

## ENGLISH SUMMARIES

Tom Moring

### THE VÄYRYNEN AFFAIR

In his analysis of Finnish political publicity, Tom Moring says that the political elite in the country has traditionally been more or less immune to public criticism. Using the 'actantial model' borrowed from A.J. Greimas, he looks at the recent 'Väyrynen affair' in which the Chairman of the Centre Party and former Foreign Minister came under heavy attack for his meeting with a Soviet diplomat on the eve of the 1982 presidential elections, and tries to establish whether there have been any changes in Finnish political publicity during the 1980s.

Moring concludes that in comparison with Sweden and the United States, for instance, the political elite in Finland has largely retained that traditional immunity to public criticism; negative publicity does not automatically translate into declining popular support. In the case of Paavo Väyrynen, Gallup polls indicated increasing support for the Centre Party in spite of an almost unanimous condemnation by the mass media of the Party Chairman.

Harri Erämetsä

### 'WAY OF LIFE' AND QUANTITATIVE AUDIENCE RESEARCH

Harri Erämetsä is concerned in his article with some of the key theoretical problems of the concept of way of life and the empirical analysis of mass communication.

He argues that for purposes of audience research way of life provides a more solid starting-point than individual background variables: scattered data on the indi-

dual, his or her life-span and class position should be incorporated in a broader frame of reference.

Erämetsä elaborates a 'way-of-life model' for the analysis of mass communication, which he is now applying to an extensive empirical material. The purpose of the ongoing study is to find out what habits or characteristics in the use of mass media are more or less universal, and what characteristics are distinctive to a certain way of life.

Juha Koivisto

### RAYMOND WILLIAMS: HIS LEGACY

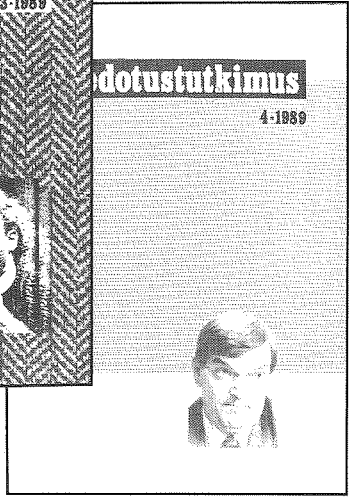
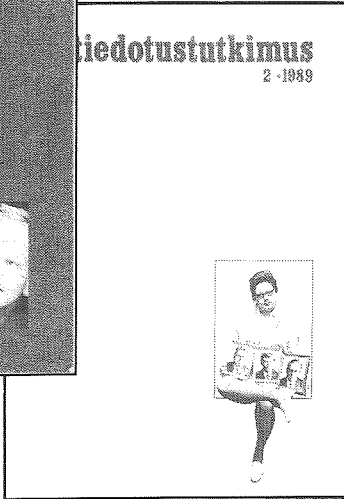
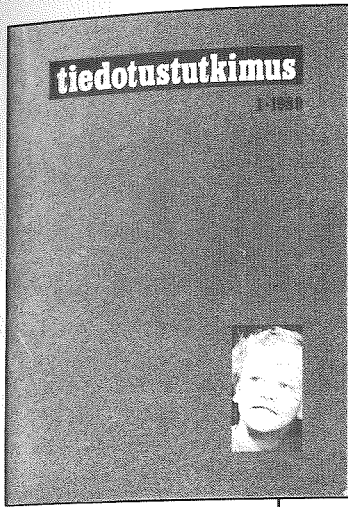
Juha Koivisto discusses the life and work of Raymond Williams, the great intellectual who gave a very significant contribution to critical social science and to the study of culture and art. The article reviews some of Williams' most important works.



Pauli Juusela discusses the connections between human rights and journalistic ethics on the basis of a detailed analysis of 24 codes of ethics from a total of 23 CSCE countries.



Tiina Rautkorpi is concerned with the interactive meanings of text: how could these be approached and analysed in a theoretically meaningful way? She looks in two main directions in searching for an answer: sociolinguistic theories of language and models of narration in literature.

Pekka Tiinanen examines the public image of corporate managers, identifying a specific type of journalistic story. In some cases these stories follow the same type of rules as fairytales.



TILAA

### tiedotustutkimus

<b>POSTIPANKKI</b>  <b>POSTBANKEN</b>		POSTISIIRTO  SUOMI POSTGIRO FINLAND
Maksun saaja Betalningsmottagare <b>TIEDOTUSOPILLINEN YHDISTYS r.y.</b> Tampereen yliopisto PL 607 / Tullikatu 10 h. 403 33101 TAMPERE		Tiedonanto Meddelande 31193 Olen uusi jäsen <input type="checkbox"/>
Maksajan nimi ja osoite Bet. namn och adress ----- ----- -----		<b>JÄSENMAKSUT 1990</b> (sis. Tiedotustutkimus -lehden) — vuosijäsen (ei yhteisöjä) <input type="checkbox"/> 90,— — opiskelijajäsen <input type="checkbox"/> 50,— — ainaisjäsen <input type="checkbox"/> 720,— — yhteisöjäsen <input type="checkbox"/> 630,—
Tilisiirto Girering Tilillepanoleima Inbet.stämpel Allekirjoitus Underskrift		<b>TIEDOTUSTUTKIMUS-LEHDEN          TILAUSMAKSU 1990</b> (pelkkä lehtitilaus ei-jäsenille) <input type="checkbox"/> 135,— <b>VANHOJEN NUMEROIDEN TILAUS</b> (loppuunmyydyt jätetty pois) Nrot 2—4/1984 <input type="checkbox"/> 30,— 1—4/1985 <input type="checkbox"/> 40,— 1—4/1986 <input type="checkbox"/> 40,— 1—4/1988 <input type="checkbox"/> 40,— 3—4/1989 <input type="checkbox"/> 20,—
Pvm Datum	Tililtä · Från konto	Tilille Till konto
		<b>TA 5779 653</b>
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