

Titus Hjelm

### **SATANIC EXPERTS: EXPERTISE IN FINNISH NEWS ON SATANISM**

The article examines the representations of Satanism in Finnish news and the construction of expertise in the journalistic process. The questions the article poses are: a) who is chosen as an expert in the news, b) what effects the expert discourses have on the hegemonic image of Satanism in the media, c) how do these discourses at the same time affect the construction of expertise, and d) what does the construction of expertise in Satanism news tell about the relation between religion and journalism in contemporary Finland?

The material for the study was mostly gathered from Finnish newspapers in 1988—2002. The experts on Satanism featured in the news include the police, representatives of the Lutheran Church, youth workers and academics specializing in Satanism, and the youths who have mostly been accused for the crimes (cemetery vandalism, ritual murder) allegedly inspired by Satanism. In addition to the expert discourse, the article analyzes the role of the journalist in the construction of expertise. The article points out the central role that the Evangelical Christian experts were given in the news, and discusses the crucial effect this position had on the news discourse on Satanism. This phenomenon can be attributed to the genre requirements of crime news on one hand, and the lack of adequate knowledge about religion among journalists and in the wider journalistic culture on the other.

Maija Töyry

### **DIFFERENCES AND SIMILARITIES IN WOMEN'S MAGAZINES**

The article focuses on the differences and similarities between women's magazines. Women's magazines have recognizable genre similarities but at the same time different women's magazines are unique as concepts and artifacts. The history of Finnish women's magazines started as private printer's publications in the 18th century and developed into magazines published by organizations. The consumer magazine began to evolve in the 1920s at the same time as the consumer society began to emerge in Finland. Women's magazines are a central arena of negotiations around the gender contract. Gender difference is recognized, produced, strengthened and deconstructed in women's magazines. Each magazine builds its reader's contract differently, and therefore emphasizes in its gender contract negotiations either confirming or resisting strategies according to the magazine's basic concept.