

Ullamajja Kivikuru

Ode to eight megaphones. Grassroots communication in Tanzanian villages

The article looks back at the Commedia project which was carried out, with Finnish funding, in Northern Tanzania. The aim of the project was to increase communication in local villages. The project's concrete achievements were rather modest, but it did make clear the immense complexity of the processes that are triggered in a rural community on the way to modernity.

Heikki Hellman

The Old Continent strikes back? European quota policy and Hollywood from the 1920s to the 1980s

The article looks at the ongoing discussion on the use of quotas in television programming against the backdrop of quota policy in general, addressing specifically the question of how far audiovisual markets can be controlled through quotas. The article is divided into three parts: The first part discusses the dependence of Hollywood and the European audience on Hollywood production. The second part reviews the history of protectionism in the film industry, the motives behind different types of restrictions and their consequences. Finally, the third part explores some of the controversies and flaws of the European Union's audiovisual policy today.

Paula Saukko

Eating disorders and the policy of their representation

It is generally believed that the root cause of women's eating disorders lies in modern slimness ideals. However, in this article the intention is to show how the treatment of the subject of women's eating disorders (which at first glance appears as a more or less feminist discourse) can also articulate con-

servative and sexist thoughts. The article looks at how the techniques of generalization, infantilization, 'populist' quoting and 'confession' are used to produce problematic images in journalistic and scientific articles on eating disorders. These same techniques are generally applied where the concern is with any group deprived of power, such as AIDS patients or the unemployed.

Matti Salakka

An unsteady love affair with the media: How Finland's number one long-distance runner won a place in the nation's heart, lost it, won it back...

There are three sports in which Finland has traditionally enjoyed international success: cross-country skiing, the javelin and long-distance running. However, in recent years successes have been few and far between, and there has been some speculation that people's sympathies may be beginning to shift towards other sports. This article discusses the position of long-distance running in today's Finland. The case in point is Finland's number one long-distance runner Risto Ulmala and the media coverage of Ulmala. The article also looks at the representation on television of long-distance running and discusses the role of the sports commentator.

Ritva Levo-Henriksson

Two cultures, two ways of news presentation

Adopting a cultural perspective, this article compares two different communities and the television news produced within those communities: the United States and Finland. It discusses the results of comparative research on news. The main differences between American and Finnish television news are examined against the distinctive characteristics of both cultures.