

Summaries

Marko Lamberg: When the most important thing was not winning but telling about it – medieval target shooting competitions as channels of social communication

Although medieval western society was characterized by deeper collectivity than the present one, certain features of the social life contained individualistic traits, too. Sport was not uncommon, albeit it was mostly practised within a single social class. In Nordic countries as well as in southern parts of Europe, a popular sport was so-called parrot shooting – a game, in which an artificial bird was shot at. The Nordic variations of the competition are known best through the description by Olaus Magnus, but parrot shooting is also referred to in several Swedish, Danish and Norwegian documents from the fifteenth and sixteenth centuries. There is, however, no evidence that the competitions were arranged in Finland, too, although this seems probable.

During shooting competitions, the organizing guilds showed off to the public their internal homogeneity. The winner was nominated to be the "Parrot King", but the tribute that he received could cost him a great amount of money (e.g. a drinking bout at his expense). Since wealth was a necessary condition for the winner, it is understandable why the Town Council of Stockholm in 1489 abolished the participation rights of the craftsmen, i.e. the economically poorer stratum of the burgher estate. At the same time, however, the order restricted the occasions of the feast of victory, which means that the community wanted to set clear limits to which degree and for how long a sole individual was allowed to make his distinguished qualities public. That is how parrot shooting events functioned as both channels of the collectivity and individualism.

Riitta Pirinen: Gender and Sports in Media

This article deals with how gender structures sports in media. Men's sports dominates the scene. Obviously this is connected to

how the space devoted to sports in a paper is being divided. The editors favour men's sports; the selection process is androcentric. Conventional arguments usually forwarded to support this selectivity are that men's sports is more important, more interesting and better. This is, however, not true. Men's sports is systematically writ large in different sports discourses and practices. The article shows how men's sports is primary and in which ways this primacy is being produced, reproduced, enhanced and legitimated. Finally, the article searches ways how women's sports could be brought up from its secondary status in media.

Ville Tolvanen: Electric media – the most conspicuous forum for sports publicity

Publicity pertains to the nature of competitive sports, and sports journalism is essential to the system of competitive sports. Sports broadcasts have become central in TV.

Electric media means nowadays more to people than it used to do and sports journalism provides the public with more up-to-date information. However, some say that sports journalism in real time leads to the end of journalism – less is actually known of sporting events. It has also been pointed out that sports journalism is uncritical towards the sports system.

Electric information is being polarized: on one hand it integrates, and on the other hand, it diversifies different cultures. Big events have become impressive happenings in times of electric media. Media is fighting over the advertisers.

The amount of time spent on media increases constantly; the Finns spend over seven hours per day. The habits of watching or listening to different sports and sports interests in different age-groups vary.

The products of mass culture can be more meaningful for people than the products of high culture. Media culture dominates. It maintains values and norms.

Sports and publicity go hand in hand and succeed together. TV is the most important sports media. This fact affects the popularity of various sports and their liveliness.

Antti O. Arponen: Famous sports reporters in Finland

This article introduces seven well-known Finnish sports reporters who worked either for the radio or newspapers, all of whom have written sports books, too.

Dr Martti Jukola lifted the sports paper *Suomen Urheilulehti* to its height in the 1930s, wrote some legendary sports books and started sports broadcasts on the radio.

Mr Harri Eljanko served *Suomen Urheilulehti* for the longest time of all. He was also a radio reporter and writer. He wrote of sports in newspapers for seventy years.

Mr Eljas Kolkka was a journalist, an information officer in big sports events, an announcer and a respected statistician. He has been awarded the highest honours in Finnish sports.

Mr Enzo Sevon was a personality in Swedish sports news, either in radio or in newspapers for decades. He was also a sports leader and historian.

Mr Pekka Tiilikainen was the most popular Finnish sports reporter in radio of all time, unique in creating the atmosphere, the patriotic "Bluewhite Sound".

Mr Helge Nygren was the foremost historian of sports who wrote almost fifty books. Besides he edited sports reviews and led sports clubs. He was awarded a professorship and doctorate in physical education (h.c.).

Mr Stig Häggblom has been the most international among Finnish sports reporters, the vice-president of the international organization for sports reporters, the most frequent Finnish attendant in Olympics and the editor-in-chief of sports in the leading Swedish newspaper in Finland.

Heikki Roiko-Jokela: The public image of Budo

Why do people take on budo, and what are their expectations? The answer to this question depends on which budo one means. The 'old' budo, such as judo or aikido, even karate have lost their mystical ring; people know what they will get when they take part on a course. Vain illusions still hang over some budo – people expect tricks and short-cuts which can be learned in a few months' time. They are quite amazed as they realize that they have to meet with a sport which demands perseverance and

countless repetitions of technique. No sports creates masters in a moment.

Statistics and questionnaires show that motivation to take on a species at sport can roughly be divided into three groups, a division which follows quite accurately the age-group classification of the participants. Children usually mention play. Parents imbue new ideas into children's self-image, especially the bolstering of one's ego. Among the children who participate in the rudimentary courses nowadays there are more children who have experienced harassment at school or faced some kind of physical and psychical violence.

The young and women are motivated by self-defence. Demand for budo has in this respect increased. The image of budo has changed accordingly. Previously some kind of fast learning method was expected in order to be able to face problematic situations with tricks and kicks. Nowadays participants ask questions, and the teacher and the participants ponder what is fear and how to cope with frightful situations.

Grown-ups, in practise men over thirty, declare physical fitness acquisition as their primary motivation. Self-defence is also mentioned, but above all men regard budo as a good sports to strengthen their weakened muscular fitness and improve the mobility of limbs.

Elisa Hasanen, Katja Rajala, Sari Tuunainen: From novelty attraction to sports enthusiasm: Sports in a local paper

The leading local paper in Central Finland, *Keski-Suomi*, started covering sports and physical exercise at the end of the 19th century. At the turn of the century a sports report was a novelty. Only horse-racing reports flowed routinely, other articles largely introduced novelties. Readers were informed about different sports, equipment and events. They were enticed to take on physical exercise by emphasizing the healthiness of gymnastics. Advertisements of producers of sporting equipment and calls for participation by sporting clubs also appeared.

As competitive sports spread all over the world sports reporting of the *Keski-Suomi* changed, too. Since London Olympics competitive sports started to gain ground on its pages but the break-through had to wait until Stockholm Olympics. The

impetus was given by the success of Finnish sportsmen. Above all, the triple gold medalist, Hannes Kolehmainen, was a favourite of reporters. He was becoming the first 'sports celebrity'.

The success of the Finns changed the tone of the sports articles in the *Keski-Suomi*. Previously sports had not in any particular manner been connected to Finnishness or Finnish nationalism. During the Olympics in Stockholm and after nationalism became a primus motor in sports, and nationalist eulogy has ever since been preached on the sports pages of the Finnish newspapers.

Paavo Noponen: Pekka Tiilikainen

Pekka Tiilikainen (1911-1976), sports enthusiast and patriot to the bone, reached such a level of popularity and impact in Finnish Radio (Yleisradio) that he became a national institution. When 24 years of age, he for the first time let his voice to be heard. His instant comments from Oslo, August 1935 after his own tight and breath-taking swimming leg, marked the birth of the 'flying reporter'. Without much preparatory studies Pekka Tiilikainen became the great master in sports reporting, although he carried the teachings of the early big figures in Finnish radio, Alexis af Enehjelm and Martti Jukola. However, some impact on Tiilikainen's voice and style was made also in school years by his teacher, Ernst Lampén, the 'Great Kaiser'. "Remarkable man and efficient teacher", Tiilikainen characterized him later on.

Winter- and Continuation wars sealed Tiilikainen his fame and tightened his grip on the listeners. The legend was about to be born.

Sports reporting became central to Tiilikainen's work for the radio. His scale was, however, wide. The topics reflected human life in all its colours. As a passionate reader, he acquired new means to express himself verbally and in writing in his columns to various papers. His style was often criticized. Here Aarne Salminen, who has studied the language of sports reporting, hits the nail in his comment on Tiilikainen:

"Tiilikainen's verbal readiness was insufficient but he seems to have turned this flaw to his advantage. The Finnish people loved his overflowing, harsh and unintended comical metaphors".

Anneli Kokkola: Pilot Juhani Horma ("Janne") and the competition under his name: "Janne's competitions"

"Janne" flew on the glider for the first time in the age of fourteen in 1945. Later he was given the nickname 'the Professor of the Parola Academy', so remarkable was his career. He flew his last flight over the Parola airport in 1962. He had served as the director of the Rääskälä airport in Loppi for fifteen years. The President of Finland awarded him with the title of Captain in 1979, the first ever awarded to a civilian pilot. "Janne" flew for 51 years, over 148 000 kilometers on the glider, i.e. three and a half times around the world. He flew on motorplanes and gliders altogether over 8000 hours. He was an excellent organizer: "Janne's Competitions", initially PIK-20-rally purjelento competitions, were a homage to the Finnish-made PIK-planes. In fifteen years 540 pilots have taken part in the competitions, and this year we celebrate their fifteenth anniversary.

Thomas Westerbom: The athletic club of the Finnish postal and telegram service

The association called *Posti- ja lennätinurheilijat*, PLU (The Athletic Club of the Finnish Postal and Telegram Service) was founded in 1947 to promote sports among its members. A special office of services greatly helped its organization, though the model was acquired from other branches of the state's bureaucracy. Obviously, the example of other Nordic countries made its impact, too. The founders also wanted to conserve the traditions of voluntary sports association dating from the beginning of the century.

The Club was from the beginning closely connected to the postal service because the secretary – i.e. manager – of the Club was also the regular physical trainer of the postal service department. This was only natural for the Club was open only for clerks in service who became automatically and without a membership fee members of the Club (collective membership). The Club was never officially registered. Its activities were highly dependent on the economic and other support of the post and telegram service. In this way, the Club was central to the social and personnel policy of the service. At the same time, the Club

brought together various voluntary sporting activities of the staff. Accordingly, the Club can be described both as a semi-official organ within the service and as a separate, voluntary association. In other words, the Club efficiently conjoined voluntary associationism with the support of the public service.

The Club was led by a central committee (annual congress) and a board. In the year 1980 the Club was renamed as *Posti- ja teleurheilijat*, PTU (Post and Tele Athletics Club). The basic structure of the Club was preserved. Regionally the Club was divided into ten branches which were responsible for the activities at the local level, e.g. they organized the annual summer and winter competitions.

The activities included competitions and fitness exercise. At the beginning competitive sports dominated the scene but since the 1970s fitness exercises gained ground. Since then it has become the most important activity. At the same time, the Club has become more dependent on the social policy of the postal service.

In 1988, partly initiated by the Club, a committee was set up to plan fitness exercise programme for the next ten years. The committee considered fitness exercise to be paramount and positive development. Organizational changes in postal service had to be reflected in the activities of the Club: its development had to follow the model of the service itself and become a business enterprise. Bureaucracy was to be relaxed and the administration was to be decentralized. In the opinion of the committee, the separate existence of the PTU seemed redundant. In view of this, the Club was run down in 1989. Sports in postal service continue in novel forms, and catches the daily activities of the personnel. Traditions are not thrown aside.

The archives of the PTU are deposited in Suomi PT Company's archives in Vallila, Helsinki.

Reijo Valta: Gymnastics in Muurame

The Gymnastics and Athletics Club Muurame's Yritys reached the age of 90 in 1998. It was founded as a branch of Muurame Working Men's Association in April, 1908. At the same time, the association got its own hall built, and it housed the Club, too. Festivities, gatherings and dancing nights were organized.

Yritys Club accepted almost all sports. Only the sports that appeared to threaten health, such as boxing, was banned. The attitudes towards clearly physical and masculine sports, namely wrestling and weight-lifting have been ambivalent. This originates from the early years of working men's sports when gymnastics was regarded as ideologically most important.

The new Club building was built in 1928. The Working Men's Association and Yritys own it collectively. In the 1970s the building was in bad condition, threatened with demolition. A sports ground was to be built on its site. However, in 1982-1985 hall was renovated. Since then it has been very well taken care of.

Esa Sironen: "Trash, more trash than usual"

Collecting is ostensibly the opposite of publicity work. Paramount in it is, as Walter Benjamin has put it, that "the object is abstracted from all its original purposes" and taken away to be a part of a private collection. The object placed in a collection does not, however, depart from this world, and the collected object can also be recycled.

This is done by Esa Laitinen, a collector of sports literature, who has published on his own some twenty books containing data and statistics on athletics of the beginning of this century from his treasure. The book published in 1985, titled *10.000 metres: Results and Statistics* has been subscribed to over thirty countries.

Laitinen's shelves contain over 3000 books on sports. Presumably this is the largest private collection in Finland. Lately Laitinen took part in sports quizzes in radio and TV with success, but he dropped the competition in half way. "To win these competitions one had to train every day. It also has become top-sports", Laitinen commented.

Laitinen has his own favourites among the books, but the most valuable books are the official Olympic books. Their market is international. In Germany collectors abound.