

The Curving Mirror of Time

Approaches to Culture Theory Series
Volume 2

Series editors

Kalevi Kull

Institute of Philosophy and Semiotics, University of Tartu, Estonia

Valter Lang

Institute of History and Archaeology, University of Tartu, Estonia

Tiina Peil

Institute of History, Tallinn University, Estonia

Aims & scope

The *Approaches to Culture Theory* book series focuses on various aspects of analysis, modelling, and theoretical understanding of culture. Culture theory as a set of complementary theories is seen to include and combine the approaches of different sciences, among them semiotics of culture, archaeology, environmental history, ethnology, cultural ecology, cultural and social anthropology, human geography, sociology and the psychology of culture, folklore, media and communication studies.

The Curving Mirror of Time

Edited by
Halliki Harro-Loit and Katrin Kello



UNIVERSITY OF TARTU
PRESS

Both this research and this book have been financed by target-financed project SF0180002807 and the Centre of Excellence in Cultural Theory (CECT, European Regional Development Fund).



European Union
Regional Development Fund



Investing in your future

Managing editors: Anu Kannike, Monika Tasa

Language editor: Daniel Edward Allen

Design and layout: Roosmarii Kurvits

Cover layout: Kalle Paalits

Copyright: University of Tartu, authors, 2013

Photographs used in cover design: *Postimees* 1946, 1 January, 1 (from the collection of the Estonian Literary Museum Archival Library); *Postimees* 2013, 2 January, 1 (copyright AS Postimees)

ISSN 2228-060X (print)

ISBN 978-9949-32-258-9 (print)

ISSN 2228-4117 (online)

ISBN 978-9949-32-259-6 (online)

University of Tartu Press

www.tyk.ee/act

Contents

| | |
|--|-----|
| List of figures | 7 |
| Notes on editors and contributors | 9 |
| Introduction | 11 |
| Halliki Harro-Loit | |
| Temporality and commemoration in Estonian dailies | 17 |
| Halliki Harro-Loit, Anu Pallas | |
| Divided memory and its reflection in Russian minority media in Estonia in 1994 and 2009 | 59 |
| Valeria Jakobson | |
| Journalistic commemoration of the Molotov-Ribbentrop Pact in Estonia 1989–2009 | 93 |
| Ene Kõresaar, Kristiina Müür, Tiiu Kreegipuu | |
| 22 September 1944 in Soviet Estonian anniversary journalism | 115 |
| Marek Miil | |
| The visual representation of women in the Estonian media, 1848–1940 | 139 |
| Roosmarii Kurvits | |
| Index of names | 188 |

List of figures

| | |
|---|-----------|
| The second commemoration sample of two Estonian dailies, 1989, 1994 and 2009 . . . | 31 |
| Average number of stories per issue in two Estonian dailies, 1989 and 2009 | 33 |
| Dominant time focus of stories in two Estonian dailies, 1989 and 2009 | 33 |
| Representation of the past in two Estonian dailies, 1989 and 2009 | 34 |
| Finished events or topics of stories in two Estonian dailies, 1989 and 2009 | 35 |
| References to historical periods in two Estonian dailies, 1989, 1994 and 2009 | 42 |
| Geo-political space in past-related stories in two Estonian dailies, 1989, 1994 and 2009 | 43 |
| Six news factors in past-related stories in two Estonian dailies, 1989, 1994 and 2009 | 45 |
| Anniversaries in conjunction with other news factors in two Estonian dailies, 1989, 1994 and 2009 | 46 |
| Past-related stories during the weeks in February in two Estonian dailies, 1989, 1994 and 2009 | 47 |
| Past-related stories during the weeks in March in two Estonian dailies, 1989, 1994 and 2009 | 47 |
| Past-related stories during the days in February in two Estonian dailies, 1989, 1994 and 2009 | 48 |
| Genres of past-related stories in two Estonian dailies, 1989, 1994 and 2009 | 49 |
| Sources in past-related stories in two Estonian dailies, 1989, 1994 and 2009 | 50 |
| Timescale of the Russian-language sample, 1994 and 2009 | 63 |
| One week time-frame in <i>Postimees</i> in Russian, 2009 | 64 |
| The importance of historical topic in stories in the Estonian- and Russian-language press, 1994 and 2009 | 65 |
| References to historical periods in the Estonian- and Russian-language press, 1994 and 2009 | 66, 89–90 |
| Tsar Peter I in the Russian-language press: Sources and discourses, 2006–2009 . . . | 70 |
| World War II in the Russian-language press: Sources and discourses, 2009 | 78 |
| Sources of historical references in the Estonian- and Russian-language press, 1994 and 2009 | 81, 90 |
| Speakers on historical topics in the Estonian- and Russian-language press, 1994 and 2009 | 82, 91 |
| Geo-political space related to the past in the Estonian- and Russian-language press, 1994 and 2009 | 83, 91 |
| News components in stories on the MRP and related issues, 1989, 1999 and 2009 . | 100 |

List of figures

| | |
|--|---------|
| Information sources in stories on the MRP and related issues, 1989, 1999 and 2009 | 102 |
| Speakers in stories on the MRP and related issues, 1989, 1999 and 2009 | 103 |
| Time references in stories on the MRP and related issues, 1989, 1999 and 2009 | 105 |
| Geo-political space in stories on the MRP and related issues, 1989, 1999 and 2009 | 105 |
| Symbols used in the anniversary journalism of Soviet Estonia (<i>Noorte Hääl</i> 1964, 1969, 1984; <i>Õhtuleht</i> 1969, 1979, 1984; <i>Rahva Hääl</i> 1979) | 117 |
| Narrative of the day of liberating Tallinn (22 September 1944) | 119–120 |
| 22 September 1944 in Estonia as an “Expulsion of Alien Enemies” and another milestone on society’s inevitable development path | 123 |
| Former frontline fighter at the work front (<i>Noorte Hääl</i> , 22 Sept 1954, 1) | 127 |
| Aging of war veterans in anniversary journalism. General Lembit Pärn in 1945, 1968 and 1972 | 132 |
| The first women picture in Estonian print media: Cable-stayed bridge in Brighton (England) (<i>Ma-ilm ja mõnda</i> 1848, 57) | 147 |
| The title picture: Estonian pastoral scene (<i>Eesti Postimees</i> 1869, 8 Oct, 149) | 149 |
| Berber people migrating (<i>Meelejahutaja</i> 1882, 21 Jan, 42) | 149 |
| Alexander II of Russia and Empress Maria Alexandrovna (<i>Eesti Postimees</i> 1880, 19 Feb, 29) | 150 |
| Estonian poetess Lydia Koidula (<i>Meelejahutaja</i> 1885, 12 Oct, 275); Finnish teetotaler Hilda Hellmann (<i>Linda</i> 1895, 11 Aug, 485); Eleonore Dahlmann, a director of Rakvere girls’ gymnasium (<i>Päewaleht</i> 1929, 22 Jan, 6) | 151 |
| Circassians driving Bulgarian women and girls to captivity (<i>Sakala Lisaleht</i> 1878, 29 Apr, 3) | 152 |
| Sewing machine advertisement (<i>Sakala</i> 1878, 29 Apr, 4) | 153 |
| Mixed choir of Keila Firefighters’ Society (<i>Külaline</i> 1911, 6 Aug, 241) | 156 |
| Mermaids of our time (<i>Rahva Lõbu-Leht</i> 1900, No 7, insert) | 157 |
| Vignette (<i>Linda</i> 1905, 14 Apr, 248) | 158 |
| Vanemuine Theatre actresses and actors (<i>Külaline</i> 1912, 18 Feb, 51 & 58) | 159 |
| Battlefield hospital (<i>Walguse lisaleht</i> 1905, 20 Dec, 781) | 160 |
| Cleopatra of our time: a snake charmer ‘Beautiful Mirka’ (<i>Külaline</i> 1910, 20 Feb, 4) | 161 |
| English-Dutch oil king Henri Deterding with his wife (<i>Päewaleht</i> 1929, 31 Jan, 3); golden wedding anniversary couple the Niggols (<i>Päewaleht</i> 1925, 24 Dec, 6) | 165 |
| Shoe polish advertisement (<i>Postimees</i> 1925, 11 Oct, 3); fashion drawing (<i>Päewaleht</i> 1922, 26 Aug, 8) | 166 |
| German beauty queen Irma Hose (<i>Päewaleht</i> 1929, 13 Jan, 5) | 166 |
| L. Sepp, Estonian Minister of Economy, presenting the national budget to the Estonian Chamber of Deputies (<i>Päewaleht</i> 1939, 24 Jan, 5) | 167 |
| Half a hundred new (Estonian) Samaritans (<i>Päewaleht</i> 1939, 7 Feb, 6) | 168 |
| Radio set shop’s advertisement (<i>Postimees</i> 1929, 10 Feb, 1) | 169 |
| Light bulb advertisement (<i>Postimees</i> 1939, 4 Jan, 3) | 169 |
| Movie advertisements (<i>Päewaleht</i> 1925, 14 Nov, 1; <i>Päewaleht</i> 1929, 24 Jan, 1) | 170 |
| One-person bomb shelter in England (<i>Päewaleht</i> 1939, 14 Feb, 1) | 170 |

Notes on editors and contributors

Halliki Harro-Loit (halliki.harro@ut.ee) is professor of journalism and leads the research group on cultural communication at the Centre of Excellence in the Cultural Theory, University of Tartu, Estonia. She is the author of numerous academic publications and articles on journalism culture. She has been interested in binding qualitative and quantitative methods; her recent academic interest has been in diachronic changes in mediated culture, especially how this can be traced via archived media materials.

Valeria Jakobson (valerijakobson@hotmail.com) is researcher of minority media and audiences at the University of Tartu, Estonia. Her research focuses on minority media development, history representations in the minority media, and the role of the media in the adaptation of the minority in the Estonian state and society.

Katrin Kello (katrin.kello@ut.ee) is researcher and doctoral student at the Institute of Journalism and Communication at the University of Tartu, Estonia. Her research currently focuses on conceptions of the aims and functions of history instruction within the context of contested representations of the past.

Tiiu Kreegipuu (tiiu.kreegipuu@ut.ee) is researcher in media history at the University of Tartu, Estonia. Her main fields of research are the role(s) of the press in totalitarian societies and Estonian media history under the Soviet occupation.

Roosmarii Kurvits (roosmarii.kurvits@ut.ee) is researcher at the Institute of Journalism and Communication at the University of Tartu, Estonia. Her research focuses on changes to the visual form of newspapers and the history of Estonian journalism. In her doctoral dissertation (2010) she analysed the visual form of Estonian newspapers across two centuries (1806–2005).

Ene Kõresaar (ene.koresaar@ut.ee) is senior researcher in cultural communication at the University of Tartu, Estonia. Her fields of interest include post-socialist memory of World War II and socialism, oral history and popular life writing, nostalgia.

Marek Miil (Marek.Miil@ut.ee) is a doctoral student at the Institute of Journalism and Communication at the University of Tartu, Estonia. His research interests are creating images of the enemy, propaganda, Soviet propaganda, military propaganda and collective memory.

Kristiina Müür (kristiinamuur@gmail.com) holds a BA in Journalism and Communication from the University of Tartu, Estonia. She is currently pursuing her graduate degree in European Union – Russia Studies at the same university. Her research interests focus on the cultural and political aspects of collective memory and identity.

Anu Pallas (anu.pallas@ut.ee) is researcher at the Institute of Journalism and Communication, University of Tartu, Estonia. Her major research area is Estonian journalism history and biographies of Estonian journalists.

Introduction

Halliki Harro-Loit

The Curving Mirror of Time aims to explore the configuration of the ‘everyone knows’ phenomenon in our daily practices: time, commemoration and news journalism.

In cultural research the notion of *time* is a recurring phenomenon; temporality, timing and memory is a multilayered field of research. In journalism and media studies time has remained on the periphery of academic attention. Barbie Zelizer notes that the issue of temporality, especially for cultural scholars, was frequently used as a background variable for the shaping of the cultural inquiry of journalism. In addition, numerous scholars tracked the cultural parameters of journalism over time or in a given period (Zelizer 2004, 211–212).

The notable growth of research into commemorative practices, especially in the 21st century, has influenced journalism studies, although most of the research has concentrated on the question of how journalism uses history and how history is increasingly represented in the media (e.g. *How Journalism Uses History*, Martin Conboy (ed), 2012; *History and the Media*, David Cannadine (ed), 2004; *The Historical Film: History and Memory in Media*, Marcia Landy (ed), 2001; *Television Histories: Shaping Collective Memory in the Media Age*, Gary R. Edgerton and Peter C. Rollins (eds), 2001).

The goal of the present book is to take a step further and shift the focus from the question “when” to “what” and “how”. Specifically, what are the temporal structures of news journalism and how do these affect the cultural transformation of society; how does daily news, while providing links between the past and the present, contribute to the construction of collective memory?

The importance of the analysis of media temporality becomes apparent when one recalls the importance of the non-simultaneity of different temporalities for cultural dynamics. As Jan Spurk (2004, 42) points out:

The classic works of social science (Comte or Marx for example) interpret non-simultaneity and, consequently, the coexistence, confrontation and

union of different temporalities as the engines of the social dynamic. [...] For this reason, we may gain insight about profound social changes by studying the non-simultaneity of different temporalities and changes from one temporality to another.

Bearing this in mind it is worth asking to what extent mediated communication imposes its temporalities on a society, and to what extent the media reflects and frames the social and cultural change and acceleration of social time? In order to answer this question one needs to keep in mind that within the journalistic discourse different temporalities coexist, compete and contribute to the construction of social time and collective memory. Hence, on the one hand the speed of social time, the calendar and collective memory are reflected in daily news flows, while on the other hand the news itself constructs and imposes rhythms of collective life, temporalities and commemorative practices.

In addition, archived newspapers preserve daily tempos and therefore enable us to reconstruct the speed of social time in the past as well as reconstruct the past according to our present standpoints.

Anyone who is used to the constructionism in media studies acknowledges that newspapers are concurrently the conservators and mediators of cultural reality, hence their role in national culture and memory agents becomes obvious. Therefore, the aim of the present book is to provide empirical analysis and evidence about the way newspapers have been fulfilling these functions. Again, explicit and implicit here are mixed. For example, it is easy to perceive the role of news mediums as national fora for discussions and debates about history when a new and untraditional history book is published and the news gives high value to the event. However, systematic empirical analysis is required to reveal for example the cultural change in the discourse of memory politics in daily news flows. Therefore special focus is put on binding empirical analysis to the theoretical and methodological discussions about the temporality of news(paper) culture.

An important concept for this book is 'anniversary journalism', a theoretical approach that enables the revelation of the connection between news journalism and the national calendar. An inspiring author for this volume has been Eviatar Zerubavel, who in his book *Time Maps* (2003) developed the idea of socio-mnemonic patterns, the 'mountains and valleys' of commemoration and the annual cycles of commemorative holidays in national calendars.

The Curving Mirror of Time summarises the results of several years' work by a team of researchers at the Centre of Excellence in Cultural Theory (CECT), University of Tartu, and partly arises out of the Third CECT Autumn Conference,

“Time in Culture: Mediation and Representation”, held in 2010. The categories of content analysis concerning the time structures and commemoration in newspapers (as presented by Harro-Loit & Pallas; Jakobson; Kõresaar et al) were created by the CECT research group on cultural communication.

The aim of the first and second articles is to analyse the role of newspapers as memory agents for different memory communities. To begin with, by using content analysis, Halliki Harro-Loit and Anu Pallas provide a ‘relief map’ of tenses in Estonian dailies in 1989 and 2009 in order to see to what extent the past is newsworthy for its own sake and how much commemoration of the past is simply woven into narratives about the present. To what extent do the newspapers report on the present and to what extent do the texts refer to the future? A diachronic analysis of newspaper texts from different periods of time demonstrates that the temporal focus of newspapers changes over time: in some periods, the past gets remarkably more attention, while in other periods the news timeframe is biased towards current events and the future. The social time in 1989 was slower and more oriented towards the past than in 1994 or 2009. In 2009 again interest in the past has increased although instead of describing the past, the history and the meaning of the past for current policy now receive more attention. Harro-Loit and Pallas emphasise the complexity of temporal structures in newspapers in their article and explain how the construction of these temporalities is linked to the specific features of journalistic discourse: news value, genres and information sources.

Valeria Jakobson provides an analysis of the construction of the past in Russian-language newspapers published in Estonia in the 1990s and 2000s. She asks to what extent the news media synchronises the minority’s time with national time: how similar or different is the (re-)construction of the past in Estonian daily newspapers, published in Estonian and Russian in 1994 and 2009? She analyses the intense discussion surrounding the most controversial events of the past, the polyphony of voices and points of view. One more important aspect is the analysis of changes of representation of historical time and space in 1994 and 2009. Jakobson’s detailed analysis provides a proof that the ‘historical geography’, represented in the Russian minority media, becomes narrower by 2009 and that the representations of the collective memory in the Russian-language media remain controversial.

The third and fourth articles focus on one of the phenomena that makes the news media an important memory agent: anniversary journalism. More precisely, the analysis of the cyclical reporting of past-related anniversaries over longer periods enables the authors to reveal the changes of memory policy. Ene Kõresaar, Kristiina Müür, and Tiiu Kreegipuu analyse the dynamics of the memory

work of the news media when covering historical anniversaries in the Estonian calendar during the Soviet period as well as during the Estonian Republic. The object of this article is the analysis of the reporting of the commemoration of the Molotov-Ribbentrop Pact (MRP) during the period from 1989 to 2009 (on the 50th, 60th and 70th anniversaries). The Non-Aggression Pact that was signed between Germany and the USSR on 23 August 1939 in Moscow is looked upon as a turning point in the history of the Baltic states as it paved the way for the illegal occupation and annexation of the Baltic states by the USSR. The authors' analysis shows that, in 1989, the year of the 50th anniversary, the commemorative form of the event was still developing and commemoration was mainly directed towards the future. By the 60th anniversary in 1999, commemorative activity is almost entirely directed towards the past – it focused on the MRP as a historical event. By the 70th anniversary the role of journalists has increased and the meaning of the MRP as a historical and political (and not experiential) event becomes rooted. This case study enables the authors to show the links between social remembering and anniversary journalism.

The article written by Marek Miil focuses on the other anniversary that is closely linked to World War II and has a very different meaning to the different memory communities: 22nd of September. During the Soviet era this anniversary was celebrated as the Day of Liberating Tallinn. In 2007 the Estonian Parliament decided to create a new anniversary: Resistance Day to commemorate the Otto Tief Government (Otto Tief tried to re-establish the Estonian Republic in 1944 and held power for one and a half days). Marek Miil presents ways in which newspapers in the 1944–1989 period constructed a political myth by using the narrative of the victorious Red Army and its soldiers as liberators. Miil's case study reveals the changes in Soviet propaganda as well as looking at how the commemoration of certain events changes over the years and how narratives change, both according to the daily needs as well as according to the time that passes as the heroes get older.

The fifth article provides an overview of the visual representation of women in Estonian newspapers and magazines from 1848 to 1940. Within this period Estonian society went through a period of social modernisation, as did the roles of women and journalism. Roosmarii Kurvits carries out a detailed analysis of the changes of framing women in the Estonian press. She shows that in the 19th century, representations of women in the media were driven by enlightening ideas. Estonian readers could see pictures of exotic women, widening Estonian readers' horizons. The representation of people did not distinguish the sexes explicitly. From the beginning of the 20th century, media representations of women were increasingly influenced by consumerism; beauty, sex appeal and youthfulness

gained special value. Thus visual representations of women reflected the transformation of Estonian journalism from an enlightening media to a news and commercialised media.

References

- Cannadine, D. (ed) (2004) *History and the Media*. Palgrave Macmillan, Chippenham and Eastbourne.
- Conboy, M. (ed) (2012) *How Journalism Uses History*. Routledge, London, New York.
- Edgerton, G. R. & Rollins, P. C. (eds) (2001) *Television Histories: Shaping Collective Memory in the Media Age*. The University Press of Kentucky, Lexington, Kentucky.
- Landy, M. (ed) (2001) *The Historical Film: History and Memory in Media*. The Athlone Press, London.
- Spurk, J. (2004) Simultaneity within non-simultaneity? Continuity, rupture, emergence on the temporal dynamic of social formation, *Time & Society* 13 (1), 41–49.
- Zelizer, B. (2004) *Taking Journalism Seriously: News and the Academy*. SAGE Publications, Thousand Oaks, London, New Delhi.
- Zerubavel, E. (2003) *Time Maps: Collective Memory and the Social Shape of the Past*. University of Chicago Press, Chicago.

