexual Orientation in Girls' Online-Conversations

This article studies the production of sexual orientation in text-based online-conversations. The empirical material is gathered from the web site of the most popular Finnish girls' magazine *Demi*. On the web site thousands of nicks represent themselves as teenagers and participate in conversations in numerous different forums. In the forum called "Relations" one quite frequently surfacing subject is homosexuality: primarily lesbianism, male homosexuality, and female bisexuality. Heterosexuality is generally taken for granted, and it is rarely an explicit subject of conversation.

The article analyses two types of discussions in the Relations forum: firstly, threads concerning sexuality in which homosexuality is explicitly discussed by the participants of the forum, and secondly, conversations that take place in threads entitled "The Closet". In "The Closet" a small group of lesbian and bisexual girls talk with each other.

The discourses of sexuality in the general conversations are mostly very conventional and heteronormative. The majority of participants have polarized into two separate camps: those who defend and those who object to homosexuality. Homosexuality is defended mainly through discourses of humanity and love, and it is rejected mainly through a discourse of pathology. A discourse of parody contradicts the heteronormativity of the other discourses.

Discourses are more detailed, experiential and private in the conversations that take place in "The Closet". In "The Closet" lesbianism and bisexuality, instead of heterosexuality, are taken for

granted. There are no battles between those who are for homosexuality and those who are against it. Sexual orientation is produced mainly in discourses of attraction and relationships. In "The Closet" nicks build themselves a safe nest where they can support each others identification as lesbian and bisexual girls. This kind of support is not possible in the general conversations.

