

*Jukka Törrönen*

**Analysing editorials concerned with alcohol policy**

The author develops analytical tools for the examination of values and images of reality occurring in texts. Two editorials on alcohol policy are analysed in relation to two analytically distinct dimensions, i.e. utterance and enunciation. In the analysis of utterance, the focus is on the kind of social identities and relations that the speaker constructs for the actors of the reality he is describing; while the analysis of enunciation is concerned with the question of who is speaking in the text and with what modes of representation, from what viewpoints and with what kind of discourses the reality of the text has been produced. The aim of the article is to show that the concept of modality can be fruitfully applied to the analysis of value dimensions in texts and to analysis of their portrayals of reality.

*Esa Väliverronen*

**The definition of environmental threat in Finnish newspapers**

The article looks at how damage caused to forests is defined as an environmental threat in Finnish newspapers in 1988-1993. The study is based on the concept of frame. Framing is defined as the way in which the media construct individual events and phenomena into larger entities with their own causes and consequences.

*Virpi Blom*

**The promise of Levi's**

The article presents a detailed analysis of Levi's jeans advertising films by reference to the theorizing of Barthes. A close-reading of the ads shows how the adverts open up to the consumerist recipient.

*Mats Nylund*

**Time and the transmission of news**

The article explores the relationship between the western concept of time and the mass media, with special reference to news transmission. Time, of course, is an important means of competition in the news market. The article suggests that the emphasis on time and change in news transmission is reflected in the image of reality conveyed by the news and accordingly in the way that people today understand time.

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