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Visuverkko

Keskustelun sisältö: Suomalainen visuaalisen kulttuurin tutkijoiden lista Visuverkko kokoaa yhteen eri tieteenaloilla työskenteleviä tutkijoita, jotka lähestyvät omista näkökulmistaan visuaaliseen kulttuuriin ilmiöitä. Tarkoitus on myös vahvistaa visuaalisen kulttuurin tutkimuksen asemaa yliopistoissa ja tieteellisissä konferensseissa. Listalle voi toimittaa viestejä ajan-kohtaisista visuaalisen kulttuurin tutkimuksen tapahtumista, ja se on myös avoin keskustelufoorumi. Avoimuus: Listalle voivat liittyä kaikki alan tutkijat ja jatko- ja muut opiskelijat. Ylläpitäjä: Eeva Luhtakallio (eeva.luhtakallio@helsinki.fi). Tilaaminen: Viesti ylläpitäjälle.

Tässä on vain osa kotimaisista tutkijoiden postituslistoista. Lisää postituslistoja löytyy Agricolan verkkosivuilta: www.utu.fi/agricola/nyt/kotilist.html.

EIJA POTERI

Seija Ridell

Mapping the territory of media publicness.

The journalistically produced public sphere and the challenge of interactivity

The idea that the media constitute a sphere or space of publicness is thoroughly familiar in mass communications research; it comes up routinely in discussions on the role of journalism as an arena of democratic public debate, for example. Analyses of media representations, however, rarely make use of this spatial aspect of publicness. Researchers have shown no serious interest in the characteristics of media representations as 'spaces', or in the way that the structure of media spaces condition and frame the communication taking place within those spaces.

In this article, media publicness – specifically, publicness produced by journalism – is approached through the metaphor of space. Media representations are seen as a symbolic environment, providing an interesting comparison with the way that urban space has been studied in recent years in the fields of cultural or social geography. The key to this perspective is its relational view of space: space is not a frame disconnected from interaction, but it is constructed and maintained in communicative processes.

A key role in the construction of the discursive spaces of publicness is played by journalists who produce and maintain these spaces through their professional practices. In this article, the journalistic practices are not compared with those of gatekeepers who are familiar from earlier journalism research, i.e. discourse masters, but rather with those of professionals who are involved in producing actual public spaces, i.e. urban planners and architects.

According to the article recent discussions in the sphere of land use planning on the communicative challenges facing the planning profession can provide useful pointers to discussions on the role of journalists as the 'architects' of discursive public spaces.

Tuula Juvonen

Now you see it, Now you don't.

Heteronormativity and the display of homosexuality in *Helsingin Sanomat*

The article studies the place and visibility of homosexuality in journalism, and the journalistic routines and ethical questions related to that. As sources figure those texts (94 items) published in *Helsingin Sanomat* (between Dec 2002 and Feb 2003) which mention homosexuality. The article takes a critical look at such journalistic practices which render homosexuality a private matter, depoliticise it and make it primarily a cultural issue only.

Attention is paid to routine approaches to homosexuality, such as distancing, exoticising, sexualising, omission, denial and closeting. A detailed analysis of two media events (the Bill on alternative insemination; the television drama series *Venny*) and some coming out cases further illustrates the way heteronormativity is de/constructed.

Finally the historical baggage surrounding the journalistic treatment of homosexuality is discussed. Through routine repetition a set of heterosexist unwritten "House Rules" are established. Yet reiterating them consciously differently would allow for a more diverse journalism.

