

Media in Power -workshop
University of Tampere, April 3-4, 2009
Main Building, room C 8

The workshop gathers Finnish and international experts studying the relationship between decision makers and the media. The two day seminar and workshop consist of a day of lectures and discussion focusing on the theme (Friday the 3rd) and a workshop concentrating on more detailed reading of *Media in Power* project (Saturday the 4th).

Friday

- 10.15 Introduction
Risto Kunelius (University of Tampere)
- 10.30 Political journalists as an interpretive community
Aeron Davis (Goldsmiths College, UK)
- 11.30 The myth of Nicolas Sarkozy's popularity
Olivier Baisnée (University of Toulouse)
- 12.30 Lunch
- 13.30 How to study *Media in Power*?
Risto Kunelius, Elina Noppari & Esa Reunanen (University of Tampere)
- 14.00 *Media in Power*: Some new truths
Risto Kunelius, Elina Noppari & Esa Reunanen (University of Tampere)
- 14.30 Discussion
- 15.00 Coffee
- 15.15 Towards a realistic perspective in the relationship between politics and the popular media
Juha Herkman (University of Helsinki)
- 15.45 Political journalism: Evaluating current state and future trends
Erkka Railo (University of Turku)
- 16.15 Discussion
- Dinner

Saturday

10.30 Workshop: An informal but intensive workshop based on *Media in Power* project. The workshop will discuss methods, findings and interpretations based on the interviews, surveys and textual analysis of the project. All interested participants are welcome.

Media in Power

The study produces concrete and empirical knowledge that illuminates media power in today's information based society. It analyses the impact of publicity from the point of view of decision-making and its preparation and implementation. On the one hand, the issue is one of media's ability and means to influence social decision-making. On the other hand, the issue is how the other sectors of society promote their interests by utilising media and publicity.

Duration: 2007-2009

Partner: Helsingin Sanomat Foundation

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