⬊ Summaries of the articles

Johanna Sumiala & Minttu Tikka
"Web first" to death – An analysis of mediated communication in the Finnish school shootings

The article discusses the Jokela and Kauhajoki school shootings as communicative and media-cultural events. These events are described as media disasters. A special focus is given to the analysis of how media disasters are 'constructed' from the perspective of communication. Empirical data, collected from the internet, is analysed from three different, yet interconnected, perspectives: that of the transmission, and the dissemination of messages and by the construction of ritual communication. The authors argue that the most characteristic form of communication in terms of the school shootings is the dissemination or circulation of violent messages (in the internet/media). This never-ending circulation of violent messages shapes the media-cultural dynamics of the phenomenon. Finally, the authors suggest that as media disasters, the Jokela and Kauhajoki school shootings should be considered a part of the culture of fear – both its manifestation and a counter reaction.

Salli Hakala
Crisis of symbolic leadership – The school shootings shake up the network society

The research on the Finnish school shootings has raised a question over the symbolic leadership in the society. The school shootings hit the symbolic core of the welfare society – the school. Media demonstrated, how by the means of extreme terror attacks, one can achieve a place in the national "number one" news. A vast media analysis proved that the President of the Republic and other political actors became bystanders as the school shooters and their victims faced one another – also in the media. In a national emergency, the expression of condolence, by a mere statement or as a read-out speech in a live television broadcast was viewed as an authoritarian grieving ritual, in comparison with the shooters' online media manifestations. In the Jokela crisis, only the Parliament reacted before the police press conference, with a strong symbolic gesture – by interrupting the plenary session. In this article, the meaning of the symbolic leadership is discusses with the help of Kyösti Pekonen's (1991) analysis of the symbolic in contemporary politics. In a crisis, the symbolic leadership – or the lack of it – always addresses our sense of security.

Laura Juntunen
Journalism ethics in crisis – Speed and competition as challenges for professional self-discipline

The article observes ethical challenges faced by journalists in the contemporary 24/7 multimedia environment. Of specific interest is how increased online competition affects the journalistic process as a whole. The article also seeks to explain why the ever-growing "need for speed" often seems to be regarded as self-evident among journalists. The new, web-related ethical and ideological dilemmas are examined through two specific cases: the press reporting of the Finnish school shootings that took place in 2007 and 2008. The analysis is based on 35 interviews with Finnish news journalists and editors. Observing from the

perspective of journalism ethics, the case of school shootings is relevant because it led to a public debate over proper journalistic behaviour and consequently forced journalists to defend their actions to the general public and to discuss ethical issues in their amidst. Consideration is given to how concrete ethical choices were being justified and how journalists seek to self-legitimize the journalist position in society, when faced with public criticism. This paper suggests that both on the level of legitimizing arguments and practices, the contradiction between journalistic core values and present-day pressures and possibilities is often smaller than assumed. Furthermore, it is argued that there are two things hindering ethical debate among the media professionals: First, the journalist's tendency to attach to situational ethics and downplay the importance of general rules, and second, their tendency to concentrate on individual ethics and ignore the collective aspects and the overall impact of the media.

Pentti Raittila & Kari Koljonen
Crises and journalism then and now

The article examines the development of crisis journalism in Finland. In a qualitative manner, it focuses on the role of crime and accident victims and survivors, and their immediate family in crisis journalism reporting from 1929 to 2008. The results are interpreted from the point of view of the developments in the journalist profession, its ethics and the journalists' self-reflection. The research data covers newspapers, trade journals and interviews with journalists. The article emphasizes the contradictory change in crisis journalism. Stylistically, the reporting has changed from impersonal accounts to tales of

individual tragedy. However, especially now at the beginning of the 21st century, newspapers handle death and casualties with more discretion than in the past. As the journalistic trade became more professional in character in the latter half of the 20th century, it, among other things, strengthened the ethical guidelines and self-regulation of journalists. Crisis reporting has received a great deal of critique in recent years. Self-regulation, developed through discussion within the profession, has now, after the tragedies of the early 21st century, given rise to a form of professional assessment that is based on public feedback and consequence ethics.

Anu Kantola
Public reconciliation of collective traumas: Tampere 1918

Since the 1970s, the reconciliation of collective traumas has taken a variety of forms around the world. The article examines the role of public life and media in reconciliation processes through a case study from the Finnish civil war (1918) and the reconciliation process in 2008, in the city of Tampere, a main site of the civil war battles. The author examines the theory of cultural trauma, discusses how public life has been used in reconciliation processes and points out the main forms of public reconciliation: political recognition, public apologies, confessions, commemorations and rituals, and story sharing. The article documents the variety of public forms of reconciliation in Tampere: a museum exhibition, the collection of documentary material and memorials, public talks and discussions, blogs and discussions on the internet, as well as public street drama in the form of living pictures, *tableaux vivants*, and public pageants. It is suggested that

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from the point of view of reconciliation, public life should provide opportunities for interactivity, as well as describe the totality of the past. The emphasis should be on a rich description of contradictory issues, as well as on personal experiences, rather than on stereotyped collective identities and fantasies of 'us' versus 'them'. The case study demonstrates that alternative forms of public life such as live discussions, exhibitions, the internet, as well as documentaries and dramatisation can be beneficial from the point of view of reconciliation. Finally, however, it is suggested that reconciliation cannot replace justice or the writing of history, and furthermore, it often requires time. In light of these limitations, it appears that the reconciliation can be a process that perhaps works best on a personal level by increasing self-understanding and freeing current generations from the sins of the perpetrators or from the victimhood and melancholy of the losers.

Heidi Lavento
Nokia water crisis struck as a surprise – Warning signals were left undetected

Organizational crises have usually been analyzed from psychological, social-political or technological-structural perspective. This article combines these perspectives and asks, why the Nokia citizens were warned several days after the city officials had noticed the warning signals of a coming water crisis. The early warning signals and signal detection are analyzed as a part of crisis management. Special attention is given to crisis preparedness and to the acute crisis situation. Analysis indicates that in the acute stage of the crisis, the organization did not perceive anything

surprising and reacted to the early warning signals in a similar manner that was found sufficient in previous problems within the water services. The signal detection and monitoring of the operational environment were not lead, monitoring was mainly carried out within the water services, the existing technical monitoring systems or reports were not utilized and the information from stakeholders was not gathered. This all lead to false perception of the crisis situation. The Nokia water crisis lacked creative crisis management. The empirical data of the article consists of interviews of the crisis management group and journalists, memos of the crisis management group, press releases, internal reports and crisis preparedness plans of the city of Nokia.

Maarit Pedak
Family support centre management in a crisis

In Finland, a city that experiences a catastrophe is obligated to take care of the community members faced with the crisis by providing them with shelter, food and necessary services. Records show that victim and relative support services are one of the most difficult tasks in the crisis aftercare. A project usually lasts for several days, even for weeks at a time, whereby the amount of the people in need may rise to thousands. For the victims who are able to walk themselves from the site of the incident must be created a support centre, where it is possible to gather them under the same roof, to offer them shelter, information and both psychological and religious aid. The support centre also functions as a point of information for any relatives trying to find out details about the state of the victims. In practice,

it has been noted that the support centre operation requires cooperation from various official sectors, which makes the operation increasingly difficult. This article introduces a model required for managing a support centre, the so-called Support Centre Governing Body (In Finnish: Tuje). The model is based on researches about the Helsinki-Vantaa airport operations during the time of the tsunami and Jokela and Kauhajoki school shootings. The Support Centre Governing Body model is firstly described with the help of an organizational chart and then secondly, by introducing in detail the processes of leadership, the division of labour and the tasks, which are required for offering aid to the victims and their relatives.