

Abstracts

Plenaries

Birte Bös (University of Duisburg-Essen)

Of hopes and struggles – newsmakers’ metadiscourse at the dawn of the newspaper age

This talk will deal with instances of metadiscourse in the first and last issues of (often short-lived) newspapers in the late 17th and early 18th centuries, which provide interesting comments regarding the newsmakers’ motivations and their (not always successful) struggles to find and defend their places in the newspaper market. These comments often include discussions of style, content and envisaged readerships of their papers.

Martin Conboy (University of Sheffield)

British popular newspaper traditions: From the 19th century to the first tabloid

This presentation will consider the strategies of British popular newspapers in an attempt to construct a national popular voice from the 19th century to the 1930s when the first British tabloid, *The Daily Mirror*, was relaunched. It was designed to appeal specifically to what had been identified by marketing experts as a gap and aimed at a non-political, working class audience as a profit-making solution for a failing newspaper. Its articulation of an idealized voice and a community of readers, best demonstrated in its early use of readers’ letters, ensured that it became the template, and later target, for all subsequent tabloid newspapers in Britain.

Roberta Facchinetti (University of Verona)

The birth and development of multimodality in news reporting

This talk will provide an overview of the birth and development of multimodality in news reporting, from the first pictures published in newspapers in the 1840s to the emergence of photojournalism in the 1920s, and finally present-day online ‘news packages’. Special attention will be dedicated to subjectivity and interpretation of print and online news texts.

Session papers (alphabetical order)

Nicholas Brownlees (University of Florence)

“Advertisement Extraordinary”: Features and functions of parody advertising in the 18th-century British press

In the second half of the 18th century the daily newspaper the *Newcastle Courant* ran a series of spoof advertisements under the title “Advertisement Extraordinary”. The parodies exploited the structural and semantic characteristics of print advertisements to mock political practice and governmental policy of the day. Through this parodic treatment of newspaper advertisements, the *Newcastle Courant* was following in the footsteps of earlier newspapers and reviews that had similarly exploited the readers’ acquaintanceship of the functions, language and discourse practices of print advertising to provide humorous comment on both the language and communicative objectives of advertisements in the British press.

In my paper I shall examine the ways in which 18th-century news advertisements were exploited as a source of humour by fellow journalists. These not only included the acknowledged masters of the first years of the century (Defoe, Steele, Addison, Swift) but the unheralded, anonymous journalists working on provincial newspapers. Many of these latter publications can now be accessed on the *British Newspaper Archive* site, an electronic resource which is undoubtedly enriching research in the field of 18th century news discourse.

In my analysis I shall focus on three typologies of humour: a) humorous commentary of advertisement as text type and genre; a) humour framed within advertisement and relating to advertisement as text type; b) humour framed within advertisement and relating principally to political/social comment.

As these typologies are further examined in relation to the various newspapers and journals in which the parody advertising occurred, we have the possibility of determining the kind of parody that was targeted at a specific readership and how the object or purpose of the parody changed during the century.

Elisabetta Cecconi (University of Florence)

Religious lexis and political ideology in *Mercurius Aulicus* and *Mercurius Britanicus*: Evidence from the *FEEN* corpus

In this paper I shall provide a quantitative and qualitative analysis of religious lexis in two 17th century newsbooks which inflamed the political debate in the turbulent years of the English Civil War: *Mercurius Aulicus* (1643–1645) and *Mercurius Britanicus* (1643–1646). The former was Royalist in stance and fervently interacted with the latter which had a clear Parliamentary outlook. The two texts are contained as separate sub-corpora in the *Florence Early English Newspapers* (1620–1649): a machine readable corpus compiled by Nicholas Brownlees and Francesca Benucci at the University of Florence and available on the *Lancaster Corpus Query Processor* site (<http://cqpweb.lancs.ac.uk>). Since

religious lexis is a large category, it will be divided into four semantic sub-areas for analysis: 1) religion as creed and institution (including words such as Religion, Church, Protestant, Reformation, Papists, Popery, Catholics); 2) places and objects of worship (e.g. church, parish, chapel, pulpit, cross, altar); 3) Scriptures and religious texts (e.g. sermon, Gospel, Paul, Scriptures) and 4) more generic religious vocabulary (e.g. God, godly, heaven, sin, pray, prayers, soul, bless). Words will be selected according to their distribution in the two newsbooks and examined in relation to their collocates and semantic prosody. My analysis will be divided into two parts. In the first one I shall calculate keywords for both *Aulicus* and *Britanicus* (Scott and Tribble 2006) and I shall analyse their collocational behavior in concordances and larger stretches of discourse. In the second part I shall take into consideration those religious terms which are not keywords in the two texts, but which are used in a significantly different way to convey opposite ideological meanings. Although religious discourse was not the main province of *Aulicus* and *Britanicus* – which basically focused on political issues and military actions – the presence of religious lexis reflects the strong interplay existing at the time between religion and politics and casts light on the way in which the news editors verbalized it for persuasive purposes.

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Jan Chovanec (Masaryk University)

Announcements of sports matches in The Times in the 1860s

Over the past decade, historical news discourse analysis has experienced a significant development, with numerous studies bringing novel findings about

diverse news genres and linguistic and pragmatic phenomena found in news texts (cf. Brownlees 2006; Jucker 2009; Facchinetti et al 2012). However, surprisingly little attention has been paid to the coverage of events related to sports and other similar kinds of entertainment. The present paper aims to address this imbalance by discussing one of the ways in which sports were present in late 19th century British newspapers.

Sports events are reflected in newspapers in several ways. The most characteristic are match reports, a distinct genre that was still in search of its prototypical structures in the period under investigation (cf. Chovanec 2014). No less important are announcements that invite readers to attend the events. While such invitations may have been more regular in periodical publications specializing in sports, they were rather sporadically used in newspapers such as *The Times*. As the analysis of data from the Times Digital Archives shows, the earliest match announcements of football matches were made in the form of letters to the editor, which contrasts with e.g. cricket match announcements that had been appearing in the form of adverts in the same newspaper since the 1780s. This fact seems to reflect the tentative emergence of football and its slow but gradual institutionalization, resulting from its shift from an obscure pastime to a popular spectator sport in the late Victorian era. The genre of the letters to the editor appears to have served a broader function than today – it was a communication forum where individual readers could communicate information to others via the editor, as well as engage in heated intellectual debates, e.g. about the need for rules to regulate the newly constituted sport of football.

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Claudia Claridge (University of Duisburg-Essen)

Writing for the working class: *The Poor Man’s Guardian*

The unstamped *Poor Man’s Guardian* (1831–1835) called itself a paper “for the people” and proudly proclaimed to be “published contrary to ‘law’ to try the power of ‘right’ against ‘might’”. The paper fought the economic and political elites for withholding participation and power from the working people. The inexpensive paper reached a large audience both in London and across the whole country, with weekly circulation figures of 15,000–22,000.

This paper investigates the style the paper used to address its intended working class readership. In particular, it focuses on the linguistic means used to verbalise and/or create an *us-vs.-them* situation. The data for the mostly qualitative investigation will be the 'leading' article starting on page 1 in one selected issue per month, as this article seems to embody the spirit of the paper most clearly. Features that are fairly striking and will certainly play a role in the study are the following:

- more or less adversarial quoting practices, e.g. from newspapers with a different political orientation, e.g. "the bloody old *Times*" (who and what is being quoted, and how is the material presented);
- constitution and description of 'groups' by pronominal choices, forms of address ("fellow-workmen!"), and by using epithets (e.g. "Sir Francis Burdett, the famous shoy hoy");
- evaluation by means of (emotional) heightening and especially by rhetorical means such as rhetorical questions, irony etc.

Isabel Ermida (University of Minho)

Newspaper funnies at the dawn of modernity: Multimodal humour in early American comic strips

Even though comic strips, comics and graphic novels have been dismissed as minor pop culture products, the last decades of the 20th century witnessed a growing interest in the academic study of what Will Eisner called "sequential art". Semioticians, linguists and media scholars have tried to understand this particularly complex communicative genre, which intertwines word and image in usually short, albeit richly allusive, narrative sequences. The history of comics is, of course, closely linked to that of the press: the first comic strips appeared in North-American newspapers in the late 19th century, though several other proto-comics have been identified in Europe. *The Yellow Kid*, which appeared in the New York Sunday *World* in 1896, is credited as the first, but the most long-lived is undoubtedly the *Katzenjammer Kids*, created one year later and still published to this very day.

The present paper aims at analyzing these early forms of newspaper humour in their multimodality and also in their sociocultural and ideological constitution. In other words, it wishes to examine how meaning – namely, humorous meaning – is constructed in this particular form of discourse by means of more than one semiotic code, against the backdrop of a rapidly changing, industrially vibrant, economically booming, yet deeply unequal society. *The Yellow Kid* may well have been meant as a comic character, but his jokes and pranks also featured the sores of the emerging multicultural American society, where immigration, racism, prejudice and the poverty of the working classes, as seen through the humorists' lens, provided the middle-class newspaper readers with cathartic Sunday laughs. Therefore, this paper attempts to identify the verbal and visual mechanisms which, by relying largely on the unsaid (and on the unseen), evince comic effect out of 'not-so-comic' material.

Andreas H. Jucker and Daniela Landert (University of Zurich)

Historical pragmatics and early speech recordings – Diachronic developments in turn-taking and narrative structure in radio talk

So far studies in historical pragmatics have invariably relied on written data, but in recent years archives of spoken language have become available that reach back to the early decades of the twentieth century. They make it possible to study the diachrony of spoken language. However, records of dialogic speech that are suitable for a pragmatic analysis are somewhat more recent. One such archive is the collection of podcasts of the popular BBC Radio 4 programme “Desert Island Discs”, which reaches back to the fifties of the last century. In these programmes, a well-known person is interviewed on the eight music recordings that they would take along if they were cast away alone on a desert island. They provide half a century of recordings of a communicative situation that has remained more or less unchanged: a radio presenter in conversation with a celebrity.

In this presentation we analyse diachronic developments in some of the details of the turn-taking system (pauses, overlaps, discourse markers) and the role they play in the narrative structures of these conversations. The early recordings are styled as interviews in a question – answer format. The radio presenter asks specific questions and adopts the stance of an audience who is unlikely to know the answers to any of these questions. Whether the presenter himself actually already knows the answer is largely immaterial. The celebrity, in turn, provides short, relatively self-contained answers to these questions. In more recent years, however, the presenter and the celebrity are more likely to jointly produce a narrative. The presenter brings in a larger amount of background knowledge on the details of the celebrity’s life, which the audience may or may not share, and encourages the celebrity to pick up the narrative and continue the story. This overall change from an interview format to the format of a shared narrative is reflected in the minute details of the turn-taking system with significant differences in turn distribution and turn length as well as the use of discourse markers, pauses and overlaps.

Samuli Kaislaniemi (University of Helsinki)

“Little newes I heare worth the writing”: Introducing news in Early Modern English letters

The *Marchants Avizo*, a merchants’ manual published in 1589, contains eight exemplar letters illustrating how to compose mercantile correspondence. These are matter-of-fact texts, consisting of straightforward recitals of business matters framed by epistolary formulaic expressions, structured according to inherited letter-writing practices. But between the substance of the letter and the closing formula, the first example letter contains the following passage:

Little newes I heare worth the writing: onely I vnderstand
that there is [*Here vwrite your neeves, if you haue anie.*]

While the instructions within the brackets appear to contradict the preceding sentence, this is a nice example of politeness (deference) in Early Modern English letter-writing – but more importantly, it shows that the statement, “little news I hear worth the writing”, functions as a marker introducing news items in letters.

In this paper, I will look at this and other similar formulaic markers of news in Early Modern English letters. My primary material is the *Corpus of Early English Correspondence*, but I will also draw from intelligence and merchants’ letters dating from the early 17th century.

Karoliina Laitinen (University of Helsinki)

More immigrants, more negativity? – Comparison of the use of numbers in immigration discourse in 1847 and 2007

The presentation deals with my dissertation work on the change in the nature of immigration discourse in two UK newspapers, *The Guardian* (and its predecessor *Manchester Guardian*) and *The Observer*, in two different time periods. The goal of my work is to find out how changes in society as well as other contextual factors affect the public discourse on immigration, especially the one used by the media. The work focuses on the press coverage of the relevant immigrant groups of two particular time periods, namely the Irish in 1847 and Romanians and Bulgarians in 2007. People from these countries were or were believed to be poor – the Irish due to famine and the east Europeans since the two countries were the poorest countries yet to join the EU in 2007. The two contexts in question are of course not identical. However, this should not matter much, as the purpose of the study is not to study changes in discourse and representations in completely comparable situations but to see how stable the discourse seems to remain and, on the other hand, to see how much it varies depending on the context. In the presentation I will also talk about my first research article that I am currently working on and present some preliminary results as well as conclusions that could be drawn from them. The article deals with the use of numbers and number-related metaphors in immigration discourse. Numbers and statistics are often seen to bring objectivity and factuality to media coverage on immigration (e.g. Van Dijk 2000), so I want to take a closer look at their use and role in the coverage. I am especially interested in how the newspapers comment on the immigrant numbers and in the expressions of stance that can be found in the texts on those numbers. In the paper I will thus also test Majid KhosraviNik’s (2009) conclusion on the role of particular social context in determining whether numbers are used to denote negativity or not.

Minna Nevala (University of Helsinki)

The public identity of Jack the Ripper in 19th-century newspapers

The actual content of group behaviour (what people actually think and do as members of a group) is shaped by macro-level dimensions of social identity processes (Hogg 2005). In other words, groups often define their identity by

their common opposition to some enemy or 'out-group'. This opposition breeds social stereotypes, i.e. generalizations or assumptions about the characteristics of all members of a group (Hogg & Abrams 1988).

Such social stereotypes are typically used for building up the public identities of criminals and other members of the social margins. One of the most famous criminals of all time was Jack the Ripper, who committed at least five brutal murders in Whitechapel, London, in the autumn of 1888. The East End was a place of mystery and menace to respectable Londoners even before the Ripper murders: there were fears of immorality, poverty and disease (Linnane 2003). At the time, Ripper was considered sensational, but certainly not in a good way.

In general, there is a rich terminology in Late Modern English that relates to crime and criminals, a vast share of which requires specific cultural knowledge to be transparent (see also Coleman 2008). It is the purpose of this paper to study the terms used to refer to Jack the Ripper, appearing in British newspapers in 1888. My aim is to study the terms from a socio-pragmatic perspective, partly applying Bednarek's (2006) evaluation model to describe Ripper's public identity and social character. Moreover, I will focus on how the terms invented are strategically used to oppose crime and keep the wrongdoers like Ripper as a group of their own outside respectable society.

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Taru Nordlund and Ritva Pallaskallio (University of Helsinki)

Letters, announcements, edicts, broadsheets – the shift of discourses in 19th-century Finnish newspapers

The 19th century was the period of enthusiastic development of the Finnish standard language. In this paper, the focus is at the end of the century when the most intense language debates were already calming down and the visible language planning was heading behind the scenes. In addition, mass communication underwent a rapid change. For centuries, the church and the clergy were central in transmitting information. Royal and later imperial acts and decrees as well as announcements from local authorities had been read aloud from the pulpit after church service every Sunday for centuries. Another center for information had been the market: broadside ballads, single sheet stories in verse form that were printed in masses and sung aloud and sold during

market times, had spread information and gossip on wars, natural disasters, crimes, and strange events.

At the same time, Finnish newspapers expanded with demand for new text genres and for new writing conventions. This paper discusses different forms and sources of mass media. It demonstrates the developing genres of Finnish language newspapers as well as the discourses behind printed newspaper texts by analyzing two types of data, rural letters and church announcements. The essential concept is *entextualisation*, the shift of texts and discourses into new contexts. Theoretically and methodically this study combines sociolinguistic discourse analysis, text analysis and syntactic study.

John M. Ryan (University of Northern Colorado)

Astride two worlds: The struggle between cultural preservation and assimilation, and the evolution of an integrated Italian-American identity in the Massachusetts immigrant press

This presentation traces the evolution of Italian American identity in the state of Massachusetts during the first five decades of the twentieth century as suggested by news text contained in approximately 2,500 issues of *The Post Gazette* (and corresponding earlier titles), a weekly, state-wide Italian newspaper in publication since 1903. Examples will be provided of how three criteria (format or structure; language; and content) may be applied to classify the evolution of news text according to the following three categories: 1) preservation of Italian culture; 2) assimilation to American culture; or 3) mutual integration of cultures for a new combined Italian-American identity. Examples of cultural preservation include advertisements for steamship passage, reference to immigrants in earlier issues as co-nationals, fundraisers for earthquake victims in Italy, or commentaries on the importance of preservation of spoken Italian. Examples of impending assimilation in earlier issues include potential questions and answers for the citizenship exam and stories about the importance of the election of local government officials while later issues report details of the United States at war, or the celebration of U.S. (non-Italian) holidays, etc. Examples of integration include contents which identify local war heroes not as Italian, but as Italian-American, announcements of marriages between Italian Americans and other ethnicities, and the development of new social or linguistic conventions unique to the newly formed group.

This presentation will also demonstrate how all three criteria point to the evolution of a publication which is at first more supportive to one that is eventually primarily social. Findings corroborate stages proposed by sociologists for assimilation of immigrants up to that time (Alba & Nee (2003); Baily (1983); Park (1969); and Gordon (1964)); however, this study proposes the additional stage of "choice," suggested here to be prompted by major formative historical events such as Prohibition and World War II which will be shown to have had a particular impact on the Italian American population in that it helped accelerate the assimilation process.

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Howard Sklar and Irma Taavitsainen (University of Helsinki)

A modest proposal in *The Gentleman's Magazine*: Making sense of a peculiar 18th-century advertisement

The Gentleman's Magazine (GM, 1732–1922) was the first periodical magazine targeted at an educated lay readership from polite society. The contents were mostly a digest from newspapers and other publications, but it also published Letters to the Editor and other materials received from the readers. Medical items were a regular feature.

One of the debated topics in the 18th century was suicide. Articles dealing with the issue were printed in the early years of GM, e.g. in 1737. A mock advertisement followed in 1755. A pseudonym "Vivat Rex" advocates a discreet "remedy against life" which had "obtained the king's patent" and was suitable to "any nobleman, gentleman, or other man of wit, humour, and pleasure". The merchandise was a poison, a concoction of various ingredients, and the text echoes medical advertisements in its composition, with a guarantee of "utmost secrecy" and warnings for counterfeits; thus it fulfills the criteria of the genre.

Despite the text's generic compliance, there are hints throughout that the author's intent may have been less-than-serious, from the extended description of the mess involved in the act of suicide, to the almost ludicrous repetition of the phrase "man of wit, humour, and pleasure" – as though hinting that the purchaser of the advertised poison would possess none of these attributes. Indeed, given that the advertisement appeared less than 30 years after Swift's "Modest Proposal" (1729), it seems plausible that it was intended for a readership that would have understood and even appreciated the implied humor. Like that earlier, famous satire, the morbid sarcasm of the advertisement works through reversals of societal norms and exaggeration; at the same time it parodies fashionable 18th-century consumerism.

With these observations in mind, our research questions focus on the satirical aspects of the advertisement and its relation to other writings of the same kind. In this presentation, we shall first provide the background on *The Gentlemen's Magazine* and the genre to which it belongs and then analyze the language and style of writing – which, despite their effect in providing an ironic tone to the advertisement, hardly lessen its peculiarity.

**Jorge Pedro Sousa, Elsa Simões Lucas Freitas, and Sandra Gonçalves Tuna
(Fernando Pessoa University)**

**Diffusing political knowledge in illustrated magazines: A comparison
between the Portuguese *O Panorama* and the British *The Penny Magazine*
in the 1837–1844 period**

The Portuguese illustrated magazine *O Panorama* (1837–1868) was inspired by Romantic and Enlightenment ideas and its stated purpose was that of diffusing cultural matters in general. For that reason, it remained a popular favourite with the elites of the time during the first half of the 19th century. The magazine was created in 1837 as an endeavor of the *Sociedade Propagadora dos Conhecimentos Úteis* (the Portuguese counterpart of *Society for the Diffusion of Useful Knowledge*) and under the patronage of Alexandre Herculano, one of the best-known Portuguese men of letters of the time. Altogether, five series of this magazine were published under the same leadership (1837–1841 and 1842–1844), although afterwards, after a few years' interval, three more series were published. Within the scope of this work, only the first three series will be the object of study, since, as stated by Herculano, only these are a direct imitation of a similar periodical in Britain, *The Penny Magazine* (1832 to 1845, created by Charles Knight). These are the ones, therefore, (apart from consensually presenting higher editorial quality) which allow more scope for a comparative study with *The Penny Magazine*.

As the Portuguese periodical assumes its imitative characteristic as to its British inspiration, similarities between both periodicals are bound to be present. In fact, in both countries, these two illustrated magazines are the forerunners of the *culture industries*, in what could even be called the *mass media* of modern times, aimed at a sector of the population fed by a petty bourgeoisie who was beginning to join political life (Baptista 1974: 35). However, despite obvious similarities at the beginning, *O Panorama* soon tried to establish its own editorial line, more attuned to the reading habits and reading publics of the country: "In England, reading is an intellectual imperative; in Portugal, it is a pleasure, or rather, a mirthful occupation", as Herculano would write.

Non-partisan in nature, *O Panorama* expressed its political views by means of a transversal form of criticism, which was never directly threatening to the ruling powers due to the *vox populi* nature it assumed. It often urged the government to look up to the good examples coming from abroad, in order to improve what is being done internally.

It is the purpose of the present work to compare, by means of discourse content analysis, both periodicals during the periods indicated in order to establish similarities and differences between these two illustrated magazines, as to the way political issues are addressed and conveyed, within the overall purpose of these kind of periodicals, as well as to ascertain the underlying cultural and social reasons in Portugal and Britain that can account for them.

Maija Stenvall (University of Helsinki)

Narrative vs. 'objective' style – comparing news (agency) reports on the Siedlce Pogrom, September 1906

During three days in September 1906, the Jewish population of Siedlce in the Kingdom of Poland was terrorized by Russian soldiers. Tens of Jews were killed, hundreds were injured, and about 1,000 people arrested. Most of the Jewish shops were looted, many houses ransacked or burned, etc. It seems that this massacre was planned well in advance by Russian authorities, though they themselves blamed 'terrorists' or 'revolutionaries' for triggering the events.

The paper examines two newspaper articles on this pogrom: an AP (Associated Press) story (consisting of several short narratives), published in the *Washington Post*, and a summary of Reuters telegrams, published in the *Manchester Guardian* (both on Sept 12, 1906).

Drawing on the Appraisal Framework (e.g. Martin and White 2005), I first explore how news actors' emotions are construed. For instance, the AP correspondent invites readers to feel empathy with the victims, describing how men are "trembling with fear" and how women are "imploring the soldiers for mercy, anticipating the slaughter of their loved ones and themselves". By contrast, the Reuters journalist resorts to *constructed Affect* (cf. Stenvall 2014), just writing of "scenes ...of unspeakable horror". Secondly, I examine various strategies that are used for blurring or distancing news actors' responsibility. This kind of impersonalized, 'objective' style is clearly seen in Reuters telegrams. Hallidayan concepts of *ergativity* and *nominalization* (Halliday 1994) are central in my analysis: e.g. "the search soon changed into massacre and robbery" (Reuters).

It can be argued that the style in the AP narrative and Reuters 'objective' style are both surprisingly modern. In fact, stylistically, they seem to differ more from the realistic, detailed stories of violence in the late 1800s than from corresponding news reports today.

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Anna Stermieri (University of Modena and Reggio Emilia)

Exploiting humour meanings in the expression of personal stance: The case of newspaper theatre criticism in the 19th century

Even if the discipline of dramatic criticism in England emerged back to the early 18th century (Cannan 2006), and both critics and their writings have subsequently gained a prominent position in the British cultural environment,

theatre reviewing remains largely unexplored by linguists. Insights have been offered by Roberts (20th century British newspaper theatre reviews) in terms of style and content (Roberts 1997; 1999; 2002; Roberts and Woodman 1998), but no attention has yet been given to the early stages in the development of newspaper theatre criticism as an emerging form of news discourse.

In addition, many studies exist on stance expression in reviewing, but they seem all to be focussed on academic genres (Diani 2006; Giannoni 2006; Stermieri 2012).

This paper sets out to investigate theatre reviews published on the *Manchester Guardian* and the *Observer* between 1861 and 1891, and looks at theatre reviews from a ESP perspective, seeing them as an example of professional writing. In particular, the paper focuses on humour as an evaluative strategy in the expression of the critics' stance.

The study is based on a corpus including 180 theatre reviews and ca. 120,000 words. The analysis draws upon a combination of corpus linguistics and discourse studies methodologies, taking into account frequency data and concordance analysis together with pragmatic implications of the use of humour in expressing stance and providing evaluation.

Preliminary results highlighted the relevant role played by modals in the expression of the critics' stance, and a use of the pronouns *we*, *us* and *one* which appears to pertain to this specific professional genre and showed how it is possible to relate preferred ways of expressing evaluation to the specific purposes of genre observed (Bhatia 1993; 2004).

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Carla Suhr (University of Turku)

We now turn to processing popular news pamphlets

Popular news pamphlets, published from the mid-16th century onwards, are now increasingly identified as precursors of English newsbooks and newspapers. These pamphlets dealt with news items that would be considered sensationalist today, such as monstrous births, witchcraft, possession, ghosts, freak storms, murder and robbery; contemporary authors, however, used these events as opportunities to lament the deteriorating moral condition of the population whilst also providing entertainment (see e.g. Clark 1983). This moralizing aspect of popular news pamphlets is one clue that suggests the texts were targeted at a mass audience. The brevity of the texts, their cheap price, often poor quality printwork and certain aspects of layout also indicate that publishers sought to reach a large audience that also included semiliterate readers of limited financial means.

Popular news pamphlets have only fairly recently caught the interest of historical linguists. Cecconi (2007) has shown that the structure of news pamphlets adheres to van Dijk's (1988) news schema categories, and a study of witchcraft pamphlets (Suhr 2011) has shown interpersonality to be an important feature of those popular pamphlets. This study focuses on a quantitative and qualitative analysis of specific discourse features that helped readers to process a news pamphlet. These features include the use of first- and second-person pronouns to promote a sense of dialogue between the author and the readers, of deictic markers to guide readers through the account (for example, *we now turn to*) and of authorial commentary to provide the moral interpretation of the account. The material for the study consists of over fifty popular news pamphlets dealing with storms, monstrous births and possessions or sightings of the devil, covering the period from the latter half of the 16th century to the end of the 17th century.

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Ellen Valle (University of Turku)

“A most rebellious, wicked, sinful, hardhearted people”: Rhetorical strategies in three debates over the position of the Jews in a civil society

Between the mid-17th and the mid-19th century, three large-scale debates took place in England, at intervals of almost exactly one hundred years, concerning the position of the Jews in English civil society. Each centered upon a specific political and legislative issue: Readmission in 1655, Naturalization in 1753, and Admission to Parliament in 1858. The debate took place in pamphlets, in the daily and weekly press (news reports, editorials and letters from the public), and in Parliament (in the first case in Cromwell’s Council of State).

I focus on the discourse strategies mobilized by the two sides in the Readmission and Naturalization debates, with slighter attention to the last episode. I apply a form of critical discourse analysis to identify exclusionary and inclusionary discourses, used to construct both an English – and specifically Protestant – national identity and an outside group that was perceived as threatening it.

It should be emphasized that these debates took place largely between two groups identified as English and Protestant; aside from the 1652 pamphlet by Menasseh ben Israel initiating the first debate, and his two subsequent pamphlets, Jewish voices as such are rarely heard.

One striking point is the contrast between the appeal to *instrumental vs. intrinsic* ends. The opposition appeals to both kinds: the readmission of the Jews to England, for instance, will have a wide range of negative consequences, but is also a bad thing in itself, since the Jews are inherently evil in a variety of ways. Those in favour tend to focus on instrumental ends: readmission will have certain beneficial consequences. The envisaged consequences pertain both to English society and to the Jews themselves; on the one hand the Jews will be economically beneficial to England, on the other it will be easier to convert them to Christianity. In each camp, the arguments are both secular and theological.

In the 17th century, there is almost no suggestion of intrinsic values or rights relating to a minority group, involving such notions as a ‘civil society’ or ‘human rights’; by the time of the subsequent episodes, in the 18th and particularly the 19th century, such references do begin to occur.

The discourse strategies visible in these debates foreshadow present-day racist, anti-immigrant and homophobic discourses.

Brian Walker (University of Huddersfield)

Discourse presentation in Early Modern English print news

This paper describes the use of corpus techniques to examine the forms and functions of speech, writing and thought presentation (also known as discourse presentation) in Early Modern English (EModE) news writing. I explain how a corpus of 40,000 words of news writing was built and annotated manually for categories of discourse presentation and present the quantitative and qualitative

results of my analysis. The nature of the project locates it within the growing field of corpus stylistics and particularly historical corpus stylistics.

Using the model of discourse presentation (SW&TP) presented in Short (2007), and later developed by Semino and Short (2004), I show that particular discourse presentation categories are over-represented in the Early Modern news data when compared against Present Day English (PDE) news journalism. For example, two categories of thought presentation (indirect thought and the narrator's presentation of a thought act) are used significantly more in the EModE data than in the PDE data.

The research reported in this paper supports claims from qualitative research that EModE news writing was 'plodding and impersonal' making particular use of '[t]he passive voice and impersonal "it"' (Frank 1961: 4). However, it also suggests that these devices tend to be coupled with the report of (anonymous) others' thoughts. I argue that these stylistic techniques are aimed partly at establishing the authority of the news report while at the same time circumventing the problems caused by the draconian censorship laws of the time.

I will also discuss some of the challenges that need to be taken into consideration when carrying out corpus studies of older forms of English. My paper ends with a critical reflection on the method used as well as a discussion of future directions that corpus research on the discourse of earlier forms of English could take.

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Ying Wang (Uppsala University)

A corpus-based analysis of lexical bundles in 19th-century news editorials

Lexical bundles refer to a sequence of three to four words that recur frequently in writing and speech (e.g. *at any rate, in the light of, it is thought that*). Such word sequences are essential in shaping text meanings as well as in distinguishing different registers (Biber 2006; Hyland 2008). This paper investigates lexical bundles that are characteristic of news editorials in 19th-century newspapers published in English, applying a frequency-based approach suggested by Biber and Conrad (1999).

The investigation aims to 1) identify the most frequent four-word lexical bundles in news editorials published in the 19th century; 2) analyze the structures and functions of the identified lexical bundles; 3) examine whether this type of news discourse presents distinctive distribution patterns of lexical bundles according to different audiences.

The material for the investigation is drawn from the Corpus of Nineteenth-century Newspaper English (CNNE), which is under compilation at Uppsala University (Smitterberg 2013). The corpus contains approximately 320,000 words, covering metropolitan and provincial newspapers published in England during 1830–1850 and 1875–1895. For the present study, two subsets will be extracted from the corpus, containing news editorials with different regional coverage. With the use of *WordSmith Tools*, four-word bundle lists can be generated for the selected texts. The concordance examples of the most frequent 50 lexical bundles will be manually examined to distinguish their structural types and pragmatic and/or discourse functions. Finally, the structural and functional distribution of lexical bundles in the two subsets of data will be compared to see how the styles vary according to different audiences. The results will thus throw light on some essential features of news editorial discourse in Late Modern English.