



Media in Power -workshop

Journalism Research and Development Centre
University of Tampere,
April 3-4, 2009



10.15 *Introduction*

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)

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, comments*

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)

16.30 *Conclusion*

On the mediation of everything...

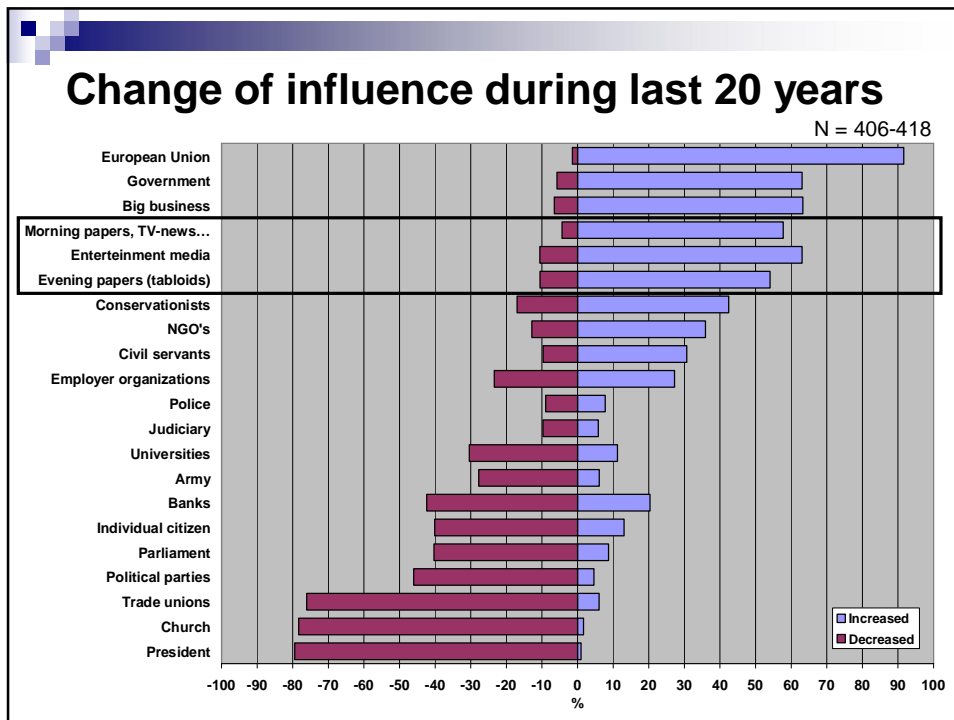
- "Mediation", "Mediatization" has emerged as a central concept/ narrative that frames many of the debates about media power
- In the field of media research (and social theory)
- In public discussion

- The debate is symptomatic of the 'fact' that mediation is "true enough" for some actors.

Resources/ traditions framing the mediation debate

Media power as a constitutive question of the field
Usually through the reference point of the 'audience' of the institutional "whole of society"

- **Effects on opinions** (mcr, agenda setting, framing, priming, etc) (Klapper, McCombs, Iyengar, Capella & Jamieson, etc.)
 - From weak to strong effects?
 - **Subject construction** (from the Frankfurt school and political economy to cultural studies and active audience, etc)
 - From 'simple' to complex view of hegemony and dominant ideology
 - **Medium-theory/ Media ecology** (from 'media bias' –arguments to modality/affordance and to network infrastructure)
- => Media as an external factor vs. mediatization
- Power of media => Media in power



Finland: Parallel narratives/ trends

- **Steady elements and changing contexts**

- National competitiveness and globalization
 - But from planned economy to ethos of competition
- Small elite, tradition of consensus
 - But towards managerial governance

Mediation debate as a parallel narrative to liberalization, globalization, etc.



Contextual or not?

- UK: liberal model
- France: pluralist model
- Finland: corporatist model
 - "Mediatization" seems to capture something going on in *media-decision* ⇔ *making* – relations in all of these