

An Editorial and its Intertextual Links: Case Study of a Finnish Business Newspaper

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Artikkelissa kuvataan yhden Kauppalehdessä ilmestyneen Japanin taloudellista tilannetta käsittelevän pääkirjoituksen yhteyksiä aiemmin samassa lehdessä ilmestyneisiin teksteihin. Tutkimuskysymyksinä ovat, linkittykö pääkirjoitus muihin teksteihin avoimesti (avoin intertekstuaalisuus), miten pääkirjoituksen propositioiden sisällöt toistavat muissa teksteissä sanottua ja miten pääkirjoitusten asia-arvottaminen (appreciation) on samankaltaista muiden tekstien kanssa. Näiden kysymysten tarkastelemiseksi on aineistoksi valittu samassa lehdessä yhden kuukauden aikana ilmestyneet Japanin taloudellista tilannetta käsittelevät tekstit. Tuloksena on, että pääkirjoituksen avoin intertekstuaalisuus linkittää pääkirjoituksen kahteen saman lehden tekstiin, mutta vie lukijaa osin myös harhaan, sillä kaikkea linkitettyä sisältöä ei teksteistä löydy. Monissa pääkirjoituksen kappaleissa toistetaan aiemmissa teksteissä esitettyjä sisältöjä. Eri tekstilajien välillä on siten sisällöllisiä samankaltaisuuksia. Myös pääkirjoituksessa esitetty asia-arvottaminen toistaa aiemmissa teksteissä esitettyjä arvioita, ja tekijän omaääninen eksplisiittinen asia-arvottaminen näyttää olevan yhtä luvallista niin pääkirjoituksissa kuin muissa tekstilajeissa.

Avainsanat: Intertextuality, appraisal, appreciation, editorial, business newspaper

1 Introduction

Editorials, like texts in general, are intertextual by their nature. Intertextuality can be seen as a continuum: at the one end you find openly mentioned intertextuality, at the other intertextuality beyond reach. (Fairclough 1992; Lemke 1995; Solin 2004.) In this study intertextuality between an editorial and 32 other texts published in the Finnish business newspaper *Kauppalehti*¹ is explored. The editorial ‘Japan dives deep’ constitutes the core text. The study approaches the other texts from the perspective of the core text which was published in *Kauppalehti* on 4th September 2001 (T33).² First, I study how expectations of links between texts are formed by the mention of sources (manifest intertextuality) in the core text. After this I change the direction of propagation and move from the other text towards to the core text. On the one hand, I study the links formed by the same propositional content. On the other hand, I study the links formed

¹ The texts are written in Finnish. In order to report my results, I have translated the examples.

² The core text is part of the data of my PhD study in which I study the subjectivity in editorials in two Finnish newspapers, *Kauppalehti* and *Taloussanomati*.

by the appreciations of the same target. These two kinds of links are understood as similarities between the texts on the propositional level. However, the same links might be dissimilar on other levels.

The main theme of the core text was the economic situation in Japan. Therefore, the case study will focus on the representations of the economic situation in Japan during one month, starting 6th August and ending 4th September 2001. The gathering of data was discontinued once when the core text had been published in order to emphasise the writer's point of view and journalistic practices when selecting the themes and contents for editorials. The data was collected using the on-line news archive of Kauppalehti.³ The archive contains all texts published from 1988 onwards. The keyword used in the search was 'Japani' (in English, 'Japan'). As a result, the search engine found 64 texts. Moreover, if a text described Japan's economic situation, albeit only in one sentence, the text was included in the data. The descriptions of Japan's economic situation consist of more direct descriptions of the economic situation and less direct descriptions such as the fluctuating value of the yen and the declining sales of, for instance, tennis products in Japan. However, texts describing the decisions of Japanese companies concerning new product launches, or co-operation with other companies, were excluded. After the selection, the data consisted of 32 texts. The main themes of the texts are various. Most of the texts concerned Japan, some texts took a more global view (world economy or Asian economy), others dealt with the Finnish economy, or with currency, while a few described an individual company and its economic situation (see Table 1).

Table 1 shows that although the economy of Japan is mentioned in a text, the themes of the texts vary from world economy to the economy of Finland. The attention paid to the economy of Japan is hardly surprising since, based on the level of gross domestic product in different countries, it is one of the biggest in the world (OECD 2009).

³ The archive is available at <http://www.kauppalehti.fi/5/i/talous/uutiset/arkisto/newBasicQuery.do>.

Table 1. Main themes of the texts (32 texts).

Subjects	Amount
1) World economy	4
2) Asian economy	3
3) Economy of Japan	15
- relating to trade cycles or more generally economic situation	* 8
- relating to some individual Japanese company	* 4
- relating to economic policy	* 3
4) Economy of Finland	2
5) Value of currencies	5
- mention of the value of the yen	* 3
6) Individual companies (not Japanese)	3
Total	32

In Kauppalehti, the texts published are labelled according to sections. The search results gave the name of the section for each text and, in most cases, the name also implied a certain genre. Based on the labelling used in the news archive most of the texts were news (19), but there were also other genres, like editorials (2), a column (1) and a string (1). The rest of the texts were labelled as stock market (4), communications (1) and foreign news (5). Based on my reading of the texts, however, these could also be categorized as news. Therefore, the broad category of news could be divided in two subcategories, news stories (23) and feature articles which were based on interviews (6).

2 Theoretical background

Texts can be considered belonging to certain genres which are employed in order to achieve certain kind of social purposes. For example, the main purpose of editorials is often described as taking a stance for or against something and, in contrast to this, the main purpose of news is described as giving information. (Mauranen 1993: 15, 18; Stonecipher 1990: 21, 23; Swales 1990: 46, 52.) It can be assumed that texts belonging to the same genre have certain characteristics or similarities which distinguish them from other genres. Therefore, some characteristics might be genre-specific while others are more widely used in different kind of genres within the same discourse.

When studying similarities between texts the concept of *intertextuality* may also be essential. Intertextuality can be divided into manifest intertextuality and interdiscursivity. Manifest intertextuality is intertextuality “where specific other texts are

overtly drawn upon within a text". Interdiscursivity, in turn, does not draw overtly on a previous text, but refers to constitutive parts of another text belonging to the same discourse. (Fairclough 1992: 85.) Therefore, manifest intertextuality can be studied by analysing a text and the expressions therein which link it with other texts. As opposed to this, interdiscursivity can only be identified through comparison of similarities in the texts. In this study, the same kind of propositional content is seen as one form of interdiscursivity. Another form of interdiscursivity can be detected when the same target is appraised. Nevertheless, the limitations of such an interpretation should be considered in further studies.

In the Appraisal theory framework language is approached from the interpersonal perspective. One type of interpersonal meaning is attitudinal meaning which belongs to the domain of 'Attitude'. Attitude is divided into Affect, Judgement and Appreciation. Affect is concerned with emotional responses and dispositions. In Judgement, the human beings are the targets of evaluation, and in Appreciation entities, actions or processes are evaluated. (Martin & White 2005: 35–36.) Alongside the system of Attitude, where Appreciation is located, there is also the system of Engagement. These systems are synchronous and it is therefore essential to combine the analysis of Appreciation with analysis of Engagement. For example, in the analysis of appreciation it is essential to distinguish between a statement given in the writer's own voice or that of another(s) (attributed). (Martin & White 2005: 92–95, 111–117.)

Appreciation can, like other attitudinal meanings, be expressed explicitly or implicitly. The Appraisal theory understands explicit appraisal as construed on a lexical level by means of attitudinal lexis. Attitudinal lexis consists of grammatical devices typically constructing interpersonal meanings (adjectives, modal phrases). Implicit assessments, on the other hand, are expressions constituted by, for instance, a word group which offers a selection of ideational meanings. Between these two are located provoked meanings which are constructed as ideational meanings but at the same time function as triggers of assessment. One means of provocation is the use of lexical metaphors. (Martin & White 2005: 54–56, 61–68.)

3 Links between the texts

The core text contains **manifest intertextuality** in three paragraphs. The first paragraph of the editorial is linked with a feature article containing an interview with the Mitsubishi research director Hama published on 3rd September (example 1). Instead of offering specific sources, the other two links consist only of the name of the interviewee (example 2). This implies that the source text is same in all manifest links.

- (1) Large personnel cutbacks announced by the Japanese companies are just the beginning, says **Noriko Hama, research director at the Research Institute of Mitsubishi. Hama, interviewed by Kauppalehti (3.9.)**, says that Japan has to dive even deeper before it finds a new foundation for its economy. The unemployment rate may increase to the double compared with today's 5 percent. (T33, paragraph 1, lines 1–3.)
- (2) According to **Hama**, Japan needs reforms as radical as the ones carried out after the Second World War. (T33, paragraph 7, line 23.)

It seems that manifest intertextuality provides a link only to the feature article and the string of the interview. On the one hand, the use of a named authority in the editorial functions as rhetorical support. Making references to experts is a typical feature of business journalism (see Kantola 2002). On the other hand, the interviews can be regarded as the results of a strategy for producing something unique not available in other newspapers. The reference to the text produced by the newspaper's own journalists also emphasises this strategy.

The propositional content of the core text is similar with 12 other texts in data. The texts belong to different kind of genres. In figure 1 the arrows from the other texts to the core text represent interdiscursivity. The arrows from the core text T33 to the text T31 and T28 represent the manifest intertextual links. It seems that a source is not likely to be mentioned if the genre of the source text is an editorial or a news story.

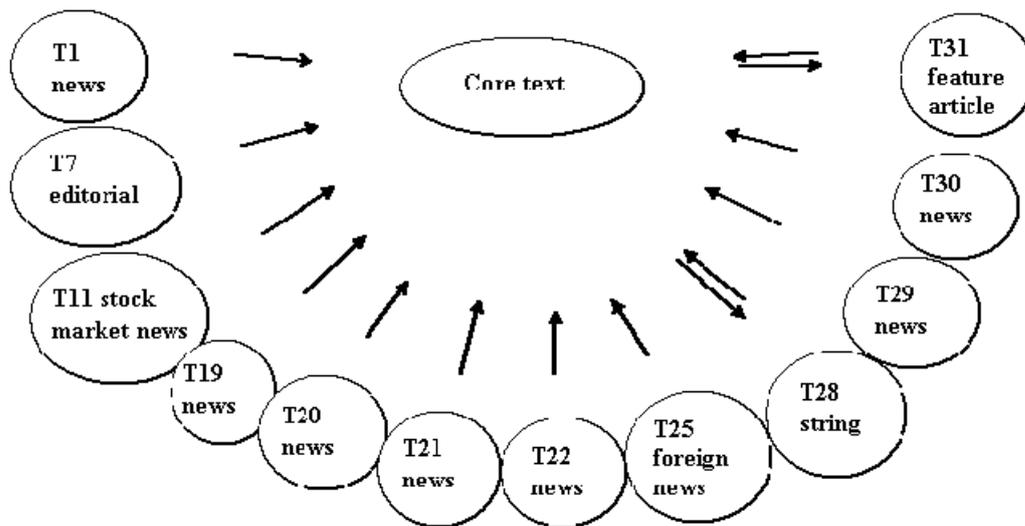


Figure 1. Similarities between the core text and the other texts.

Examples of similarities of the propositional content between the core text and the other texts are shown in table 2. It shows how the interdiscursivity based on propositional content is found in the headline of the core text, in the first paragraph, half of the second and in one line of the third paragraphs (underlined sentences).

Table 2. The core text and links through propositional content (HL = headline, S = sentence).

CORE TEXT	EXPRESSIONS LINKED THROUGH PROPOSITIONAL CONTENT
<p>Headline <u>Japan dives deep</u> (Japani sukeltaa syvälle)</p>	<p>“Japan has to dive even deeper” (T31/HL+S2)</p>
<p>First paragraph <u>Large personnel cutbacks announced by the Japanese companies are just the beginning,</u> says Noriko Hama, <u>the research director at the Research Institute of Mitsubishi.</u> Hama, interviewed by Kauppalehti (3.9.), says that <u>Japan has to dive even deeper before it finds a new foundation for its economy.</u> <u>The unemployment rate may increase to the double compared with today’s 5 percent.</u></p>	<p>Japanese companies have announced large personnel cutbacks. (T31/S1, own-voiced) “What we have seen is just the beginning [...]”, says research director Noriko Hama of the highly valued Research Institute of Mitsubishi. (T31/S2 + T28/S4) “Japan has to dive even deeper” (T31/HL+S2) “[...] The unemployment rate will increase to the double”. (T31/S8 + T28/S16) The unemployment rate rose in July on the record high which means 5 percent. (T31/S9, own-voiced)</p>

<p>Second paragraph <u>One after the other the big Japanese companies have announced imminent personnel cutbacks. Hitachi intends to dismiss 20 000, Toshiba almost 19 000 and Fujitsu over 16 000 employees.</u> Only within the car industry 50 000 employees are expected to be laid off within the next two or tree years. Before the year 2004 every tenth job threatens to vanish from the companies.</p>	<p>Toshiba and Hitachi dismiss a large amount of employees [...] (T19/HL+S1-2, 4) Toshiba dismisses almost 19 000 employees. (T20/HL+S1) It is expected in the short run that Hitachi announces of large cutbacks. According to Japanese newspapers Hitachi is going to dismiss 20 000 employees. (T21/S1-2) Hitachi, the largest employer in the private sector, dismisses 14 700 employees. (T29/S1)</p>
<p>Third paragraph Problems appear also in the stock markets. <u>The Nikkei index has fallen to the level of 17 years ago.</u></p>	<p>The Nikkei 225 index of Japan has fallen to the level of 17 years ago. (T22/S1) After the publishing of the figures, the Nikkei 225 index fall into the lowest rate in 17 years. (T25/S5) The harsh reality of the economy of Japan is directly visible in the Nikkei 225 -index which declined to 10713,5 point. It is the lowest rate of Nikkei since October 12th of 1984. (T30/1-2)</p>

When the links can be identified, it is noteworthy that, beside the links of propositional content, there seems to appear also links in the form of expression. Fairclough (1992: 128) notes that manifest intertextuality has its own modes in different genres. For example, in conversation a speaker referring to the speech of others also tries to keep the style as such, however, this is not the case in news reports. When similarities of style exist, it rather looks as if editorials were written in the objective style considered characteristic of news stories (see White 1998).

The analysis shows that links through propositional content are formed in many texts although these are not mentioned as sources and thus intertextuality is not manifest. Furthermore, mentioning sources can also be misleading. The seventh paragraph of the core text includes several expressions of manifest intertextuality (marked in bold in example 3). However, when comparing the propositional content of the texts featuring Hama's interview (T31 and T28) it appears that the texts are not linked.

- (3) **Hama belongs to a group of economists who have called for** the political leaders to make structural reforms. The markets should be opened to international trade and investments, competition should be increased and regulation decreased. Structural reforms are needed also within the administration which lacks transparency and flexibility. **According to Hama**, Japan needs reforms as radical as the ones carried out after the Second World War. (T33, paragraph 7, lines 20-23)

This looks like a contradiction: the propositional content is new but it is overtly mentioned as old. To a reader, this kind of manifest intertextuality is misleading. Firstly because a reader will hardly make comparisons like the ones made in this analysis and, secondly, because the reader would suppose that all of the manifest intertextuality referring to the same person also refers to the same text. It is, of course, possible that manifest intertextuality will make a reference, for example, to a conversation between the journalist and the writer, or to other texts published in some other newspaper. However, this usage highlights how easily a writer can use contents to support his/her arguments.

Several paragraphs, like paragraph seven in example 3, appear to have no links through propositional content to the other texts and, therefore, these seem to be representations which are new in Kauppalehti. The reason for choosing the core text was that manifest intertextuality is more used in it than in some other editorials of business newspapers (see Katajamäki 2006). Consequently, it seems that if in this kind of editorial, at least to some extent, represents the production of new content for the newspaper, this could be supposed to be the case also in other kinds of editorial. This is hardly surprising, because editorials are supposed to be more subjective than news (Stonecipher 1990: 21).

Finally, I will widen my scope and describe **similarities through appreciation**. Appreciation targets the economy of Japan in the core text, and therefore my focus is the explicit and implicit appreciation targeting the economy of Japan in the data. The first criteria of classification were the target and the way in which it was related to the economy of Japan as a whole. This I call appreciation on macro-level. Appreciation can be done explicitly, metaphorically or implicitly. On micro-level, the appreciation is targeted at a section of the Japanese economy. The analyst of appreciation also has to be able to conclude whether appreciation on micro-level is the cause or effect of the situation of the whole of the economy of Japan. In some texts, the cause-and-effect-relations are formed explicitly which make interpreting a far easier task for the analyst.

Table 3 shows that appreciation targeted on the economy of Japan is a common feature for the texts in the business newspaper. The data excluded the core text contains 48

appreciations targeted on the economy of Japan which gives on an average 1.5 instantiations per text. Roughly, the writer has two choices available: s/he can either form a positive or a negative opinion about the economy. The texts are very unanimous in their views: 43 out of 48 appreciations are negative.

Table 3. Appreciation targeting the economy of Japan.

Type of appreciation	Number of texts
Macro-level	
The economic situation described explicitly	15
The economic situation described metaphorically	5
The economic situation described implicitly	13 (2 positive)
Micro-level	
The economic situation in a section described explicitly	0
The economic situation in a section described metaphorically	0
The economic situation in a section described implicitly	15 (3 positive)
	48 examples of appreciation

The explicit way of construing “trouble” is to use words that clearly carry the meaning of difficulties in the field of economy (examples 4–5). Another is the metaphorical way which describes trouble in the form of metaphors (example 6). Finally, there is the implicit way which represents trouble by describing the economic entities, actions and processes (example 7–8). The implicit cases of appreciation are descriptions of unemployment or the unemployment rate, actions which has to be taken to improve the economic situation, credit losses of the bank, the falling Nikkei index, the need to cut government spending or the decline of the yen. These can all be interpreted as problems in the Japanese economy from a macro-economic perspective taking into account the ideals of economy. Some of them are also explicitly linked to the perspective of trouble in the text.

- (4) The reason for the prolonged economic **crisis** in Japan is the old-fashioned structures which weak governments have not been able to modernize. (T7) / Japanin pitkän **taluskriisin** taustalla ovat vanhentuneet rakenteet, joita heikot hallitukset eivät ole kenneet uudistamaan.
- (5) Therefore, the country is also according to official definitions in a **depression**. (T8) / Näin maa olisi virallisenkin määritelmän mukaan **lamassa**.
- (6) The economy of Japan is **at a dead end**, [...] (T12) / Japanin talous on **umpisolmussa**, [...]

- (7) The Japanese government is aiming at a drastic cut in government spending in its next year's budget. (T3) / Japanin hallitus tähtää ensi vuoden budjetissa voimakkaaseen valtion menojen leikkaamiseen.
- (8) The unemployment rate soared to a record-high 5 percent in July. (T17) / Japanin työttömyysaste nousi heinäkuussa ennätyselliselle viiden prosentin tasolle.

On micro-level the statements of appreciation are targeted at a section of the economy, for example, at a company and its difficulties or success. The data included only implicit ones (example 9–10) and the difficulties of a company were, for example, neither described explicitly nor in metaphors.

- (9) The car export is in decline since demand weakened in the United States and Europe. (T13) / Myös autojen vienti Japanista on laskussa kysynnän heikennyttyä USA:ssa ja Euroopassa.
- (10) The Japanese electronics industry giants Toshiba and Hitachi are dismissing a large number of employees because of difficulties in the IT field. (T19) / Japanilaiset elektroniikkajätit Toshiba ja Hitachi vähentävät työntekijöitään kovalla kädellä it-alan vaikeuksien vuoksi.

Explicit, metaphoric and implicit expressions of appreciation are targeting either past, present or future entities, actions or processes. In the data, the statements of appreciation targeting the economy of Japan are mostly descriptions of the present situation, but there are also a few examples relating to the future of Japan. It seems that explicit, metaphorical and implicit appreciation is a conventional and approved way to describe the economical difficulties of the country: it is not only a generic resource of editorials but also a fairly typical feature of the discourse of business journalism. In the data of English language broadsheets, the representations of the writer's own-voiced attitudinal meanings are more constrained in news than in editorials (White 1998: 119–125, 167). In my data there does not appear to be constraints of forming appreciations on macro-level: appreciation can be expressed with the writer's own voice explicitly, metaphorically and implicitly in news as well as in editorials. However, it may be that one constraint in business journalism is to be found in comparisons between appreciation on the macro- and micro-levels. If this is the case, it is more appropriate, when describing the economic difficulties of a company to express appreciation of the company implicitly, as in this case.

Table 4 describes the links between the core text and the other texts. Manifest intertextuality mentioned in the core text point to two texts. Only two texts of the 32 data texts are not linked with the core text according to the criteria used in the analysis.

Table 4. Links between texts.

Types of links	<i>Number of texts</i>
Manifest intertextuality between the core text and the other texts	2
Links through propositional content	12
Links through appreciation of the same target	30
No links	2

Links through propositional content and appreciation of the same target appear to be interwoven: all links between the content were also links between statements of appreciation. A reason for this is that the content of the core text was mainly negative appreciation of the economy. Therefore, when a link through propositional content is formed, it is very likely also a link through appreciation.

4 Conclusions

The analysis shows that the core text – the editorial – is partly a reproduction of what has previously been said in the news section in that same newspaper. According to Fairclough (1992: 130), intertextuality can reveal particular production practices. Evidently, when editorials are written an essential part of the writing process is to make use of, and comment on, previously published material. This was certainly the case in my material. The writers of the editorial are either using the news as a source (reading it when writing), discussing it with the news editors, or remembering earlier content and returning to make use of it. The first suggestion seems to be the most obvious explanation, because not only the content but also the ways of expression have many similarities. If this is the case, the possibility of using news archives may reverberate also into production practices.

However, the editorial also contains parts which appear to be presented only in the editorial, at least this is the case with the texts published in *Kauppalehti*. From this perspective, the editorial is a genre in which it is also possible to create new representations. However, even though these representations do not appear to be connected to the earlier texts, they still carry negative appreciation of the Japanese economy. My study shows how Appreciation construes a negative view of the economy

of Japan as represented in different journalistic genres. The negative view is, of course, not the only possible choice. Evaluating economy is not an easy task. It is subjective, maybe even more so when expressed by journalists in stead of analysts of economical research institutions. The discursive practices of journalism do not include research practices, that is, journalists do not have any methods of their own to measure the 'real' situation. In journalism, editors have to rely on the information received from outside researcher and institutions, interviewees and other newspapers. Also this kind of discursive practices might affect the way of writing. From this perspective, the unanimous views are hardly surprising but rather a way to gain credibility when the views in the news are shared by the editorials. Therefore, it appears that reproduction practices ensure the content and also the credibility of the ensuing editorial.

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