

English abstracts

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Topic modeling in studying hybrid media events and circulation of meanings

Recently, the use of computational methods in communication sciences has attracted increasing interest. However, applying the methods requires both expertise and material resources, such as servers for executing programs. In this article, we investigate the computational collection and analysis of empirical Twitter data from the terrorist attack against mosques that occurred in New Zealand in 2019. We investigate what unsupervised machine learning can provide for the multi-method media event research, where media ethnographic approach is a starting point. With running topic modeling for our data consisting of 148 816 tweets, we recognized 15 different topics. The topic modeling provided both a way to compress the big data and starting points for the next, qualitative phase of our research. In this article, we also investigate the limitations of computational methods and data collection.

Key words: computational methods, topic modeling, hybrid media event

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Multiliteracy as code-breaker: A transversal algorithmic literacy education model

This article presents a model for transversal algorithmic literacy education. Through digitalization and datafication, algorithms are increasingly permeating various areas of our lives. Students are guided and controlled by code and algorithms during both school and leisure time. However, this prevalence has not yet been addressed in basic education. In the core curriculum, programming is offered to students in the form of unpolitical mathematically oriented reasoning exercises. This situation is at odds with participation, democracy, and empowerment, which are the core principles of basic education. In this article, we argue that a more multidimensional approach to algorithmic literacy may be achieved by broadening the understanding of code as a socio-material text with social consequences. Theoretically, the article draws on the pedagogy of multiliteracies which provides a framework for addressing programming-related societal issues, such as agency in algorithmic and data-driven media environments, as aspects of basic education.

Key words: Algorithms, basic education, multiliteracies, socio-materiality

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Good, bad deadline

Intensity of media work in deadline-talk by game developers and journalists

The article examines the conceptions and practices of time management, specially deadline, in a Finnish game studio and an editorial office of a local newspaper. The research material consists of 11 expert interviews. Frame analysis is used as a primary method, and it is complemented by an analysis of the sequential organization of interview talk to reveal the subtle meanings of time management frames. According to the study, time management and the regulation of one's work pace relative to a deadline are taken for granted as part of media work, and they are connected to organizational and personal goals and ideals. The article demonstrates that journalists and game developers frame deadlines through the frames of accountability, boundary-setting and effectiveness. These frames are produced in interaction with the interviewer so that the interviewer raises deadline as the topic and the interviewee categorizes, explains, or values deadline as a reflection to what the interviewer has said. Interviewees associate deadlines with taking care of customers, readers and the work community, as well as the sufficient quality. Through them media work is approached by setting boundaries between standard working time and overtime or between work and leisure. In addition, deadline-talk is framed in terms of efficiency, for example as a personal or organizational approach to work efficiency requirements. For game developers, deadline is usually present at the background as a project-specific benchmark for the immediate future, while for journalists, deadline defines the rhythm of daily work and fixes duties at certain times of day. Based on the results, the intensity of media work and the centrality of time management issues are shared by game development and editorial work, but they are given different emphasis in target organizations when it comes to the rhythm of work, overtime and efficiency.

Key words: media work, deadline, intensity, time management, frame analysis, sequential organization

Elisa Juholin & Henrik Rydenfelt

Strategic communication and organization's objectives: What is communication intended for?

Strategic communication has ascended to supplement, and to an extent replace, the concepts of PR, organizational communication, communication management, and integrated communication, in the communication research of the past two decades. In this article, we examine how organizations define goals of communication, and how these goals reflect different conceptions of strategic communication. We draw on both research literature and empirical data. Different conceptions of strategic communication and its connection to organizational objectives, as well as the problems of strategic communication, appearing in research literature are distinguished. In the empirical part, we examine the ways in which organizations define goals of communication, as well as the connection between those goals and organizational strategy and strategic objectives.

Key words: organizational communication, strategy, strategic communication, communication strategy, goals of communication, contribution of communication, organizational objectives

Ullamaija Kivikuru

Levels and plateaus of belonging

Seeking routes to create a sense of belonging in Finnish and Swedish language periodicals

The article explores three different pairs of magazines, with one Finnish and one Swedish language version in each. The central theoretical concept used in the analysis is sense of belonging. The magazine pairs focus on roughly similar themes, one on culture and society, another on economy and the third on feminism. The objective is to ascertain via qualitative analysis whether the Swedish-language magazines encourage their readers more intensively to feel a sense of belonging to the language community. The results indicate that the Swedish-language cultural magazine *Nya Argus* creates a language-based 'home nest' via emotional, elitist reporting, while the economics magazine *Forum* and the feminist publication *Astra* deem it far more important to promote their theme areas than to foster a sense of belonging to the Swedish-language minority. In this analysis, sense of belonging is examined from two different points of view, on the one side as 'being at home' and on the other as the politics of belonging, that is as an agenda of change. Virtually no promotion of language-based politics of belonging was to be found in the magazines studied.

Key words: magazine, belonging, identity, minority, majority