



(Why) and How to Study Media in Power?

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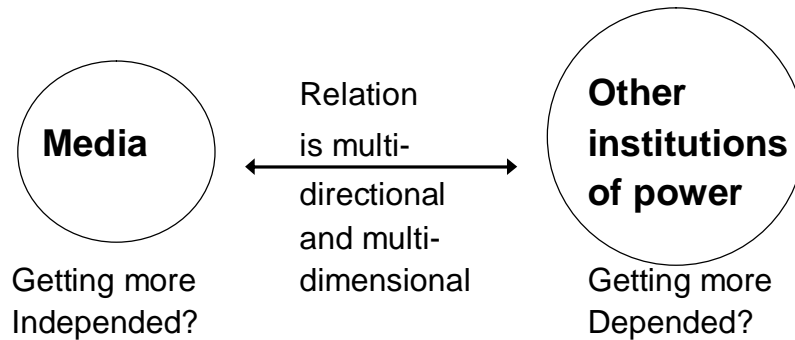
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Media IN power:

- Decision makers as media "audiences"
- Impact on "elite sites of power" (policy networks)
- Impact on actual issues/ processes
- Impact in practices and routines of decision makers
- Media/mediation as an environment for action

Questions of mediatization



The "quality" of mediatization

- **Strategic aspect of communication**
 - Mediatization as marketization
 - Communication as a function of social structures
 - Bourdieu's field theory
 - **Communicative aspect or communication**
 - Communication have potential of its own
 - Implicit validity claims: truth, rightness, sincerity
 - Habermas' theory of communicative action includes both strategic and communicative aspects
- => Keep both aspects open in research?**

Research design and materials

■ Concrete political cases

- "Nurse strike"
- Decision to create a university of 'higher excellence' in Helsinki
- The legal rights of police

■ Theme interviews of the people involved in cases

- Politics, labour markets, state administration, business, academic experts, legal system and civil activism

■ Analysis of the media contents of the case-issues

- Description of power constellations presented in media

■ Survey of decision makers: statistical data

- Media use, media evaluations, media strategies, media impact

Empirical objectives (interviews)

- 1) What is the Finnish like, and **how its policy power elite networks operate?**
- 2) How the media is involved in the daily routines of the policy makers and how do they **interact with journalists?**
- 3) How do the policy makers **use media to promote** their objectives?
- 4) In what ways the policy makers **consider media in their decision making processes**, and what kinds of influences media may have?
- 5) How do the decision makers view **the Finnish mediascape** and media's way of action.
- 6) What kinds of **normative ideas** of public sphere the decision makers have, and how they evaluate Finnish public sphere from this point of view?

⇒ **Dialogic attitude in the interviews, respondents as experts**

⇒ **Power talks on power => Validity problem?**

Power talks on power = A serious validity problem?

- Three kinds of "double exposures" (at least)
- 1. Concrete and abstract
 - Examples of the cases -> respondents' work generally
 - Examples of the cases -> generalizations of media power
- 2. Issue network -approach
 - Interviewees were involved in a common process but from different interest positions
 - They talked also about other parties of the same cases and networks (at least in institutional terms)
 - Same examples were interpreted by different parties

3. Narrative and structural approach

	Power constellation: "networks"	Media-strategies of the parties	Media's role in the progress of the issues
Nurse strike			
University			
Police rights			

