

Abstract: Propaganda films building the image of Finland

Propaganda films were used to build Finland's image in many ways from the 1910's on. Already in 1911, Atelier Apollo's compilation film *Finland* was shown at a travel fair in Germany. After independence, film companies like Suomi-Filmi in the 1920's and Aho & Soldan in the 1930's co-operated closely with foreign ministry and travel organizations. For example, Suomi-Filmi's *Finlandia* (1922) proved to be a success all over the world although it was physically too heavy to be carried in its entirety by travelling diplomats and usually only one reel was taken. During the Winter War (1939–1940) interest among film goers in the world was at first impressive, but during the Continuation War (1941–1944) it diminished drastically. For the United States, Finnish newsreels were cut clean of any references to Germany. In Sweden, the audience soon lost interest as it did with all of Germany's films since the delivery system had been given to German film company Ufa. After the war, the state started its own propaganda film efforts in colour, but soon chose the most suitable among the distribution of private film companies. This was the turning point from propaganda to PR, public relations. This widened the image of Finland to more special fields of interest than travel propaganda.

Keywords: propaganda films, 20th Century, Finland, newsreels, delivery system

Louis Clerc

Abstract "Under any circumstances do not obstruct Holma in Paris!": The propaganda in the Finnish embassy in Paris before and during the Winter War

This text considers the role of Ambassador Harri Holma and the personnel of the Finnish embassy in Paris in provoking and supporting French support for Finland during the 1939–1940 war between Finland and the Soviet Union. It examines how Holma's action during this conflict continued his pre-war efforts at presenting Finland, its international position, culture and domestic situation to a French audience. The text considers Holma's role in a specific context, France in the winter 1939–1940, trying to parse what can be put to the ambassador's credit and what depended

solely on this French context. It concludes that Holma's 13 years' experience and networks in France helped him have an influence on France's reactions at many levels. The article hopes to contribute to a more balanced vision of Finland's foreign relations in the late 1930s, and generally of small states in international relations.

Keywords: Finland, France, 1930s, Winter War, foreign relations, Finnish embassy in Paris

Helena Pilke

Abstract: Front correspondents in Finland's foreign propaganda during the Continuation War

The article deals with Finland's foreign propaganda in 1941–1944, and focuses on the army's own front correspondents (TK-men). TK-articles comprised only about 10 per cent of foreign propaganda texts, but without the front correspondents, the State Information Center would not have been able to transmit detailed information about the war. Certain topics, especially descriptions of the battle, were completely dependent on the TK-men, but their contribution was significant also in other propaganda themes. Most articles were sent in the period 1941–1942; when the war continued, Finland's foreign propaganda decreased significantly. The material used in this article consists of State Information Center's reports, lists and memos and texts of the front correspondents.

Keywords: foreign propaganda, front correspondents (TK-men), Continuation War, Second World War, Finland

Olli Kleemola

Abstract: "War Photos from Finland": Finnish photographic propaganda aimed at foreign countries

While Finland was fighting in WWII, it did not rely on words alone in its foreign propaganda. This article analyses Finnish wartime photographic propaganda directed at foreign countries. In my article, I analyse where the greatest amounts of photos were sent and how the delivery of propaganda photographs changed over time.

Keywords: Finland, Second World War, photographs, foreign propaganda, 20th Century

Abstract: Birth of a PR profession in Finland

This article illustrates how the public relations (PR) profession started to develop in Finland just before the outbreak of WWII and why certain terminology came to be used. The article sheds light on the PR pioneers who stood out during this chapter in Finland's history, as well as the issues they stood for. Propaganda had never before been conducted on such a scale both within Finland, and by Finland towards other countries. Representatives of the new profession came from the fields of journalism, advertising, and culture. The content created was used as a source for domestic and foreign newspapers and radio programmes. Propaganda pioneers were instrumental in creating the 'Winter War Wonder'. Safeguarding Finland's national image as a key task continued beyond the end of the World War II into the Cold War early era. The Propaganda Union (*Propagandaliitto*, founded in 1937) and other related wartime organizations were followed by *Tiedotusmiehet*, Society of Public Relations, founded in 1947 which is one of the oldest peacetime associations in Europe. To sum up, the article sheds light on the propaganda, information and later PR pioneers as well as the issues they represented.

Keywords: Continuation War, Winter War, Finland, information, national image, propaganda, Propaganda Union, Information Men, Public Relations

In particular, mental verbs and linguistic forms mixing the voices of the narrating subject with the (alleged) voices of the others are used to promote a certain view of history.

Keywords: image of the past, narrative rhetoric, oral history, mind representation, populism, Finland, 20th Century

Abstract: Kekkonen, Political Degradation and I: Veikko Vennamo Narrating the Past in Oral History Materials.

This article studies the memoirs and interviews of Veikko Vennamo, a populist politician and Member of Parliament. We investigate Vennamo's image of the past and the narrative strategies he uses in communicating it. The methods of the article come from oral history studies and narrative studies. We understand memoirs and interviews as narratives where the subject matter and the rhetorical devices converge. The focus is on the modes Vennamo uses to portray his own past mind and the minds of other historical subjects. Detailed analysis of the texts demonstrates how Vennamo capitalized the discursive power endowed to him in his role as a retrospective narrator.