

## English abstracts

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### **Literature meets tabloidization: The print format change and cultural journalism in Helsingin Sanomat**

Tabloidization hypothesis presumes that switching to a tabloid format will compress a newspaper and bring about changes in the range of forms and methods of journalism. Texts will shorten, the use of images will increase, and lighter contents and genres will be favoured. Applying content analysis, the article compares the literature journalism on the culture pages of *Helsingin Sanomat* on two separate occasions, fall 2011 and fall 2016, before and after the tabloid transition in January 2013. Quantitative analysis shows that tabloidization does not occur in a straightforward manner. Instead, it can lead to contradictory and unexpected consequences for the tabloidization hypothesis. Although the newspaper became more compact as a result of the reform and the number of articles declined, contrary to expectations, the column space on the cultural pages increased and the articles became longer. The smaller size favoured feature- and person-oriented journalism and increased use of images, but, contrary to expectations, the relative position of the reviews was also slightly strengthened.

**Key words:** Helsingin Sanomat, literature, literary criticism, cultural journalism, tabloidization