

## ☒ Summaries of the articles

Anu Kantola & Lotta Lounasmeri

### **Communication Professionals in Promotional Society: Activists and Thought Leaders**

During the last decades, communication agencies, consultants and other PR professionals have gained a more prominent role in Finland as their numbers have grown and they have been increasingly employed not only by the business sector, but also by the public sector and NGOs. Here, we describe the growth and working methods of these communication professionals as a sign of a “promotional society”. The article is based on interviews with Finnish communication professionals carried out in 2013. In these interviews, we examined working methods – specifically, how these professionals aspire to influence the public sphere and the media – as well as their ethos. We interpret the growth of communication professionals as part of a larger change in society. With the relatively stable and nationally oriented Finnish political and economic system having been transformed by economic globalization and EU, communication professionals are employed increasingly to create political and public trust. This has given rise to new set of issues, such as the transparency of the consultancy business and the power of money in media management and lobbying, as well as the enhanced corporate power in respect of journalism.

Olli Seuri

### **Stream of Everyday History in a Newspaper**

The article explores the stream of history in a newspaper focusing on one year of Finnish daily Helsingin Sanomat and its references to the 1960s. The most commonplace of

history is called casual journalistic history-making. These references are usually factual but short mentions to the past of an event or phenomenon described. They reflect the routine of journalistic practices. The more interpretative history-making is called conscious. These references are places for struggles of signification and debates over the history. They depend on the journalistic choices of either the reporters or the newsroom. In journalism giving perspectives, scale or an explanation plays a major part, also when telling about the past. The aim of the article is to expand understanding of the link between history and journalism in its most mundane form. Lastly, the article examines how everyday journalism ties journalists to the interpretative community of history.

Jaana Hujanen

### **Journalists’ Perceptions of the Role and Practices of Audience in Newspaper Production**

The paper examines how the challenge of participation is becoming a part of journalism culture in Finnish newspapers. The focus is, first, on press journalists’ perceptions of the role and practices of audience in newspaper production. Second, the paper examines how the ideals and practices of modern newspaper journalism are present in the reinvention of audience engagement. Of special interest is how objectivity affects the invention of participation. The data consists of 20 in-depth interviews with journalists from daily newspapers. The data is analysed using discourse analysis as a method. Two discourses were found: the Discourse of Professional News Production and the Discourse of Controlled Citizens’ Debate. Together they construct the Discourse of Professional Journalism. In the discourse “professional

skills” are valued high and connected with the journalistic practices following the modern idea of “good” journalism. A demarcation is constructed between professionals and amateurs and between journalism, “non-journalism” and citizen debate. The participation of the audience is associated in the Discourse of Controlled Citizens’ Debate with discussion forums and represented as needed conversational recourse. Because audience engagement must not harm the reputation of newspapers as trusted news providers the practices of the audience need to be controlled. This creates a need for time, personnel and up-to-date tools for managing new audience practices.

discussions is communicated to as a citizen in the realm of public discussion. Programme makers deploy epistemic, moral, rational and emotional strategies to address the viewer inclusively as a partaking member of the discursive public.

Hanna Rautajoki

### **Facing the Public: Multimodal Recipient Design in Opening Television Discussions**

The article examines journalistic strategies to address and identify television viewers in the opening of current affairs discussion programmes. The empirical cases in focus are three thematically parallel television discussions on the terrorist attacks in the USA on 9/11 in 2001. The programmes share the same topic but they differ in the way the discussion is opened up and framed in the beginning. Different approaches to the topic suggest different types of identities for the anticipated viewer. These processes are grasped by the concept of multimodal recipient design, emphasizing that any piece of speech is always targeted and designed for some particular recipient, and noticing that in television talk the identifications are built with the help of verbal, spatial, material and embodied resources. Throughout the spectrum of democratic ideals actualized in the diverse programmes, the audience of television