

ENGLISH SUMMARIES

This issue of *Tiedotusväkijä* concentrates on questions of communication policy.

Professor *Kaarle Nordenstreng* looks at the development of international communication policy. He says that to deny all previous thought forms and research results would be self-deception, even though it is no longer relevant in this decade to talk about the Cold War framework or the information war.

On the whole there seem to be mixed future prospects for international communication policy. The scope of communication policy is expanding tremendously; information and communication are becoming commodified; tendencies towards concentration and internationalization require legislative steps to be taken; the national level is attracting increasing attention. At the same time civil society is emerging as a central subject on the world scene of communication.

Jyrki Jyrkiäinen discusses the increasing concentration of newspaper ownership in the western world. In the United States, for example, the number of newspapers controlled by chains has been steadily increasing ever since the turn of the century.

There is intense debate on the consequences of concentration and on possible countermeasures. On the one hand it is held that government decisions in the field of communication policy represent a threat to freedom of speech. On the other hand, preventive measures are considered possible.

Martti Soramäki examines the new and fiercer competition that the Finnish Broadcasting Company has been facing in the 1980s for radio and TV audiences; the competition is coming both from commercial local radio stations as well as from video, satellites and cable channels.

Finnish radio and TV are still expanding and the leading companies in the business are taking important steps to strengthen their strategic positions. The most significant of these moves include the FBC's scheme to reorganize its radio broadcasting in 1990 and a reorganization of television channels in 1993.

Soramäki believes that the challenge by commercial local radio and by satellites and cable is very real and that they can in fact undercut the dominant position of

the FBC. The competition for investments in advertising and for licence fees will be fiercer than ever.

Professor *Reijo Savolainen* discusses the changes that have taken place in the production, mediation and utilization of information. Savolainen says that concepts of information are more down-to-earth in modern industrial society than they used to be. Information has become a resource among others whose one central function is to improve and intensify the utilization of other resources. Not all information, however, can be fully reduced to commodity or market goods.

According to Savolainen not only individual disciplines but the entire scientific community must now work to strengthen its identity by underlining its role of producer of information. It is important to continue the debate on the value of scientific information as symbolic capital vs its instrumental value in striving for material benefits.



Professor *Karl Erik Gustafsson* writes about the Swedish experience of advertisement taxation, a scheme that was adopted in the country in the early 1970s. The scheme has been used as an instrument of communication policy in an attempt to support the print press and to finance that support. Advertising taxes are now becoming a regular element of the Swedish tax system.

Olli-Pekka Hietanen looks at a very rare kind of fusion in the Finnish newspaper sector as the Social-Democratic *Eteenpäin* and the right-wing *Etelä-Suomi* were combined into a new daily called *Kotkan Sanomat*.

Pekka Halttula and *Juhani Koivisto* attempt to find in 'small' radios support for the assumptions proposed by Bertolt Brecht in his radio theories about interaction.

Finally, *Voitto Ruohonen* evaluates recent comments on Finnish 'information occupations' and examines the surveys by the Central Statistical Office on changes in the occupational structure. Ruohonen critically assesses empirical research into 'information occupations' and points to certain problems in the concept itself.