

Mikko Lehtonen:
In No Man's Land –
Some Thesis on
Intermediality.

Intermediality is, in short, intertextuality transcending medial boundaries. The article argues that intertextuality should be adapted to the agenda of culturally informed textual studies. It also shows that intermedial relations are increasingly crucial in formation of meanings in late modern culture. Especially mediatization, commodification, globalisation and digitalisation of culture intensify intermedial relations. Finally the article argues that intermediality challenges the existing disciplinary division of labour and should be studied from the outset in a multi- or post-disciplinary way.

Mikko Penttilä:
A Man Made of
Paper. Constructions
of Masculinity in
Cosmos, Men's
Health and Miehen
Gloria.

In this study, my aim is to explore some cornerstones of masculinity. I chose these new men's magazines, because they are, presumably, designed for male readers. Also, these magazines are new. My last venture into masculinity was concerned with post-war literature. I wanted to see, if anything has changed. After all, these decades have seen the rise of feminism, post-modernism, and popular culture. Surely, patriarchal visions of masculinity must have changed, too? I am a man. And I'm sorry to make my claim, that it does not matter that much, if you are reading ridiculous action novels or latest magazines. A man has got to be a man to be a man. I feel sorry for you, men.

Riitta Pirinen:
Media Portrayals
of Male and Female
Olympic Athletes
in the Finnish
Newspapers

The subject of this article is the construction of gender relations in the mediated sport. The article provides an analysis of newspaper representations of women's and men's javelin competitions in the 1996 Summer Olympic Games. Female and male athletes received different treatment in the newspapers. Men and women were represented in the ways that constructed gender hierarchy. Female athletes and women's competitions were marked as "other than" and "less than" male athletes and men's competitions.

Erkki Karvonen:
Perspective realism –
a better grounding
for public
journalism?

In the recent years social constructivism or constructionism has been the dominating paradigm in the social sciences, including the media studies. Constructivism states that the knowing subject never reaches reality immediately or in a direct way, but our understanding of reality is always mediated by cultural conceptions. According to constructivistic thinking we can never compare reality with the representation of it in order to find out whether the representation is true or not. The only thing we can do is to make comparisons between different representations and interpretations of reality. This way constructivism is radically incompa-

tible with everyday realistic thinking based on comparability of the representation and the reality it describes. As underlying epistemology in journalistic practice is realistic by nature, there is a tension or an opposition between the realistic journalism and the constructivistic science.

Nevertheless, the author insists that this kind of radical opposition is based on too abstract premises concerning the nature of subject. Both realism and constructivism are derived from too thin and violently abstracted epistemological models; realism being grounded in Cartesian type subject-object dichotomy and constructivism based on Kantian modulation of this dichotomy. To overcome the weaknesses of these two, one have to apply more concrete and mundane epistemological models. This "third way" approach is called here "perspective realism", "relational ontology" or "contextualism". These insights are derived from pragmatic materialism and contextualistic movement, existential phenomenology by Heidegger and Merleau-Ponty, from Haraway's ideas of the situated and embodied subject and from McGilvary's idea of perspective realism. Epistemology grounded in the relational ontology cancels the radical discrepancy between realistic and constructivistic attitude. This model is applied to the understanding of language, rhetoric and media representations. The author states that the now popular idea of public or civic journalism is best understood in terms of perspective realism.