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PHOTOJOURNALISM AND KNOWLEDGE PRODUCTION

This article describes the paradox of the objective journalistic photograph by using empirical survey data. Although photojournalists are constantly involved in the manufacture of imagery and they actively employ a set of learned codes and conventions, they still must insist on the objectivity of their pictures. A recent example is Reuters, where a photographer was given notice because of an unethical photo editing. Shortly after this the news agency published strict guidelines for photo editors. The article applies Michel Foucault's themes about the relationship of knowledge and power and merges them with the research tradition of the journalistic work practices. Firstly, the article gives answers to a question how the idea of objectivity is constructed in the journalistic work routines and secondly, how objectivity can be considered as a knowledge production in the light of Foucault's theorizing.

Hannele Seeck

GOVERNMENTAL COMMUNICATIONS: BUREAUCRATIC INFORMATION TRANSMISSION OR POST-BUREAUCRATIC COMMUNICATIONS?

The aim of the article is to discuss, on the one hand, how those involved in communications rate their own communications, and, on the other hand, what role they see communications is having in their organization. The empirical data comprises interviews with 16 communications officers and four special ministerial advisers in five different ministries. The interview research formed one part of the Government Communication 2007 -project. The results indicate that the primary focus of interest for those involved in communications is to measure the effectiveness of communications and, to a degree, use that as an argument for enhancing the role of communications within the organization. A secondary focus is on measuring the degree to which interactive communication takes place. What is noteworthy is that when asking about external communications and evaluation needs, the answers systematically turned inwards to the organization itself. A change in the role of communications *within the organization*, and a desired attitude change to communications, again within the organization, emerged as recurrent themes in the interviews. The article goes on to discuss whether the results indicate a turning point in government communications. The results are studied from both a constructionist and a Foucauldian viewpoint.