

Elisa Juholin

**Working Life Changes,
How About Paradigms of
Workplace Communication?**

The purpose of the paper is to discuss about communication of work organisations in the light of previous and present research, and to suggest paradigms for work communities of postmodernist era. Firstly, a summary is done about the theoretical approaches to organisation and organisational communication aimed at finding common denominators. This is done by using some well-known metaphors of organisation and schools of communication. On the basis of this knowledge, three communication paradigms are formed: the rational, the dissipative and the responsible dialogue. Secondly, the result is mirrored with the studies of contemporary working life.

Suvi Pennanen

**5 to 6-year-old children's
impressions and experiences
of the TV news**

Children have not normally been assumed to watch news or to be interested in them. In this article based on a Master's thesis in Journalism and Mass Communication I will discuss 5 to 6-year-old children's impressions and experiences of TV news. The data consists of individual interviews of 18 children, two group interviews and drawings that the children drew of the news during these interviews. During the group interviews we also watched one news program that had been selected in advance. With the help of the materials I will analyze the ways children watch the news through three themes. Themes are the news as a program, the contents of the news and the children's experiences of them. I will also outline the ways the children watch the news. The children can be divided into different types of news watchers: *curious, experienter, selector and indifferent.*

Esa Reunanen

**How to measure interaction and
dialogicity in newspaper stories?**

The article presents a method for analyzing conversation in newspaper stories from the point of view of interaction. The method consists of five analytical variables that enable quantitative analysis of interaction and its dialogicity. The method is based, among others, on the ideas of narratological analysis, Bales' interaction process analysis and ethnomethodological conversation analysis. The differences and similarities of face to face conversation and conversation in texts are discussed, and the method is demonstrated with an example data. The observation unit of the method is a pair of actors appearing in a story. The idea of the method is to characterize the relation of these two actors. The analytical variables are about 1) agreement or disagreement, 2) existence of argumentation, 3) existence of questions, 4) existence of suggestions and 5) existence of positive or negative emotional charge.