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**Jaana Hujanen
and
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Outlying and authentic, power holders and outsiders. Place and ethnicity in construction of 'usness' and 'themness' in journalism.

The article examines the ways in which identities for 'us' and 'them' are discursively constructed in media. We focus particularly on the construction of regional and ethnic identities in the Finnish newspaper texts. Our points of departure are that identities are fluid and in transition, discourse(s) is one major way to convey and construct identities, and that the media has a powerful role in suggesting, offering and circulating different identity constructions. The analysis showed that the border between 'us' and 'them' was discursively marked and resulted in different representations of 'us' and 'them'. For instance, when discussing local(ized) identities 'we' were represented as bystanders yet as survivors and 'the others' as belonging to the power elite. On the other hand, in the case of ethnic identities 'we' were represented as those suffering from changes although being in power to effect on them, and 'they' were portrayed as a source of changes and troubles. If the journalism is seen as a potential for dialogue between various groups, it is important to ask what kind of representations are constructed and with what consequences. In order for journalism to generate public participation and dialogue through and in the media it is vital that the readers find themselves within the media representations of regional and ethnic identities.

Pertti Vehkalahti:

Critical discourse analysis on the unemployed's page

Others than the unemployed themselves are usually allowed to talk about unemployment in public. During the recession of the 1990's, a Finnish daily newspaper, Aamulehti, opened up a public forum, "The Unemployed's page" in which the unemployed and the unemployed's associations had an opportunity to speak for themselves and discuss about important matters concerning unemployment. The political and economical elites were excluded. In the article, the resulting representation of unemployment is discussed, and the ideological paths of discourse about unemployment are explored. The article also discusses possibilities that could be available for journalism to avoid discourses that lead marginalized groups to marginalize themselves further in public.

Päivi Heikkilä-Halttunen:

Children's literature in the mainstream newspaper publicity

The Finnish Bookfoundation introduced new literary prize in 1997. Finlandia Junior prize (150 000 FIM) is dedicated to children's literature. Article describes the first round reception of the prize in twelve Finnish major newspapers. Data is analyzed quantitatively as well as qualitatively revealing different kinds of values and tones in newspaper articles. These values and tones of voice reflect the assumed marginal position of children's literature in the field of cultural journalism and in the whole field of culture as well.

Anna Mäkelä:

The press coverage of sexual violence

The article discusses the press coverage of rape cases through discourse analysis on two articles from the major Finnish newspaper Helsingin Sanomat. That rape is a serious and violent crime cannot be seen in its press coverage. Sexual violence towards adult women is often described as "normal" and acceptable masculine behaviour stemming from sexual desire. Or rape is represented as a misunderstanding due to strictly traditional gender-differences and double standards. Although sexual violence is much more usual as thought and as common in all social classes, the press still seeks causes and explanations in personal psycho-pathology and denies society's encouragement to aggressive masculine behaviour. The press coverage of rape cases is even more astonishing since the object of study is not a scandalous representant of the yellow press but the most respectful and powerful newspaper in the country.