

## English abstracts

*Heidi Kurvinen*

### **”I think that Finnish women are not good at writing slogans”**

#### **Discussion on gender equality within professional journalism in the 1980s and 1990s**

Professional journalism has been a female dominated profession in Finland since the mid-1990s. However, traces of the long tradition of male domination can be seen in the professional culture up until today. Even though journalists have discussed gender equality issues increasingly since the 1980s gender inequalities continue to exist both in the working culture and in journalism content. In this article, I argue that this stems from the moderate attitudes towards gender equality work that have prevailed within the profession. Additionally, I claim that a more active discussion on gender equality would have required an ability to recognise the annoyance deriving from inequalities in the unequal treatment in newsrooms and gendered practices in journalism content. The source material consist of oral history interviews conducted between 2014 and 2016 as well as articles gathered from *Sanomalehtimies/Journalisti*, *Tiedotustutkimus* and *SAL vuosikirja*.

**Key words:** gender equality, journalism, journalists, Finland, 1980s, 1990s

*Jenni Niemelä-Nyrhinen & Janne Seppänen*

## **Photojournalism and the challenge of ethical consumption**

The present study examines journalistic photographs of ethical consumption published in Aamulehti. Our main research question is: What kind of realities of ethical consumption do these photographs create? In addition, we reflect on the potential of photojournalism in engaging people with more sustainable lifestyles. Our study is founded on previous consumer behaviour research, through which we are able to present a multidimensional view of ethical consumption. In analysing the data, we use frame analysis that is based on quantitative content analysis. In Aamulehti, ethical consumption is framed as a narrow phenomenon. For an individual consumer, the possibilities to influence appear to centre around choices of food consumption. Happy consumers and food-related professionals dominate the photographs. In addition, there are food, food packages and technology in the photographs. Many of the photographed people are exhibiting ethical solutions or simply posing. Thus, the activities presented are limited and the connection to people's daily lives and experiences remains superficial. Likewise, the connections between environmental problems and the proposed solutions are loose, leaving it to the readers to find out to which problems the solutions proposed are connected. In light of previous research literature, the photographs in Aamulehti do not seem to encourage ethical consumption.

**Key words:** ethical consumption, photojournalism, environmental journalism, frame analysis

*Anna-Kaisa Kuusisto & Jaakko Tuominen*

## **Suspicion and compassion:**

### **Unaccompanied young people in Aamulehti, Helsingin Sanomat and Yle web news in 2014–2016.**

This article investigates the news representation of unaccompanied refugee minors in Finland. Empirical data consists of articles from Aamulehti, Helsingin Sanomat, and Yle web news between 2014–2016. This time period was significant in Europe due to an increase in migration. We ask how the Finnish media outlets discuss the situation of unaccompanied youth, which themes are often discussed, and what is left out of media. Based on our empirical analyses, we argue that all three media repeat the representation of suspicion and compassion, which make the public discussion even more narrow around the daily encounters, challenges and possibilities of these minors. In addition, young people's own agency is hardly ever raised in media. In this article, we discuss two wider social phenomena. On the one hand, we analyse how the Finnish media write about migration policies, as well as the forms of biopolitical governance of unaccompanied minors. On the other hand, we show how the victim and threat discourses represented by the media do not support young people's integration nor their active agency in their new host societies.

**Key words:** News media, victim and threat discourses, compassion, biopolitical governance, unaccompanied asylum-seeking young people, age assessment, family reunification, young people's voice