The study focuses on men's and women's access to culture in *Helsingin Sanomat* from the point of view of sexual division of work. It is assumed that the sexual division of work is partly based on the Finnish traditional companionship between the sexes and the egalitarian ideology but also on a certain hierarchical sexual trade. As such the sexual division of work is also approached here as constructed within the social democrat and liberal regimes and their spheres of individualization and solidarity, consumption and reproduction and economic growth and the limits of growth.

As challenges facing journalism today both public journalism and the idea of newspaper as a society are dealt with. They are being interpreted in relation to journalism with its traditional ideal of knowledge as well as in relation to an ideal of the public sphere as a sphere of critical discussion. Within the field of journalism the main empirical interest is to focus on to the degree of access that the traditional manly and womanly defined institutional tasks and interests have to the public sphere during the economic crises of the 90's.

The empirical data consists of the headlines of the stories that mainly deal with welfare services and are published in HS within ten years of time. Also the topics of parliamentary discussions, dealing with the same themes in 1989 and -96, are gathered. The data is analyzed quantitatively. Based on the analyses certain presumptions are introduced among which is the idea that there might be some features in the publicity of HS during the economic crises of the 90's that suggest both social democrat and liberal woman friendliness. Certain men's and women's tasks are dealt much along the same lines whereas other, especially women's, interests seem to cross the border from the public sphere to the private realm. Men's and women's tasks and their, to a certain extent, different relation to the economical issues seems to become one of the main corner stone questions during the time period, which brings forward a certain shift from dealing with the preconditions of sexual division of work to the representation of consequences of sexual division of work.

### Keywords

- welfare state - journalism
- journalism - sexual division of work

### Additional Information

- Muita tietoja-Övriga uppgifter-Additional information