

Commercial Forest Finland / Talousmetsien Suomi:

***Promoting industrial forestry at the cost of nonhumans in the
Forest Finland campaign***



Finnish forests in numbers

Forests in Finland	Over 75% of the area of Finland (26,2 Mha)
Protected forests in Finland	13 %
Commercial forests in Finland	Over 86 % of Finnish forests
Natural forests	8 %
Primeval forests	3 % (2.5% protected)

Source: Natural Resources Institute of Finland (Luke); Ministry of Agriculture and Forestry of Finland (mmm.fi)

What is Metsien Suomi / Forest Finland?

TIESITKÖ TÄMÄN

AJANKOHTAISTA

MIKÄ ON METSIEN SUOMI?

UUTISKIRJE

MATERIAALIPANKKI

Forest Finland

It is a place for excursions, berry picking, hunting, walking your dog, a place to enjoy nature.

It is a workplace, a source of income and an investment in the future.

It is a treasure trove of diversity.

It produces sustainable solutions for our everyday lives.

It is the forest.

Forest Finland tells about all this

Forest Finland is the joint communication project of the Finnish forest sector, launched in May 2020. The campaign will awaken and raise peoples' interest and encourage discussion about the forests' and wood-based products role in everything we have in Finland.

Forest Finland talks about the sustainability of the use of the northern forests and about the solutions the sustainable use of them offers. The forest will be seen on TV and heard on the radio, in outdoor advertising and in social media.

Research Questions

- How are **forests in Finland represented** in the campaign (e.g., with regards to economic vs. intrinsic values of forests)?

Study 1

- How are **nonhuman animals** inhabiting the forests **represented** in the campaign?
- How do these representations **compare with** representations of **other nonhuman lives** in Finnish forests (i.e., plants and funghi)?
- What kinds of **thinking and behavior patterns towards nonhuman lives** in the forests are promoted via these representations?
- What kinds of **changes in the communication** would promote more sustainable relationships between **humans, nonhuman lives (esp. nonhuman animals)** and **ecosystems in the forests** in Finland?

Data and Methods

- **Data**

- 2020 Dec – 2024 Sept
- 79 short texts in Finnish (+ 60 images)
- ca. 23.000 words
- Focus on entities representing *other-than humans, humans, institutions, places, forests, trees, wood*

- **Methods**

- Transitivity (Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014): 2436 cases
- Framing (Goffman, 1974; Lakoff, 2004; Tannen, 1993; Tversky and Kahneman, 1986)
- SF-MDA (O'Halloran and Fei. 2014; O'Halloran, Tan and Wignell 2019)

Verbal semantics (Transitivity) in representations of nonhuman lives

N.B. The examples in English in the presentation are translated from Finnish (below the English version)

The Transitivity Framework

(Halliday & Matthiessen 2014. *Halliday's Introduction to Functional Grammar*.)

THE IDEATIONAL (META)FUNCTION

- > the way we use language to represent 'reality' (i.e., 'what's going on')
- => representing *our experience of the world in terms of 'doings' and 'happenings'*

There are **three components** of what Halliday calls a **transitivity process**:

- the **process** itself (realized by a verbal group)
- **participants** in the process (nominal groups)
- **circumstances** associated with the process (adverbial group or prepositional phrase)

E.g.	Several bird species	nest	in protective thickets (suojatiheikkö)
	Participant (actor)	Process (material)	Circumstance (location)

Other-than-human lives in the (commercial) forest

Process type	Participant	Explanation of participant role	Fauna (n=26)	Flora (n=32)	Funga (n=15)
Material (doing)	Actor	<i>the doer of the action</i>	15.38%	15.62%	6.67%
	Goal	<i>the participant affected by the action</i>	3.84%	3.12%	6.67%
	Beneficiary	<i>the participant benefiting from the action</i>	19,23%	-	-
Relational (being, possessing, becoming)	Carrier	<i>an entity having an attribute (e.g. being in a state)</i>	3.84%	6.25%	6.67%
	Attribute	<i>an attribute of an entity</i>	3.84%	-	-
	Token	<i>a specific embodiment of a 'value'</i>	50%	53.12%	66.67%
	Value	<i>a general category represented by 'token(s)'</i>	3.84%	12.5%	13.33%
Existential (existing)	Existent	<i>the one existing</i>	-	9.38%	-

Other-than-human lives in the (commercial) forest

- 1) The **Token role** dominates in all three categories (exemplifying categories, species, etc.): fauna 13/26 (50%), flora 17/32 (53.12%), funga 10/15 (66.67%)
 - *An artificial stump also suits as a home tree for many cavity-nesting birds (value), such as **woodpeckers (token)**, **owls (token)**, and **many small birds (token)**.*
*Tekopötkkelö sopii myös kotipuuksi useille kolopesijöille (value), kuten **tikoille (token)**, ja **pöllöille (token)** sekä **monille pikkulinnuille (token)***
 - *The most commonly collected berries (value) are **lingonberries (token)** and **blueberries (token)**.*
*Kerätyimmät marjat (value) ovat **puolukka (token)** ja **mustikka (token)***
 - *By far the most collected mushrooms (value) are **various boletes (token)**.*
*Ylivoimaisesti eniten kerättyjä sieniä (value) ovat **erilaiset tatit (token)***

2) The **Actor role** is the other participant role that exist in the three sets:
fauna 4/32 (15.38%), flora 5/32 (15.62%), funga 1/15 (6.67%) [to grow]

- **Animals (actor)** can also find food in shelter thickets.

Eläimet (actor) voivat löytää suojatiheiköistä myös ravintoa

- In Finland's forests, **wild berries (actor)** grow in amounts of 100 million buckets per year.
*Suomen metsissä kasvaa **luonnonmarjoja (actor)** 100 miljoonaa ämpärillistä vuodessa*

- **Deciduous trees and bushes (actor)**, on the other hand, provide food.

Lehtipuut ja pensaat (actor) taas antavat ravintoa

3) The **Beneficiary role** in fauna 5/26 (19.23%) is the third most frequent participant role that appears in the data and it is absent in the categories flora and funga

- The shelter thicket provides protection for **forest animals (beneficiary)**.

*Suojatiheikkö tarjoaa suojan **metsän eläimille (beneficiary)***

- The shelter thicket also provides protection and food for **game (beneficiary)** and reduces wind damage.

*Suojatiheikkö tarjoaa myös **riistalle (beneficiary)** suojaa ja ravintoa ja vähentää tuulituhoja*

Endangered species (uhanalaiset) / nonhuman animals

Process type	#	Participant	#	Explanation of participant roles
Material (doing)	7	Actor	2	<i>the one performing the action</i>
		Goal	2	<i>participant affected by the action</i>
		Beneficiary	2	<i>the participant benefiting from the action</i>
		Attribute	1	<i>a quality attributed to an entity</i>
Relational (being, possessing, becoming)	2	Carrier	2	<i>an entity having an attribute (e.g. being in a state)</i>
Mental (perceiving, thinking, feeling)	1	Phenomenon	1	<i>an entity felt, perceived or thought about</i>

*It is known that **the number of several beetle species and individuals, including some endangered ones (actor)**, increases significantly on retained decaying wood after clear-cutting.*

Tiedetään, että **useiden kovakuoriaislajien ja yksilöiden**, myös joidenkin **uhanalaisten määrä (actor)** nousee merkittävästi säästetyillä lahopuilla avohakkuun jälkeen.

*So, if **endangered species (goal)** are found in the planned logging area, it is not necessarily bad news. With conservation efforts, **their survival (beneficiary)** can also be improved.*

Jos suunnitellulta hakkuualueelta siis löytyy **uhanalaisia lajeja (goal)**, se ei välttämättä ole huono uutinen. Luonnonhoidon avulla **niidenkin selviämistä (beneficiary)** voi parantaa.

What can be said at this point?

- **Anthropocentrism** is apparent: e.g. utility-focused approach to other-than-human lives or the 'definition' of Forest Finland / forest. [NB Cronon: nature as commodity]
- Various **nonhuman lives are present**, but almost exclusively as species / examples of categories.
- **nonhuman animals** are portrayed as **benefitting from** (due to forest management) **or having adjusted to living** (e.g., finding nutrition) **in commercial forests**. [NB doublespeak]
- Endangered (nonhuman animal) species are used for e.g. **positive framing of clearcutting**. [NB doublespeak]
- The **suffering of nonhuman animals** due to forest management / loss of habitat (both on the individual or species level) is **erased** (see Stibbe 2024).
- **Plants** and **fungi** are also represented in connection to **human benefit** from forests, most often in relation to **harvesting** them (providing food or wood, etc.)

References

- Coe, Richard M. "Public Doublespeak, Critical Reading, and Verbal Action." *Journal of Adolescent & Adult Literacy* 42, no. 3 (November 1998): 192-194
- Cronon, William, ed. *Uncommon Ground: Rethinking the Human Place in Nature*. New York: W. W. Norton & Company, 1995.
- Goffman E (1974) *Frame Analysis: An Essay on the Organization of Experience*. Cambridge, MA: Harvard University Press.
- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *Halliday's Introduction to Functional Grammar*. (4th ed.). Routledge.
- Haraway, Donna J. *Staying with the Trouble: Making Kin in the Chthulucene*. Durham, NC: Duke University Press, 2016.
- Haraway, Donna J. *Simians, Cyborgs, and Women: The Reinvention of Nature*. New York: Routledge, 1991.
- Lakoff G (2004) *Don't Think of an Elephant!: Know Your Values and Frame the Debate: The Essential Guide for Progressives*. White River Junction, VT: Chelsea Green.
- Moilanen, Mikko, and Stein Østbye. 2021. "Doublespeak? Sustainability in the Arctic — A Text Mining Analysis of Norwegian Parliamentary Speeches." *Sustainability* 13, no. 16: 9397.
- O'Halloran, K. L. and V. L. Fei. "Systemic Functional Multimodal Discourse Analysis." In *Interactions, Images and Texts: A Reader in Multimodality*. Berlin: De Gruyter Mouton, 2014.
- O'Halloran, K. L., S. Tan and P. Wignell. "SFL and Multimodal Discourse Analysis." In *The Cambridge Handbook of Systemic Functional Linguistics*. Cambridge: Cambridge University Press, 2019.
- Stibbe, Arran. *Econarrative: Ethics, Ecology, and the Search for New Narratives to Live By*. 1st ed. London & New York: Bloomsbury Academic, 2024.
- Tannen D (ed.) (1993) *Framing in Discourse*. Oxford: Oxford University Press.

Thank you!



Minna Majjala
Hankkeen vastuullinen johtaja, professori

Johdan ja koordinoin hankkeen osatutkimuksia ja osallistun vertaisarvioitujen artikkelien laatimiseen.



✓ Lue metsämuistoni



Veronika Laippala
Asiantuntija, professori

Olen asiantuntija digitaalisissa ja tekoälyavusteisissa työkaluissa.



✓ Lue metsämuistoni



Salla-Riikka Kuusalu
Tutkija, post doc tutkija

Tutkin metsädiskurssien vaikutusta suomalaisten mielipiteisiin ja vedän tutkimushankkeen toista osatutkimusta.



✓ Lue metsämuistoni



Attila Krizsán
Tutkija, yliopistonlehtori

Tutkin Metsien Suomi- kampanjan metsädiskusseja ja vedän tutkimushankkeen ensimmäistä osatutkimusta.

✓ Lue metsämuistoni



Assi-Jutta Kuusela
Projektitutkija, HM

Toimin kvalitatiivisen analysoinnin lisäksi viestinnän ja vuorovaikutuksen tehtävissä.



✓ Lue metsämuistoni



Telma Peura
Projektitutkija, FM

Toimin datan keräämisen ja kvantitatiivisen analysoinnin parissa tutkimushankkeen toisessa osatutkimuksessa.

✓ Lue metsämuistoni

Hankkeen tukena olevat asiantuntijat



Arran Stibbe
Ekolinguistiikan professori, Gloucestershiren yliopisto

Toimin hankkeen tutkijoiden tukena ekolinguististen analyysimenetelmien soveltamisessa.



<https://sites.utu.fi/seedling/>