

Writing Games: A Study of Finnish Video Game Journalism

Finnish video game journalism has been around for quite some time, but as I found out, hardly anything has been specifically written about it outside the magazines themselves. I set out to give an overview of the Finnish video game journalism “scene”, but quickly realized that in order to do so I also needed to define and explain video game journalism in general. Although I found tons of material about the various aspects of video game journalism, no article clearly explained what it was in practice. As a result of these findings I set out to define video game journalism, its development in Finland, and whether Finnish video game journalism had developed any unique aspects to set it apart from English language video game journalism.

Things I would do differently

First and foremost I would try to spread out my work load on the paper more evenly. As it was now, I always found myself slacking off after finishing and submitting a draft, and then doing a lot of work near the next deadline. Although I managed to stay on schedule the whole time, I think I could have worked more efficiently with a bit more discipline.

I could have also incorporated original research to the paper to answer how much influence video game journalism has on game sales. Ultimately I decided not to do so, mainly because I felt it would have been too much work. However, coupled with a more disciplined work schedule I probably could have managed it. The question is still answered in a very indirect way, but a proper survey would have clearly added to the paper.

Other possible research topics

One thing that came up during consultation meetings was the way new magazines are established. How does one start a magazine in Finland? It would probably not be too hard to find out about government legislation about magazines, and about other aspects like financing. The topic could also be approached by researching how some popular Finnish magazines, like *Hymy* for example, were established in practice. Obviously one could then also find out if establishing a magazine in Finland differs somehow from doing so in the UK or the US.

A more obvious topic would also be the Finnish gaming “scene”. Who plays which games in Finland, on what formats, and why? However, such studies are probably carried out by FIGMA or other organizations already, and would in any case require far more work than the FIN-1 paper.

Equivalent other national institutions

Well obviously the UK and the US have their own forms of video game journalism, and one could, for example, study what differences exist between the two. Other countries have their own forms of video game journalism too; what kind of gaming magazines and web-sites are there in Sweden for instance, and how popular and/or influential are they?

For translators, studying the different forms of video game journalism would undoubtedly be useful in establishing a knowledge of gaming language and terminology. Video games are a growing market, and games are increasingly being localized into smaller languages, including Finnish. Academic study on gaming is also increasing rapidly, and translators will undoubtedly be needed there as well.