

☐ Summaries of the articles

Juha Herkman & Eliisa Vainikka

Revolution or evolution? Reading in the age of social media.

Our study analyzes changes in reading by exploring the media use and reading habits of Finnish young adults. It does so by employing a survey, focus group interviews, media diaries and focused interviews. Although the internet has become the most popular medium for reading among Finnish young adults, talk of a revolution in reading seems premature. Young adults appear to be a transition group whose media use has a lot of continuity with media use covered in previous research. The study found that among these adults, reading is still considered a private activity and that printed materials, and especially books, are still valued. Although educated young adults are more active than the overall population as producers of their own online material, their internet use cannot be broadly labelled 'participatory', but it is rather considered as everyday routine. The media use of young adults does, however, have characteristics that indicate its connection to the concept of socio-cultural literacy, and suggests that personal computer-mediated online communication will present a challenge to the reading of professionally-produced texts in the future. Institutions such as homes, schools, libraries, educational institutions and workplaces play a crucial role in changes in reading habits in Finland.

Jukka-Pekka Puro

A look into media phenomenology – conceptualizing media utilizing Martin Heidegger's existential phenomenology

The article elaborates the roots of phenomenological film and communication studies and argues that media phenomenology is a cogent and conceptually coherent research

area in today's media studies. The number of phenomenologically oriented research projects in media studies has increased rapidly during the last ten years. This has strengthened the field to a great extent. At the same time, however, media phenomenology has become fragmentary and some of the key concepts of phenomenological analysis have become blurred. The aim is to focus on three elementary areas of existential media phenomenology and thus 1) to disentangle the objectives of phenomenological media ontology; 2) to unfold the meaning of mediated being-in-the-world as conceptualized by Martin Heidegger, and 3) to itemise the questions of media embodiment as they are addressed in media phenomenology. Some recent phenomenologically grounded theoretical openings in media studies, biophenomenology in particular, are discussed at the end of the article. Media phenomenology is understood as a wide conceptual umbrella, enabling promising insights to the future development of critical media theory.

Marja-Liisa Kuronen

At the information market – earnings game in financial press releases in Finland

Accounting and communication studies show that listed companies calculate the contents, and language and style in financial statement press releases to give a positive image of the company and of the CEO. The phenomenon is called earnings management or earnings game. Methodologically, the phenomenon has mostly been examined through surveys and interviews. The findings of previous research suggest, however, that text analysis should also be a methodological means through which earnings game needs to be studied. My research seeks to address this methodological niche. To shed more light on how earnings game might be pursued linguistically and

discursively in Finnish financial statement press releases, I examine 27 press releases through genre analysis, a form of text analysis. More specifically, I look at how profitable views of companies are carried out in financial statement press releases and what does this kind of profiling mean societally.

The findings suggest that, by means of various linguistic resources and structural strategies, professional practices and communication styles of accounting and PR specialists interact in this regulated text. Furthermore, resources of genres and linguistic features are blended and structures vary, to the effect that for an investor, an analyst or a journalist, it is difficult to compare the companies as investments.

Jenni Mäenpää

The paradox of a news photograph – Exploring the concept of objectivity in history and in today’s photojournalism

The journalistic objectivity ideal has become re-current especially in the context of photojournalism after the digitalization. The relationship between a news photograph and the reality represented by it features repeatedly when talking about digital photo editing, for example. On the other hand, the question about photographic reality has interested photography scholars throughout history, and in that sense, this discussion is part of the historical continuity. In this article, I explore the concept of objectivity within journalism, photojournalism and more broadly, in the research of visual cultural studies. I trace answer to the question about the paradox of a news photograph meaning the ways, in which both nature and culture have been considered as parts of photography. Another research question that is significantly connected to the first one, concerns the roots of objectivity discussion in relation to photography. I seek the answers to these

questions from three directions: from the objectivity discussions within journalism studies especially in the 1970–80’s, in addition, from the indexicality discussions that have taken place in the photography research, and finally, from the history of scientific understanding of objectivity.

Mari Pienimäki

Support in the Interpretation of Journalistic Photographs: A Proposal as a Genre Design for the Enhancement of Media Literacy

Genre analysis has been found fruitful in media education, as it enables the combination of the viewpoints of content, production, and reception of media texts. Bringing genre thinking for example into comprehensive schools requires as a starting point of the production – particularly in education based on creative production – a genre familiar to pupils, or at least some kind of preliminary typologisation. Previously created genres can support interpretation also in education that is based on photo analysis, in which case contradictory genre descriptions might cause a challenge. The article is based on design research, wherein a genre design of journalistic photographs suitable for constructivist learning is created for self-study and school purposes. Genre can be thought as a frame and further as a tool. Genres can help pupils to direct their attention in the interpretation of photographs. Based on the different functions of journalistic photographs four genres will be constructed, which will be developed further by applying the mode thinking that has appeared in the genre studies of documentary films. The aim of the article is to enhance media education in the interpretation of photographs.