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Minorities and majorities in Europe:

what does media discourse analysis reveal about interethnic relations?

**Dr. Reetta Toivanen, Erik Castren Institute for International Law and Human Rights,
University of Helsinki, ELDIA sociology Expert**

Email: reetta.toivanen@helsinki.fi

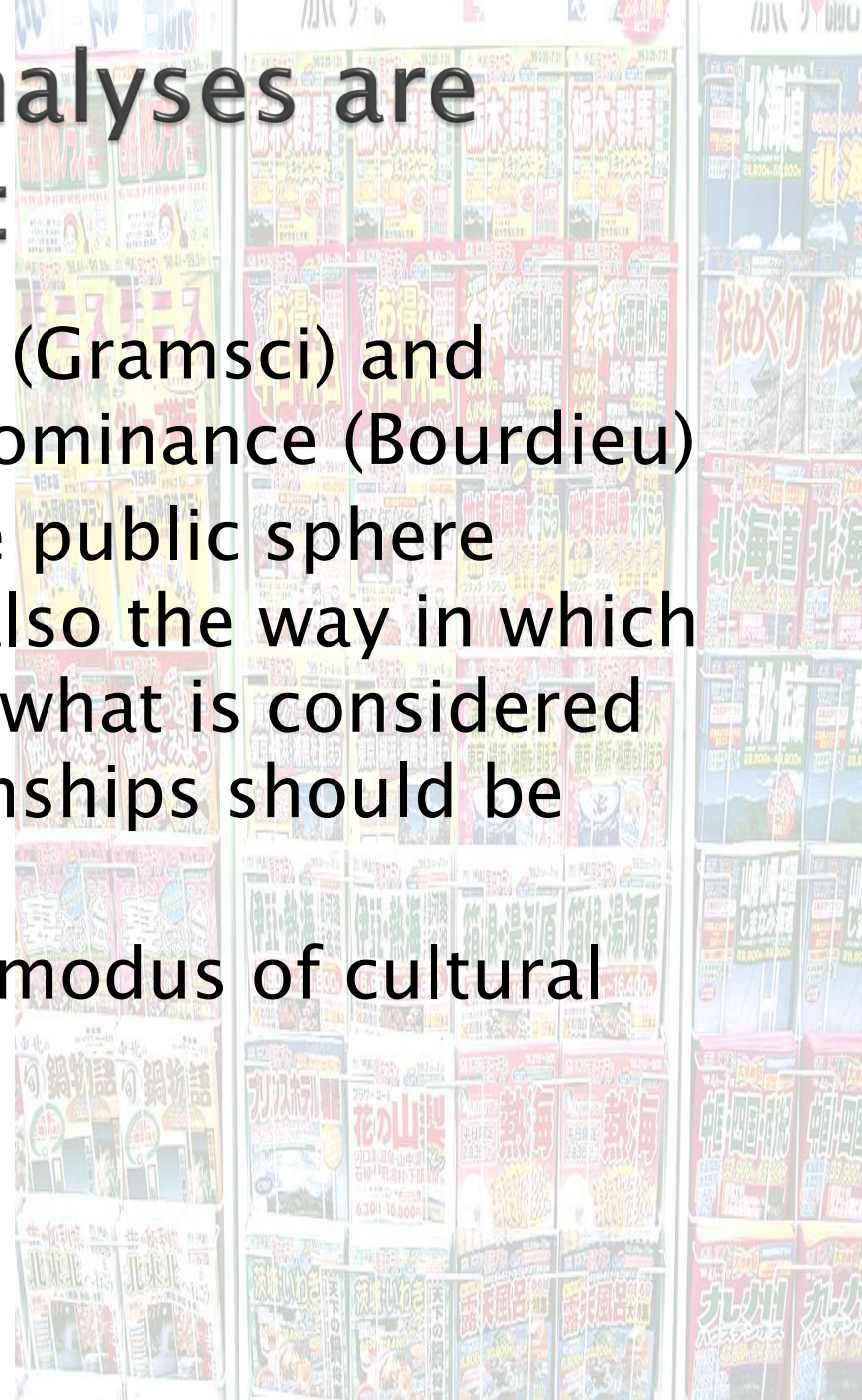


ELDIA OBJECTIVE AND MEDIA

- ▶ ELDIA is committed to the general principles of openness, fairness, transparency and promotion of linguistic and cultural diversity.
- ▶ ELDIA is not concerned with minorities “othered”, seen as a deviant group somewhere outside the “normal” world of the majority
- ▶ The goal of ELDIA is to increase understanding about the *interaction between minorities and majorities* in a variety of multilingual settings.

Media discourse analyses are important because:

- ▶ Language as hegemony (Gramsci) and language as symbolic dominance (Bourdieu)
- ▶ What is discussed in the public sphere influences the private, also the way in which people see themselves, what is considered normal and how relationships should be arranged.
- ▶ Media comment on the modus of cultural reproduction



Continues...

- ▶ Symbolic dominance of the majority language and majority “speech” relegates pluralism in a marginal position: Pluralism is wonderful but always defined through the window of hegemony?
- ▶ How much the majority media/majority hegemony dictate the space and nature of writing in the minority media?



Countries and minorities

- ▶ Norway: Kven and Northern Saami (Mari Keränen and Anna-Kaisa Räsänen)
 - ▶ Sweden: Meänkieli (Nadja Mäntynen-Niemi)
 - ▶ Austria: Hungarian speakers in Vienna and Burgenland (Rita Csiszár)
 - ▶ Russia: Karelians and Veps (Santra Jantunen and Outi Tánczos)
 - ▶ Estonia: Võru and Setu (Kadri Koreinik)
 - ▶ Finland: Karelian and Estonian (Niina Kunnas and Sonja Laitinen)
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TYPES OF MEDIA


- ▶ Daily press (main majority & minority dailies)
- ▶ Weekly press
- ▶ Occasional print media
- ▶ Newsletters
- ▶ Blog writing / Facebook etc.
- ▶ Political commenting
- ▶ Also some
- ▶ TV–global / national/ local /
- ▶ Radio channels



”PROBLEMZONEN” ANALYSIS

- ▶ ***Media produces and reproduces power relationships between majority and minority language communities and media plays a crucial role in furthering or hindering language maintenance’***
- ▶ **Periods of Analysis: 1998, 2005 and 2010**

KEY QUESTIONS

- ▶ 1. How are minorities discussed in the majority and minority media?
 - ▶ 2. How are majority and minority media positioned or how they position themselves and each other in the field of media?
 - ▶ 3. How do majority and minority media inform the public about the on-goings in the field of intergroup relations?
 - ▶ 4. Is the maintenance of languages a topic and how it is discussed?
 - ▶ 5. What kinds of roles and functions are assigned to majority and minority languages in the media?
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Hungarian minorities in Austria

- ▶ Lack of diverse media in Hungarian
- ▶ Burgenland vs other parts of Austria
- ▶ Non-topic both in majority and minority media
- ▶ Claims-making seems to be difficult: "mutual thanking-discourse"
- ▶ It is more secure to be invisible vs. visible/audible immigrants
- ▶ Majority media insensible to language minorities: promoting German language!



Sámi and Kven in Norway

- ▶ *“The prime minister has admitted that Norway has done Sámi and Kven people injustice. In his opinion, it is important that same wrongs will not happen again”*

Ruijan Kaiku 13.2.1998

- ▶ Kvens compare themselves with Sámi
- ▶ Majority media in Oslo careful in writing about Sámi, local majority media more prone to address conflicts: Sámi and Kven as natural parts of Norway
- ▶ Sámi media is exemplary minority media in Norway; cross-references between majority and minority media



Veps and Karelian in Russia

- ▶ *"Our region is national, Karelian: here Karelians amicably live with representatives of other nationalities "* Северный Курьер, 04.03.1998, Историческая общность, Надежда Ермолович
- ▶ Majority media does not take up language or nationality questions, its all about multilingualism and nationalism. Folklorism.
- ▶ Languages of country-side.
- ▶ Karelian and Veps media is in hands of Russian media



Setu and Võru in Estonia

- ▶ Estonian majority media depicts both Võru and Setu as "our minorities" giving them a role being representatives of the past
- ▶ The cultural and language rights are not discussed in majority media
- ▶ Also minority media avoids claims-making and minoritizing (esp. Võru intelligenzia)



Karelian and Estonian in Finland

- ▶ Almost no Estonian media in Finland and in the majority media, they are just one immigrant group among others. No Estonian agenda recognizable.
- ▶ Karelian print media is important for many who seldom use the language.
- ▶ Change over the years: more political claims
- ▶ For majority media, Karelia remains a non-topic



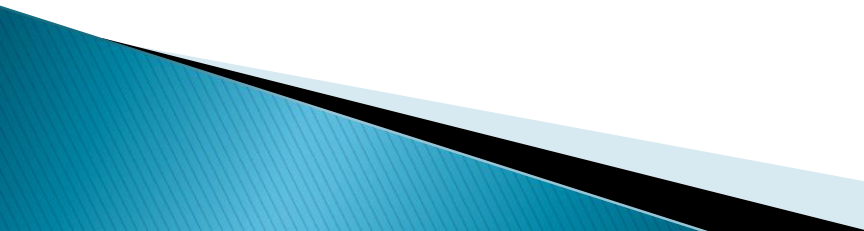
Meän language in Sweden

- ▶ Similarly to Austrian media, Swedish majority media is not concerned with the language rights of minorities: State responsibility is outspoken but at the same time mother tongue is a private matter (even though with state subsidies)

- Meänkieli language media is small but claims making today clear



The gain of the analysis: Why minority media is silent?

- ▶ Many national minorities are afraid that they will be summed up with recent immigrants
 - ▶ Claims-making might stamp them as trouble makers and harm their agenda
 - ▶ The media is owned by majority media
 - ▶ The discourse of our own minorities silences claims
 - ▶ Majority is expected to take care of educational and other political matters
 - ▶ Minority media is not reflected in majority media: claims are made in vacuum!
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Regional colour vs own agenda

- ▶ The more far away from minority, the less writing about minority concerns but the more positive attitude.
 - ▶ Our responsibility discourse unmasks power!
 - ▶ Majority media seldom takes up news from minority media, whereas minority media often comments on majority news
 - ▶ Hungarians, Võru, Setu, Karelians in Finland and Russia and Veps are labelled as "regional colour" and their political agenda is denied.
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