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The Professional Change of Finnish Arts Journalism 1978–2008 in the Context of International Tendencies

Cultural journalism has been claimed to be in a worldwide crisis. The crisis has taken different forms in the 21st century: it has manifested itself as a growth in popular topics, as a new political turn, or as a shrinkage of cultural sections. A quantitative content analysis of Finnish cultural sections in five major newspapers in the years 1978–2008 demonstrates that a journalistic orientation has gained ground in reporting. The journalistic turn encompasses a stronger implementation of journalistic strategies. The turn concerns journalistic methods and thinking (methodical journalistification), which can be seen in the definition of substance (contentual journalistification), as well as the breakthrough of popular culture issues (popularization) and growth of commercial aspects (commercialization). Due to these tendencies, cultural journalism has lost its autonomy and become closer to the heteronomous root ideology of journalism, which may result in major changes in our public representation of arts and culture.