

Sanna Ojajärvi

"If that husband of yours happened to be a woman..."

The article presents a study on the representation of gender in the dating and 'macting' quiz shows in Finnish television. Gender and gender system are considered according to the feminist theories as social and cultural discursive constructions. Following Teresa de Lauretis, the author looks at the media as an important technology of gender. The article concludes that these quiz shows recreate the ideology of the heterosexual nuclear family. This reconstruction is based on the performative redundancy of the two opposite, different and mutually complementary genders.

Pentti Raittila

Covering Estonia – constructing Estonian identity

The article is based on a case study on how the the conception of the Estonian people was constructed in Finnish news journalism covering the sinking of the ferry Estonia. First, the author looks at how the journalistic routines and the cultural models concerning the Estonians played a part in the construction of a coherent and simplified narrative concerning the reason for the catastrophe. Secondly, the article pays special attention to the strategies of factualization and how these strategies further contributed to the tendency in journalism to the blame the accident on the Estonians.

Pertti Suhonen

Opinion polls, journalism and politics

The increasing intensity and importance of opinion polls has turned polling into a social institution with a relatively stable role of its own in the functioning of other social institutions. When the media commission and publish the results of polls, they assume in a new manner the role of a representative hat earlier belonged to the parties, interest groups and citizens organizations. Also the relationship between parties and interest groups is increasingly mediated by opinion polls. In addition to this, the market forces actively follow public opinion and make decisions based on polls.

Jaana Orjala

The leading provincial newspaper on 'our' mission

The article analyses the regional contents of the leading provincial newspapers and the construction of regionalism in these papers. By regionalism the author refers to the contents defending and unifying the area of circulation. The regionalistic role of the paper also includes editorial policy emphasizing regional aspects of news coverage. The regionalistic role and the construction of the province is investigated and questioned from the point of view defined by the papers' own aims: the reproduction of the 'province' and the geographically defined community is important for the provincial media because it helps to guarantee circulation and creates an interest group that legitimizes the the papers position. The study is based on both text analysis and reporter interviews.