

Kamppi Chapel of Silence in Finnish Media

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<p>Kamppi Chapel of Silence is an Evangelical Lutheran chapel situated in Helsinki, in Narinkka Square. It was opened to the public in 2012 and is operated by various Helsinki parishes and the Social Services Department of the City of Helsinki. This thesis analyses the media reaction evoked by a spiritual building being created in the heart of a commercial city centre.</p> <p>The objective of this thesis is to examine the media attention focused on this chapel, and to determine how relevant information regarding this was communicated to the public by the parties involved in the chapel's creation. This is researched empirically, based on media monitoring conducted by Helsinki Parish Union between August 2011 and July 2012. Both qualitative and quantitative research methods are used.</p> <p>In addition to the empirical research, theories on communication and the media are utilised in the theoretical framework. How do the media work? Do they really influence us? If so, how? Can media influence be utilised in communicating one's own messages to the public?</p> <p>The research shows that the media attention focused on the chapel followed the Parish Union and Social Services' common communication plan. Most of the core messages outlined in the plan were clearly portrayed in the media during the monitoring period. Some themes got more attention than others, which formed a basis for further analysis.</p>	
<p>Keywords media publicity, mass communication, media research, Kamppi Chapel</p>	

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1 Introduction

Kamppi Chapel of Silence is an Evangelical Lutheran chapel situated in Helsinki, Narinkka Square. It was opened to the public on 1 June 2012 as part of the World Design Capital Helsinki programme. The Chapel was designed by Kimmo Lintula, Niko Sirola and Mikko Summanen of K2S Architects Ltd. The Chapel is operated by Helsinki parishes and the Social Services Department of the City of Helsinki. It is meant to be a place of silence in the crowded city centre but also a place for meeting people.

Helsinki Parish Union, Helsinki Social Services and the World Design Capital team all collaborated in making the Chapel project known to the public, and as a result, the Chapel received a vast amount of media attention all over the world.

The target audiences for the Chapel's communication process were originally not strictly determined. The Chapel was considered to be a pioneering project due to the new cooperation between the Parish Union and the Social Services, and it was not known what kinds of people it would attract. However, it was thought that those interested in architecture, silence and a moment's rest, people in search of help and youngsters spending time around the shopping centre could be potential target audiences. The Chapel's messages were directed to as broad audiences as possible to enable people to decide for themselves whether the Chapel would be something they could benefit from.

The core messages to be communicated to the public were that the Chapel is openly Christian, that everyone regardless of their religion is welcome to the Chapel and that the Parish Union and the Social services cooperate in the Chapel. In addition to this, the core messages included the building's innovative wood architecture and the World Design Capital 2012 cooperation.

1.1 Objectives of the Thesis

This thesis focuses on the reaction evoked in Finnish media in the time frame of 1 August 2011 to 31 July 2012. The purpose is to chart how the Chapel was generally re-

ferred to in the media and what the most common points of interest in the articles handling the Chapel were. Special attention will be paid to Helsinki Parish Union's actions in conveying information about the Chapel to the media, and through the media to the public.

To achieve these goals, the role of media as a means of communication will be researched. Firstly, the focus point will be on communication and media. What are they, and how can they be utilised? Secondly, the effect media has on people will be looked into. Does the media influence its audiences or does the public only pay attention to the news items it finds relevant?

2 Communication

According to Bertrand and Hughes (2005, 5) the meaning of the term communication varies depending on the field in which it is being used. For example, communication studies, psychology and information technology studies all have their own definitions for the word. However, at its very simplest level communication is the act of sharing information either intentionally or unintentionally. Turow (2009, 7) defines communication as interaction between people so that messages are being sent and understood by the parties involved. This chapter aims to summarise some of the most common concepts associated with the term communication.

2.1 Messages in Different Schools of Communication

Many different models for demonstrating communication have been made, some simpler and some more complex than others (Wiiio O. A. 2000, 103), however most of them deal with the concept of messages. Turow (2009, 7) defines messages as collections of symbols that bear a meaning to the parties sending or receiving them.

The process school of communication refers to communication as a flow of information; messages are passed from the encoders, senders, to the decoders, receivers. In this model the concept of noise is any interference disturbing the message's transmission. If noise does occur during the message's transmission, the decoder may misunderstand the message. (Bertrand & Hughes. 2005, 6)

The semiotic school sees communication as the production of textual meaning through signification. Signification is a process where signs and referents interact with the text's users, the users being the producers and the readers. This way the meaning obtained from a text is never considered to be objective, as the deciphered meaning depends both on the producer and the reader, both of whom form their individual interpretations. Communication as a whole is seen as a complex process where meanings are built through interaction between the producers and the readers and their interpretations of these meanings. (Bertrand & Hughes. 2005, 6-7)

To the process school, the transmitted message is not relevant, but the communication process itself. According to the process school, the power of communication lies in repetition, and an effective message is one that is repeated. This way the point of interest for process school lies in the sender of the message. The semiotic school on the other hand focuses on the contents and goals of the communication process. The point of interest is in how the people and the messages interact in order to produce meanings. (Högström A. 2002, 25)

The Kamppi Chapel communication process took place over a long period of time, during which the subject was presented in the media repeatedly. This was due to the active communicating by the Parish Union and the other parties involved in the Chapel's creation. The core messages were frequently referred to in the press releases and the media reported them onwards to the public.

2.2 Mass Communication

Mass communication can be defined as “the industrialised production and multiple distribution of messages through technological devices” (Turow J. 2009, 17). According to this definition and the definition given to communication in general in chapter 2, mass communication and other forms of communication have the common factor of transmitting messages. However, mass communication does have its own unique features in comparison to other forms of communication as well.

First of all mass communication is an indirect form of communication, as there is a difference of time or distance – sometimes both – between the sender and the receiver of the message (Wiio O. A. 2000, 170-171). According to McQuail (2005, 4) the term mass media refers to the organised means of communicating openly and at a distance to many people within a short period of time. Mass communication is also unidirectional; the information flows only from the sender to the receiver (Wiio O. A. 2000, 170-171).

The unidirectional nature of mass media creates a difference in giving and receiving feedback. When compared to, for example, interpersonal communication, where all

parties involved have a direct and immediate possibility to both give and receive feedback, the difference is evident. In mass communication the audience is so vast that it is impossible to receive feedback from all the messages' recipients. (Turow J. 2009, 12-16)

Also the source of information in mass communication differs from other forms of communication, as in mass communication it is often companies, not a single person, who deliver the information (Turow J. 2009, 12-16). Finally, a difference in the messages' transmission methods can be seen as well. Mass communication, unlike other forms of communication, takes place through media which involve large-scale distribution and reception (McQuail D. 2005, 56).

2.2.1 Media

In communications a medium in its broadest interpretation is understood as a channel that enables or enhances communication. In everyday life, however, the word media is often perceived to mean either radio, television, newspapers or the other technologies that are used to convey information to the masses. (Bertrand & Hughes. 2005, 4) Mass media on the other hand refers to the technologies through which mass communication is done (Turow J. 2009, 17).

Media, in the sense of radio, the press or TV, is an entity that is hard to control (Hurmeranta & Pietilä 2008, 23). Primarily the media aims to serve its audiences as a conveyor of information, which means that the information does not necessarily travel to the public in the form the information source intended it to. This is why dealing with the media is nowadays more and more often done by people who are specialised in public relations.

2.2.2 Influencing the Media

The term public relations refers to the information, activities and policies that organisations utilise in trying to create positive associations about themselves or their projects. PR personnel often try to influence the media in order to get their organisation or oth-

er point of interest presented to broad audiences in favourable light. (Turow J. 2009, 626)

According to Gurton (1998, 5), journalists look for stories that are likely to engage the reader and that make them want to read more. This can be utilised by creating stories that meet these requirements, which will ensure that the news in question will find their way to the public's eye. However, the media might not see the story the same way the source does, and the message may get distorted in the process. (Gurton A. 1998, 19) This is why it is useful to build relationships with trustworthy members of the press in order to ensure that information reaches the masses in a desirable form (Gurton A. 1998, 67). In Kamppi Chapel's communication process media contacts were considered to be among the most important channels for conveying information.

2.2.3 News Values

According to Brighton & Foy (2007, 1) news values are the criteria used by reporters to determine whether a subject is to become a news item. These criteria are, however, often unnoticeable – if not unconscious – elements that form the basis of what is considered to be worth reporting. News values are different depending on the media: local newspapers have different criteria than national ones, whereas television and radio have their own criteria. News values have been categorised by several academics with varying results, but the very first categorisation was carried out in Norway in the 1960's.

In a 1965 issue of the *Journal of International Peace Research*, Norwegian researchers Galtung and Ruge published an article titled "The structure of foreign news" (Harcup & O'Neill 2001, 261). This article handled the reporting of foreign news in Norwegian media. The central research objective was to find out how events become news. The research resulted in a list of 12 news factors that seemed particularly important when selecting news:

- **Frequency**; a sudden event is more likely to get news coverage than phenomena that appear over a long period of time.

- **Threshold;** to be recorded, an event has to pass a threshold.
- **Unambiguity;** if an event is open for interpretation it is less likely to become news than a clear, unambiguous event.
- **Meaningfulness;** items are more likely to make news if it is easy for the audience to relate to them.
- **Consonance;** items that are expected by the media are more likely to become news than items that are against the media's expectations.
- **Unexpectedness;** rare events are likely to evoke media interest (clashes with consonance).
- **Continuity;** an event that has already made the headlines will be followed by the media for a while because it has already become familiar to the audience as well as to the press, so it is easier to write about the subject.
- **Composition;** choices on what sort of news to publish are also based on the overall balance of stories in the newspaper, which may result in leaving other news out to make room for others.
- **Reference to elite nations;** elite nations are determined culturally, politically and economically, and the definition varies depending on the country.
- **Reference to elite people;** people who are famous tend to get news coverage.
- **Reference to persons;** news are often presented as actions of people rather than as abstract matters.
- **Reference to something negative;** negative news are more likely to be unexpected and often happen suddenly.

(Harcup & O'Neill 2001, 262-263)

According to Galtung and Ruge's study, the more criteria an event covers, the more likely it is to become a news item. (Harcup & O'Neill 2001, 264) The Kamppi Chapel related news covered often several criteria mentioned in the listing. This will be further discussed in chapter 5.1.

2.2.4 Mass Media Research

According to Turow (2009, 144-145), research can be either empirical or conceptual and consist of either the use qualitative or quantitative research methods. Out of these forms of research, conceptual research focuses on the ideas and philosophies behind a theory. Empirical research on the other hand focuses on investigating concrete phenomena and reporting them.

This thesis consists of both conceptual and empirical research. The empirical research has been done by using both qualitative and quantitative methods, which will be further discussed in chapter 4. The conceptual research is covered in chapter 2, and the empirical research is described in chapters 5-6.

2.3 Media Effects

Media effects are the results of media influence. They can appear either right away when an individual is influenced by a media message, or only after a long time. The effects can be positive as well as negative, and they can last only for a few seconds, a whole lifetime, or anything between the two. Media effects can be visible, clear changes, but on the other hand they can strengthen already existing patters. This means that the effect does not result in change, but rather stabilizes what was already there. This sort of latent influence is much harder to observe. The effects can be either intended or unintended by the media, and can affect a single person or a broader audience. (Potter W. J. 2013, 38)

It is a widespread belief that media bears an effect on people, and that it can be used as a powerful instrument for guiding peoples' opinions and behaviour. However, it has proven difficult to demonstrate the existence of such effects, or to predict the effects the media could possibly have on people. Nonetheless, study on mass media is based on the assumption that media does have an effect on its audiences. These effects are not to be overestimated, as the relative contribution of media to the existence of an assumed "media effect" is hard, if not impossible to assess. (McQuail D. 2005, 456-457)

2.3.1 A Brief History of Media Effects Research

Several theories on media effects have been formed. These theories have been largely affected by the circumstances prevailing during their emergence. McQuail (2005, 457-462) divides the history of the effects research into four phases:

- All-powerful media
- Theory of powerful media put to the test
- Powerful media rediscovered
- Negotiated media influence

During the all-powerful media phase (years 1900-1930) the media was believed to have a considerable amount of power in shaping peoples' beliefs and controlling their behaviour. As the first phase was not based on scientific investigation, but on observation of the popularity of the press and other media, the second phase of media effects research focused on empirical enquiry. This led to researching mainly the effects media had on children, and the phase lasted until the 1960's.

The second phase found that media had either no effect or minimal effect on people. This idea was replaced with the third wave of media effects research that claimed that the research performed before had been insufficient, and that in fact media did have a significant effect on its audiences. During what McQuail (2005, 457-462) named the fourth phase – starting in the late 1970's – researchers found that media's most significant effects are based on constructing meanings that are then offered to the audiences in a systematic manner. This phase also meant a shift in research methods, as so far popular quantitative survey methods were being utilised less and less. (McQuail D. 2005, 457-462)

2.3.2 Examples on Media Effects Models

The earliest media effects theories involve for instance the 1930's hypodermic needle theory (Scheufele & Tweksbury. 2007, 10), that suggested that in communications the

message is directly received and accepted as a whole by the receiver. Since this kind of theories were found to be too simplifying, more theories were developed keeping an eye on the more complex nature of media effects. A newer set of theories involved for instance agenda-setting, priming and framing, only to mention a few. (Scheufele & Tweeksbury. 2007, 11)

According to the agenda-setting theory the emphasis placed on an issue in the media influences the importance people perceive the matter in question to have. This theory will be discussed in more detail in chapter 2.4. Priming, as agenda-setting, is also based on memory and information-processing. Priming focuses on the effect mass media can have on people's decisions and actions. This is to say that information or an image in the media increases a person's likeliness to think related thoughts or act similarly as what they have seen. Framing on the other hand states that it is not the news itself, but the way the news is presented that has an influence on how it is received by the public (Scheufele & Tweeksbury. 2007, 11).

2.3.3 Individual and Aggregate Effect

According to Potter (2013, 41-42) media effects can be divided into two groups; effects that have an influence on an individual, and effects that affect several people at a time. These are known as macro-level or aggregate effects, whereas effects on individuals are sometimes referred to as micro-level effects.

When an effect does occur in a person, it has to be found out whether that effect was caused by the media. The media influences people in four different ways. These ways are acquiring, triggering, altering and reinforcing:

- Acquiring refers to the elements of a media message being acquired by a person during media exposure.
- Triggering means that media activates something that already exists in a person.
- Altering refers to the media changing something in an individual.
- Reinforcing means that media strengthens something already existing in an individual.

(Potter W. J. 2013, 42-43)

As mentioned before, the media also influences in macro-level as aggregates – the public, institutions and the media itself – are also influenced by the media. The effect on aggregates is not the simply the sum of media effects on individuals, but rather a context for making comparisons. (Potter W. J. 2013, 46)

2.4 Agenda-Setting Theory

According to the agenda-setting theory the amount of media attention given on a topic influences the importance people place on it. Therefore, if a topic is given frequent media attention, it will be regarded as an important news item. On the other hand a news item that gets infrequent media coverage will be perceived to be of less significance. Since this thesis focuses on analysing how Helsinki Parish Union and other operators attempted to influence the media in order to influence the public, the following chapter discusses the impact media has on people's insight on news items.

2.4.1 Basics of Agenda-Setting

The news media does not simply provide people with information. It also teaches audiences what is important and what is not, in other words the media sets the public's agenda. However, the word "agenda" is to be understood as plainly descriptive in this context, as it cannot be thought that news agencies would have an agenda in the sense of a clear goal they aim for. (McCombs M. 2002, 1-2)

The media, in general, does not intend to persuade its audiences to think one way or the other (Shaw E. F. 1979, 97). Instead, the media's agenda is a compilation of day-to-day decisions made during a long period of time on what sort of information to convey and how (McCombs M. 2002, 1-2). In doing so, the media performs a gatekeeper role (Shaw E. F. 1979, 96).

2.4.2 First Level Agenda-Setting

The first empirical study on agenda-setting took place in Chapel Hill, North Carolina in 1968 during the U.S. presidential election. The voters were asked what they thought were the most significant matters of the day. The voters' replies were in close accordance with the subjects that had been frequently covered in the media during the previous month. (McCombs M. 2002, 2-3)

The main thesis of first level agenda-setting is that the significance given on a certain subject by media when reporting different news items impacts importance the public gives to the subject. This is what the Chapel Hill study focused on. A clear correlation was found between the media's approach to subjects and matters the public considered important. (Lee G. 2010, 761)

2.4.3 Second Level Agenda-Setting

The items that form the agenda are referred to as objects. They are the focus point of media's and the public's attention. These objects have several attributes, which are the characteristics and traits that describe it. (McCombs M. 2002, 5) According to second level agenda-setting the media tends to emphasise certain attributes of an object. As a consequence, the people adopt these accentuated elements as a part of the picture they form on a subject. (Lee G. 2010, 761-762)

Therefore, the media's agenda-setting power extends further from simply raising the public's interest towards topics. The media also influences the perspective its audience has on news items, and finally, the understanding people build towards different matters. (McCombs M. 2002, 5)

2.4.4 Need for Orientation

So why does the media have such seemingly vast power in affecting what people think? According to Shaw (1979, 99) the agenda-setting theory focuses on people's needs. The public has a need for orienting itself towards subjects, and for this they need someone to lead the way. This role is taken by the media, which, as stated before, in-

fluences the picture people form on matters by its choices for news items and the tone in which it reports these items.

As people have a need to “orientate themselves properly toward the environment” (Shaw E. F. 1979, 102), the media’s agenda-setting function can be considered to be beneficial, not only to the individual, but also for the society. (Shaw E. F. 1979, 102.) After all, the media helps people cope with the vast amount of information available by prioritising certain news items (Shaw E. F. 1979, 103).

2.4.5 Media Influence Not Absolute

The basic claim of agenda-setting is that a lot of people’s attitudes and behaviour are greatly influenced by their understanding of social reality. In turn, this understanding is influenced extensively by, if not copied from, the media (Shaw E. F. 1979, 100). This can, for example, be seen in the Chapel Hill example, where the audience positioned most weight on the issues that had been frequently and prominently covered in the media.

Since the need for orientation is a psychological trait, its extent varies depending on the individual in question (McCombs M. 2002, 9). People have differing needs when it comes to information, which results in using different media and for different purposes. This, in turn, leads to dissimilar points of view being formed (Shaw E. F. 1979, 100). People are capable of deciding for themselves whether an issue is of basic relevance for them (McCombs M. 2002, 8).

Relevance, alongside uncertainty, are the key factors if need for orientation. They define how much media guidance an individual is prone to rely on. If a person considers a news item high in relevance, but has high uncertainty on the issue, their need for orientation is high as well. However, if a person experiences a low level of uncertainty, their need for orientation is low. Hence, the media’s influence is not to be overestimated either. (McCombs M. 2002, 9-10.)

2.4.6 Utilising Agenda-Setting

According to Berger (2001, 95) experienced public relations personnel know how to get the media to cover the news items wanted. PR sources can influence the press by giving press releases, story suggestions or organising pseudo-events etc. The Kamppi Chapel communication project was contributed to by several sources including the architects, World Design Capital team, Helsinki Parish Union and Helsinki Social Services. The information sources had a common goal; to make the Chapel known to the public. To achieve this, different ways of conveying information and grabbing the media's attention were utilised. This communication process will be further discussed in chapter 3.

3 Case: Kamppi Chapel

Kamppi Chapel of Silence is an Evangelical Lutheran chapel situated in Helsinki, Narinkka Square. It was built to be a place for silence and encounter. The Chapel's personnel consist of both City of Helsinki social workers and Helsinki Parish Union's employees who are there to talk and give advice. Church services, masses, are not to be organised at the Chapel but it is open on a daily basis to ensure people a place of peace in the heart of the city.

The initiative for building the Chapel came from the City of Helsinki, as the central area of Kamppi was considered to need a softening element to the otherwise glass and concrete filled scenery. The softer values offered by a religious building were meant to balance the commercial atmosphere created by the shopping centre. The responsibility of the building process and its costs were to be covered by Helsinki Parish Union.

An architecture competition was organised in the beginning of the 2000's, but the winning plan was never executed as the difficult financial situation of the time forced the Parish Union to drop the project. However, the City of Helsinki had a new plan for the Chapel made, and the Parish Union decided to join the project alongside a new more specific action plan.

The Chapel was designed by Kimmo Lintula, Niko Sirola and Mikko Summanen of K2S Architects Ltd. The building represents innovative wood architecture, and received a lot of international attention already before its construction. For example, the Chicago Athenaeum International Architecture Award 2010 was awarded to the Chapel.

The Chapel was one of the main projects of the World Design Capital 2012 Helsinki programme, which is a project initiated by the International Council of Societies of Industrial Design. Its aim is to promote cities and award accomplishments made in the field of design. The building was originally supposed to be finished in the year 2011, but because of the harsh winter and a few finishing touches made to the plans, the

construction process was started at the end of February 2011, which was later than originally planned. The Chapel was finally opened to the public on 1 June 2012 after which it has been visited by a vast amount of people. This will be discussed in more detail in chapter 5.1.5.

3.1 Communication Plan

Helsinki Parish Union and Helsinki Social Services drafted a Communication Plan for Kamppi Chapel between the late 2011 and early 2012. Before this, initial PR work concerning the Chapel's building process had already been done in cooperation with the advertising agency Dynamo. Communication and marketing were started at the very beginning of the Chapel's building process, in March 2011.

The Communication Plan was divided to eleven separate parts that described what was to be covered when conveying information about the Chapel to the media, and through them to the public. The Communication Plan was updated during the process when thought necessary.

Firstly, the plan states the core messages to be the following:

- The Chapel is openly Christian
- Everyone is welcome to the silence of the Chapel
- The Church and Helsinki City Social Services cooperate in the Chapel
- Building-related messages; innovative wood architecture, World Design Capital Helsinki 2012 cooperation, unveiling the Chapel

Secondly the goals for both internal and external communication were set to coincide with the core messages. The internal communication goals were to get the staff and other personnel to commit to the Chapel on an emotional level, to engage the staff in developing the Chapel's concept further and finally to get the personnel to spread the Chapel's message.

The goals for external communication were to make sure that the public is aware of the Chapel's location, the cooperation between the Church and Social Services and the fact that everyone is welcome to the Chapel either to pray or just to relax for a while.

3.2 Communication Channels and Actions

The Parish Union and the Social Services' Communication Plan for Kamppi Chapel also holds information on press releases, such as when and through which medium to publish them. The timing of the press releases is defined on a month-basis instead of giving specific dates for publishing. For example, the news about unveiling the Chapel were to be given out in late January and the news about the Chapel's inauguration ceremony in May. The Communication Plan states that since the media has shown regular interest towards the Chapel, exclusive material for only certain newspapers or magazines is not needed, however, this alternative was also thought of and certain media were listed as potential exclusive message channels.

3.2.1 Slogans and Chapel Launching

Helsinki Parish Union cooperated with advertising agency Dynamo when planning for the launch of the Chapel. Dynamo developed different sorts of ideas for marketing the Chapel. For instance unveiling the building site was utilised so that press releases were given out. Also the weather protectors covering the Chapel were an advert to the Chapel, as they depicted the Chapel's finished exterior and had slogans on them (picture: appendix 1).

The launching project also included cooperation with Multicoloured Dreams, and artist group that decorated the Chapel building site with their paintings (pictures: appendix 2). Another idea developed by Dynamo was the Wailing Wall, which was a part of the fence surrounding the Chapel while it was being built. The Wall held several feedback boxes where people could leave either prayer requests or feedback on what they thought about the Chapel or their congregation.

Also slogans were produced for the Chapel. The Finnish slogan that was finally chosen was “Rakennamme rauhaa”, in English “Building Peace”. Later on an additional slogan “Ota suunta kohti rauhaa” freely translated “Head towards Peace”, was utilised in advertisements on for example, bus stops (picture: appendix 3).

3.2.2 Visits for Media, the Public and Interest Groups

A part of the Communication Plan was to involve the interest groups in the Chapel project early on by giving them the chance to visit the building also before its official inauguration. These visits took mainly place in May 2012. Some interest groups that were introduced to the Chapel were the Helsinki Social Services and Health Care Committee, the congregation’s employees and members of the press. The first opening to the public was held on 4 February 2012 during the Design Weekend, when the Chapel area was still a building site.

3.2.3 Social Media

Also social media, especially Facebook, was utilised in communicating about the Chapel. The Chapel’s own Facebook page was launched in May 2011. For the first year Helsinki Parish Union operated the page on their own. Later on, the action plan was to give the responsibility about the updates to several people, however, the style and tone of the posts were to be kept similar. People from both the Social Services (they started to work on the page in May 2012) and the Parish Union were chosen to update the Facebook page.

Using other forms of social media was also thought of. For example, the possibility of engaging a celebrity in the communication process to for instance write a blog and to attend to media events was examined, however this was not implemented.

3.2.4 Media Contacts & Press Releases

Primarily information was given to the press through media contacts. The main sources of information for the press were the architects together with the Parish Union and the people working on the Design Capital Year 2012, all of whom worked hard to

make the Chapel known to the public. This collaboration caused the Chapel to get world-wide media attention. However, as this thesis focuses on the Finnish media, the overall media attention will not be discussed further here.

Helsinki Parish Union gave out several press releases to the Finnish media concerning the Chapel. Helsinki Social Services and the Design Capital team issued their own press releases as well, and all the press releases were made in cooperation between all three parties. The Parish Union has self-maintained listings on the media the releases are to be targeted at. The Parish Union sends its press releases directly to the media listed instead of using bought media services to do this. These media listings have either broader or narrower audiences depending on the nature of the news item. For example, some news may only be distributed to local media as others might be spread nationwide.

The Kamppi Chapel related news caused national – and international – interest, and were therefore distributed according to the broader, nationwide media list. This listing includes also STT (Suomen tietotoimisto, a Finnish news agency), which writes its own articles on some news items. If this happens, the piece of news in question is often broadly quoted in Finnish media.

The first press releases on the Chapel were issued before the beginning of the primary research period of this thesis (1 August 2011 to 31 July 2012). However, also the initial press releases are referred to in this thesis as they help showcase how the external communication changed during the Chapel’s building process. Apart from one, which was published in Swedish, all the Parish Union’s press releases were distributed to the press in Finnish.

Table A. Press releases concerning Kamppi Chapel.

Release Date	Translated Title
10 Jan 2011	Kamppi Chapel building process begins
4 May 2011	Journalists and photographers invited to explore the Chapel
14 May 2011	Journalists and photographers invited to explore the Chapel
6 Jun 2011	Leave your grieves to the Narinkkatori Wailing Wall
1 Jul 2011	Kamppi Chapel included in the World Design Capital year

22 Nov 2011	A new kind of cooperation begins at Kamppi Chapel
13 Jan 2012	Tarja Jalli chosen as the Chapel's Executive Manager
24 Jan 2012	Note to editorial staff; Kamppi Chapel to be unveiled
31 Jan 2012	Kamppi Chapel's form can be seen, some weather protectors still in place
16 May 2012	Press release on Kamppi Chapel's inauguration
16 May 2012	Kamppi Chapel opens its doors to town residents (Swe. orig.)
18 May 2012	Suivirsi can now be heard throughout the Helsinki region
29 May 2012	Kamppi Chapel inauguration on Thursday
5 Jul 2012	Over 40,000 visitors in Kamppi Chapel in June

As the table above indicates, most press releases (four within a single month) were issued in May 2012, just before the Chapel's opening (1 June 2012). These releases were all published to promote the oncoming inauguration event. In the beginning of 2011 when the building process was about to start, the announcements focused on making people aware of the Chapel and its basic functions. For example, the first release, dated 10 January 2011 and titled Kamppi Chapel building process begins in Helsinki (Kampin hiljentymiskappelin rakentaminen alkaa), lists the Chapel's purpose, its architects and the cooperation between Helsinki Social Services and the congregation. Other basic information, such as when the building is to be finished and what the Chapel is going to look like when it is fully built, is given (picture of the finished Chapel; appendix 4).

To further spread the word about the Chapel, a press conference was organised on 13 January 2011. An invitation to the conference was sent to media representatives on 10 January 2011. The invitation held information on the Chapel's purpose, its completion date and the cooperation in operating the Chapel between the City of Helsinki and Helsinki, Espoo and Vantaa congregations. The conference was organised in a building next to the Chapel-to-be at Narinkkatori and an architect, a representative of the Helsinki City Planning Department, and a few congregation representatives were present to talk about the Chapel.

Later on in 2011 the Chapel was kept in the news by issuing press releases during the summer. Journalists and photographers were invited to get to know the Chapel on 16 May 2011. Two press releases were given on this subject to make sure as many reporters as possible would be present.

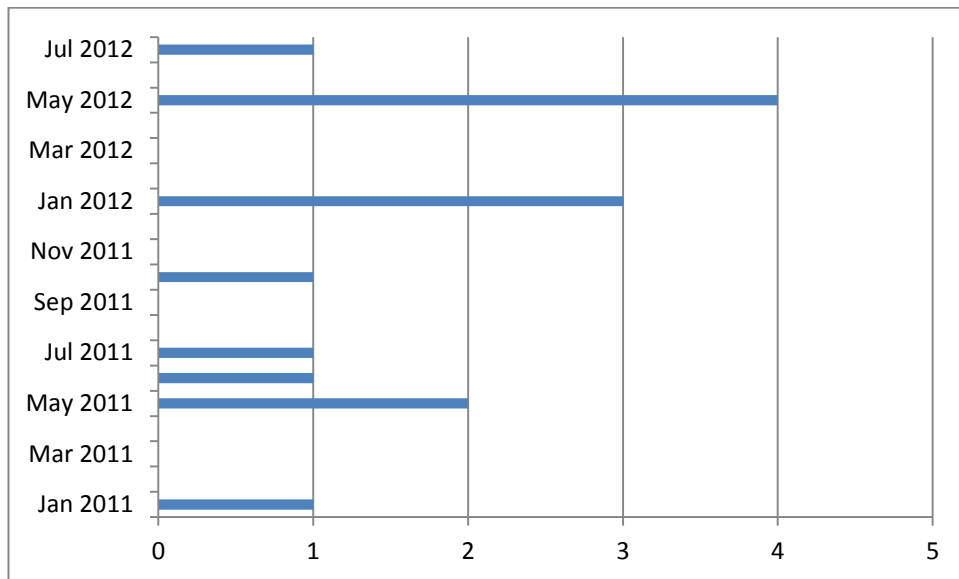


Figure 1. Press releases according to their issuing months.

As demonstrated in the figure above, the news flow was kept steady with press releases issued every now and then to keep the Chapel on people's minds. The highest amount of press releases, as stated before, was issued in May 2012 to promote the Chapel's inauguration. Before that, in the beginning of 2012, unveiling the Chapel was utilised as a marketing means. This meant that the Chapel was once more mentioned in several media.

After the Chapel's inauguration, press releases focused on the amount of visitors the Chapel had had. In a press release dated 3 September 2012 (not visible in the figure above due to the primary research period ending already on 31 July 2012), the amount of visitors was stated to have been 150,000 during the summer months. This news item was also broadly quoted by the Finnish media.

4 Research Methods

Ghauri and Grønhaug (2005, 109) define research methods as the systematic collection of data for acquiring information on a certain topic, particularly a research problem. Research methods differ from data collection techniques, as techniques are to be understood as a set of established forms that are carried out in small stages for finding solutions to research questions. As opposed to this, research methods are more general, and instead of the clear how-to instructions offered by data collection techniques, they are concerned with what to do and why to do it

4.1 Qualitative or Quantitative?

Traditionally, the main difference between qualitative and quantitative research has been perceived to be that quantitative research includes measurement, whereas qualitative research does not. Thomas, R. M. (2003, 1) states that qualitative research describes, for example, the characteristics of events without comparing them with others by use of measurements or amounts, whereas quantitative research focuses exactly on measuring and comparing the acquired results.

However, according to Ghauri and Grønhaug (2005, 109), the basic distinction between qualitative and quantitative research methods concerns procedure and research objectives instead of the actual “quality” of the research. Quantitative research poses questions such as when and where, whereas qualitative research focuses on asking why and how. These methods are not mutually exclusive, as qualitative research can be quantified, however in this case the nature of the analysis still remains qualitative.

The main purpose of qualitative research is to gain insights and to understand a certain phenomenon (Ghauri & Grønhaug 2005, 202). Quantitative research on the other hand is usually based on numerical measurements and uses statistical methods to illustrate them (King, Keohane & Verba 1994, 3-4). This thesis aims to acquire information on the nature of the media reaction on Kamppi Chapel. To achieve this goal, both qualitative and quantitative research methods are used. Qualitative methods

are used when analysing the contents of the media hits received, and the results of this analysis are quantified to create measurable and comparable data.

5 Research Process Description

Helsinki Parish Union orders media hits concerning its actions from M-Brain, an intelligence company that monitors and analyses media, in this case the press, radio and TV. This monitoring formed the basis for the empirical research conducted for this thesis, as one of its objectives is to analyse the media attention received by Kamppi Chapel in Finnish media. Even though the amount of media hits attained through this monitoring was vast, the listing is not fully comprehensive, as for instance some profession-specific magazines – about building, audio systems etc. – were not included in the monitoring.

For the purposes of this thesis, hits in the Finnish media concerning Kamppi Chapel in the time frame of 1 August 2011 to 31 July 2012 were looked into. Both Finnish and Swedish-speaking hits were included in the research. Firstly, the hits fitting this frame and subject were separated from the overall media hits on the Parish Union. As a result, 192 hits about Kamppi Chapel were left. The hits in question are partially overlapping as for example, some of the articles (often written by freelancers) have been published in several newspapers, and each time an article is published, a new hit is recorded. Also, some magazine issues had more than one article about the Chapel, and these were also considered to be separate hits.

After being separated from the other media hits, the Chapel-themed hits were read through (the TV and radio hits were transliterated to text form by M-Brain) for identifying similarities between the articles. During the reading process special attention was paid to themes recurring in the articles. As a result, altogether 6 themes were identified as an essential part of the communication process, as they received the most media attention. One article could, and often would, cover several themes at a time. The themes are discussed in greater depth in chapter 5.1.

Once the articles had been read and the theme groups established, findings concerning these themes were collected in an Excel table that contained information on for example, the article's media, date of publication and, of course, the themes it covered (the

table's layout is presented in appendix 5). The Excel now held all the information needed, so the next step was to make this information easier to comprehend. This meant creating visual aids to showcase the information.

When the information was finally in a form where it could be relatively easily examined, the actual research could take place. What were the common factors in the news items? How was the communication process dealt with as a whole? Did the media take the bait and report the items wanted? The research showed that the media followed rather well the timeline set by the Parish Union's Communication Plan. This alongside other findings will be discussed further in chapter 6.

5.1 Themes

As mentioned before, six recurring main themes were discovered from the media hits. Originally, more themes were listed in the Excel table, but these were narrowed down to the most relevant ones i.e. the articles that had the most hits. The six remaining themes, and the amount of media hits they got, are presented in the table below. A theme would get a hit whenever its main concepts were discussed in an article. These main concepts are shortly described later in this chapter.

Table B. Themes and the amount of media hits.

Theme	Number of Hits
Chapel Purpose	77
World Design Capital	76
Architecture	59
Inauguration	51
Number of Visitors	23
Unveiling	11

All of these main themes cover more than one news value discussed in chapter 2.2.3. As stated in the chapter mentioned, an item is more likely to become news if it covers multiple criteria relating to news values, and as the monitoring only takes notice of news that have been published, the articles have all passed the news threshold. Also meaningfulness is a criterion that can be said to apply to all of the main themes, as the

Chapel's services were directed towards everyone regardless of their religion, making the Chapel potentially meaningful to everyone. Also continuity applies to the Chapel-related news, as the subject was made familiar to the public early on, after which the reporting was continued whenever new information was available. On top of these criteria, individual articles would often have traits that would link them to other news values as well.

5.1.1 Chapel Purpose

The Chapel was built to be a place for silence as well as encountering other people in the heart of the city. At the Chapel it is possible to discuss with professional social workers employed by the City of Helsinki as well as Helsinki Parish Union's employees who are in charge of the Chapel's spiritual aspect. The Chapel is open to everyone regardless of their religion.

5.1.2 World Design Capital

The World Design Capital is a project initiated by the International Council of Societies of Industrial Design. Its aim is to promote cities and award accomplishments made in the field of design. Kamppi Chapel was part of the World Design Capital Helsinki 2012 programme.

5.1.3 Architecture

The Chapel was designed by Kimmo Lintula, Niko Sirola and Mikko Summanen of K2S Architects Ltd. Already before its completion the Chapel received a lot of media attention, both in Finland and abroad, due to its innovative design. It was, for example, awarded the International Architecture Award 2010 by the Chicago Athenaeum.

5.1.4 Inauguration

The Chapel was opened to the public on 1 June 2012, and the inauguration was organised on 31 May 2012. The inauguration was implemented in the form of a community singing ceremony where people would gather to sing and celebrate the Chapel's open-

ing. Bishop Irja Askola consecrated the Chapel in ecumenical cooperation with bishops Ambrosius and Björn Vikström and representatives of the Catholic Church and other protestant representatives.

5.1.5 Number of Visitors

Kamppi Chapel was a commonly visited place, not least due to the World Design Capital 2012 cooperation, which ensured media visibility especially to the Chapel's architecture. During summer 2012 Kamppi Chapel was visited by over 150,000 people. In June there were over 40,000 visitors, in July almost 57,000 and in August over 55,000. By April 2013 the amount of visitors had risen to over 300,000.

5.1.6 Unveiling

During its building the Chapel was first covered by scaffolding and weather-protecting covers. The covers had the slogan "Building Peace" on them, and they depicted the Chapel's wooden surface (picture: appendix 1). A press release was given as a marketing means when these covers were to be removed, and the Chapel's form could be seen for the first time.

5.2 Theme Analysis

Once the articles' themes had been examined and systematically categorised in an Excel, the attained statistics were looked into in more detail. The Excel holding information on each theme was applied to create various graphs and tables to demonstrate the reaction of the Finnish media in a visual form. For instance a timeline (Figure 2, chapter 6.1.) was created to facilitate the perception of when the different themes were handled in the media, and whether the items presented in the news correlated with press releases by Helsinki Parish Union.

6 Research Findings

The study of Finnish media reaction on Kamppi Chapel consisted of 192 news hits out of which 174 were in Finnish and 18 in Swedish. When analysing these hits it became obvious that certain themes (chapter 5) were repeated in the news often. However, the frequency of the themes' news visibility varied through time, and different themes were on the surface at different points of time.

6.1 Timing

The media hit monitoring period extended from 1 August 2011 to 31 July 2012. The amount of media attention increased as the building's inauguration got closer, but the Chapel was a frequent news item already before the event.

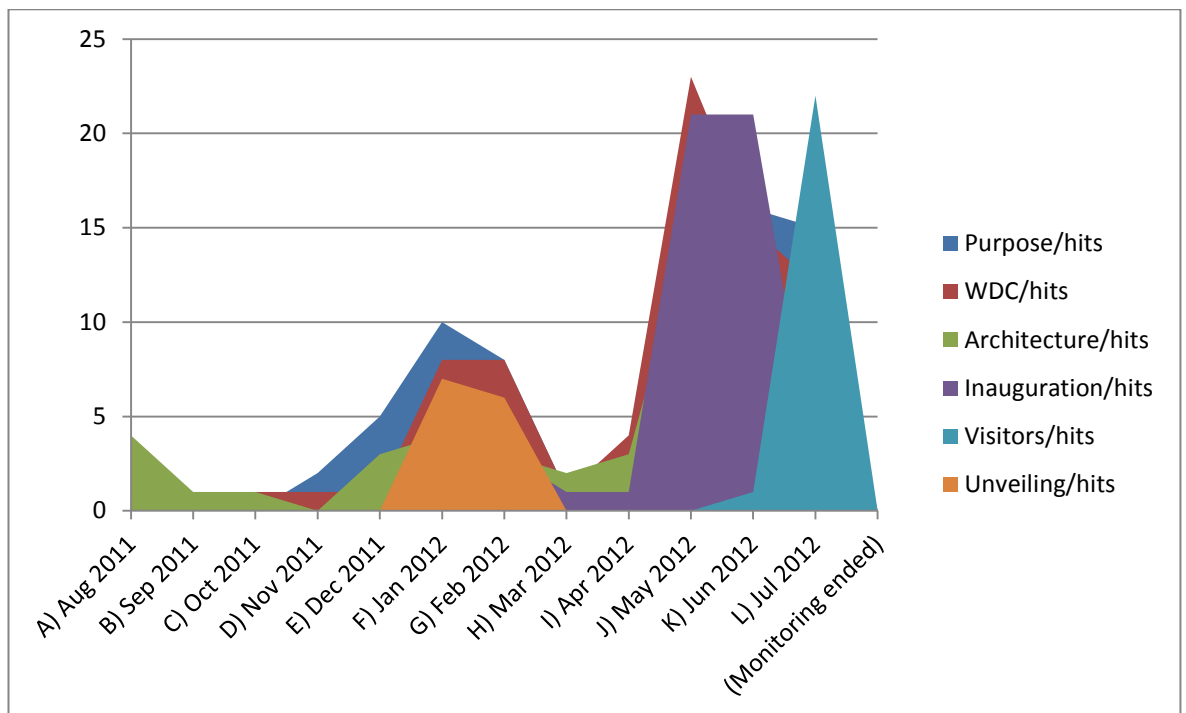


Figure 2. Themes on a timeline 1 August 2011 – 31 July 2012.

The figure above demonstrates the time span during which the themes were analysed. In August 2011 architecture was the most talked about subject in the media with 4 hits. Architecture remained a popular subject during the whole monitoring period with alto-

gether 59 hits. The most hits, 17 of them in a single month, architecture reached in June 2012.

After August 2011 the media only mentioned the Chapel infrequently. However in the beginning of 2012 the building reached more attention, as several press releases were issued in January. These press releases handled the nomination of the Chapel's manager and the oncoming unveiling; the Chapel's form could soon be seen for the first time. These releases resulted in a peak in the media hits gained.

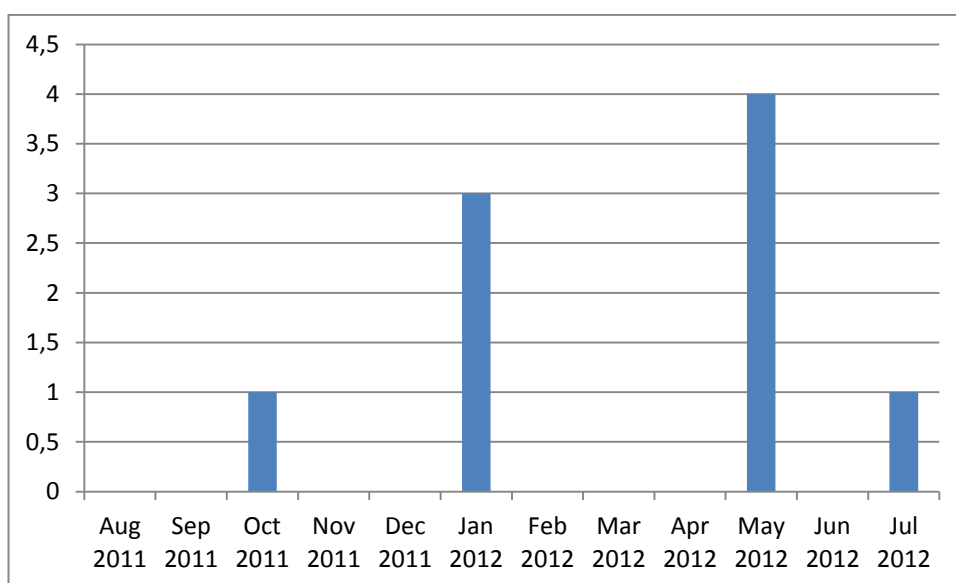


Figure 3. Parish Union's press releases on a timeline.

Figure 3 above indicates the press releases issued by Helsinki Parish Union. When compared with figure 2 demonstrating the division of media attention during the media monitoring, it is clear that there is a correlation between the two. The amount of media attention has always risen after press releases have been given out. The releases in January, May and July 2012 have all been followed by a media hit peak.

6.1.1 Theme Visibility through Time

As could be assumed, the visibility gained by the six main subjects varied during the monitoring period. With some subjects the variation was to be expected. For instance information about the amount of visitors the Chapel had had was of course not availa-

ble until the building had been opened to the public. This meant that the news item appeared in the media only later on. Also the Chapel’s unveiling only had a brief moment of attention – in January and February 2012 – due to the event’s momentary nature.

Table C. Hits gathered by themes according to the month of the news release.

Month	Purpose	WDC	Architecture	Inauguration	Visitors	Unveiling
Aug 2011	1	2	4			
Sep 2011	1		1			
Oct 2011		1	1			
Nov 2011	2	1				
Dec 2011	5	1	3			
Jan 2012	10	8	4	2		7
Feb 2012	8	8	3	3		6
Mar 2012	1	1	2	1		
Apr 2012	2	4	3	1		
May 2012	16	23	15	21		
Jun 2012	16	15	17	21	1	
Jul 2012	15	12	6	2	22	
Total Amount	77	76	59	51	23	13

As indicated in the table above, the most popular news item of the whole monitoring period was the Chapel’s purpose (explained in detail in chapter 5.1.1) with 77 hits. However, with only a single hit’s difference, the World Design Capital 2012 was the second most popular subject. Both of these subjects alongside architecture were frequently referred to in the media. The all-time peak for Kamppi Chapel related news was in May 2012, before the inauguration.

6.2 Themes Compared to Each Other

The main themes were separated from other themes on the basis that they were referred to most frequently in the Finnish media. Some themes had, however, considerably much more media visibility than others. The figure below demonstrates the amount of visibility gained by the six main themes during the monitoring period.

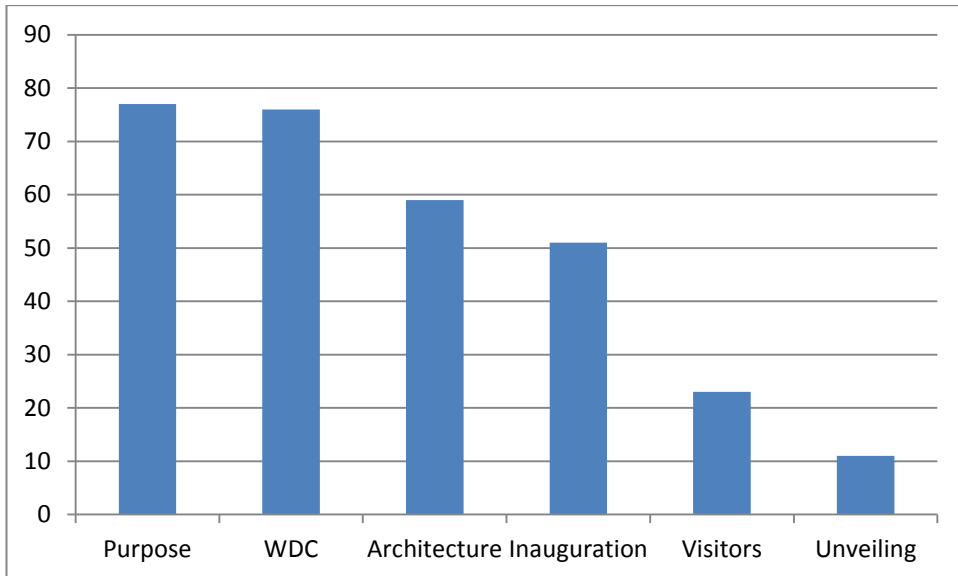


Figure 4. The six main themes compared to each other.

As mentioned before, the Chapel’s purpose, World Design Capital 2012 and architecture formed the top 3 of the themes mentioned in the media. The Chapel’s inauguration came fourth with 51 hits during the monitoring period. The amount of visitors the Chapel gained was not a news item until at the end of summer 2012. As the monitoring period ended already on 31 July 2012, there are likely to be even more media hits for the amount of visitors afterwards, but these are not visible in this study. The figure below depicts the six main themes in percentages.

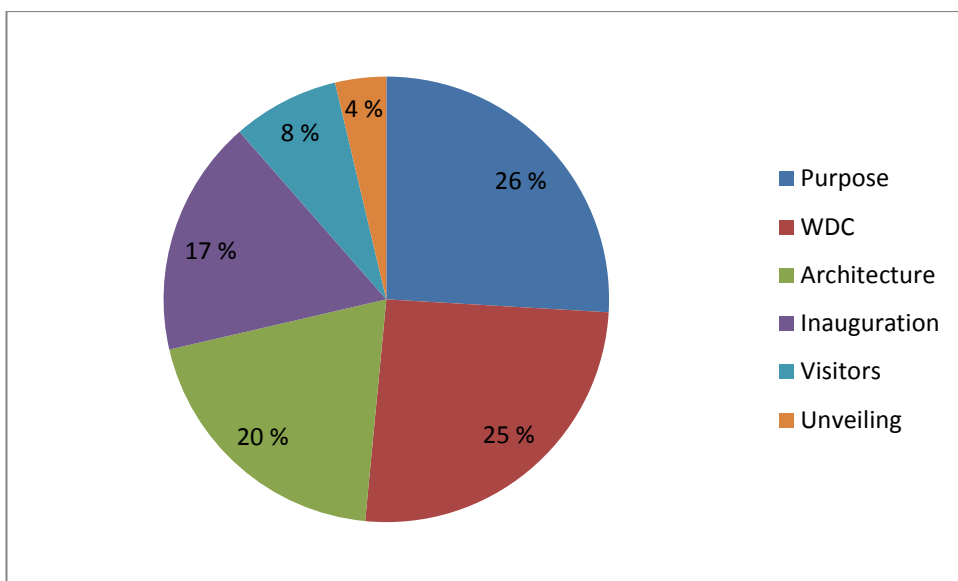


Figure 5. The six main themes in percentages compared to each other.

The Chapel’s unveiling, despite its momentary nature, reached the top six with a rather moderate 13 hits as other themes occurred even more infrequently or were even less significant in terms of relevance. The figure below holds a broader set of themes that were identified when reading the articles. The Chapel inspired for instance some letters to the editor (13 of them, marked “opinion” in figure 6 below), both positive and negative.

Also the nomination of Tarja Jalli as the Chapel’s Manager was processed (6 hits). The Chapel’s budget (4 hits) was mentioned more often than what this research shows, but often the subject was simply mentioned briefly without even sums of money mentioned. In these cases a hit was not recorded. The Chapel itself was mentioned superficially in several articles that only briefly touched the matter (28 hits), the main focus point of the news item being something other. These hits are marked with “mention” in the figure below.

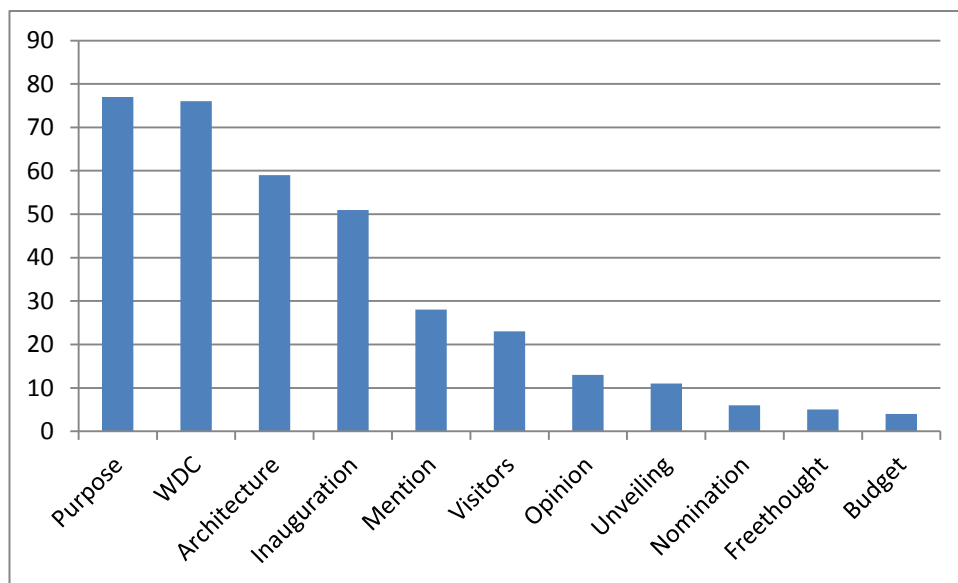


Figure 6. Broader take on themes handled during the whole monitoring period.

The Freethought movement got a rather modest 5 media hits, but it lobbied strongly against the Chapel in social media. They questioned the fact that the city’s social workers worked side by side with representatives of a religion. According to them this arrangement was an offense towards freedom of religion. The Freethought movement also organised a protest campaign in front of the Chapel during its opening on June 1.

The campaign received some media visibility, but the majority of the conversation took place online and is therefore ruled out of the scope of this thesis.

6.3 Contents of the Media Hits

The following chapters demonstrate through extracts and examples the quality of the media attention attained. The articles quoted have been chosen randomly from amongst the articles researched in this study. Most of the articles mentioned were originally written in Finnish and were therefore translated by the author of this thesis.

6.3.1 Chapel Purpose and WDC

As the preceding chapters indicate, the Chapel's purpose was often referred to in the media. The articles stated for example, that the Chapel combines silence, encountering people and cooperation (Tuominen-Halomo A. 19 May 2012.) and that the Chapel offers a place for silence in the middle of what is perhaps Finland's most hectic city segment (Kulmala M. 18 May 2012).

In articles related to World Design Capital, Kamppi Chapel was often referred to as part of the year's programme. In an article by Helsingin Sanomat, for example, the main focus is on the Design Capital Year and Kamppi Chapel is mentioned as one of its elements; "The wooden building is beautiful and touching" (Kallionpää K. 31 Dec 2011).

Some articles on the other hand focused on telling about the Chapel, and its connection to the World Design Capital Year 2012 was mentioned in brief: "Kamppi Chapel combines many of the themes of the WDC Year: Improving Helsinki's image as an open city and increasing people's satisfaction towards their environment through design --" (RööperinLehti. 2011/13).

6.3.2 Architecture

Architecture-related news items often referred to the Chapel's innovative design and were mainly positive. The building did, however, evoke quite colourful opinions as

well. In the first article included in the research for this thesis (Paloposki & Vehkasalo 10 August 2011) some people in Narinkka Square were asked what they thought about the Chapel, and the building was seen to resemble Noah's ark. Other associations created by the Chapel were for instance a "beehive" or "the church's own Guggenheim" (Virkkula & Maisalmi 6 April 2012) in reference to the Guggenheim Helsinki Plan which was an initiative for establishing a Guggenheim museum to Helsinki (the initiative was later rejected by the Helsinki City Council).

Architecture-oriented magazines took a more profound approach towards the Chapel: "The entrance of concrete and glass connects the building to its context and takes you into a world detached from haste and commercialism" (Vartola, Holmila & Riikonen. *Arkkitehti* 3/2012). Also non-architectural press was impressed by the building, as the Chapel was said to silence a person by its mere architecture (Özcan F. Sana 2012/22).

6.3.3 Inauguration, Visitors and Unveiling

The inauguration gathered mainly information-oriented hits where the inauguration event's date and programme were mentioned. "Bishop Irja Askola of the diocese of Helsinki consecrates the Chapel during a community singing ceremony open to everyone on 31 May 2012 starting at 6 pm" reported Melaanvuo in *Esse*-magazine's 2012/21 number.

The amount of visitors was referred to in the media quite straightforward by reporting the numbers given in press releases. For instance the newspaper *Uusimaa* reported on 6 July 2012 that "In July Kamppi Chapel has been visited by 40,000 people". Also the newspaper *Helsingin Uutiset* reported the same figure in its article titled "Crowd surprises at Kamppi Chapel" (Hahko P. 11 July 2012).

The unveiling became a short-term news item that got attention in the beginning of the year 2012. The articles telling about the happening were relatively short – often only one or two chapters long – and consisted mainly of reporting the date of the unveiling and the difficulties the ice on top of the weather protectors caused. "Removing the protecting covers exposed a wooden chapel. The thick layer of ice formed on top of

the Chapel slowed down the removal of the weather protectors” (Metro. 1 February 2012).

7 Summary of the Results

The previous chapters demonstrate the media attention Kamppi Chapel received in the Finnish media within a year. The amount of attention attained and the contents of the articles varied through time. A clear correlation between the press releases sent by the Parish Union and the articles published could be seen; whenever press releases had been issued, a peak in the media hits appeared (figures 2 and 3 in chapter 6).

The Communication Plan created by Helsinki Parish Union and Helsinki Social Services (chapter 3.1) named certain core messages to be communicated to the public. These messages included, for example, the Chapel being openly Christian and open to everyone and the cooperation between Helsinki Social Services and the Church. Also issues related to the building, such as its innovative architecture, the unveiling and the World Design Capital Helsinki 2012 cooperation, were mentioned.

These core messages were frequently referred to in the media, as the top 3 media hits that resulted from this research – Chapel purpose, WDC and architecture – are all mentioned in the Communication Plan. The special goals set to external communication were to make the public aware of the Chapel's location, the cooperation between the Social Services and the Church and that the Chapel welcomes everyone.

The articles included in the research did not, however, emphasise the Chapel's "openly Christian" nature, which was one of the key elements of the Communication Plan. This could be due to the fact that the Evangelical Lutheran Church has such a strong foothold in Finland – over 77% of Finns belong to the church (Palmu, Salomäki, Ketola & Niemelä. 2012, 74) – that it was considered self-evident by the media that the Chapel is Christian. This and the statistics presented in chapter 6 taken into account, it could be said that the Chapel's communication process was quite a success.

7.1 Conclusion

Kamppi Chapel remained a frequent news item throughout the one-year monitoring period. This was most likely much due to the active communication that started in

good time before the Chapel's inauguration, and that was continued even after the monitoring period stopped. In this study the impact of press releases on the attained media attention was clear.

According to the agenda-setting theory a topic that is given frequent media attention will be regarded as an important news item by the public. Public relations personnel often try to influence the media through issuing press releases and organising pseudo-events. In this case both the Chapel's unveiling – a pseudo-event – and the press releases' contents were clearly portrayed in the media.

The contents of the issued press releases varied as different aspects of the Chapel-project were utilised to attract media attention at different stages. The differing contents ensured that the Chapel remained an interesting news item, as there was always something new for the media to report. However, the core messages specified in the Communication Plan were never forgotten from the press releases either, which resulted in the high number of media hits presented in this study.

As stated in chapter 2.1, an effective message is one that is repeated. In this case the wanted subject was frequently covered by the media, and the core messages defined in the Communication Plan were well presented in the articles. On these grounds it could be said that case Kamppi Chapel represents a well-implemented mass communication process.

8 Evaluation of the Thesis Process

The research process for this thesis was started by going through the material needed for the empirical section. After this, theories on media and communication were studied. It proved to be demanding to compile the theoretical framework, as a lot of theories on media influence and communication have been created. Choosing the ones that would be most relevant for this thesis was challenging, as the author did not have prior knowledge of the vast majority of the theories available. This meant doing a lot of background research just to get to a point where working on the theoretical section could be started, and the conceptual research was complemented until the very last moments of the thesis process.

Also the empirical part proved to be more laborious to work on than what the author originally expected. The media hit based research was quite straightforward after a working classification system had been created, but getting to the core of the Parish Union's Communication Plan in detail called for many phone calls and check-ups with the commissioning party so that factual errors could be avoided. A lengthy check-up process could have perhaps been avoided by setting up a small meeting for discussing the Communication Plan and its final outcome as a whole instead of checking on only a few details at a time.

8.1 Validity and Reliability

In the course of the study it was not always clear whether a hit should be recorded or not. All the attributes listed to belong to a theme in the theme classification section (chapter 5) were not always mentioned in every article, so the final decision on whether a hit on a theme should be marked down was ultimately up to the subjective opinion of the author of this thesis. As the research subject consisted of near 200 news articles, it is likely that there is some article-specific variation between the classification of the recorded media hits.

Also, this study only includes the media attention Kamppi Chapel gained. It does not measure the public's opinion, even though information on this would have been avail-

able; the Parish Union and the Social Services executed a questionnaire on people's opinions about the Chapel. However, including the results of the questionnaire in this thesis would have broadened its scope to an extent the author considered to be too sizeable for a bachelor's thesis. Analysing the results of the questionnaire and comparing them with the results of this thesis might form an interesting subject for further research.

All in all the research process carried out for this thesis proved to be both interesting and demanding from the author's point of view. The research questions were answered and the objectives met. Hopefully the commissioning party finds the research's results useful keeping an eye on their future communication processes.

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Appendices

Appendix 1

Chapel's covers during its building. Photograph by Eeva Salonen.



Appendix 2

Parts of Chapel building site fence by Multicolored Dreams. Photographs by Eeva Salonen.



Appendix 3

Commercial at a tram stop. "Head towards Peace". Photograph by Eeva Salonen.



Appendix 4

Finished Chapel. Photographs by Katri Saarela.



Appendix 5

Extract of the excel table used for storing information on media hits.

Month	Year	Date/issue	Media	Title	Fin	Swe	Purpose	WDC	Architecture
Aug 11	2011	10.8.2011	Helsingin Uutiset	"Sehän on kuin Nooan arkki"	1		1		1
Aug 11	2011	Nro 2011/32	Kallio-Lehti	Kampin kappeli mukana designpääkaupunkivuodessa	1			1	1
Aug 11	2011	16.8.2011	Hufvudstadsbladet	Kampens kapell klart i mars		1			1
Aug 11	2011	Nro 2011/13	RööperinLehti	Kampin kappeli mukana designpääkaupunkivuodessa	1			1	1
Sep 11	2011	7.9.2011	Maaseudun Tulevaisuus	Puinen kappeli nousee keskelle kivikylää	1		1		1
Oct 11	2011	24.10.2011	Hufvudstadsbladet	Många prjekt har redan inletts		1		1	1
Nov 11	2011	8.11.2011	Uutispäivä Demari	Designpääkaupunki tähtää viihtyisämpään asuinympäristöön	1		1	1	
Nov 11	2011	27.11.2011	HS	Kampin puukappeliin myös sosiaalityötä	1		1		
Dec 11	2011	3.12.2011	Helsingin Uutiset	Kappelin tervalepät tulevat Fiskarsista	1				