

Heli Katajamäki

**Shedding Light
on Economy –
Representations
of the Social Role
of Writer of
Editorials in
Finnish Business
Newspapers**

The article focuses on the social role of the writers of editorials in the context of two Finnish business newspapers, Kauppalehti and Taloussanomat. The social role is seen as a construction of producing texts. Behaving the way the social role requires, the editorial writer is at the same time accomplishing institutional goals. The description of the social role in this paper is based on analysing interviews of three experienced writers of editorials. Discourse analysis is used as a method when studying the interviews. Four discourses are separated in analysis: the discourse of ideology, the discourse of writer's identity, the discourse of goals and the discourse of positioned reader's identity. In the discourses the writers of editorials construct their social role as eg. collective and institutional protagonist of healthy economy, who is explaining economical issues to intellectual but still guidance-needing readers. Through these discourses the social role of an enlightener emerges.

**Maria Lassila-
Merisalo**

**“And Pluto-
Salminen,
well, we already
know him”
The narrator’s
perceptibility
in a personality
story “Takapiru”**

The article concentrates on a personality story “Takapiru”, whose narrator is very strongly present in the text without using the first person singular form. The presence of the narrator is analyzed with the help of Seymour Chatman’s classic list of signs of narrator’s overtness. Signs can be found well in the text, which shows that Chatman’s model is usable for studying not only fictional but also factual texts. The study illustrates the variety of possibilities a reporter has to create presence in her text, and it also recognizes that an overt narrator gives the reader a freedom of interpretation that a closed, covert news narrator cannot give. Since the analyzed story and the genre it represents hover on the borders of the concepts of fact and fiction, it is clarified in the beginning of the article whether the concepts refer to narrative techniques or epistemology.

Harri Sarpavaara

**Laughable gender
Comic in the Billys
Pizza television
advertising**

The article analyses the mechanisms of the comic representations in television advertisements. The analysis focuses on the gender representations. The article is based on a case study on how the masculinity and femininity are constructed in the Billys Pizza television advertising. This advertising is analysed by means of Roland Barthes’ semiotic codes and by means of close reading based on comic theories. First, the analysis indicates that the comic representations in advertisement are multi-dimensional: there are used numbers of comic mechanisms in the Billys Pizza advertising. Secondly, the gender representations are ambivalent in this advertising: the analysis shows how representations both reproduce and undermine traditional and stereotypical gender system by the mechanisms of the comic.

Minna Aslama

**Information,
story-telling
or attraction?
Modes of
journalism
in Finnish
television 2003**

The alleged change of journalism has in the past decades accumulated academic research as well as fuelled public debates. Television in particular has been under scrutiny: at stake is whether TV journalism is moving from information towards more entertainment-oriented contents, whether it is shifting its focus from the public and common interests to the private and personal affairs. This article challenges those dichotomies by empirically testing the model of three modes of television journalism (Ekström 2000) with an array of Finnish journalistic programmes broadcasted in 2003.

