



A view from the European North: media policy and regulation in the Finnish academia

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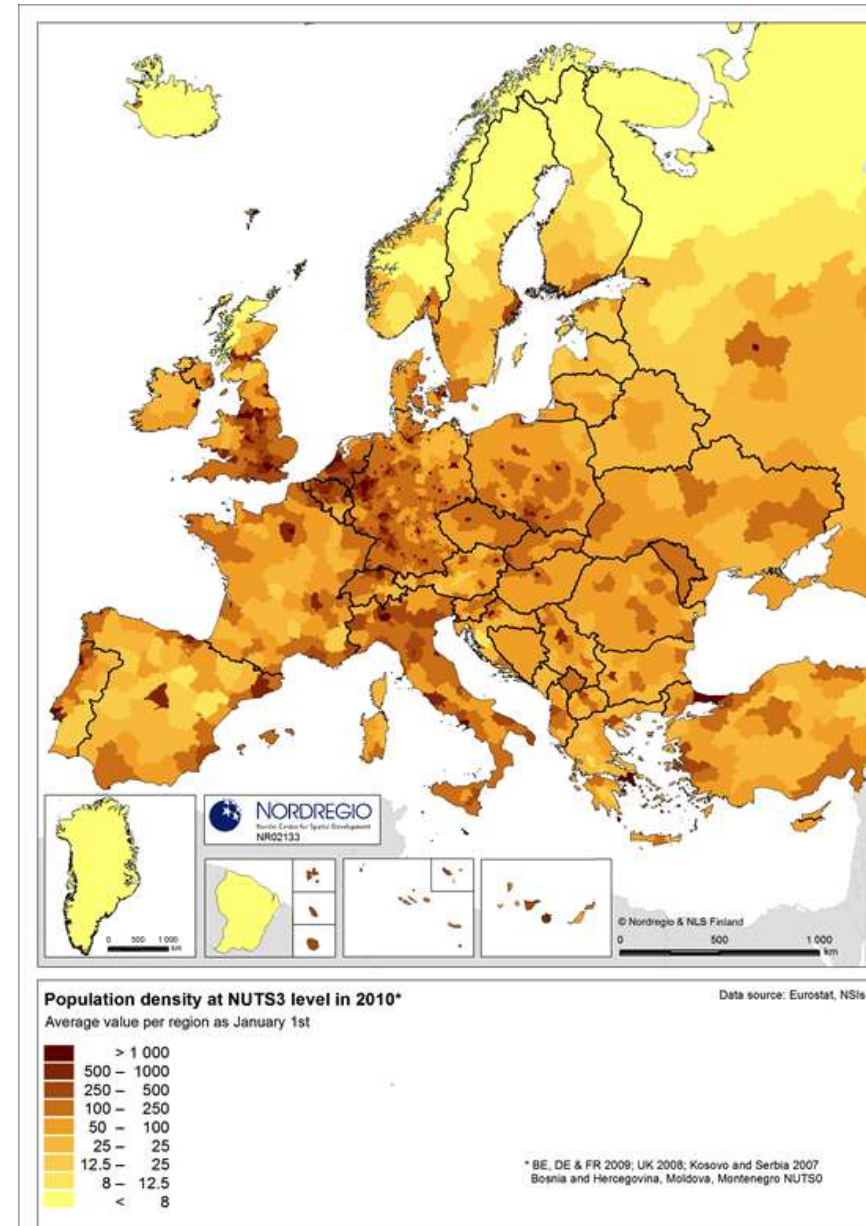
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Structure

1. Nordic countries: an introduction
2. Media and communication studies & research in the European North
3. Teaching media policy & regulation: the Finnish case
4. M.Soc.Sci in Media and Global Communication in Helsinki University

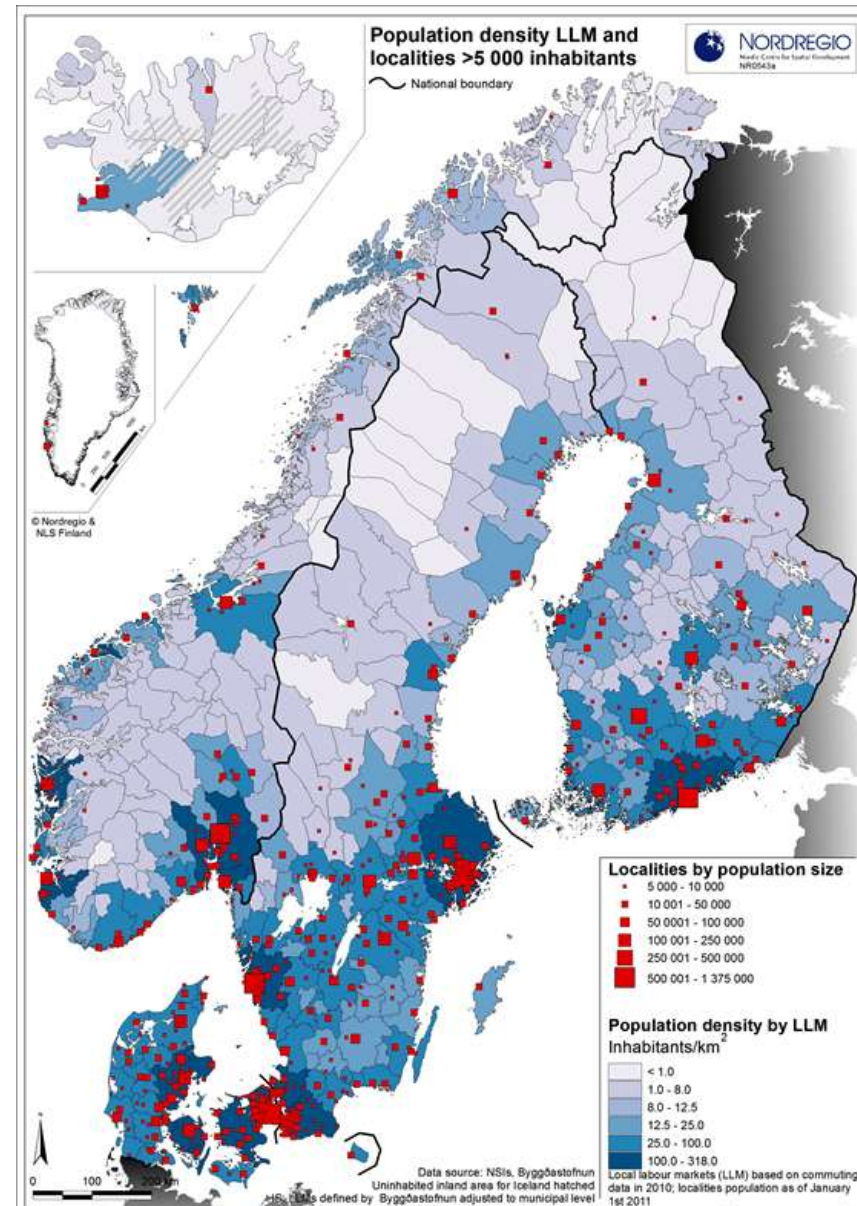
1. Nordic countries: an introduction

- Consist of five countries:
Sweden, Norway, Denmark,
Finland and Iceland
- Long common history
- Small population (total 25m)
- Most sparsely populated area
in Europe:
 - EU average ca. 116 p/km²
 - Nordic average 15-20 p/km²
- Need for effective
communication systems!



- After II WW, the common history of the Nordic social welfare state:

- Rule of Law, Civil rights
- Social and political equality, incl. education
- Social security
- Social contract & economic stability
- Well developed public ICT
- High taxes



2. Media and communication studies and research in the European North

- Newspapers central to national movements: all Nordic countries as "reading democracies"
- Nordic media system representing "democratic corporatism" (Hallin & Mancini 2004)
- The development of national culture & political mobilisation: the media as national institutions
 - High consumption of the print (newspapers, journals, books)
 - Strong Public Service Broadcasting – no commercial television until 1990s
 - Telecommunication: USO guaranteeing national connectivity (Nokia, Eriksson)

- Five periods in the development of Nordic media and communication studies:
 1. Professional journalism education (1920-1960)
 - First departments in Europe: Zürich 1905, Leipzig 1916, Paris/Lille 1920
 - In Nordic countries: Finland 1925; Sweden, Norway & Denmark early in 1950s
 - Media-related research: mostly in political science (Staatswissenschaft) & history

2. Mass Communication Research (the 1960s)

- USA based empirical tradition – international mainstream
- Derived much from sociology & social psychology
- Simultaneously: press historical research (humanities tradition)
- the first PhD in Journalism & Mass Communication in Finland 1966 (Tampere) –”The Crime News in Helsingin Sanomat” (in Finnish)
- The first international PhD (in English) in 1968 (Osmo A Wiio)
- Period of internationalisation of Nordic media & communication research (IAMCR, NCA, ICA)

3. New Left/Critical Theory approach (the 1970s)

- The mainstream in Finland and Denmark: critical theory, political economy; in Sweden & Norway less so
- Coincided with wider social & political context: democratic media & communication policy on political agenda (press subsidies, PSB, libraries, etc)
- Politization of the Academy: frontlines formed (the industry vs. "marxists")
- Expansion of academic teaching & research: new departments (in Finland: Helsinki, Jyväskylä)

4. Post-structuralism & the linguistic turn (the 1980s)

- Cultural studies/media studies as the new mainstream
 - discourse analysis as the main methodological approach
- Feminist and gender studies as new critical paradigm
 - political economy and media policy sidelined
- New disciplines & departments established: speech communication, organisational & PR communication, film and television studies
- Historical context: liberalisation of media & communication policy started – cable television, private radio broadcasting

5. Diversification (from the 1990s on)

- Multiplication of sub-disciplines – fragmentation of the field: no mainstream any more
- The curricula started to differentiate: differences in introductory courses, course structures, etc.
- Today:
 - journalism studies, audience studies, production studies, digital culture, visual communication, media policy, media education, media economy, media & communication regulation, organisational communication & PR, media management, speech communication, political communication, health communication, media art & design, media law, ICT, IPR, etc.
- An invitation to a new meta-perspective: how to analyze & assess the present state of the art – epistemic and methodological points of entry?

- Question of terminology:
 - In Nordic countries – no coordination nor coherence in terminology
 - In Sweden:
 - MKU – Medie- och kommunikationvetenskap (media and communication science)
 - Journalistik, medier och kommunikation
 - Mediekunskap (media studies)
 - In Finland:
 - Journalism and mass communication
 - Media and communication studies
 - Communication science(s)
 - Media Studies
 - In Norway:
 - IMK - Institutt for medier og kommunikasjon (Department of media and communication)
 - Institutt for informasjons- og medievitenskap (Department of Information Science and Media Studies)

3. Teaching media policy & regulation

- As a separate field only now emerging in the curriculum
- In Finland, traditionally (from the 1950s on):
 - Courses on journalism ethics and media law
 - Courses on media structures and institutions
 - Occasional elective courses on BA- and MA-levels
- From the mid-2000s:
 - M.Soc.Sci in Global Media & Communication (Helsinki): media policy & regulation one of three main emphasises
 - M.Soc.Sci in Media Management (Tampere): media policy & regulation as a part of structure
 - Elective strand in B.Soc.Sci & M.Soc.Sci studies (Helsinki) under "Theories of the Public Sphere"
 - A couple of introductory textbooks (in Finnish)

- Policy and regulation is better established in research:
 - A number of PhD dissertations (on PSB, concept of pluralism, digi-TV, digital convergence, the Internet governance etc.) from the 1990s on
- Several research projects, funded by the Academy of Finland and other sources; examples:
 - "Facing the coordination challenge: problems, policies and politics in media and communication regulation" (Helsinki)
 - "Media Systems in Flux: The Challenge of the BRICS Countries" (Tampere)
 - "Convergence and Business Models – Innovations in Daily Newspapers" (Helsinki, Moscow, Berlin, Wien/Pölten)
 - "A cross-country comparative analysis of media regulatory bodies" (Braga/Portugal & 7 other universities)
- Good dialogue with the Ministry and media companies

4. M.Soc.Sci in Media and Global Communication in Helsinki University

- M.Soc.Sci programme in Media and Global Communication (2009-2017)
 - Funded by Helsingin Sanomat Foundation
 - Yearly intake 14 students + 3-4 professional journalists
 - No fees: students have to cover only their living costs (Finland is expensive!)
 - Global participation: Europe, Canada, USA, Mexico, Venezuela, Peru, Ethiopia, China, Iran, Philippines etc.

- Curriculum consists of seven study units:

	Theme	Credits
MGC 1	Introduction to Media and Global Communication	5
MGC 2	Global Media Industries and Structures	5
MGC 3	Theoretical and Contemporary Issues in Media and Global Communication: <ul style="list-style-type: none"> - Global journalism - Digital media culture - Media policy and regulation 	5+5+5+5 (elective: 20 credits more)
MGC 4	Advanced Research Methods	6
MGC 5	Practical Training	7
MGC 6	Master's Seminar	11
MGC 7	Master's Thesis	40

- In 2012-2013, elective courses (MGC 3) include:
 - Cultural Diversity and Social Media
 - Global Communication and Digital Media: Building Communities
 - Journalism and New Media
 - **Media, Journalism and Politics in Latin America**
 - Media Ownership and Comparative Media Systems
 - Mediated Participation
 - Recent Issues in Media Policy and Media Management
- In 2011-2013 visiting lecturers include:
 - Daniel Hallin, Graham Murdoch, Daya Thussu, Colin Sparks, John D. Peters, Rodney Benson, Anette Hill, Nico Carpentier, Minna Aslama, Axel Bruns, Charles Husband, Eugenia Siapera, Maria Michalis, Alison Harcourt, among others

- What will happen after the funding ends in 2017?
 - The programme should be integrated to the general curriculum of Media and Communication Studies
- Difficult without any extra resources:
 - Application process is laborious
 - Administration of the teaching needs work
 - No extra for resources for visiting lecturers
 - Teaching in English is not comfortable for Finnish teachers
- Although the future is uncertain, the results & experiences speaks for themselves

Conclusion

- There is a need and an increasing socio-academic invitation to go back to the basic questions, defining media and communication education and research as a whole:
 - What are our epistemic and normative engagements today?
 - How are they reflected in our teaching and in our research?
 - How are they related to other human sciences of today?



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- Many thanks for your attention!