

# Transforming society and media: the case of Estonia



Prof Marju Lauristin

Prof Peeter Vihalemm

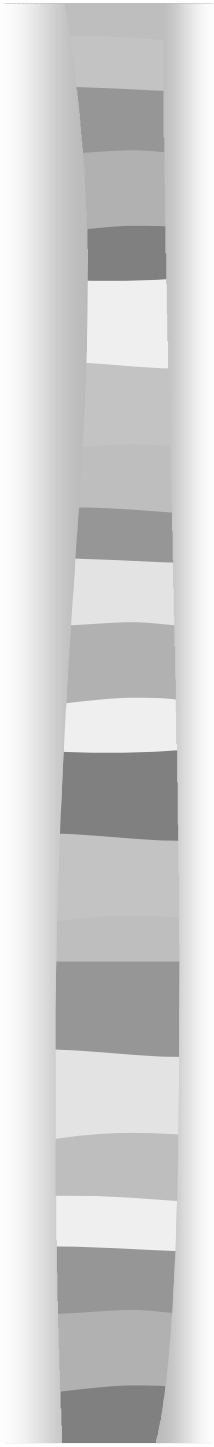
Department of Journalism and Communication

University of Tartu



# The topics of the course

1. History of post-communist transformation in Estonia
2. Economic and social developments. Changes in social space
3. Political developments
4. Media and culture. Information society
5. Visions for the future



1. Lecture 23.01.2006

Introduction and historical  
overview



# Estonia as a case

- n Theoretical problems of post-communist transformation
- n Estonia as a success -story of “radical reforms”
- n Estonia as an example of social cost of transition
- n Estonia as a show-case of “ethnic problems”
- n Estonian model of ” post-communist culture”
- n Estonia as a new EU member state



# History



# Historical dates 1

- n 1202-1227 German invasion.
- n 13-16 centuries Teutonic order
- n 1564- 1710: Swedish rule
- n 1710 -1918 Russian empire



# Some cultural dates

- n 1525 the first printed book in Estonian
- n 1632 Tartu university
- n 1766 the first journal in Estonian
- n 1803 the first newspaper in Estonian
- n 1850s “Kalevipoeg” and start of “national awakening”
- n 1857 beginning of the regular Estonian language journalism (*Pärnu Postimees*)
- n 1869 The first national song-fest
- n 1904 –1914 “*Young Estonia*”



## Historical dates 2

n 1918-1940 Estonian Republic

n 1940 –41 the first Soviet occupation:  
Sovietization of the press

n 1941-44 German occupation

n 1944-91 The second Soviet occupation

1944 –54 stalinist repressions

1956 –68 “thaw”

1969-86 “stagnation”

n 1987 – 1991 Mass liberation movements (“Singing  
revolution”)



## Historical dates 3

### n **1990-91 Restoration of Estonian state**

n 1992 New Constitution, the first free multiparty elections

n 1991-1995 radical economic reforms:

- currency reform
- restoration of private ownership rights
- privatization of enterprises
- liberalization of market
- turn from the Russian markets to the Western markets



## Historical dates 4

- n 1995 the second elections. Stabilization of economy. Start of economic growth
- n 1997 Estonia was included in the first group of EU candidate countries
- n 1999 the third elections
- n 2002 Estonia was invited to NATO
- n 2003 the fourth elections. Referendum on EU membership
- n 1.05.2004 Estonia became member of EU
- n 2006 forthcoming presidential elections



# Economic development of Estonia

- n Growth of GDP per capita (in PPS EUR) from 6200 in 1996 to 11200 in 2004
- n Growth of average wages from 68 EUR in 1993 to 498 EUR in 2005
- n Annual growth of GDP in 2005 ca 10%
- n Ratio of Estonian GDP to the average of EU 15 in 1996 34%, in 2004 46% (to EU25 2005 54%)
- n Ratio of the average wage in Estonia to the average wage of EU 1:6
- n High level of social inequality: Gini index 35 in 1993-1995 and 37.2 in 2004
- n Unemployment 13,9% in 2000, 7,0% in 2005

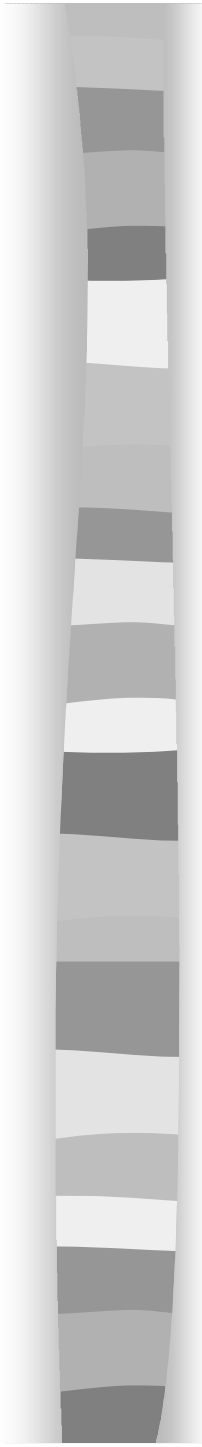


2. Lecture 25.01.06:

Changes in economic life and  
international space of Estonia



# Economic and social development of Estonia compared to other countries



## Indicators for comparative analysis of economic, social and political developments in postcommunist transformation countries in 1989-2005: look at the distributed tables

- n Table 1: initial conditions
- n Tables 2-12: economic development, competitiveness, corruption
- n Table 13: success of transformation
- n Tables 14 and 15: Human Development Index
- n Tables 16, 17,18: indicators of social development
- n Tables 19, 20, 21: indicators of democratization and management
- n Tables 22, 23: indicators of education and science development
- n Tables 24, 25, 26: evaluation of changes
- n Tables 27, 28: public opinion in new EU member states



## Baltic countries in international social space



## Dimensions of international social space

- n The breakdown of the Iron Curtain also started a process of spatial restructuring of the previously bipolarised world.
- n By spatial relations we mean an imagined set of mutual links and distances between one's own nation and the other nations in the world.
- n This set of distances (international social space of a given country) can be characterised by the intensity of political, economic, and cultural relations with the other countries
- n It is often reflected in a higher level of people's interest towards these particular countries.



## Changes in Estonian international space

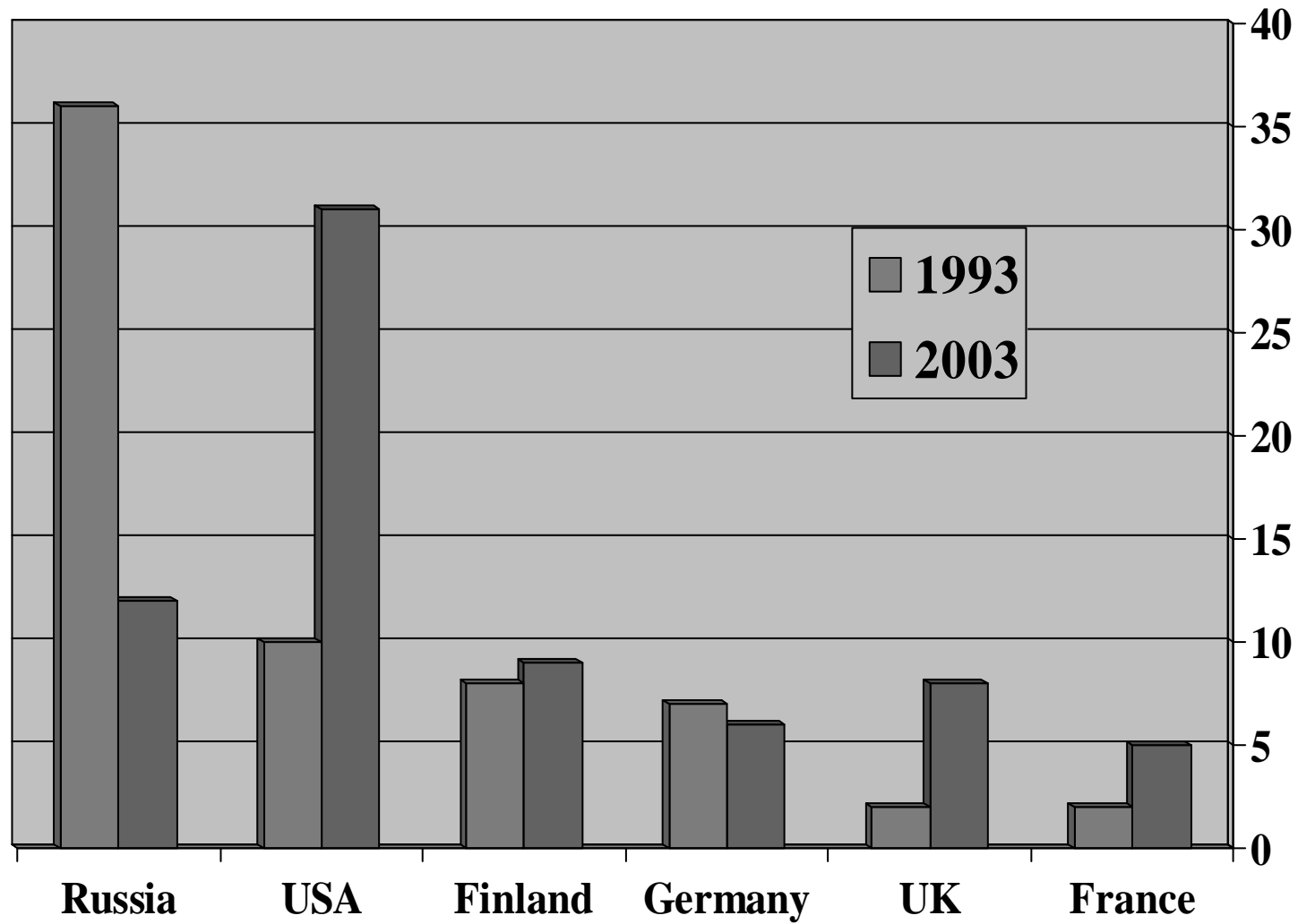
- n Are Estonia, Latvia and Lithuania similar or different in their international orientations?
- n Have social distances between Baltic countries decreased or increased in the process of preparation for joining the EU ?
- n Have the Nordic countries become closer to Estonia?
- n Have the leading European countries become closer to Estonia during years of preparation the joining of EU?
- n How has changed the importance of Russia ?



## Political space

- n As an indicator of changes in political was used attention paid by newspapers to different countries.
- n Attention paid by the leading Estonian dailies to USA has increased from 10 % in 1993 to 31 % in 2003.
- n Share of articles about Russia has decreased from 36 % in 1993 to 12 % in 2003.
- n Attention to Finland, Germany and Sweden is quite stable.
- n United Kingdom's share in the dailies has increased from 2% in 1993 to 8% in 2003.
- n A clear increase can be also seen in interest of press towards Southern Europe – France, Italy and Spain.

## Representation of other countries in Estonian dailies





## Economic space

- n As indicators were used level of exports, imports and foreign direct investments
- n Was calculated an index of density of economic relations, using rank order of countries according to each indicator, each country earned points: first rank 10 points, second 9 points etc
- n During 1991-1993, Estonian economy was reoriented from the East and South to the West and North
- n According to our analysis, Finland and Sweden are dominating in the economic space of Estonia since 1994.

## Indices of density of Estonia's economic relations in 1991, 1997 and 2003 (averaged percentages)

1991		1997		2003	
1.Russia	42	1.Finland	22	1.Finland	23
2.Sweden	11	2.Sweden	14	2.Sweden	22
3.Finland	9	3.Russia	13	3.Germany	8
4.Ukraine	7	4.Germany	6	4.Russia	5
5.Latvia	4	5.USA	4	5.USA	4
CIS countries	59	Nordic countries	42	Nordic	51
Nordic	20	Other EU	23	Other EU	24
Other Baltic	8	CIS	15	CIS	7
Other EU	2	Other Baltic	6	Other Baltic	6

## Indices of density of Latvia's economic relations in 1997 and 2003

1997		2003	
1.Russia	16	1.Germany	14
2.Germany	12	2.Sweden	10
3.Sweden	9	3.UK	7
4.UK	8	4.Russia	7
5.Denmark	7	5.Estonia	6
Other EU countries	30	Other EU countries	33
Nordic countries	26	Nordic countries	28
CIS countries	22	Other Baltic countries	13
Other Baltic countries	9	CIS countries	10

## Indices of density of Lithuania's economic relations in 1997 and 2003

1997		2003	
1.Russia	17	1.Russia	13
2.Germany	14	2.Germany	12
3.USA	10	3.Denmark	8
4.Sweden	6	4.Sweden	7
5.UK	5	5.Switzerland	5
Other EU countries	29	Other EU countries	28
CIS countries	25	Nordic countries	22
Nordic countries	16	CIS countries	16
Other Baltic countries	5	Other Baltic countries	8

## Indices of density of Estonia's cultural relations

	1995-6 (max 50 p)	2001-3 (max 50 p)
1.USA	34 p.	1.Germany 36 p.
2. Finland	34 p.	2.Russia 32 p.
3.Russia	33 p.	3.France 28 p.
4.Germany	31 p.	4.Finland 27 p.
5.UK	25 p.	5.USA 26 p.
<b>All Nordic</b>	<b>81</b>	<b>All Nordic 57</b>
Other EU	97	Other EU 106
CIS	33	CIS 2
Other Baltic	25	Other Baltic 16



## Indices of density of personal contacts (tourists, travel, phone calls, interest toward news)

1994-7 (max 60 p)		2002 (max 60 p)	
1.Finland	52 p.	1.Finland	52 p.
2.Russia	47 p.	2.Russia	47 p.
3.Sweden	42 p.	3.Germany	45 p.
4.Germany	37 p.	4.Sweden	36 p.
5.Latvia	31 p.	5.USA	29 p.
<b>Nordic countries</b>	<b>115</b>	<b>Nordic countries</b>	<b>112</b>
Other EU	54	Other EU	74
CIS	66	CIS	60
<b>Other Baltic countries</b>	<b>58</b>	<b>Other Baltic countries</b>	<b>44</b>



## Summarized index : proximity of different countries to Estonia in 1994-7 and 2002-3

### Total of 3 indices (max 30 p.)

1.Finland	30 p.
2.Russia	25 p
3.Sweden	22 p.
4.Germany	21 p.
5. USA	21 p
Nordic countries	59
Other EU countries	40
CIS	28
Other Baltic countries	17

### Total of 3 indices (max 30 p.)

1.Finland	27 p.
2.Germany	26 p.
3.Russia	25 p.
4.Sweden	22 p
5.USA	18 p.
Nordic countries	55
Other EU countries	50
CIS	25
Other Baltic countries	16



Cumulative distances on the basis of 5 indicators of economic and personal space in 2002-3 (ranking)

**Estonia**

1. Finland
2. Sweden
3. Germany
4. Russia
5. UK
6. Latvia
7. Denmark
8. Norway
9. USA
10. Netherlands

**Latvia**

1. Germany
2. Russia
3. Sweden
4. Finland
5. Lithuania
6. Estonia
7. UK
8. Denmark
9. USA
10. Italy

**Lithuania**

1. Germany
2. Russia
3. Sweden
4. UK
5. Poland
6. Denmark
7. USA
8. Latvia
9. Estonia
10. Finland



## Conclusions (1)

- n The most closest countries for Estonians are 1)Finland, 2)Sweden, 3)Germany, 4)Russia.
- n In social space of Latvia and Lithuania are dominating 1)Germany, 2)Russia and 3)Sweden. Finland does not belong to the closest countries.
- n Integration into the EU structures have not helped in formation of closer relations between Baltic countries. The “Baltic states” are a real entity only in the political space.
- n Free movement of labour between EU countries could improve formation of a common economic and cultural space
- n Estonia is clearly approaching the Western world through its Nordic gate.



## Conclusions (2)

- n Closeness of Estonia to Finland and other Nordic countries does not mean the formation of a common identity.
- n The question about diminishing of differences between western and eastern parts of the Baltic Sea region cannot be answered until Estonia, Latvia, Lithuania and Poland are economically and socially on a comparable level to the other countries of the EU.
- n In the long term, expanding and deepening cooperation may well contribute to formation of a common identity of the Northern region of the EU.



### 3. Lecture 27.01.06 : Political developments in Estonia



# Constitutional order

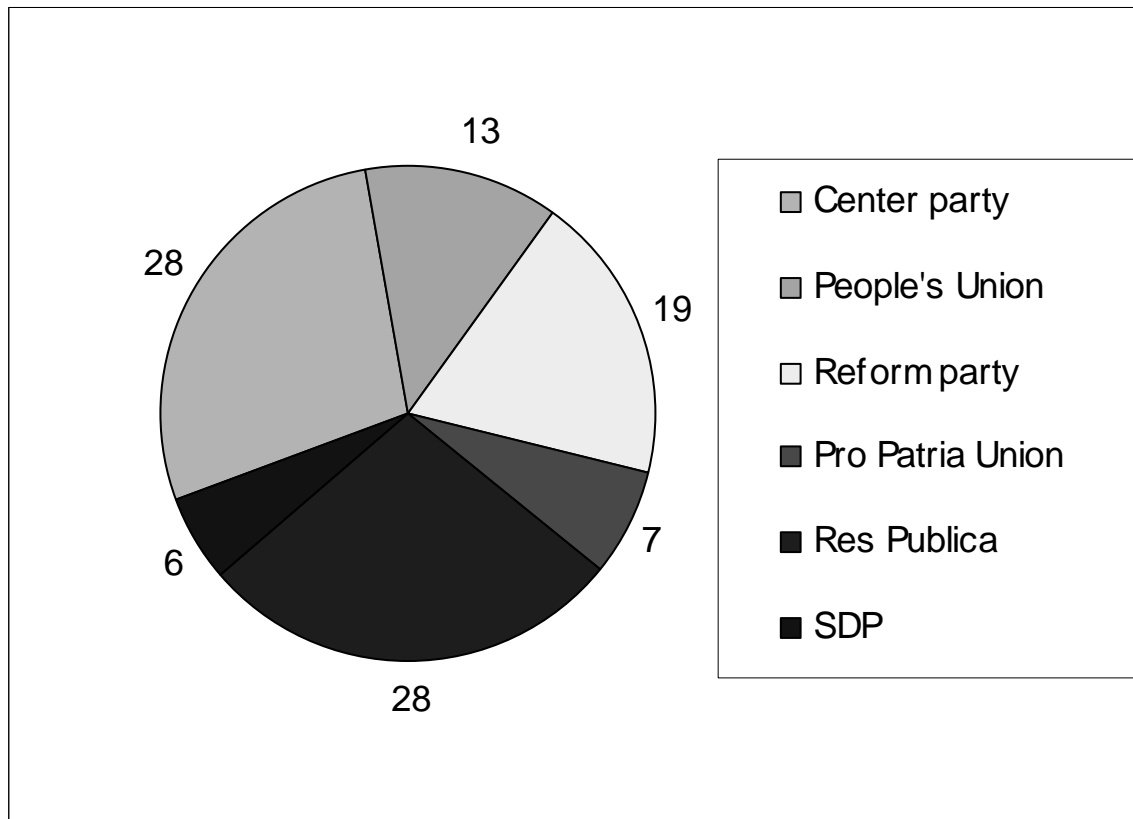
- n Estonia is a parliamentary republic, where the head of state ( the president) has a limited role, mostly as the highest representative of the state in international relations and the balancing power between government and parliament.
- n Estonian parliament (Riigikogu) consists 101 members, elected on proportional elections from the party lists
- n Currently 6 parties are represented in parliament



# Estonian parties

- n Estonian party system was newly developed after 1990
- n From movements to parties
- n Dissolution of Communist Party
- n Many new parties had disappeared or merged with others
- n Russian minority had formed own parties, but they had not been successful on elections
- n All governments had been “right-center/left” coalitions

# Seats in Estonian parliament (Riigikogu) after 2003 elections

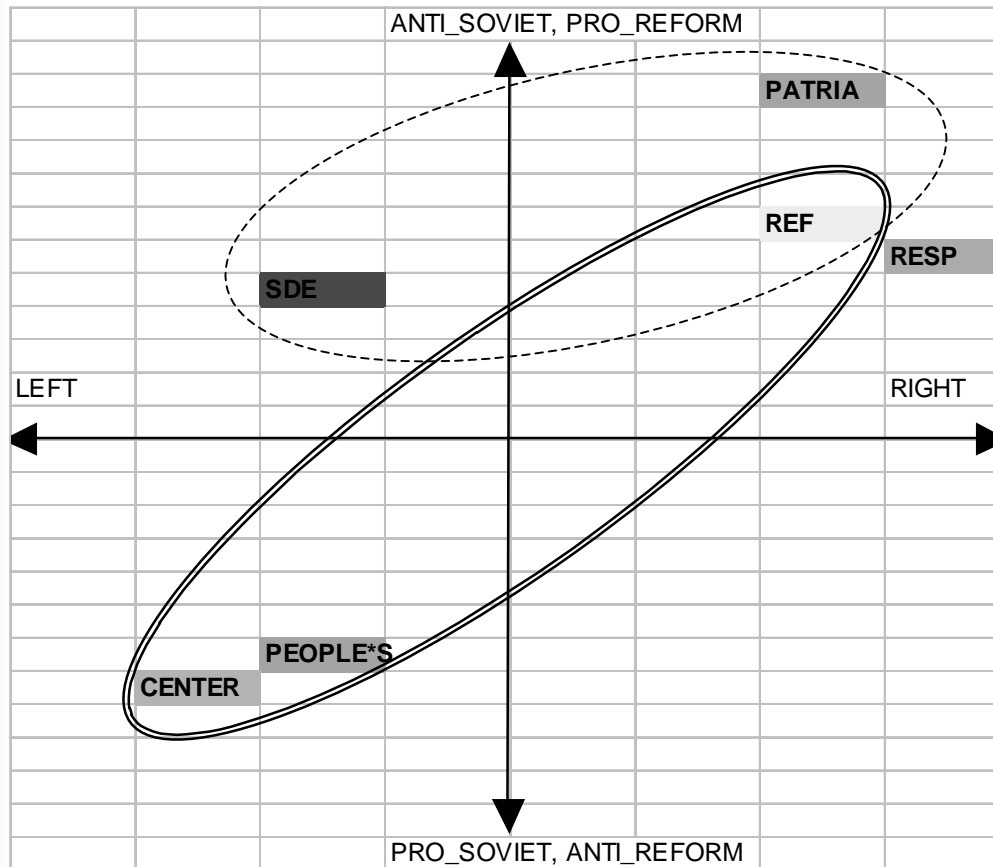


n Government is lead by Reform party (liberals)

n The biggest and most popular is populist Center Party

n The third party in government, People's Union represents rural people

# Main dimensions of Estonian political landscape 2005



- n The initial radical reforms were made by right-left coalition lead by Pro Patria (PM Mart Laar )
- n Reform Party had been in almost all coalitions since 1992, driving for extreme liberalization ( PM Siim Kallas, PM Andrus Ansip)
- n Center Party had mostly been main opposition force against liberal reforms ( PM Edgar Savisaar)



# Main areas of reform policies

- n Financial : market liberalization, flat rate taxes, no corporate income tax, strict budget balance, no foreign debt
- n Social: 2-tier public pension system (16+4% social tax); parental support 100% of salary after the birth of child; public sickness fond (13% social tax); universal child benefits; means-tested social assistance; free school lunches
- n Economy: free access for foreign companies; development of “service economy”, transit of Russian oil, coal and machinery through harbours, tourism, traditional branches (textile, forest, construction etc), electronics and telecommunications;
- n Innovation, R&D, ICT (table 23)
- n Education (table 22)
- n Integration of Russian minority



# Development of democratic political culture in Estonia



## Three stages in development of post-communist political culture: Estonian experience

- n Mythological stage
- n Ideological stage
- n Critical-rational stage



# Mythological stage

- n Mythological mind was an outcome of the totalitarian past
- n Traditions of cultural resistance
- n Culture of mass movements
  - Charismatic leaders
  - Uniting values
  - Common enemies
- n Psychology of breakthrough: mobilization for the “final effort”, expectation of historical justice
- n National mythology of “return” and “restitution”
- n Magic practices: The Baltic chain

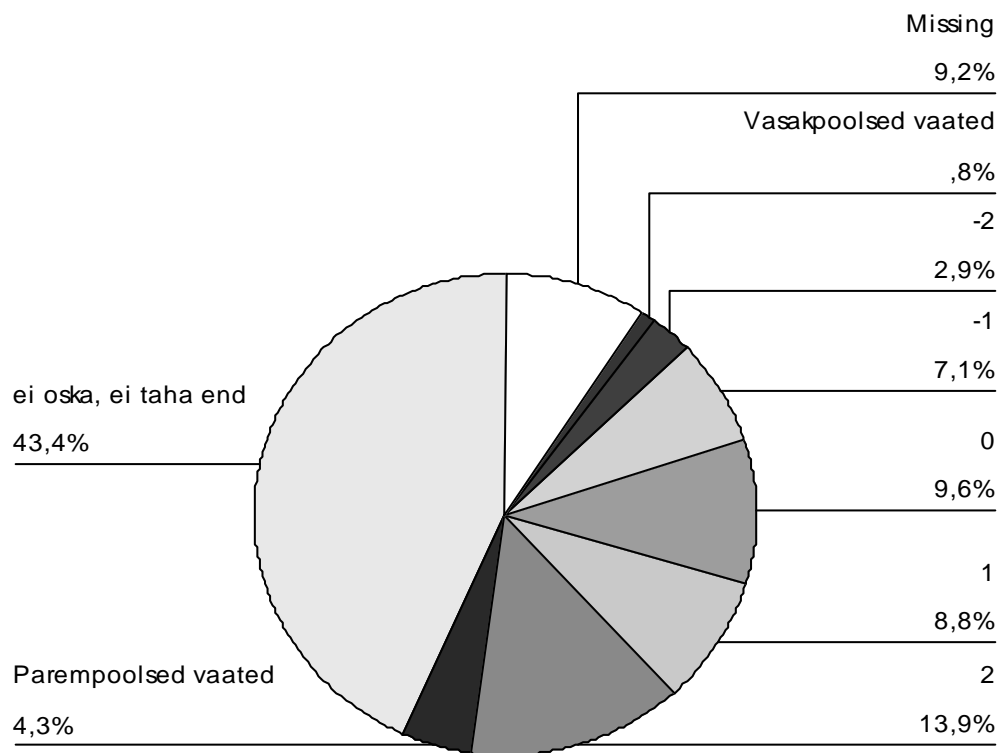


# Ideological stage

- n Learning “Western ideologies”
- n High international rating of democratic development (Table 20)
- n Transition culture: ideology of economic success (Kennedy)
- n Dilemma of ethnicity and democracy (Linz& Stepan)
- n Anti-party and anti-state mentality (Arter)
- n Weak civic society
- n Party politics as a power game
- n Absence of traditions for individual civic participation
- n Low trust (Table 28)

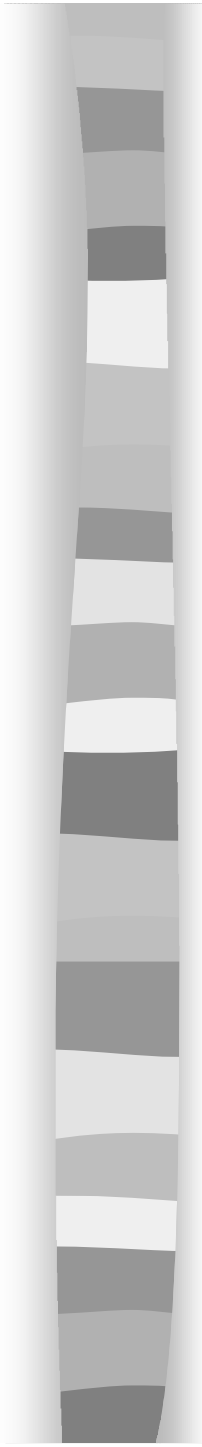
# Ideological self-representation of Estonians on the left-right scale (2005)

1 eesti



- n Did not accepted this scale 43%
- n Chose left: 11%
- n Chose right 27%
- n Chose center, balanced 10%

Cases weighted by KAAL



# Voting behaviour and ideological orientations

- n National consensus dominated 1992-2000
- n Prevailing optimism of “winners”, high expectations (Table 27)
- n 2000: critical turn. After governmental crisis Center party the first time in Government since 1991
- n 2003: 56% are convinced that state should take responsibility for the welfare of people and only 28 % agreed that everybody should take care alone about own welfare and welfare of one’s family
- n But: 2003 elections won by the right-wing parties openly defending politics of “cheap and simple state”
- n 2004 EU elections: social democrats won 50% of Estonian seats in EP
- n 2007 elections?



# Birth of new critical rationality?

- n Disillusionment: “is this the state we wanted to have?”
- n Post-Soviet nostalgia growing (table 24, 25, 26), but lower than in Hungary, Latvia, Lithuania
- n Programs and realities: critical economic and political experience
- n Generation change : traditions not taken for granted
- n Value shift: from nationalism to individualism
- n Changes in public agenda: from economic goals to social problems
- n Social science and politics: debate on “Two Estonias”



## Marketization of politics: back to mythologies?

- n Selling parties, buying votes
- n “New politics”: media professionals making “ideologies”
- n Void metaphors instead of platforms
- n Search for a new “common enemy”: Putin? EU?



## Examples of the “old” and “new” national slogans

*1989 Popular Front*

*Some day we shall win!*

*It is proud and good to be  
Estonian!*

*1992 elections, Pro Patria:*

*Estonia returns!*

*Clean the place!*

*2003 elections*

*New politics!*

*Chose order!*

*Chose better future!*

*2004 EP elections*

*We shall break through!*

*Keep Estonian success!*



# New mythologies: elections 2003

# Chose better future! Reform Party, Siim Kallas



With us you all will win ! Center Party,  
Edgar Savisaar



Chose order! Res Publica, Juhan Parts





# The case of Res Publica

- n The promise of “new politics”
- n Advertising and selling the new party as a “product”
- n Contradiction between post-modern and conservative appeals
- n Neo-soviet style of political propaganda
- n Failure of EU campaign
- n Political mistakes and scandals
- n Collapse of support: from 28% to 3%



# Post-communist and post-modern political culture

- n Weak institutionalization
- n Fragmentation
- n Anti-politization, marginalization of “politics”
- n Emerging “sub-politics”
- n Ad hoc metaphors, “everyday” mythologies instead of political ideologies
- n Mediatization



## After EU: new agenda of public debate

- n Tolerance

- n History and myths

- n Estonianness versus Europeanness

- n Limits of liberalism

- n Immigration policy



# The future?

- n Identity politics, “new tribalism”?
- n E-politics?
- n Globalization ?
- n De-ideologization of the public debate?
- n New “scientific” mythologies?
- n PR instead of politics ?
- n New visions of risk society and “subpolitics”



4.Lecture 30.01.06  
Media and Culture



# Media and society

- n Difference between situation and role of media in democratic and totalitarian societies
- n State and party control over media in Soviet Union
- n Situation of national press and broadcasting in Estonia during communist regime



## **Changes in the media and communication in Estonia 1991-2004**

- n Changes in forms of ownership
- n Changes in circulation. Fragmentation of audiences
- n Diversification of channels and content
- n Changes in model of journalism: from the authoritarian to the liberal model
- n Changes in social functions
- n Changes in technology: new media
- n Development of PR as a new field of communication



# Media ownership

n 1989-1995 privatization, mushrooming of the new private newspapers, magazines and radio stations, the birth of advertising market

n 1995-1998 severe competition, concentration of the media market

n 1998-2000 backlashes and losses of Estonian private media, invasion of the foreign capital (Norwegian, Swedish) on Estonian media market;

n 2000-2003 stabilization, media market divided by agreement between few largest monopolies (Estonian Media Group, Express Group)

n Convergence between press and electronic media

## Print media in Estonia, 1987-2002

	1987	1990	1995	2002
Number of newspapers (titles)	51	165	146	127
Circulation of dailies per 1,000 inhabitants	406	528	162	177
Number of magazines (titles)	30	51	297	292
Published books (titles)	2250	1628	2635	3458
Average circulation of one book (thousands)	7.4	11.6	3.0	1.6



## Main Estonian Newspapers (dailies)

- n Postimees – circulation ca 66 000
- n Eesti Päevaleht - ca 38 000
- n SL Õhtuleht (yellow) – ca 67 000
- n Äripäev (business paper) – ca 18 000
- n Pärnu Postimees (regional) – 16 000
- n Molodjozh Estonii – ca 8000
- n Vesti Dnja – ca 6000



## Main Estonian Newspapers (weeklies)

n Eesti Ekspress – ca 43 000

n Maaleht – ca 42 000

n Kroonika (yellow) – ca 50 000

n Sirp (cultural paper) – ca 4000

n Denj za Dnjom – ca 10 000

n Vesti Nedeli – ca 8000

## Circulation of dailies per 1,000 inhabitants in different countries

	<i>1990</i>	<i>1994</i>	<i>2001</i>
Estonia	523	186	188
Latvia	220	165	145
Lithuania	210	155	74
Russia	519	54	17
Czech Republic	460	313	168
Finland	558	471	446
UK	390	321	300
USA	249	226	196
Japan	580	575	565

## Radio in Estonia, 1990-2002

	1990	1993	1996	2002
Number of programs	2	18	30	30
Number of public radio programs	2	3	5	5
Total broadcasting hours per day (all programs)	38	181	424	652
Share of music and entertainment in public radio programs (%)	?	29	54	51
Share of music and entertainment in private radio programs (%)	-	45	73	72
Share of public programs in average radio listening of Estonians	100	77	60	34

## Television in Estonia, 1991-2002

	1990	1993	1996	2002
Total number of broadcasters	1	8	7	4
Number of private broadcasters	0	7	6	3
Total broadcasting hours per day (all programs)	11	?	24	54
Share of films and serials in public TV (until 1994 state TV) program (% of hours)	?	3	28	14
Share of films and serials in private TV program (% of hours)	-	41	63	48
Share of Estonian public TV in TV-viewing of Estonians	75	52	40	17



# Estonian TV channels

- n ETV – public, no commercials since 2001
- n Channel 2 – private (Schibsted, Estonian Media group)
- n TV3 – Private (Viasat)
- n Alo TV- private local (Tartu)
- n Cable TV companies (60% of population)



# Estonian radio channels

## n Estonian Radio (public):

- Vikerraadio
- Raadio 2
- Raadio 4 (in Russian)
- Klassikaraadio

## n Commercial channels (26)

- Kuku Raadio
- Raadio Elmar
- Raadio Uno
- Sky+
- Russkoje Radio (in Russian)

## Trends in media use in Estonia

	1976	1983	1990	1993	1999	2002
Average number of newspapers read regularly (E)	?	3.7	7.0	4.7	3.2	2.2
Average number of magazines read regularly (E)	?	3.3	5.0	2.3	3.1	3.0
Average radio listening time per day (h: min, all population)	3: 00	3: 10	3: 20	3: 55	3: 26	3: 27
Average TV viewing time per day (h: min, all)	1: 30	2: 00	2: 40	3: 20	4: 10	4: 22



## TV viewing time per day in diferent countries in 2000

n Macedonia 4 h 46 min

n USA 4 h 22 min

n Hungary 4 h 20 min

n Estonia 4 h 13 min

n Italy 3 h 58 min

n Poland 3 h 55 min

n UK 3 h 54 min

n Japan 3 h 45 min

n Romania 3 h 43 min

n Greece 3 h 40 min

n Spain 3 h 39 min

n Finland 2 h 48 min



## Main trends in media use 2004

- n Elitization of the printed press.
- n Main dailies and weeklies are oriented towards more well off, young and educated people.
- n Public radio and TV had become the only channels which integrate the whole population
- n Internet is becoming an alternate for traditional media among younger generation



# The role of media in Estonian political development

- n Pluralism of opinions and freedom of speech
- n Watchdog of corruption
- n Ideological support of reform policies
- n Construction of “losers “ and “winners”
- n Political pressure through “scandal management” (cases involving Laar, Savisaar, Vähi, Parts)



# Role of the cultural press in Estonia



## High prestige of culture

- n Compared to the other areas, culture provided more diverse opportunities for personal choices and served as a realm of imaginary freedom and compensation for the dull and standardized reality.
- n In Estonia the specific national mission of language protection and culture preservation gave additional esteem to literature, theater, choir music also among not very educated publics.
- n Key literary texts and their interpretations formed a shared narrative of nation



## **Cultural press as an alternative to political public sphere in Soviet system**

- n Cultural press functioned during communist time as an alternate for the non-existing political public sphere (Habermas).
- n Literary, theater and art criticism became a substitute for the critical public debate concerning public issues.



## The rules

- n Cultural publications were less restricted by the ideological code of journalistic and artistic expression, compared to political press
- n Literary magazines became important “cultural shelters” for preservation of literary traditions and cultural values , allowing critical reading of “socialist realism”.



# Language

- n National languages functioned like a secret code which enabled ironical interpretation of official code used in Soviet slogans.
- n The capacity to use language games in order to express “nationalist ideas” was extremely well developed by Estonian writers, critics and even some journalists and politicians.



## Double codes

- n Unified codification rules of communist ideology were used for oppositional and ironic de-coding.
- n Culturally shared oppositional meanings were communicated among Estonians, using minor miscodings and intended deviations from the official language standards.
- n Due to the well-known character of the ideological rules, readers learned how to discover hidden messages behind the lines and how to play complicated language games.



# Symbolic power of cultural journals

- n Popularity of cultural press reached unprecedented heights in the 80s. Protection of language and environment became the leading themes of cultural debate.
- n Writers, artists, musicians, oppositionally minded journalists formed a consolidated intellectual elite, consciously taking leadership in public sphere.



## **Changes in the political role of cultural media after liberation**

- n Supporting oppositional ideas and providing public space for open critical debates, Estonian cultural press formed a significant contribution to the political liberation in Estonia.
- n After the restoration of independence and abolishment of censorship and political control over media, this role was taken over by political press and general media.
- n With the rebirth of the “normal” political public sphere the need to replace an absent political public sphere by cultural media seemed to vanish.

**Tabel 1. Changes in the printed copies of Estonian cultural periodicals**

	1985	1990	1992	1995	2003
<i>Sirp</i> (Sickle) Cultural weekly	71,0	88,0	15,0	4,0	3,7
<i>Looming</i> (Creation)	22,0	35,0	5,5	2.4	1,6
<i>Teater, Muusika, Kino</i> (Theatre, Music, Cinema)	15,5	19,0	4,0	2,5	1,4
<i>Vikerkaar</i> (Rainbow)	-	50,3	10,6	1,8	1,3
<i>Akadeemia</i> (Academy)	-	9,0	4.7	3,4	2,1



## Literary weekly *Sirp*

- n The cultural weekly *Sirp ja Vasar* (Sickle and Hammer) was established in 1940 in order to propagate a new Soviet-style cultural policy (“arts are belong to the working class”)
- n In 60s it became one of the most popular newspapers among educated Estonians, where besides literary and art criticism were published also essays and feuilletons of general social and political content, written by prominent Estonian intellectuals. The main function of the cultural weekly *Sirp ja Vasar* of these days was not only an art, thatre, music and literary criticism, but rather social criticism.
- n However, almost a half of the readers were interested also in the regular overviews and critical essays concerning more specific cultural events.
- n Today it is very elitist weekly *Sirp* (with black and white conservative lay-out), read by 5-12% of the most educated and crutical readers
- n Contents: essays and articles about culture and society, art and literary criticism, cultural news



## Market and the cultural press in the 90s

- n Broad range of the new, mostly entertaining magazines, access to the world-wide electronic media and active publication of the translated books contributed to the very rapid fragmentation of the cultural publics according to the differences in interests and taste.
- n This meant also decline in the per copy readership of the each of big newspapers and journals, and severe competition on the media market between different channels and media companies
- n Publication of the cultural journals and weekly *Sirp* is supported from state budget and public cultural endowment



## **Commercialization and fragmentation of culture**

- n Cultural magazines had suffered from segmentation and fragmentation of the cultural publics and decline of interest in serious cultural debate and professional criticism.
- n The whole production side of Estonian culture had developed towards more entertaining and easily consumable style and greater diversification of cultural life.
- n The “serious” cultural audience is becoming a marginalized minority, whose interests are protected by subsidized cultural periodicals, state support for quality publications and existence of the public broadcasting.

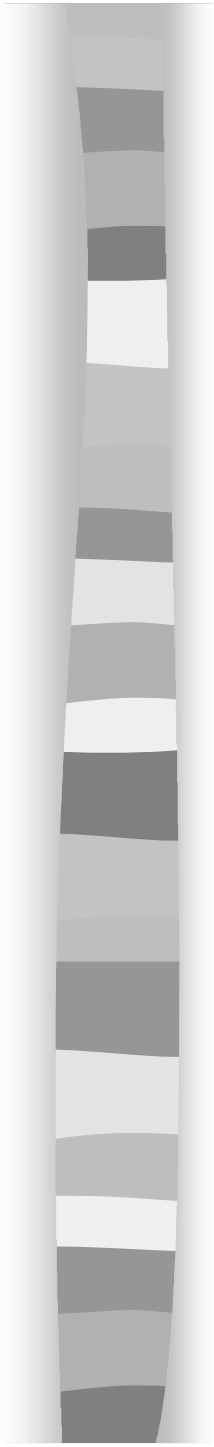


## New cultural press

n The role of “old” *Sirp ja Vasar* was taken over by the new literary supplements of the leading dailies and weeklies.

n The most influential is the *Areen*, the cultural supplement of the most popular weekly *Estonian Express*, which tries to compromise between elite interests of professionals and social interests of the broader public.

n Literary supplements of the political dailies (*Arter*) are playing intermediate role between cultural production and consumption: along with the serious debate and pieces of literary and art criticism their readers enjoy more easily digestible formats of “feature stories” and consumer-friendly reviews of art events, new books and CD-s.



Internet



## Key facts on ICT developments in Estonia, autumn 2003

- n 47 % of population is using Internet
- n 38 % have a computer at home, 71 % of home computers are connected to the Internet
- n All Estonian schools are connected to the Internet
- n There are over 700 public Internet access points, 51 per 100,000 inhabitants
- n 62 % of Internet users conduct their everyday banking via Internet, almost a half of all income tax declarations were in 2004 made electronically via Internet
- n 74 % of population is using mobile phones. Mobile phones are largely used also for GPRS Internet access and for paying for purchases and services.

## Development of the Internet in Baltic countries and Russia in 1990s (number of hosts per 10,000 adults)

	1992	1994	1995	1996	1997	1998	1999
Estonia	0.2	3	12	34	76	141	202
Latvia	0	0.4	3	10	29	31	70
Lithuania	0	0	0.6	2	7	15	35
Russia	0	0	0.2	1	4	10	14

**Internet users in EU candidate countries, 1998-2000**  
**(have used at least once during last 3 months, %)**

	<i>1998</i>	<i>1999</i>	<i>2000</i>
Czech Republic	3.9	6.8	9.7
Estonia	10.3	13.8	25.4
Hungary	3.9	5.9	7.1
Latvia	3.3	4.3	6.2
Lithuania	1.9	2.8	4.1
Poland	4.1	5.4	7.2
Slovakia	9.3	11.1	12.0
Slovenia	10.1	12.6	15.1
EU members	9.2	14.9	24.2

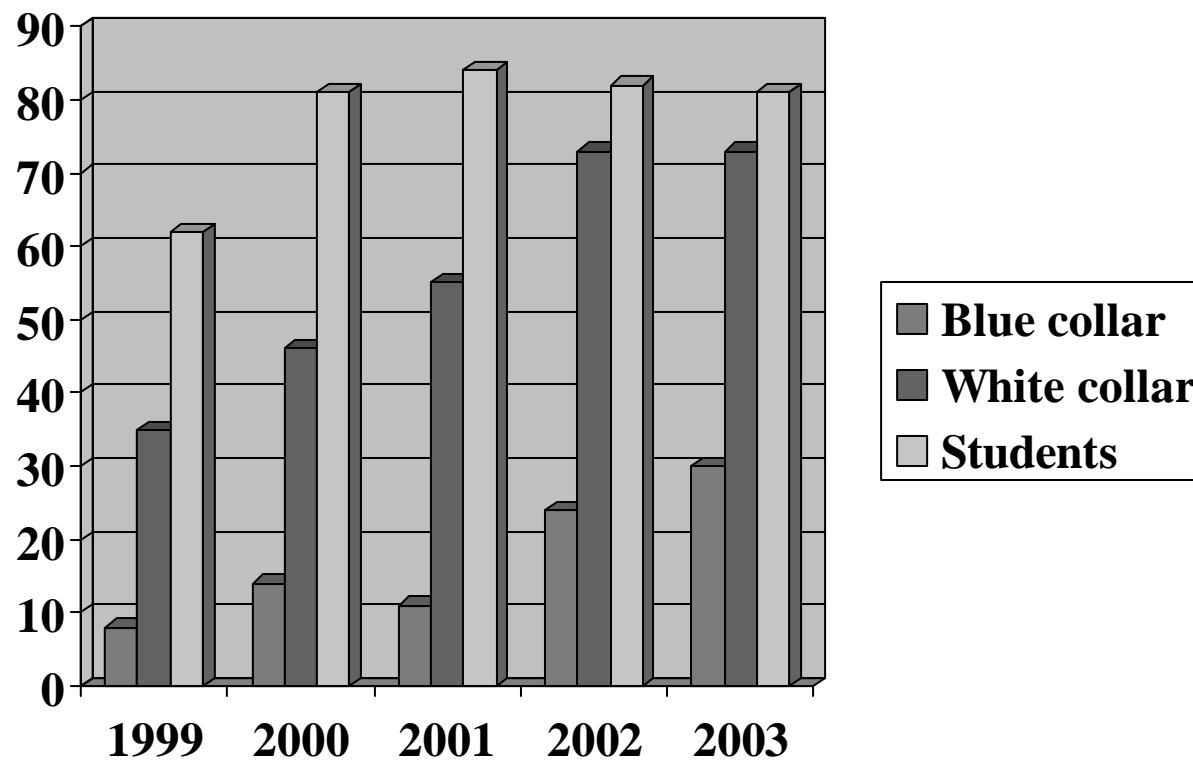
## Density of Internet connections in Europe, 2001-2004

	Popula- tion (mil)	Real hosts (thous)	People per host, Jan '04	People per host, 2001
1.Iceland	0.3	110	3	6
2.Finland	5.2	1,272	4	7
3.Denmark	5.4	1,248	4	12
4.Netherl.	16.1	3,522	5	6
5.Norway	4.5	571	8	9
6.Sweden	8.9	943	9	15
7.Switzerl.	7.3	548	13	15
8.Austria	8.2	576	14	16
9.UK	58.9	3,169	19	30
10.Estonia	1.4	64	22	32

## Users of the new media in age groups, Dec 2002 (%)

	Total	15-19	20-29	30-44	45-54	55-64	65-74
Using computer	48	88	71	55	42	22	9
Have a computer at home	34	55	41	45	33	18	6
Using Internet	43	85	65	48	37	18	5
Internet regularly for information search	30	62	50	34	20	13	1
...for banking transfers	30	37	50	41	24	14	4
...for e-mailing	25	52	44	28	17	9	1
...for portal comments	28	66	48	30	18	13	3
Have a mobile phone	71	80	94	64	72	47	27

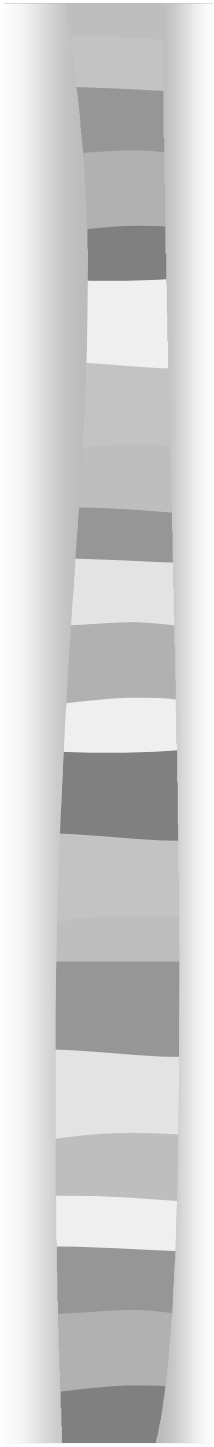
## Share of Internet users in different professional groups





## **E-Government and E-Democracy**

- n 1996 Government started a “Tiger Leap” project which provided Internet to all Estonian schools
- n In 1998 was created an Internet portal called The Estonian State Web Centre.
- n In 2000, Government changed its Cabinet meetings to paperless sessions using a web-based document system.
- n In 2001 Public Information Act asserts that all administrative information must be accessible also through the Internet.
- n In 2002 Government and a number of private companies started a project “Look@ World”. In two years over 100,000 people from elder generations have passed the free of charge training of basic computer and Internet skills.



In 15 years Estonia had  
changed from an authoritarian  
socialist society into a free  
information society