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Text-Image Relation in Lifestyle Blogs of Finnish *Elle*

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ABSTRACT

Tämä tutkielma käsittelee kirjoitetun tekstin ja kuvan suhdetta lifestyle-blogeissa. Materiaalina on suomalaisen *Ellen* kaksi bloggaajaa Natalia Oona ja Nella Törnroos. Teoriapohjana on Hallidayn ja Matthiessenin systeemis-funktionaalinen kielioppi, Bo Bergströmin kuva-analyysi. Teoriapohjaa tukemassa on käytetty heteroglossiaa ja multimodaalisuutta. Lisäksi blogien rakennetta ja kielenkäyttöä on avattu yleisluontoisesti. Tutkimuskysymykset ovat 1) tuottavatko eroavaisuudet tekstissä eri merkityksiä tekstin ja kuvan suhteeseen ja 2) eroavatko tekstit toisistaan rakenteellisesti tai tyyllillisesti?

Blogitekstien sanat ja lauseet on laskettu sekä lauseet on kategorioitu neljään eri ryhmään niiden funktion mukaan. Ryhmät ovat interpersonaalinen, representationaalinen, heuristinen ja regulatorinen. Samoin kuvat ovat kategorioitu Bergströmin mukaan sekä kuvien funktioiden mukaan, ja niiden suhdetta kirjoitettuun tekstiin on analysoitu. Tavoitteena oli selvittää, onko tekstin ja kuvien suhteessa eroavaisuuksia.

Tutkimustulokset osoittavat, että kuvat ja teksti toimivat suurimman osan ajasta samoissa funktioissa. Kuitenkin, joskus kuvien ja tekstin suhteessa on eroavaisuuksia, kun tekstissä on imperatiivi ja kuvassa esimerkiksi kahvikuppi. Nämä eroavaisuudet tekevät tekstistä mielenkiintoisemman lukea.

KEYWORDS: lifestyle blogs, language, image-text relation, images

1 INTRODUCTION

During the 21st century blogging has become increasingly popular. Blogs are multimodal texts, using more than one modality (for example text and image), and available to wide audiences. Blogs are read all around the world. Therefore, bloggers from many nationalities write in English to gain a wider audience as English is the dominant language on the Internet (Barton & Lee 2013: 43). According to Lee (2016: 120), English is the lingua franca of online communication for multilingual web users. Sometimes blogs can be written in more than one language or the writer may use Anglisms, words borrowed from another language than the language used, in their text.

1.1 Aim of the Study

The aim of this thesis is to study two blogs published in the Finnish *Elle* both in English and Finnish simultaneously in order to find out firstly, if there are style and content differences between the Finnish and English texts realisable according to Halliday's (2004) four basic metafunctions of language, the interpersonal, representational, regulatory and heuristic metafunctions, introduced in his systemic functional grammar. Secondly, the aim is to compare the images in the blogs where metafunctional differences are found between the written texts on a syntactic level and discuss how the images relate to these texts. The images in the blog posts are analysed with the help of Bergström's (2008) image categories. Finally, van Leeuwen's (2005: 230) visual and verbal linking is used to determine how the text and image relate to each other. It is interesting to compare the Finnish text to the English text within the blog post and do the interplay with the image identically or is there a difference. My research questions are: 1) do the differences in the texts produce different meanings in the text-image relationship and 2) do the texts differ from each other structurally and stylistically? Besides the metafunctions, the concepts of heteroglossia and translocality are important for the study because with their help, firstly, the bilingual and global contexts of the blogs studied can be understood, and secondly, these concepts

highlight the linguistic situation of blogs in contemporary world by making visible the multivoicedness of the blogosphere.

Language is a meaning-making resource (Halliday & Matthiessen 2004: 26), and meaning can also be made through stylistic devices such as length of sentence, omission, word choice and choice of register. As Yus (2011: 96) points out, “blogs are verbal-visual discourses that work as an evidence of the blogger’s communicative intentions”. Bloggers obviously have clear communicative intentions, but some intentions are not directly conscious. My argument is that these intentions can be studied through the analysis of the differences between the Finnish and English texts.

The bloggers whose blogs are studied in this thesis are Finnish speakers and the Finnish texts always appear above the English ones in the blogs, so it can be argued that the English versions are translations of the Finnish originals although their casual style gives the impression of originality. According to Munday (2012: 8), translation has several meanings: the general subject field, the product, the text that has been translated and the process of producing the translation. The way in which the translations are produced are interesting in this case. Munday (2012: 9) states that interlingual translation, one of the systems of the process of producing the translation, happens between two different verbal sign systems. That has been the focus of translation studies. The blogs studied in this thesis are written both in Finnish and in English, in lack of a better word they could be called translations as the text is presented in two different verbal sign systems. Moreover, the texts are almost identical. It could be assumed that the English text has more words as in English prepositions are used rather than suffixes like in Finnish language.

Poe (2011: 236) states that the Internet is high-velocity medium: one can compose and send messages quickly. The high-paced nature of the Internet makes it exciting for the reader to use. Moreover, as the Internet is accessible in the developed world (Western Europe, United States, Canada, Japan, South Korea and Australia), up to 40 to 80 percent of the

population uses it regularly (Poe 2011: 224). According to TNS-Gallup (2016), a Finnish independent survey company, the Finnish *Elle* website reaches 18 500 persons in a week. The *Elle* magazine is published in forty-three countries in thirty-nine languages and is both a magazine and a website. Moreover, *Elle* encompasses over thirty-three websites. (Elle Reader Demographics 2017).

It could be assumed that the readers of *Elle* are mainly women who are interested in lifestyle, fashion and beauty. According to Allers publishing company, the publisher of *Elle* and *Elle.fi* in the Nordic countries, *Elle* is a magazine aimed at women who are ahead of their time. *Elle.fi* is a community for women who want life to look and appear terrific. The *Elle* bloggers write about their everyday life, products or trips. The bloggers get sponsored products which they write about and mention that the products featured in the post are presents from sponsors.

Elle Finland has five bloggers who write to their website: Minna Somero, Metti Forssel, Natalia Oona, Nella Törnroos and Muotikuiskaaja. The topics of the bloggers vary from fashion to traveling. All the bloggers are so called in-house bloggers as they write under the *Elle.fi* website. The bloggers are not part of *Elle* editorial staff. They give the magazine's website a more easily approachable channel to readers. All the five bloggers for *Elle* use some English in their post but only a limited amount, perhaps only in the heading. Four out of the five bloggers offer an English rendering or a summary of their Finnish blog posts. Furthermore, they may have an English heading to a Finnish blog post. All their posts include images or other multimodal elements for example videos in addition to written text. The frequency of production of blog post varies from blogger to blogger but they all write several blog posts every week.

The theoretical background of my thesis consists, firstly, of some theory on blog writing in general and the features of a blog. Secondly, blog writing is discussed. The style in blogs is more personal than for example the style of magazine beauty articles, and it does not go

through any professional editing or spell checking. Blogs are not in printed form, and information for instance about new product launches and their reviews are reached fast by the readers because of the online format. Images play an important part in blogs. I will also discuss some ways in which images can be analysed and how they interplay with written text. Moreover, audience design and how it is reflected in blogs is briefly discussed.

1.2 Material

The material for this thesis was collected from the website of the Finnish *Elle* magazine. According to *Elle's* media card it is a magazine which is aimed at women who are trendsetters. *Elle* is read in several countries but this study will only consider with the Finnish *Elle's* bloggers. Two of *Elle* Finland five bloggers, Metti Forssel and Muotikuiskaaja mostly write in Finnish and the other three, Nella Törnroos, Natalia Oona and Minna Somero, provide English as a part of their blog posts. All of the bloggers write about style, make-up, trends and their own lives. The blogs can therefore be categorized as lifestyle blogs. Furthermore, all the bloggers incorporate images into their posts.

The material for this study was collected from Finnish *Elle* website from the blogs of Natalia Oona and Nella Törnroos. I will examine blog posts published during the period of one week from the 7th of March to the 14th of March 2016. The number of posts varies from blogger to blogger. Moreover, the amount of English and Finnish used in the posts varies. During the period from 7th of March to the 14th March Natalia Oona published six and Nella Törnroos four posts. All of the posts were written both in Finnish and in English and included images. I will only consider the posts with significant amount, almost half of the length of the post, of English in them. Some of the bloggers use English only in headings or a few words in their text which is mainly written in Finnish. In the blog posts studied in this thesis there is always text and images within one post. The images and text tend to tell the same story or the images give more information about the topic, have an

expressive message, give the reader a peak of the atmosphere in a quick manner rather than writing a long description of the certain topic. However, because of the scope of this thesis, only the written text is analysed in what follows.

The blogs studied in this thesis have two voices, the native Finnish voice and the non-native English voice. Perhaps because of the native status of one language the structure of the Finnish text may be more coherent as it could be easier for the writer to communicate in her native language. Moreover, as the blogs analyzed in this thesis are multivoiced as they are written in two languages and there is a possibility for a reader to write comments.

The layout of all the blogs is quite similar: on top of the page is first the logo *Elle* and under that are all the categories which *Elle.fi* offers. Below that is an advert and after that there is the name of the blogger in the style possibly of their choosing. Some of the bloggers, for example Minna Somero have opted to have their name and picture as the blog title, Natalia Oona has only 'Natalia Oona' written in upper case. There are links to the different categories, for example beauty, lifestyle, traveling, below the name of the blogger. With the help of this column the reader can easily navigate to the subjects that they want to read about. Under the different categories of the blog the blog post can be browsed in reverse-chronological order. The bloggers have under the title of every blog post a defining term which categorises the posts. With the help of the defining term posts can be found under the different categories. At the bottom of the page there are more adverts from the companies which do business with *Elle*. Moreover, at the bottom of the website there is a list of *Elle*'s partners whose products the reader is advised to buy. It is important to mention that the short introduction to the blogger includes the places where they may be followed, for example Instagram, Twitter, YouTube, and, also the commercial partners of the blogger and how they marked the products given to them from sponsors.

1.2.1 Natalia Oona

Natalia Oona is a Stockholm based blogger who mainly writes about her own life and her style. She has another blog in blogloving.com which is mentioned on the *Elle* website. She includes several pictures in the blog posts. She writes first in Finnish and after that the same text follows in English and is written in italics in order to mark the difference to the Finnish text. During the chosen period 7th of March until 14th of March 2016 she wrote six blog posts: “T.G.I.M”, “Our Vacay”, “2180 m”, “Val Gardena”, “My Trip to Paris” and “We are Here”. During that period the posts were about her travels and everyday life. She tends to write in extremely colloquial style, mistakes in spelling and the correct word order both in Finnish and English, for example ‘replaying to emails’ which should be replying to emails or ‘tsemppiä viikkon’ which should be written ‘tsemppiä viikkoon’. It is quite clear that she does not proof-read or spellcheck her posts. They are like snapchats to her life, quite short speech like texts about her life. In one of her posts “My Trip to Paris [Matkani Pariisiin]” she has a permalink to her previous post about her trip to Paris.

1.2.2 Nella Törnroos

Nella Törnroos is a 22-year old beauty enthusiast who writes a blog about beauty. In her blog, she gives make-up and hairdo tutorials, tests products and sometimes writes about lifestyle as well. Nella Törnroos’ posts are titled: “Sporttinen Look – Sporty Look”, “Suomalaista Ruokaa – Finnish Food Challenge”, “Hemmottelua Naistenpäivänä – Women’s Day Pampering” and “Kiharat 10 minuutissa – Curly Hair in 10 Mins”. She too writes in Finnish and renders the text into English after each Finnish paragraph. She makes the difference in language clear by writing her English rendering in italics and using double slash (//) at the beginning and the end of each English paragraph. The language in her posts is colloquial, but when compared to Natalia Oona not as colloquial. Natalia Oona uses ‘mä’ for the singular first person pronoun ‘I’ instead of the formal version ‘minä’ which Nella Törnroos uses. Nella Törnroos has spelling mistakes as well, for example in the post

“Kiharat 10 Minuutissa – Curly Hair in 10 Mins” she writes ”I love curly hair wether its’s..” from the context one can conclude that she tried to use the word whether but the lack of proofreading and the fast paced style of blogging the letter h was missing from the word. Furthermore, Nella Törnroos uses emoticons in her posts. She also lists all the products she used in “Sporttinen Look – Sporty Look”. After the post “Kiharat 10 Minuutissa – Curly Hair in 10 Mins” she mentions that the curling iron used in the post was sent to her because of her blogging.

1.3 Method

In this subsection the way this study is conducted will be explained. I will compare the Finnish text and the English texts in the blogs, is there a style difference does the meaning change or shift.

The skopos theory is the starting point of my methodological approach. Skopos is the Greek word for aim or purpose (Munday 2012: 122). Skopos theory was introduced into translation studies by Hans J. Vermeer (1930-2010). In skopos theory “knowing why a source text is to be translated and what the function of the target text will be crucial for the translator.” (Munday 2012: 122). There are five underlying rules in the skopos theory:

1. A target text is determined by its purpose.
2. A target text is on offer of information in a target culture and target language concerning an offer of information in a source culture and source language.
3. A target text does not initiate an offer of information in a clearly reversible way.
4. A target text must be internally coherent.
5. A target text must be coherent with the source text.

(Munday 2012: 122)

When it comes to point 1, the blog text is determined by its quick readability and publishing environment. Regarding point 2, the lifestyle blogs of an international launch such as the *Elle* magazine will most likely reflect the international characteristics of the genre. Points 3-5 should also apply to the blog posts, but the spontaneity of the “renderings” into English of the Finnish “originals” may cause differences between the texts. Whether this is the case and what these difference are like is what is studied in this thesis.

Munday (2012: 123) states that the information transferred is to be judged on its functional adequacy. Fore mentioned is divided into two rules: *coherence* and *fidelity*. The coherence rule states that the target text must be interpretable as coherent with the target text receiver. Moreover, target text must be translated in a way that it makes sense for the receivers. The fidelity rule states that there must be coherence between the target text and the source text. (Munday 2012: 123).

In what follows, I will compare the Finnish and English texts within each blogpost by Natalia Oona and Nella Törnroos. In addition, I will analyse the pictures in the blog texts and the ways in which they interplay with the written text. I will analyse the pictures with the help of Bergström’s (2008: 126-133) image categories: informative, explicative, directive and expressive. Finally, with the help of van Leuuwen’s (2005: 230) multimodal tool to analyse if the text and the image interplay with each other I will analyse the image and text relation. The interplay between text and image are compared with each other, whether the text and image complement or contrast each other. Then, the results of both bloggers are compared with each other.

The pictures have been numbered in chronological order and then categorized. There is some overlap. Firstly, the pictures are categorized if they are informative, expressive, directive or explicative. Secondly, their functions are studied in relation to the functions found in the written blog texts.

Regarding the written texts I will first count the number of sentences and words in each Finnish and English text in the blog posts. I will then find out about the number of interrogative, declarative, exclamatory and imperative clauses and see whether there is a difference between the languages. This is done in order to find out about the functions present in the written text. Moreover, I will check if there are any incomplete sentences and unconventional spelling and the use of adjectives in order to be able to characterise the language of the blogs on a general level.

2 BLOGS

In this chapter I will briefly discuss what the new media is, concentrating especially on blogs. Then I will explain what blogs are, how they are constructed, and how language and images are used in blogs.

2.2 Blogs

The Internet is an increasingly globalizing site for communication, and its globalized nature is manifested in the capacity to connect individuals and groups who can be geographically, culturally and linguistically far apart. The connectedness of the Internet also means that it is now an important channel for the dissemination and appropriation of cultural flows. (Sebbe, Mahootian & Jonsson 2012: 233) The connectedness of the Internet enables ideas to be shared all over the world. Digital literacy is at the centre of the changes occurring in the digital environment, inviting new forms of authorship and publication tailored toward the convergence of technologies and digital social practices (Poe 2011: 222). This so-called new media is carried by the Internet. (Poe 2011: 222) The evolution of new literacy, for example blogs and online forums, in the digital sphere may be best observed in blogs because of their rapid growth and success. (Doueihy 2001: 52). This study is concerned with blogs as a category of new literature. Blogs are instant publishing outlets which include multimodal elements. Blogs have captured the public imagination, they are multidimensional and therefore not boring for the reader. They seem to be everywhere like few media phenomena, and certainly like no media form since the emerge of the World Wide Web itself (Doueihy 2001: 53). Blogs are easy to access and there are many different categories to choose from, for instance lifestyle, fashion, traveling, cooking or gardening. The term “blog” was chosen as Merriam-Webster’s “word of the year” 2004 (Bruns & Jacobs 2006: 1).

A blog is often explained as a content management system (CMS) (Holtz and Demopoulous 2005: 1). It is a personal publishing platform that, even in its simplest implementation, can allow broad exposure and immediate publicity. Moreover, blog is a format that mimics the structure of a journal, highlighting the temporal dimension of writing and the interaction with other sources of information (Douehi 2011: 59-60). A blog does not have to focus on a specific topic or subject matter and can cover a set of wide-ranging issues. Papcharissi (quoted in Tremayne 2007: 21) states that blogs provide the opportunity for amateur journalism and personalized publishing. Now, in the 21st century there are millions of blogs and the subjects differ from blogger to blogger: everyone can blog if they have an internet connection and a computer or a smartphone. Doueih (2001: 54) states that according to Technorati's, search engine to user-generated media, founder, David Sifry, his service was tracking 57 million blogs as of October 2006. The number is large, even when considering the inactive or abandoned blogs, and demonstrates the popularity and the penetration of the model across countries, languages, and cultures. Today the number is a great deal higher, as in 2017 there are over 320 million blogs in Tumblr only (Statista 2017).

CNN, BBC, newspapers, and other mainstream media now regularly turn to the blogosphere, the community of blogs and bloggers, to gauge public opinion on controversial issues, and this coverage of "what the bloggers are saying" has begun to replace the traditional vox-pop interview with the person in the street. (Bruns & Jacobs 2006: 1). This shows that bloggers have a great influence on the public. Bloggers are a source for mainstream media.

2.2.1 The structure of a blog

A blog is generally a publishing outlet, organized in reverse chronological order and frequently authored by a single individual, although there is an increasing trend toward

collective blogs (Doueïhi 2011: 59). In other words, a blog is a place where an individual or a group can express their thoughts about a certain topic or phenomenon. The content of a blog is organized into short posts or blog entries, which are displayed in a reverse chronological order. Blogs are frequently updated and many have new posts added by their authors weekly or even daily. (Holtz & Demopoulous 2005: 1).

Blogs are connected to each other for instance via comments, trackbacks, links, blogrolls (Holtz & Demopoulos 2005: 5). Bloggers tend to read several other blogs as well, thereby influencing each other and offering links to their favourite blogs. The blogs on *Elle* do not offer links to other blogs probably because that could decrease the readership of *Elle*. The bloggers for *Elle* do include links to their own blogs on other websites in their introduction in *Elle*. The blogs studied in this thesis do have permalinks to their previous posts and they have a comment section where readers may comment and the bloggers will answer. Moreover, blogs have sidebars, or a column (some blogs now come in two or three columns in order to accommodate the need for more permanent information and ads) that frequently contains a section about the author of the blog, a link to the archives of the blog, a calendar that highlights the days of publication of entries, a blogroll or a set of links to other blogs read by the creator of the blog, a list of recent entries and comments, and finally, a link or links to syndication feeds to the blog (Doueïhi 2011: 59-60).

A blog post is normally brief, a few paragraphs, although there may be lengthy entries. This makes the post easy and quick to read. In principle, each post should also have a permalink or a link to the permanent location of the entry (Doueïhi 2011: 59-60). In addition, blog posts include multimodal elements for instance images or videos making them more interesting to read. The blogs studied in this thesis include text and pictures and two posts have videos as well.

Yus (2011: 104-106) has studied blogs from different aspects: the general layout, background colour and wallpaper, reference to the blogger, the word 'blog', blog sections,

letter font, elements in the entry, links and archive. Those are important factors when analysing the wild bloggers' blogs but in the case of this study these elements have to be left out, as the bloggers are in-house bloggers and use the font, lettering and background defined by the *Elle* interface. As stated above, as the bloggers are in-house bloggers for *Elle* and use the same interface, the name of the blogger seems to be the only thing that separates the blogs' styles from each other; for example, as stated above, Natalia Oona has her blog name in upper case as compared to Nella Törnroos who has her picture and her name as the title of the blog. However, it is worth mentioning that the language of the links to a different subsection of the blog, for example to *muoti* [fashion] and *kauneus* [beauty], is different with Natalia Oona who has it in English as the others have the link words in Finnish.

When you look at a typical blog, you will usually see the name of the blog and perhaps a description of the blog, what the blog is about, whether is it cooking or beauty blog, a number of dated posts with optional comments, and a sidebar that contains additional information (Holtz & Demopoulos 2005: 11). New posts are written very frequently, often daily, while the rest of the blog remains relatively static (Demopoulos 2006: 3).

2.2.2 Language in blogs

A blog is more interactive than most websites, as it is written in a more personal and conversational tone, and allow for user feedback in the form of comments (Demopoulos 2006: 5). In general, the language in blogs is colloquial. Language usage in blogs deviates from the language used in more formal written communication in various ways for example spelling errors, grammatical irregularity, overuse of abbreviations and symbolic characters like emoticons are frequent in blog texts (Yus 2011: 109-111). Blogs are written in a style that mimics speech. That style is a norm in a blog. They are meant to sound like speech, as if the reader were a confidant of the writer. Furthermore, proofreading is hardly ever done;

blog posts are written quickly and posted quickly to satisfy the curiosity of the readers who can relate to the text precisely because it is not polished, but reminds us of speech. It is easy and quick to read. Punctuation, grammar and spelling do not play a significant role in blogging. For example Natalia Oona addresses her readers by writing in non-standard Finnish “Oonko ainut..?”, although the English equivalent is more of the standard variety (“Am I the only one..?”).

Ads on a blog are quite the same as ads on a website. A graphic appears in a prominent (or a visible) spot on the home page and when clicked, directs the visitor to the advertiser’s Web site (Holtz & Demopoulos 2005: 86). The ads in the *Elle* blogs are on the top part of the page. For example, a video advert may play at the same time when the reader is browsing the blog. Furthermore, there is a list of sponsors of *Elle* at the bottom of the page.

3 ANALYZING BLOGS

There are many features in blogs and they can naturally be analysed in a number of ways. In this thesis, I will analyse blogs partly from the perspective of the linguistic functions explained in the theoretical part of the thesis. My main point is to discuss, however, how the Finnish and English texts relate to each other and how the images either differ or repeat the linguistic functions of the texts.

3.1 Language in blogs and heteroglossia

According to Jeffries and McIntyre (2010: 1) stylistics is concerned with systematic analysis of style in language and how it can vary depending on different factors for example genre, context, author and historical period. David Crystal (2014: 68) states that style can be classified broadly in two types, the *evaluative* and the *descriptive*. The evaluative style implies "a degree of excellence in performance or a desired standard of production" (Crystal 2014: 68). The descriptive style "describes the set of distinctive characteristics that identify objects, persons, periods, or places", and according to Crystal (2014: 68), both types are used in the study of language. On the one hand, the evaluative notions are part of aesthetic approaches to language for instance, in elocution, oratory and literary criticism. On the other hand, the descriptive notion is used in more scientific studies such as linguistics. Crystal (2012: 68) continues that "style is seen as the selection of a set of linguistics features from all the possibilities in a language". Furthermore, many of the effects used in the expression of social and contextual identity could be explained by stylistic choice (Crystal 2012: 68). Wales (1989: 438, quoted in Jeffries & McIntyre 2010: 1) states that "analysing style means looking systematically at the formal features of a text and determining their functional significance for the interpretation of the text in question."

According to Jeffries and McIntyre (2010: 3), stylistics takes a view of the process of communication placing the text at the centre of its concerns. At the same time, stylistics as a discipline is interested in the relationship between writer and text, and the reader and the text, as well as the wider contexts of production and reception of texts. Stylistics aims to account for how readers construct meaning and why they respond to texts in the way they do and how the actual texts project meaning (Jeffries & McIntyre 2010: 3). The texts studied in the present thesis are written in two languages which means the stylistic features of both these languages should be taken into account. Moreover, the question of two languages in one single blog post also raises questions to do with the context of the blogosphere in terms of translolality.

Translollality is defined by Sirpa Leppänen (2012: 235) as referring on one hand to a sense of connectedness between locales whereby both the local and global are meaningful parameters for identification. The bloggers studied in this thesis may be seen as wanting to be part of the local and global blogosphere. Blogosphere is made up with all blogs and their interconnections, it is a community. On the other hand, translollality means a specific understanding of culture. In that case culture is seen as outward-looking and focused on hybridity, translation and identification. The bloggers are portrayed as amateurs compared to journalist but have more authority over the reader as they appear to be ordinary women interested in fashion and lifestyle, so they understand both roles – the journalist and everyday woman. (Leppänen 2012: 234-236)

According to Leppänen (2012: 233), the translollality of language practices means that Internet users often find it a motivated and meaningful option to draw on resources provided by more than one language. For the bloggers discussed in this thesis the translollality of language may be a way to enhance their blog posts. Moreover, the translollality could just be a way to make them sound cooler or to create a group identity of international bloggers. Leppänen (2012: 234) continues that bi/multilingual communication may be a normal or even preferred communicative style in the arena in question. In a social

context where more than one language is present refers it to multilingualism (Gorter 2006: 1). The bloggers discussed in this thesis use Finnish and English in their blog posts. English is the global lingua franca or at least lingua franca of Internet. The bloggers may also use English to create a sense of international community and to increase their authority as a specialist. This may be as the bloggers may aim for international job market where bloggers seem to earn more money simply by blogging. Furthermore, Leppänen (2012: 234) states that Finland is undergoing a sociolinguistics diversification as immigration increases English is becoming part of the everyday life. That could be a reason for the bloggers to write both in Finnish and in English wanting to appeal to all citizens of Finland and not just the indigenous people of Finland.

Heteroglossia is a term coined by Russian literary analyst and language philosopher Mikhail Bakhtin (1934). Heteroglossia refers to the simultaneous use of different signs or voices but also the tensions among those signs based on the sociohistorical associations they carry with them (Bailey 2012: 499). The definition comprehends multilingualism and also a broader range of linguistic phenomena. Bakhtin (quoted in Johnson 2004: 126, also Bakhtin 2000: 271) states that there are two forces in speech working simultaneously: *centripetal* and *centrifugal*. Centripetal forces move toward unity and system, for example the grammatical and phonological systems of a native language. Centrifugal forces move toward heterogeneity, opposition and diversity. Bakhtin (2000: 272) states that heteroglossia is “the linguistic centre of the verbal-ideological life of the nation.” Moreover, Johnson (2004: 121) states that Bakhtin viewed language as speech not as an abstract system of linguistic forms. According to Leppänen (2012: 236), heteroglossia has two interrelated facets: it includes a multilingual dimension. For example, the selection and combination of resources from more than one language. An intralingual dimension, for example, the selection and combination of features from more than one variety or style of a language. The bloggers studied in this thesis seem to use at least Finnish and English in their blog posts. Moreover, multilingual heteroglossia is composed of two types of language use: code-switching and mixed style characteristics of a particular group which

uses resources from more than one language. The mixed style can include a more integrated alternation of language resources or it can be the outcome of lexical and phrasal insertions. The last mentioned appears to be more useful concept for this research as the bloggers may only use a phrasal insertion in their blog post. Leppänen (2012: 236) also mentions that mixed style is in previous studies called ‘interlingualism’, ‘polylingualism’ and ‘metrolingualism’. The bloggers use the mixed style as well as code-switching. The mixed style is closer to the *Elle.fi* bloggers’ style of writing.

According to Halliday and Matthiessen (2004: 223), there are three components, metafunctions, of language ideational, interpersonal and textual. Shore (2015: 57-59) describes the metafunctions as follows: ideational is concerned with how we use language to make sense of the world around us and the world of our imagination. Furthermore, the ideational metafunction is divided into the experiential and the logical metafunctions. Experiential metafunction is concerned with how language is used to construe the things and happenings in the world around us and in the world of our imagination. The logical metafunction is concerned with the way in which we use language to join words, phrases, or clauses into larger coordinating or subordinating complexes using conjunctions. (Halliday & Matthiessen 2004: 309-310). The interpersonal metafunction is concerned with how we use language to enact diverse interpersonal relations and to express personal assessments, judgements and attitudes. The interpersonal metafunction is reflected in the grammatical options that we use to create roles for ourselves and for others: whether we are for example informing, questioning or offering. The interpersonal clause types are declarative, interrogative and imperative. Included in the interpersonal metafunction is modality. (Halliday & Matthiessen 2004: 29-30). The third metafunction, the textual (discoursal) metafunction, reflects the fact that language has not just evolved to produce ideational and interpersonal meaning in isolated clauses or clause complexes realized as a single sentence in writing or as a single turn in a conversation. Language is also used to build up larger sequences of text and talk through the meaning-making options that we use to create cohesion and to organize the flow of discourse. (Shore 2015: 57-59). Furthermore,

Halliday (1976: 9, 17-18) stated basic functions to language. These are, instrumental, regulatory, interactional, personal, heuristic, imaginative and informative. Instrumental function is used to express needs, for example “I need to eat now”. Regulatory function is used to influence behaviour of others or to request something, for example “Give me that bottle!” Interactional (interpersonal?) function is used to keep up the interaction. Personal function is used with self-expression. Heuristic function is used to find out about things and response is expected, for example “Would you like a drink? –Yes, please” Imaginative function is used when one imagines something. Informative or representational is the expression of facts.

3.1.1 Code-switching and code-mixing

Code-switching is the alternate use of two languages and means that the speaker makes a complete shift to another language for a word, phrase or a sentence and then reverts back to the base language (Grosjean 2010: 52). For example, when a person says a sentence in Finnish and adds a word in English or in a Finnish speech says a whole sentence in Swedish. Nowadays this seems to be quite usual in everyday life as English is so predominant a language. The phrases used in it have intruded in other languages quite easily. For example, in the blog posts analysed in this thesis, the phrase ‘first time ever’ is used in Finnish ‘ensimmäistä kertaa ikinä’. According to Grosjean (2010: 53-55), code-switching takes place when a certain notion or concept is better expressed in another language. For example, the word ‘sisu’ in Finnish describes the meaning of the word better than its English counterparts ‘strength’, ‘stamina’ or ‘guts’. Another reason for code-switching could be to fill a linguistic need for a word or an expression. One more reason for code-switching is to use it as a communicative or social strategy, to show group identity, exclude someone or raise one’s status. The last reason could be most significant for this study, as the bloggers for *Elle.fi* may want to include themselves into the international blogosphere.

3.1.2 Audience design

In 1984 sociolinguistic Allan Bell proposed that linguistic style-shifting occurs in response to a speaker's audience (Bell 1984: 147). When a speaker changes their speech towards their audience to express solidarity or intimacy with them has style shifting occurred. For example, when an individual is speaking to a doctor he speaks differently compared to the style he uses with his friends. The bloggers seem to use terms and phrases that the blogosphere knows and uses, thus creating a sense of solidarity and sisterhood. Audience design accounts also for bilingual code choices (Bell 1984: 150). Ervin-Tripp (2002: 47) states that "shifts of style appear to be like code-switching in invoking contrastive implications of the linguistic features." There are different shifts (Ervin-Tripp 2001: 47-56) in style: *Addressee, speech conditions, rhetorical shifts, AAVE rhetorical switching*. When shifting style according to addressee the change in language happens by a change in participants, because of the effect of speech accommodation and divergence on speech rates and speech variables. For instance, when speaking to a child, an adult may use different words than when adults are speaking with each other. The style shift in speech conditions occurs as circumstantial shifts which can change features, because the psycholinguistics of production and feedback are altered not because of addressee behaviour or stereotypes about the addressee (Ervin-Tripp 2012: 49). For example, the contrast between speech and writing, face-to-face conversation, planned and unplanned speech and speech to a crowd are circumstantial shifts. For instance, in face-to-face communication, if the response of the other conversationalists is not known, the whole conversation depends on the people speaking. The changes do not necessarily contain for example dialectal features. Although the changes can alter the possibilities for editing or monitoring speech. Ervin-Tripp states (2012: 55) that "[i]n code-switching studies these are usually considered situational shifts, for they may be accompanied by social norms constraining language type, for instance in writing and speaking". (Jacquement 1996). According to Ervin-Tripp (2012:

47-56), “in rhetorical shifts speakers use register, language, or dialectal features as resources for conveying meaning (Blom and Gumperz 1972, Gumperz 1982).” AAVE rhetorical shifts are style shifts in social dialects. These are not included in this study as they are related to African-American studies. (Ervin-Tripp 2012: 47-56).

According to Labov (2001: 85-86), “there is a continual tension between two approaches to contextual style: style-shifting as a naturalistic, ethnographic phenomenon, and style-shifting as a controlled device for measuring the dynamics of sociolinguistic variation.” In the naturalistic approach as much as can be found out of the ways of a speaker shifts forms and frequencies in the everyday life is studied. Labov has designated two types of spoken style, casual and formal, and three types of reading style, a reading a passage, a word list and a minimal pair list. Labov (2001: 89) discusses the decision tree, which helps in the analysis of speech. Blogs are written in a colloquial style which can be related to speech. Blogs as described above are designed to be easy to read. Therefore, Labov’s Decision Tree could be a good way to study blogs. The Decision Tree has eight contextual criteria:

1. Response which includes the first sentence of a narrative, a tangent, or any other type of speech event.
2. Narrative where all personal narratives are set aside as separate category after excluding the first sentence as a response.
3. Language, grammar and language in general as well as minimal pairs.
4. Group, any speech addressed to third persons other than the interviewer.
5. Soapbox is characterized as an extended expression of generalized opinions, for example using repetitive rhetoric
6. Kids, how are children’s actions reflected in adult’s speech, the use of *we* or *they*.
7. Tangents, an extended body of speech that deviates plainly from the last topic introduced by the interviewer.
8. All speech that has not been marked under the preceding categories and thus will be categorised under Careful speech, which means speech that the speaker has thought

about. Labov has categorized speaker's style from the most careful to the most casual. (Rickford & Eckerts 2001: 3)

(Labov 2001: 89–93)

The principle of iconization is a claim that the social contrasts that are imputed to groups or to situations are also represented by linguistic features. Wolof speakers (a language spoken in Senegal, Mauritania and Gambia) have an account of language features that supports iconization, using the underlying trait explanation. That is, beliefs about contrasts in the traits of groups of people are consistent with contrasts in linguistic features, and these correspond to stylistic selections when traits are expressed by individuals. Iconization could create an arbitrary relation of trait to feature, “historical, contingent, or conventional”. (Ervin-Tripp 2001: 44). Bloggers may choose the words they use in order to correspond to other similar type of wording in the blogosphere, thus creating a feel of connectedness.

3.2 Multimodality

Kress and van Leeuwen (2001: 20 quoted in Jewitt 2009: 1) define multimodality as the use of several semiotic modes in the design of a semiotic product or event. Kress (in Jewitt 2009: 54) defines a mode as a socially shaped and culturally given resource for making meaning, for example a mode is image, writing, layout, music, gesture, speech, moving image or soundtrack. According to Hoffman (2010: 1), “[m]ultimodality refers to the various semiotic resources authors (or tellers) may choose from in order to create their stories.”. So, multimodality uses for example written text and a picture, or on a website there could be text, a video and a graph. Authors use many different semiotic resources but they may use a specific mode or a combination of modes which they deem relevant to their communicative goals (Hoffman 2010: 11). A multimodal text contains several modes, which help to convey the communicative goal of that specific text.

Linking words and images makes a text more interesting to the reader, furthers understanding and creates a more interesting text for the reader to read. For example, fashion blogs would be quite dull to read with only written text; if the outfits were described only in writing the blog might not inspire the reader to purchase that look or aim to same kind of look. Van Leeuwen (2005: 229) presents an idea of Roland Barthes' who coined concepts on linking words and images: *anchorage* and *relay*. Van Leeuwen connects Barthes' concepts to Halliday's concepts: anchorage is close to elaboration and relay to extension. Table 1 shows an overview of van Leeuwen's idea of visual-verbal linking. So, elaborations give the context more depth in a form of text or image. For example, it can make a difficult concept easier to understand by adding an illustration, in the case of blogs; elaboration may give a more detailed picture of a blogger's outfit better than just a text would. Extension gives more and deeper knowledge to the subject or contrasts it.

Table 1 Overview on visual-verbal linking (van Leeuwen 2005: 230)

Image-text relations		
Elaboration	Specification	The image makes the text more specific (illustration)
		The text makes the image more specific (anchorage)
	Explanation	The text paraphrases the image (or vice versa)
Extension	Similarity	The content of the text is similar to that of the image
	Contrast	The content of the text contrasts with that of the image
	Complement	The content of the image adds further information to that of the text, and vice versa ('relay')

As it is seen from the table, images can take on different meanings when linked with text. They can clarify what the text says or they can display the same thing as the text but in a different form, giving the reader deeper picture of the subject at hand. This is helpful for the analysis of the images within the blog posts as it helps to determine what the function of a specific image is: does it complement the text or contrast it, or does the text make the image more specific or vice versa?

3.3 Image analysis

In addition to written text, also pictures of outfits, mood pictures or maybe pictures of trips taken or food appear in blogs. The picture and the written text interact with each other. The picture can make the written text more specific or the written text may give more information about the picture.

According to Bergström (2008: 124), images can be categorized in four different groups: informative, where images give relevant information without value judgements (i.e. product images), explicative, where images explain an action, a situation or course of events (IKEA instructions, X-rays), directive, where images indicate or encourage a certain opinion (sender and message are more visible) and expressive, where images communicate strong feelings using powerful means (personal approach). In blogs the most typical images most likely are the expressive and informative images. Bloggers tend to show which products they use so that the reader may purchase the same products. Furthermore, bloggers take mood pictures where they describe the mood they are in or the outfit of that day. Informative images can be compared to declarative sentences as they both give information without judgements. Moreover, informative images explain or complement the written text. Moreover, informative images could be compared to Halliday's representational function. Directive and expressive images could be compared to exclamatory or imperative sentence categories. Directive images could also be related to Halliday's regulatory metafunction as

they both try to influence the behaviour or opinions of others. Bergström image categories can be applied to Kress and van Leeuwens' image relation categories, both concepts seem to relay on Roland Barthes' theories. Explicative images elaborate the written text: either the image makes the written text more specific or the written text makes the image more specific. Expressive images may enforce the message of the written text or contrast it to make the written text more interesting. Directive images try to guide the reader's opinion, so the images complement the text, in other words the written text and the images are in relay.

Bergström (2008: 134) says that images are set in a context which can be internal or external. The internal context reveals the image's inner life; the images can be full of contrast, for example in fashion magazines a flowy white silk dress is modelled in a dirty factory setting. These contrasts arouse the interest of the reader. The external context, the immediate environment in which the image is placed is vital when discussing harmony. The image can either harmonize or clash with its environment. The context where the picture is transforms the image. (Bergström 2008: 132-134)

A clever combination of text and image has the ability to tell an appealing story. The effects of verbal element united with the visual one reinforce the message the sender wants to send (Bergström 2008: 223). When text and image play well together, they highlight the message. Often in blogs, the image may also be the focal point of the whole message and the written text is structured around it.

According to Bergström (2008: 223), there are two ways of creating an effective interplay between text and image. These methods are based on Roland Barthes's theories of *anchorage* and *relay* which are also used in Kress and van Leeuwen's text-image relation. In anchorage text and image are anchored together; they are saying and showing the same thing. For example, in a news article the image will reflect the written text or in a birthday card a flower may be a birthday wish flower. In anchorage, the reader is invited to see the

message as the sender wants it to be seen. The meaning is not expanded but it may be elaborated with the help of images or the written text could give more elaborate information compared to the picture. In relay text and image say different things. Hence, expanding the meaning of the message for example in a film dialogue or a visual pun. The written text advances the image by supplying meanings that are not found in the image. (Bergström 2008: 223)

Bergström's (2008) methods have different sub methods. First sub method is *harmony* where the text and image are in harmony. An example of that are instructions and teaching material where the written text and the images complement each other. Then the reader easily understands the message the written text and the image sends. Second sub method is irritating harmony, or over communicating means that the message is repeated not for clarification but irritating repetition which weakens the message. Third sub method is *disharmony* in which the text and message work together but in a contradictory manner creating a lack of agreement in the friction between the text and image and context, kind of like in Kress and van Leeuwen's relay (Bergström 2008: 224-225).

4 LANGUAGE AND IMAGES IN BLOGS

In this section I will examine the features of blogs, code-switching and mixing in the material described in previous section. The material will be analysed using the theories described above. Moreover, the harmony and disharmony of text is also commented on.

4.1 Natalia Oona

In this section the features of Natalia Oona's blog posts are discussed. First, the number of sentences and words, including adjectives is counted and the functions of sentences are described. Secondly, the focus moves to the use of images in the blogs and how the images can be categorized. Finally, the relation between the written text and the images is discussed.

Natalia Oona uses both Finnish and English in her blog. Therefore, the blogs are bilingual, so the first of Leppänen's (2012: 236) requirements of multilingualism is filled. Natalia Oona writes in her blog posts first one or two paragraphs in Finnish and then the following paragraphs in English which are renderings of the Finnish paragraph or paragraphs. Furthermore, Natalia Oona has her headings in English only. The second of Leppänen's (2012: 236) requirements, an intralingual dimension, for example the selection and combination of features from more than one variety or style of a language is also present in the texts. For example, Natalia Oona uses the colloquial expression 'mä' compared to more formal 'minä' which both mean 'I'. Thus, the blogs use both spoken language and are informal but also use more formal style to some extent.

The language in the blog post of Natalia Oona is colloquial and filled with errors in punctuation, spelling and sentence structure. The language sounds like spoken language and not as the kind of language one might find in a novel. Proof reading is not done as

blogging is a fast-paced activity. In this thesis, the sentence structure and punctuation are not analysed and the focus is on the function of the language rather than the correct use of sentence structure or other linguistic devices. Translocality of languages, which refers to resources drawn from different languages is seen in Natalia Oona's writing. She seems to use the you-passive which is not used in the Finnish language. Below is a screenshot of Natalia Oona's blog.

NATALIA OONA

Blog Beauty Outfits Lifestyle Traveling Videos About

T.G.I.M
LIFESTYLE



14.03.2016

Kommentit



THANK GOD IT'S MONDAY



Mä oon oikeastaan aina iloinen kun maanantai tulee ja uusi viikko alkaa. Uusi viikko tuntuu puhtaalta alulta, vähän niin kuin miltä vuoden vaihtuminen tuntuu. Jotenkin tuntuu hyvältä päästä takaisin toiden pariin, herätä ajoissa, saada paljon päivän aikana aikaiseksi. Mä oon istunut aamuni koneen kanssa sähköposteja hoitaen ja päätin samalla päivittää taas kalenterini ajantasalle. Oonko ainut joka vielä suosii kunnon paperista kalentereita puhelimen kalenterin sijaan? Mulle on vaan paljon selkeämpää kun kaikki on selkeästi kirjoitettuna kunnon kalenteriin, menot sekä to-do-listat. Parin päivä loma kokonaan blogista teki tosi hyvää, nyt sulla on taas enemmän motivaatiota kuin aikaisemmin. Mulla on myös vaikka mitä kaikkia suunnitelmia ja tavoitteita tälle vuodelle, mutta niistä pääsette kulemaan lisää pikku hiljaa. Joka tapauksessa oon iloinen mun hyvästä filliksestä saada toteutettua kaikki mitä haluan!

I'm always so happy when monday comes and new week starts. It always feels like a fresh beginning, little bit the same how New Years usually feels. It's so nice to get back to work, wake up early and get lot of things done. I've been sitting with my computer the whole morning replying to emails and updating my calendar. Am I the only one who prefers an actually paper calendar over the phone calendar? It's just much easier for me to see everything written down to an actual paper, all events and to-do-lists. The two days off from blog did so good. Now I have much more motivations again. I've made also so many plans and goals for this year but I'll tell you about those things later. Anywho I'm so happy to have this good drive going on and actually work hard to get where I want to be.



Tänään suunnitelmassa on kuvata asukuvia pitkistä aikaa blogiin, pyrkästä ja käydä salilla treenaamassa. Hyvä maanantai siis! Pakko myös hehkuttaa miten kevät taällä on jo. Ulkona on lämmin ilma ja voitteko uskoa, keskiviikoksi on luvattu jopa yli kymmentä astetta. Ehkä nyt on turvallista sanoa, että yhdestä talvesta taas selvitty. Paremmat ajat on edessä päin! Mä ainakin oon myös jo niin kyllästynyt kaikkiin talvivaatteisiin. Tämän kevään muoti näyttää myös niin hyvältä, että en malta odottaa ensimmäisiä päiviä kuin ulkona taikenee paljon säärin. Mutta sitä saan varmaan vielä hetken odottaa, haha. Joka tapauksessa hyvää maanantaita kaikille ja tsemppia uuteen viikoksi! Kuullaan taas pian.

Today we'll shoot some outfit pictures, do some laundry and go train. Good monday! I also have to tell you guys, it's spring in Stockholm! It's getting warm outside and they even promised over ten degrees for Wednesday. Maybe it's now safe to say that we made it through another winter. Better times are ahead! I'm also so bored with all the winter clothes. This springs fashion is looking so good and I can't wait to be able to go out with bare legs. But for that I guess I still have to wait a while, haha. So have a great week everyone! We'll hear soon again.



8 kommenttia

← OUR VACAY

MONDAY'S BASICS →

Picture 1 Screenshot of Natalia Oona's blog

Ervin-Tripp's (2001: 47-56) types of style-shifts in monolinguals are applicable in some extent to Natalia Oona's blog writing. She addresses her readers with the singular second person pronoun 'you'. The addressee, the reader, is the readers of *Elle* website blogs. As blog writing seems to be aimed at everyday people who are treated as equals, the blogs can be said to be written by ordinary people to ordinary people. The assumed addressee is an ordinary person and in this case, most likely a woman interested in fashion and travelling.

In the Table 2 below the number of words in the posts is presented. There were no great differences in the total number of sentences in the posts. Still, it could be assumed that the number of words in the English text would be higher than the number of Finnish words. In English, words are not conjugated and prepositions are used instead. Prepositions are small words or group of words that express spatial or temporal relations or mark semantic roles.

In Finnish, prepositions are not used as often as in English as words are conjugated with the help of suffixes. For example, to give something to someone is ‘antaa jotakin jollekin’. John gave an apple to Mary could be translated into Finnish “John antoi Marylle omenan” where the prepositional function is expressed with the inflexional ending –n in “omenan”.

Table 2 The number of words and adjectives in Natalia Oona’s blog posts

	Finnish	English	Adjectives Finnish/English
Post 1 We Are Here	224	305	9/9
Post 2 My Trip to Paris	242	325	11/8
Post 3 Val Gardena	123	157	7/7
Post 4 2180 m	102	148	7/6
Post 5 Our Vacay	118	173	5/5
Post 6 T.G.I.M	126	169	17/13

As the table 2 shows the number of English words compared to the number of Finnish ones is higher. For example, in the first blog post there are 224 words in Finnish but in English the number of words is 305. Even though the number of sentences is the same, the difference in the number of words is quite large, eighty-one words. The number of adjectives is the same in Finnish and in English text.

In the second post “My Trip to Paris” [Matkani Pariisiin] the number of words and adjectives varies. In the Finnish text the number of words is smaller compared to the English text but in the Finnish text more adjectives are used. For example, in Natalia Oona’s concluding sentences in the post, in Finnish “Isot kiitokset vielä kerran H&M:lle!” [Big thank you to H&M once again!] and in English “*Once again thank you so much H&M!*”. In the Finnish text an adjective is used but the same thing is said a little differently in English.

Another significant difference is in the last post, titled “T.G.I.M”, where again there are more adjectives used in the Finnish text: seventeen adjectives in the Finnish text and thirteen in the English. The difference could partly be explained by the incorrect use of adjectives and adverbials. For example in the English sentence “*Am I the only one who prefers an actually paper calendar over the phone calendar?*” where the adverb ‘actually’ is used as an adjective. From the Finnish text “Oonko ainut joka vielä suosii kunnan paperista kalenteria puhelimen kalenterin sijaan?” [Am I the only one who prefers a proper paper calendar over the calendar in a phone?] one can conclude that Natalia Oona probably meant to use an adjective, for example ‘actual’ or ‘real’.

The polarity of the sentences in blog posts is more often positive than negative. Plainly polarity means that the sentence is negative or positive, in other words whether there is or is not negation in the sentence (Matthiessen, Kazuhiro & Lam 2010: 148). All in all, there are nine negative sentences in Natalia Oona’s blog posts that are both in English and Finnish and one sentence that is only in the Finnish text “Kyseessä on siis Italian Val Garden, joka on kuulemma yksi suurimmista ellei jopa suurin laskettelupaikka Euroopassa.” [In question is Italy’s Val Garden which is reputedly one of the biggest if not the biggest skiing centre in Europe.] and the corresponding sentence in English “*So we are in Val Garden which is one of the biggest or maybe the biggest skiing place in Europe.*”. In the Finnish sentence, there is a clear negation used, but in the English Natalia Oona seems to be uncertain if the skiing center is the biggest. For example, in the post “We Are Here” [Me Olemme Täällä] the Finnish negative polarity sentence ”Voin sanoa, että tämä matka ei olisi voinut tulla parempaan saumaan.” [I can say that this trip couldn’t have come in a more fitting time] and in English “I can say that this vacation couldn’t have come in a better timing.” The rest of the sentences, a majority, are positive on their polarity.

In the tables below the number of sentences in the Finnish and English text and the functions of the sentences in every post by Natalia Oona are showcased separately. (See

Tables 3 and 4) Table 3 shows the number of sentences in Oona’s blogs and Table 4 a few paragraphs later shows the function of the sentences in the blog posts. It could be assumed that the number of sentences is the same in the Finnish and the English texts as the written text is quite identical in both versions. Natalia Oona uses a recurring expression ‘haha’ as an indication of something funny. The expression ‘haha’ is used in four posts “We Are Here” [Me Olemme Täällä], “Val Gardena”, “Our Vacay” [Meidän Matka] and “T.G.I.M”. ‘Haha’ occurs once in both Finnish and in English in identical places in each post. Moreover, she uses two dots (..) after a sentence quite often in order to express continuity or uncertainty. For example, in the post ”Our Vacay” [Meidän Matka] in Finnish: “Olisi ollut hyvä alku päivälle, jos oltaisiin myöhästetty heti junasta..” [It would have been a good way to start the day if we had already been late from the train..] and in English ”*We were afraid that we were going to miss your first train.*” The Finnish sentence with the two dots makes the tardiness seem worse compared to the English sentence with only one dot where the lateness was more of a statement. Furthermore, in the English sentence Natalia Oona writes ‘your first train’ from the context and the Finnish text it can be assumed that she means ‘our first train’.

Table 3 The number of sentences of each post in Natalia Oona’s blog

	Finnish	English
Post 1 We Are Here [Me Olemme Täällä]	18	18
Post 2 My Trip to Paris [Matkani Pariisiin]	18	22
Post 3 Val Gardena	11	12
Post 4 2180 m	8	11
Post 5 Our Vacay [Meidän Matka]	11	13
Post 6 T.G.I.M	20	21

From the table 4 below the functions of sentences in Natalia Oona’s blog posts can be seen. As blogs are quite similar to an online journal, it could be assumed that most of the sentences are declarative. The writer tells about events that have taken place. Furthermore, blogs are also interactive so there could be some interrogative sentences the function of which is to involve the reader. Most of Natalia Oona’s sentences are declarative, or in Bergström (2008) categories informative and fall into the representational category as they state facts or observations, there is no response wanted.

Table 4 The functions of sentences in Natalia Oona’s posts

	Giving		Claiming	
	Interpersonal Finnish/English	Representational Finnish/English	Heuristic Finnish/English	Regulatory Finnish/English
Post 1 We Are Here [Me Olemme Täällä]	1/1	13/13	1/1	3/3
Post 2 My Trip to Paris [Matkani Pariisiin]	1/1	16/20	0	1/1
Post 3 Val Gardena	1/1	10/11	0	0
Post 4 2180 m	2/2	6/9	0	0
Post 5 Our Vacay [Meidän Matka]	1/1	10/12	0	0
Post 6 T.G.I.M	1/1	18/19	1/1	0

In the first post “We Are Here” [Me Olemme Täällä] there is one interrogative sentence in Finnish “Oon miettinyt mitä kaikkea te yleensä haluaisitte nähdä täällä blogissa näin reissun päältä?” [I’ve been wondering what do you want to see in the blog when I’m travelling?] and in English “*I’ve been thinking about what all you would like to see here on*

the blog when I'm traveling?". This sentence represents the heuristic metafunction and more closely, the claiming role and directive function. Natalia Oona tries to involve the reader. In the first paragraph in Finnish there is an exclamatory sentence "Matka meni kuitenkin todella nopeasti ja hyvillä fiiliksillä!" [However, the trip went extremely quickly and with a good feeling!], but the sentence in the English version is declarative, informative "*But the trip went anyways fast and nicely.*". The Finnish sentence gives the reader reassurance that the trip went well and was enjoyable. The English sentence just informs that trip went quickly; the sentence does not give same kind of feeling of a fun trip as the Finnish one does. In addition, in the same paragraph in the Finnish text two dots are used, "Meidän viikko alkoi ihanan lumisissa maisemissa, Italiassa Val Gardenissa. Saavuttiin eilen illalla tänne lähes kymmenen tunnin ajomatkan jälkeen..", [Our week began in wonderfully snowy views in Val Garden, Italy. We arrived yesterday evening after almost a ten hour drive..] but they do not appear in the English text "*Our weekend started in pretty snowy views in Italy, Val Garden. We arrived here last evening after a ten hour drive.*" In the Finnish sentence the dots emphasise the long drive and how it felt as if it would never end, while this emphasis remains lacking in the English version. There is also an imperative sentence which is in the both versions of the text "Toivottakaa mulle onnea mäkeen :D." [Wish me luck in the slopes :D] and in English "*Wish me luck with the skiing :D.*" and an exclamatory sentence in Finnish "Kivaa maanantaita kaikille!" [A fun Monday to everyone!] and in English "*Have a great monday you all!*". The rest of the sentences (15 Finnish sentences and 16 English sentences) are declarative so they are representational and informative. The representational metafunction dominates the posts since declarative sentences fall into the representational metafunction category.

In the second post "My Trip to Paris" [Matkani Pariisiin] there is one corresponding exclamatory sentence: the Finnish sentence is "Isot kiitokset vielä kerran H&M:lle!" [Big thank you to H&M once more!], and the English version is "*Once again thank you so much H&M !*". Moreover, in the English version there is one more exclamatory sentence as compared to the Finnish equivalent. This is because in the Finnish text the complement for

the restaurant is embedded in a sentence with the help of an adjective: “Mun on pakko myös jakaa tämä mieletön ravintolavinkki teille. Pariisissa asuva toimittaja Pihla itse asiassa osasi neuvoa meidät tänne ja suosittelen kyllä niin lämpimästi kyseistä paikkaa kaikille jotka ovat tuonne suuntaamassa.” [I have to give you this amazing restaurant tip. Actually, a journalist, Pihla, living in Paris gave us the directions here, and I recommend warmly this place to everyone how are coming here.] In the English version, it has been made into an independent sentence in the following way: “*I also have share this restaurant tip for you guys. A journalist who lives in Paris suggested that we should go there and I’m so glad we did. The place was amazing! I really recommend it.*” The Finnish text gives more information, as the name of the journalist is stated. Still, the English text gives the restaurant a better review as Natalia Oona exclaims that the restaurant was amazing.

All the sentences in the third post “Val Gardena” are declarative, and in the Finnish text there are eleven and in the English text twelve sentences. Natalia Oona only briefly states what she and her traveling companions have been doing and will do on their trip to Italy. The reoccurring expression ‘haha’ is used once in identical places in both languages, in Finnish “Mutta sitä saan varmaan vielä hetken odottaa, haha.” [But I think I’ll have to wait for that a while, haha.] And in English “*But for that I guess I still have to wait a while, haha.*”

In the fourth post “2180 M” there is one exclamatory sentence in an identical setting in both language versions in Finnish “Toivottavatsi kuvista välittyy meidän hyvä fiilis!” [Hopefully, the pictures express our great feeling!] and in English “*I hope our great feeling shows in the pictures!*”. In the Finnish sentence Natalia Oona had misspelled the word ‘toivottavasti’ [hopefully] as ‘toivottavatsi’. Moreover, in the English text there is one more exclamatory sentence “**ENJOYING AND HAVING FUN IN THE SUN!**” which does not occur in the Finnish version. The sentence is written in English only and there is no Finnish counterpart. That sentence begins the whole post; it is like a one-sentence-long ingress. Moreover, that sentence is bolded like ingresses traditionally are. The reoccurring

expression, two dots after a sentence appears in this post as well; in the Finnish text once, and in the English twice. The Finnish sentence: ”Huomenna meillä on pitkä päivä edessä, koska ensin ajetaan täältä Muncheniin, sieltä lennetään Danielin kanssa Kööpenhaminan kautta Tukholmaan.” [We have a long day ahead of us tomorrow, first we’ll drive to Munich and then Daniel and I will fly to Stockholm stopping over in Copenhagen..] and the English sentences “*Tomorrow we have a long day ahead.. First we’ll drive to Munchen and then me and Daniel will fly to Copenhagen and then to Stockholm..*”. The English text is divided in two sentences rather than one long sentence like in the Finnish version. Furthermore, there is an English sentence which gives more information compared to its Finnish counterpart. The English sentence “*I will put my computer aside because we thought to go for a little after ski before the dinner with my sister Teresa and Daniel.*” and the Finnish “Nyt mä laitan koneen kiinni, koska ajateltiin Teresan ja Danielin kanssa lähteä after skille ennen illallista.”. [Now, I’ll shut my computer because we thought we would go for after ski with Teresa and Daniel before dinner.]. The English sentence tells the reader that Teresa is Natalia Oona’s sister, but that information is not given in the Finnish text. Moreover, the Finnish text gives the impression that Natalia Oona is going to have drinks with a fourth member of the group other than Teresa or Daniel.

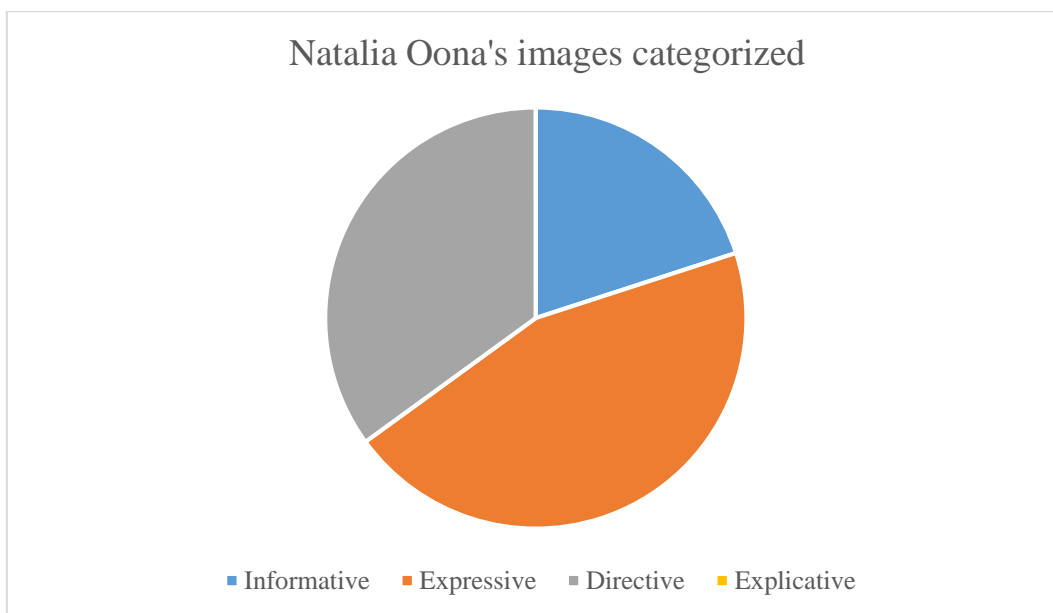
In the fifth post “Our Vacay” [Meidän Matka] in the English text all the sentences are declarative. In the Finnish one there is one exclamatory sentence “Joka tapauksessa rento viikonloppu tulossa!” [Anyway, a relaxed weekend is on the horizon!] The corresponding sentence in English is “*Anyways we’ll have a chill weekend.*”. Moreover, the reoccurring expression ‘haha’ is used in almost identical places. In the Finnish text ‘haha’ has its own sentence “Odotan niin paljon, että pääsen rojahtamaan omaan sänkyyn ja nukkumaan huomenna niin pitkään kun vaan jaksan. Haha!” [I am anxiously waiting to collapse onto my own bed and sleep as long as I can tomorrow. Haha!], but in English the expression is included within the sentence “*I will sleep as long as I can tomorrow, haha!*”. Furthermore, only in the Finnish text Natalia Oona uses two dots after a sentence on two occasions. In the English text she does not do that, but uses only one dot. In Finnish the sentence reads

“Olisi ollut hyvä alku päivälle, jos oltaisiin myöhästytty heti junasta..” [It would have been a great start to the day if we had missed our train..] and in English “*We were afraid that we were going to miss your first train.*”.

In the sixth post “T.G.I.M” there is one interrogative sentence both in Finnish: “Oonko ainut joka vielä suosii kunnan paperista kalenteria puhelimen kalenterin sijaan?” [Am I the only one who favours the proper paper calendar over phone’s calendar?] and in English: “*Am I the only one who prefers an actually paper calendar over the phone calendar?*”. Natalia Oona asks her readers if they also like to use a calendar. There are four exclamatory sentences both in Finnish and in English text. Three of them are almost identical, for example in Finnish “Joka tapauksessa hyvää maanantaita kaikille ja tsemppiä uuteen viikkon!” [Anyway, great Monday to everyone and good luck for the new week!] and in English “*So have a great week everyone!*”. The differentiating sentences are in different paragraphs. The English exclamatory sentence is in the first English paragraph. It says that spring has finally come to Stockholm. The equivalent of that sentence in Finnish is declarative, and it does not mention Stockholm: “Pakko hehkuttaa miten kevät täällä on jo.” [I have to hype how spring it already is in here.] The English exclamatory sentence goes as follows: “I also have to tell you guys, it’s spring in Stockholm!” [Minun täytyy kertoa teille, Tukholmassa on kevät!]. The English sentence ends with an exclamation mark and has more information than the Finnish one. The Finnish sentence assumes that the reader knows where Natalia Oona lives compared to the English one, where the city is given in the text. The Finnish exclamatory sentence which is not found in the English text is the last sentence of the first paragraph “Joka tapauksessa oon iloinen mun hyvästä fiiliksestä saada toteutettua kaikki mitä haluan!” [Anyway, I’m happy for my good feeling to get everything I want done!]. The equivalent of the Finnish sentence in English plainly states the same idea than the Finnish one “*Anywho I’m so happy to have this good drive going on and actually work hard to get where I want to be.*”. The Finnish exclamatory sentence gives the reader the impression that Natalia Oona truly is excited for the future.

In the table below the images in Natalia Oona's blog posts are categorized according to Bergström (2008) categories. According to the categorization of pictures in Natalia Oona's blog posts eight of her pictures fall into the informative category as they give information about something, whether it is about the food she is eating or where she is staying. Therefore, the images can be categorized according to Halliday and Matthiessen (2004) as representational. Fourteen pictures were in the directive category, directing the reader's attention to something Natalia Oona wanted to highlight and most of the pictures, eighteen, are expressive: they show Natalia Oona having fun in the slopes or getting to the Monday mood, drinking coffee and organizing her calendar.

Diagram 1 Natalia Oona's pictures in Bergström's (2008) categories



After dividing the images into Bergström (2008) categories, their functions are presented in the table below. The functions according to Halliday and Matthiessen (2004) give an

impression of how the written text and its functions work with the images and their functions (See Table 5).

Table 5 Functions of picture according to Halliday and Matthiessen (2004) in Natalia Oona's blog posts

	Giving		Claiming	
	Interpersonal	Representational	Heuristic	Regulatory
Post 1 We Are Here [Me Olemme Täällä]	3	0	1	0
Post 2 My Trip to Paris [Matkani Pariisiin]	1	10	0	0
Post 3 Val Gardena	4	2	0	0
Post 4 2180 m	3	2	2	0
Post 5 Our Vacay [Meidän Matka]	0	2	0	0
Post 6 T.G.I.M	3	1	0	0

In Natalia Oona's blog posts images are substantial part of the context. In one post, "My Trip to Paris" [Matkani Pariisiin], there are eleven pictures and some text just between the images. Her pictures are about buildings, interior design, food, clothes and herself. In her post in Finnish she states at the begin of the post that "Nyt tulisi viimeiset Pariisi jutut ennen kun päästään siirtymään laskettelu aiheisiin postauksiin." [Now there are the last Paris things before we get to move to the skiing posts.]. In English she says: "*Here would be last pictures from Paris and then we can move on to my skiing posts.*" Hence, pictures are an important part of her blog as in English she states that in that post there are last of her pictures. The written text does not seem that important.

The pictures in the post “My Trip to Paris” [Matkani Pariisiin] are in harmony with the text. When Natalia Oona tells about a great restaurant there is a picture of her plate with her chosen dish. The first picture on that post is of the French flag. When she tells who are with her, there is a picture of two people’s backs, presumably her travel companions. The pictures are taken as if the reader had been with the writer. There is no contrast between the text and the image; they tell the same story. Of course, the text gives the image more depth, for example by telling who are in the picture or why there is a picture of food. Although there is a picture of the flag of France and it could be any city, further down the post there is a picture of the Eiffel tower, so it is quite apparent from just the pictures and the heading that she is in Paris. The second post “My Trip to Paris” [Matkani Pariisiin] has eleven pictures. The first of them is a picture of the flag of France on the foreground and a building on the background. The text makes the image more specific, so they are in anchorage. If there were just an image of the French flag without the written text, the writer could be anywhere in France or planning a trip to France or just writing about France in general. The written text gives the image more depth. Below a screenshot of the written text and the image are displayed.

MY TRIP TO PARIS



08.03.2016

TRAVELING

6 kommenttia



Nyt tulisi viimeiset Pariisi jutut ennen kun päästään siirtymään laskettelu aiheisiin postauksiin. Lensin keskiviikkona aamusta Pariisiin H&M:n kutsumana katsomaan heidän H&M Studio AW16 muotinäytöstä. Jos ette oo nähneet vielä postausta itse näytöksestä niin sen voitte kurkata [tästä](#). Keskiviikkon päivästä sekä koko torstai aamupäivä mulla oli aikaa kierellä ympäriinsä ja yritinkin ottaa kaiken mahdollisen irti ajastani tuolla.

Here would be last pictures from Paris and then we can move on to my skiing posts. I flew to Paris on Wednesday morning because I was intended to see the H&M Studio AW16 fashion show. If you haven seen the post about the show you can read it from [here](#). I had free time during Wednesday afternoon and Thursday morning so I tried to see as much as I could.

Picture 2 An example of anchorage in Natalia Oona’s blog post “My Trip to Paris” [Matkani Pariisiin]

The second image in the post “My Trip to Paris” [Matkani Pariisiin] is a picture of street and a building which has a high-end boutique, Massimo Dutti. This image is not mentioned in the text; it just gives more information on where Natalia Oona walked and what she saw. The written text and the image are in relay. Natalia Oona writes in Finnish: “Keskiviikkon päivästä sekä koko torstai aamupäivä mulla oli aikaa kierellä ympäriinsä ja yritinkin ottaa kaiken mahdollisen irti ajastani tuolla.” [During Wednesday daytime and Thursday morning I had time to wander around, and I tried to make the most of my time in there.]

and in English “*I had free time during Wednesday afternoon and Thursday morning so I tried to see as much as I could.*” Moreover, the picture could be categorized as representational as it just shows a street.



Picture 3 Example of relay from Natalia Oona’s blog post “My Trip to Paris” [Matkani Pariisiin]

The third picture of the post “My Trip to Paris” [Matkani Pariisiin] is of the backs of Natalia Oona’s travel companions. The written text tells that with her are an Estonian blogger and a Finnish H&M employee. The written text and the image paraphrase each other. According to Halliday and Matthiessen’s functions the picture is representational as it shows the people with whom Natalia Oona is going around Paris.



Mun lisäksi matkassa oli mukana muun muassa Suomen H&M:ltä Anne sekä virolainen bloggaaja Aljona joiden kanssa kierreltiin yhdessä torstaina ja lounastettiin Eiffel tornin läheisyydessä. Musta on aina mahtava päästä tutustumaan uusiin ihmisiin. Sen lisäksi, että oon saanut kokea aivan mielettömiä juttuja blogin kautta oon myös päässyt tutustumaan upeisiin ihmisiin eri puolilta maailmaa. Esimerkiksi tämä reissu oli sellainen jota en varmasti tule koskaan unohtamaan.

With me there was for example Anne from Finland who works at from H&M and Aljona who is a blogger from estonia. I went around in Paris with them on Thursday and we had also lunch together by the Eiffel tower. It's so amazing to meet new people. I've gotten to experience so many things through my blog and meet so wonderful people all around the world. Like this trip was one of those blog trips that I will never forget.

Picture 4 Example of Paraphrasing from Natalia Oona's blog posts

The fourth and sixth picture in the post "My Trip to Paris" Matkani Pariisiin add further information to the written text. The fifth picture elaborates the text and gives the reader a clear sense of what Natalia Oona meant by the great view from the restaurant she went to. The picture is quite like an explanation of the written text (van Leeuwen 2005: 230). Below the picture in the post Natalia Oona writes in Finnish "Näkymät eivät tuosta paljoakaan enää parane. Ravintolan nimi oli Les Ombres, sijainti on suoraan Eiffel tornin vierellä ja

ruoka oli aivan taivaallisen hyvää.” [Views don’t get much better than that. The restaurant’s name was Les Ombres and the location is just beside the Eiffel tower and the food was heavenly good.] and in English “*The view can’t get much better than that. The name of the restaurant is Les Ombres, it’s located right besides the Eiffel tower and the food was so delicious*”




Picture 5 A screenshot of pictures in the post “My Trip to Paris” [Matkani Pariisiin]

“We Are Here” [Me Olemme Täällä] has four pictures. The post begins with a picture of Natalia Oona and after that there is a paragraph of text, then there are two pictures, paragraph of text, one picture and two sentences at the end of the post. The pictures are of Natalia Oona and her outfit on a sidewalk. There does not seem to be any clue of where she is and the pictures do not give as much information compared to the post about Paris. According to Bergström (2008: 224), the images and the written text are in disharmony as they need each other to clarify where Natalia Oona is.

WE ARE HERE

LIFESTYLE

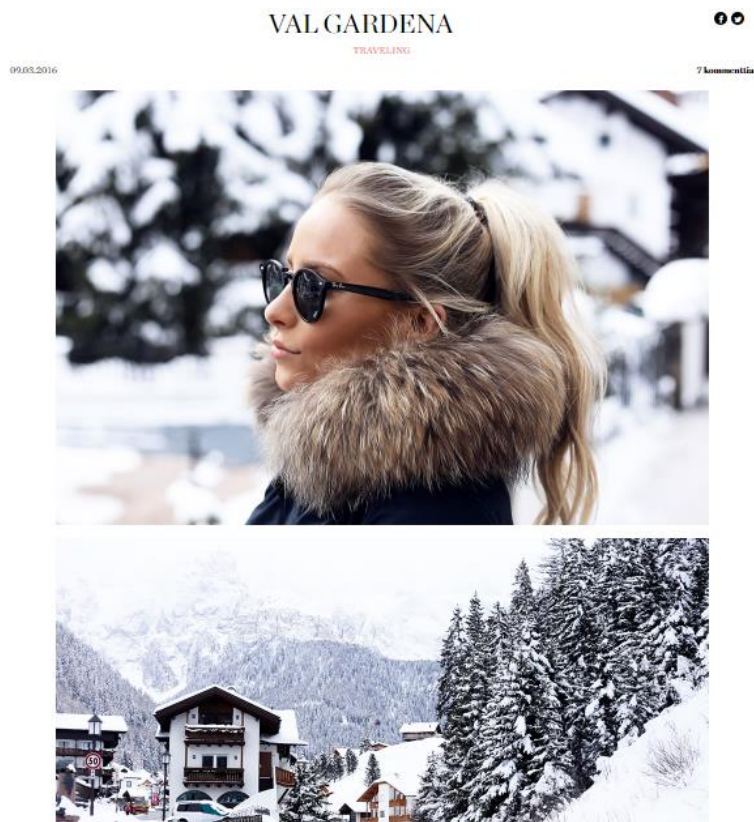
07.03.2016 4 kommenttia



Meidän viikko alkoi ihanan lumisissa maisemissa, Italiassa Val Gardenissa. Saavuttiin eilen illalla tänne lähes kymmenen tunnin ajomatkan jälkeen.. Matka kesti vähän odotettua kauemmin, koska Saksan rajalla oli melkein tunnin mittainen ruuhka ja sen lisäksi mut tuntien vessaan saatiin pysähtyä pari pysähdystä enemmän mitä normaalisti, haha. Matka meni kuitenkin todella nopeasti ja hyvillä fiiliksillä! Oltiin kaikki niin innoissaan siitä, että päästään Alpeille laskemaan sekä rentoutumaan hyvään hotelliin. En malta odottaa, että saan tänään otettua teille kuvia täältä nähtäväksi. Jos haluatte pysyä reaaliajassa mukana mun tekemisissäni niin suosittelen seuraamaan mua instagramissa nimellä nataliaoona ja snapchatissa nataliaoonaa.

Picture 6 A screenshot of Natalia Oona’s blog post “We Are Here” [Me Olemme Täällä]

The third post “Val Gardena” begins with six pictures concentrating on Natalia Oona and the city of Val Gardena. The reader is presented with a picture of how the city looks like, or at least the picturesque buildings and Natalia Oona’s outfit of that day. After the pictures, there are two quite short chapters: the first one in Finnish is eight lines and the second two lines, and the English renderings are seven lines and two lines long. The post has only interpersonal and representational pictures and sentences. The whole posts just states facts and showcases Val Gardena to the readers. There is still a disharmony (Bergström 2008: 224) between pictures and written text. Judging on the images and the heading only, the readers would not know where Natalia Oona is if they have not been in exactly the same street in Val Gardena.



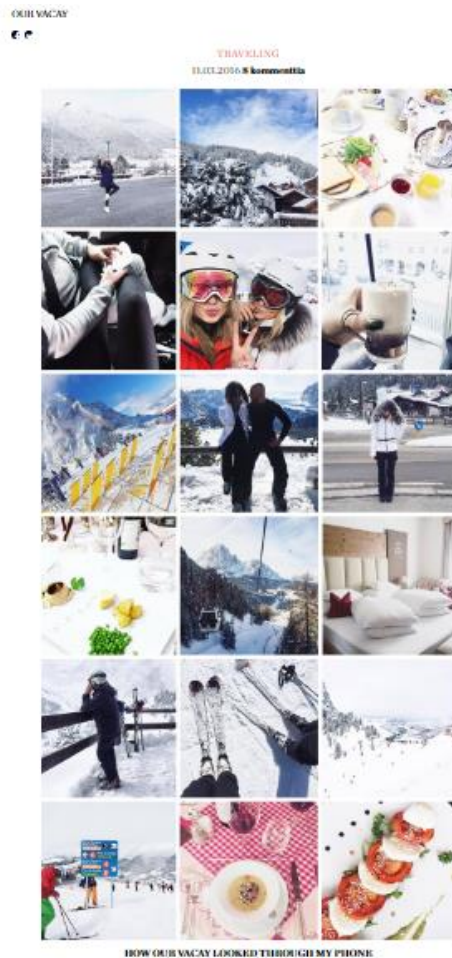
Picture 7 Disharmony in Natalia Oona’s blog post “Val Gardena”

The post “2180 M” has seven pictures in it. The pictures tell a story of skiing. The post begins with a picture of Natalia Oona in a skiing outfit presumably in a restaurant or a view point on top of a hill; then there is a picture of chairs on the foreground and the hill at the background and more pictures of Natalia Oona and her skiing companion. The pictures are informative and expressive: they tell about how the skiing trip has gone. They give an expression of a beautiful day in the Alps when the sun is shining and the day has been a lot of fun. There are sentences which have giving roles: they do not demand anything from the reader as they would if they had a claiming role. However, there is a picture where Natalia Oona is facing the camera with sunglasses on. In that picture, she claims attention from the reader but the written text has only declarative and exclamatory sentences which do not demand any response from the reader. There is a clash in the functions of the written text and the image. However, the informative written text with a majority of declarative sentences could be quite tiring for the reader. The claiming picture could make the written text more interesting (See Picture 8).



Picture 8 A screenshot of a heuristic picture from Natalia Oona’s blog entry “2180 M”

In the post “Our vacay” there is a picture collage of 24 picture and one paragraph of text per language. The whole post is a short summary of Natalia Oona’s holiday in Val Garden. The pictures are of her outfits, the food and beverages enjoyed, the scenery, skiing, her company and the hotel. They are all representational. The images send a mood of a carefree and fun holiday while skiing in beautiful scenery. The images could tell the story of the whole trip as they are informative and expressive. The collage is at the top of the post and after that there is the short text about the trip. The functions of the images and the written text are in harmony as there are only written text and functions the role of which is giving.



Picture 9 A screenshot of Natalia Oona’s blog post “Our Vacay” [Meidän Matka]

“T.G.I.M” begins with a picture of Natalia Oona’s legs on a bed, and on the bed there are also a calendar, tulips and a cup of coffee. After the picture, there is a text “Thank God it’s Monday” which is written in bold and in capital letters. After that there is a picture of Natalia Oona’s hand holding the calendar and on the background are the tulips and the cup of coffee. The blog also has another picture from a different angle of her legs, the calendar, cup of coffee and tulips. Pictures seem to tell a story about a cozy cup of coffee in the bed while planning her life. After the picture, there is a nine-line paragraph and a picture of the calendar, cup of coffee and tulips follows that. At the end of the post there is a paragraph of eight lines. The pictures are expressive as they convey the message of how good it is to be at home and relax. All the pictures of this post are synecdoche images as they show a part of the whole. They represent the relaxation and relief of being home after a long trip, and how nice it is to get back to everyday life. In the post T.G.I.M there are only giving pictures where the person is not looking at the camera but there is an interrogative sentence which can be categorized as representing the heuristic function: The sender wants to involve the readers with a question. Natalia Oona writes in Finnish “Oonko ainut joka vielä suosii kunnan paperista kalenteria puhelimen kalenterin sijaan?” [Am I the only one who favours the proper paper calendar over phone’s calendar?], and in English “*Am I the only one who prefers an actually paper calendar over the phone calendar?*”. The written text and the image clash in function as the image has a giving role and is not demanding anything from the reader, whereas the interrogative sentence tries to get a response from the reader. The picture related to the text is presented below.



Picture 10 A screenshot of Natalia Oona’s blog entry “T.G.I.M”

In the case of Natalia Oona text and image are in harmony most of the time. The images tell the same thing as the written text, sometimes giving even more meaning to the whole text. The images can also be in disharmony where the written text and image do not tell the same thing, as for example in the first post “We Are Here” [Me Olemme Täällä] where the text is about Natalia Oona’s arrival to Val Garden and the pictures are just about Natalia Oona on a sidewalk which could be anywhere. The picture taken out of the context would not tell to a person who has not been in Val Garden that Natalia Oona is there. The pictures would just portray a person on a street somewhere where there is snow.

4.2 Nella Törnroos

In the following section translocality and heteroglossic elements are briefly discussed. Moreover, the number of words including adjectives and the number of sentences and their functions is discussed. The images in the blog posts are categorized according to Bergström (2008) and the relations of the images and the written texts are discussed.

Just like Natalia Oona, Nella Törnroos uses both Finnish and English in her blog posts. Therefore, the blog is bilingual and the first of Leppänen's (2012: 236) requirements, multilingualism, is filled. Nella Törnroos first writes one longer paragraph or two shorter ones in Finnish, and the following paragraph or paragraphs are English renderings of the Finnish paragraphs. Furthermore, Nella Törnroos writes her headings both in Finnish and English, first in Finnish and then in English dividing them with a hyphen (-). The second of Leppänen's (2012: 236) requirements, an intralingual dimension as the selection and combination of features from more than one variety or style of a language, is also present in the blog posts: Nella Törnroos uses both informal spoken language and a more formal style into some extent. For example, Nella Törnroos uses the formal expression in Finnish 'minä' [I] compared to Natalia Oona who uses the more informal 'mä.

Nella Törnroos also uses expressions in Finnish that might be derived from English. Once she uses an English expression in the Finnish text. In the post "Kiharat 10 minuutissa – Curly Hair in 10 Mins" Nella writes in Finnish "Katso alla olevalta videolta step by step, kuinka tein nämä kiharat alle 10 minuutissa! :)" [Look from the video below step by step how I made these curls in under 10 minutes] and in English "*// Click and watch the video below if you want to see step by step instructions on how I did these curls in less than 10 mins! :) //*" The English expression is incorporated in the Finnish text instead of a Finnish expression.

Sportinen Look Sporty Look



HUKSET
MEIKIT
NELLA TÖRNROOS

15.03.2016 84 kommenttia

Sporty Look! Näyttävä meikki yhdistettynä sporttiseen kampaukseen toimii hyvin myös päivämekkinä. Vai toimii?



Olin viikonloppuna kutsuyössä uutta meikki- ja hiussivostusta, ja halusin kuitenkin olemaan melko näyttävä, mutta halusin siihen kuitenkin ripauksen sporttisuuksia, jotta voisin käyttää leikkeitä päivittäin, mutta jostain syystä jostainlainen biki meikki ja illan kumpon glam-tyylinä? Mitä meikkiä te otitte tästä meikistä? Onko teidän mielestä liikaa päivämekkiä?

// I was filming a new makeup and hair video for you guys, and I wanted the look to be quite glamorous and "fierce" but I also wanted to have bit of a sporty vibe to it. I don't often wear glauc eyeshadow or daytime but for some reason I wanted to give a full on glam makeover just this Saturday. What do you think of this makeup? Do you think it's too much for daytime? //



Kampaniokseen halusin olevan rennompi, jotta päivän meikkikin näyttäisi hieman arkisempalta. Päädyin siihen (ilmaisesti sporttiseen) biki pommaukseen, laitoin elyhuokait ripskalvoille (jollin, meikin kaikki huokset pommauksella ja leitin jostain huokset, halppos, meikin nopeaa ja kivaa vauhdittamiseksi pommaukselle.)

// For my hair I wanted to do something more equal to that my previous usual look more daytime appropriate. So I gave you a bit of sporty looking ponytail. I did a fringe bang on the other side of my head, and did up all my hair in a ponytail and finally finished the rest of it as well. Easy, quite quick and a nice change for the normal ponytail! //



Picture 11 Screenshot of Nella Törnroos's blog post "Sportinen Look – Sporty Look"

Ervin-Tripp's (2001: 47-56) types of style-shifts in monolinguals are applicable in some extent to Nella Törnroos's blog writing. She addresses her readers with the singular second person pronoun 'you'. The addressee, the reader, is the same for Nella as it is for Natalia Oona. Hence, that category does not affect the writers as their audience is the same, the readers of *Elle.fi* blogs. As blog writing seems to be aimed at everyday people who are treated as equals, the blogs can be said to be written by ordinary people to ordinary people. The assumed addressee is an ordinary person and in this case most likely a woman.

In the table below the number of words in the posts is presented. There were no great differences in the total number of sentences in the posts. Still, it could be assumed that the number of words in the English text would be higher than the number of Finnish words. In English, words are not conjugated and prepositions are used instead. Prepositions are small words or group of words that express spatial or temporal relations or mark semantic roles. In Finnish, prepositions are not used as often as in English as words are conjugated with the help of suffixes. For example, to give something to someone is 'antaa jotakin jollekin'. John gave an apple to Mary could be translated into Finnish "John antoi Marylle omenan" where the prepositional function is expressed with the inflexional ending -n in "omenan".

Table 6 The number of words and adjectives in Nella Törnroos's blog posts

	Finnish	English	Adjectives Finnish/English
Post 1 Kiharat 10 Minuutissa – Curly Hair in 10 Mins	274	395	30/30
Post 2 Hemmottelua Naistenpäivänä – Women's Day Pampering	430	600	35/32
Post 3 Suomalaista Ruokaa – Finnish Food Challenge	129	164	5/5
Post 4 Sporttinen Look – Sporty Look	108	166	12/10

In the first posts studied in this thesis, there are two hundred seventy-four words in the Finnish text and three hundred ninety-five words. There is an over a hundred-word difference between the Finnish and English text. She also uses an English expression in her text as 'step by step' is incorporated in her Finnish text rather than the actual Finnish equivalent 'askel askeleelta'.

The second post "Naisten Päivän Hemmottelua – Women's Day Pampering" is the longest one studied in this thesis. There are 430 words in Finnish and 600 words in English. Moreover, there are thirty-five adjectives used in Finnish and thirty-two adjectives used in English. The difference in the number of adjectives can be explained with the ingress that is only in Finnish.

In the third post, as seen from the table above, there are 129 words in the Finnish text and 164 words in the English text. Interestingly, there are more words in the English text but in the Finnish text there are more sentences. Again, the use of prepositions may be the reason. Furthermore, after each paragraph Nella Törnroos has used an emoticon, either :) or :D.

In the fourth post “Sporttinen Look – Sporty Look”, there are hundred eight words in Finnish and hundred sixty-six words in English. She also uses emoticons twice. Interestingly, Nella Törnroos uses twelve adjectives in Finnish and ten in English. There are two adjectives used in the Finnish ingress which explains the difference in the number of adjectives.

The polarity of the sentences in both bloggers’ posts is more often positive than negative. Plainly, polarity means that the sentence is negative or positive, in other words whether there is or is not negation in the sentence (Matthiessen, Kazuhiro & Lam 2010: 148). All in all, there are nine negative sentences in Natalia Oona’s blog posts that are both in English and Finnish and one sentence that is only in the Finnish text. The rest of the sentences are positive on their polarity. For example in the post “We Are Here [Me Olemme Täällä]” a Finnish negative polarity sentence can be found: ”Voin sanoa, että tämä matka ei olisi voinut tulla parempaan saumaan.” [I can say that this trip couldn’t have come in a more fitting time] and in English: “*I can say that this vacation couldn’t have come in a better timing.*” In Nella Törnroos’ post there are eight negative sentences in Finnish and eleven negative sentences in English. The differences in the polarity of sentences are all in the posts “Hemmottelua Naistenpäivänä – Women’s Day pampering”. For example in Finnish: “Niitä tulee harvemmin hierottua, mutta itseltäkin löytyi useampi kipeä, jumissa oleva kohta lihaksessa etenkin oikeassa käsivarressa. [Those do not get massaged very often but quite a few sore muscles especially in the right arm were found in me.]” and in English: “*You don’t often get your hands/arms massaged and I had quite a few sore muscles especially on my right arm.*”

In the table 6 below, the number of sentences in Nella Törnroos’s blog posts is presented. She seems to write longer posts compared to Natalia Oona. Moreover, Nella Törnroos starts her posts with a one- or two-sentence-long ingress just like in news articles. Usually, her ingress is only in Finnish and it is in the traditional place in the beginning of the blog posts.

The ingress comprises the same sentences which start the actual posts. It is italicized and written in a bigger font than the actual post.

Table 7 The number of sentences in Nella Törnroos's blog posts

	Finnish	English
Post 1 Kiharat 10 Minuutissa – Curly Hair in 10 Mins	18	16
Post 2 Hemmottelua Naistenpäivänä – Women's Day Pampering	35	34
Post 3 Suomalaista Ruokaa – Finnish Food Challenge	11	9
Post 4 Sporttinen Look – Sporty Look	14	11

In the first post by Nella Törnroos there is a two-sentence difference in the number of sentences. The difference is explainable as she has written a one-sentence ingress to her post in Finnish only *"Nämä alle 10 minuutin kiharat ovat täydelliset niille, jotka ovat joskus miettineet nopeaa ja yksinkertaista tapaa laittaa hiukset kiireisinä aamuina, mutta kyllästyneet tavalliseen poninhäntään tai hätänutturaan."* [These curls done under 10 minutes are perfect for those who have sometimes thought about quick and simple way to do one's hair on a busy morning but have got tired of the ordinary ponytail or emergency bun.] She also mentions only in Finnish in the end of the posts that the curling iron used was a gift received for a test in the blog *"* Videolla käytetty NuMe Titan 3 -kiharrinpuikko saatu blogin kautta testattavaksi "* [* NuMe Titan 3 -curling stick used in the video has been given to test in the blog]. Sixteen of the Finnish sentences and fourteen of the English sentences are declarative. There are two exclamatory sentences which are identical in contents in Finnish: *"Nyt vihdoinkin löytyi tekniikka, jolla saisin kauniit laineet vaikka joka aamu!"* [Finally a technique was found with I would get beautiful waves even every

morning!] And in English: “*Now I had finally found a technique how I would be able to get beautiful soft waves everyday if I wanted to!*”

In the second post “Hemmottelu Naistenpäivänä – Women’s Day Pampering” there are thirty-five sentences in Finnish. Eight of them are exclamatory, one is interrogative and the rest are declarative. In the English version the number of sentences is thirty-four. There are eleven exclamatory sentences and one interrogative. Twenty-two sentences in the English version are declarative. Interestingly, the number of exclamatory sentences is higher in the English version compared to the Finnish one. For example, in Finnish she states “*Käsihieronnoissa käytettiin Oat Cream Delicacy ja Honey Treasures voiteita ja molemmat tuoksuvat aivan taivaallisilta.*” [In the hand massages Oat Cream Delicacy and Honey Treasures lotions were used, and both of them smelled heavenly.], and in English she exclaims: “*Hand massages were done with Oat Cream Delicacy and Honey Treasures body butters and they both smelled amazing!*” The Finnish text states that the smell of the body butters was great but the English version goes a little further and with the help of exclamation could get the reader excited of the products.

The third post is shorter than the previous two but it includes a video which is excluded from this study as I analyse written texts and still images only. In the Finnish text there are eleven sentences. Four of them are exclamatory, three interrogative and four declarative. In the English version of the blog post there are nine sentences: three exclamatory, three interrogative and three declarative. The difference in exclamatory and declarative sentences can be explained with the Finnish ingress which is not written in English. ”Haastoin uusiseelantilaisen Chrisin kokeilemaan perinteisiä suomalaisia ruokia kanssani videolla. Katso mitä mieltä hän oli mm. salmiakista ja mämmistä! [I challenged a New Zealander Chris to try out traditional Finnish food with me on a video. Check out what he thinks of for example salmiakki and mämmi!]

In the fourth blog post “Sporttinen Look – Sporty Look” consists of fourteen Finnish sentences and eleven English sentences. Five of the Finnish sentences are exclamatory,

three interrogative and six are declarative. Three of the English sentences are exclamatory, two are interrogative and six declarative. The ingress is written only in Finnish and has one exclamatory, one declarative and one interrogative sentence: “Sporty Look! Näyttävä meikki yhdistettynä sporttiseen kampaukseen toimii hyvin myös päivämeikkinä. Vai toimiiko?” [Sporty Look! Dramatic make-up combined with sporty hair-do works well as a daytime look. Or does it?] Here is an example of the Finnish exclamatory sentence: ”En usein käytä tekoriipsiä päivisin, mutta jostain syystä lauantaina teki mieli laittaa kunnan glam-meikki!” [Usually, I don’t use false eyelashes during the day but for some reason on Saturday I felt like doing a full-on glam makeup!] that is given in English as follows: “*I don’t often wear false eyelashes at daytime but for some reason I wanted to have a full on glam makeup on this Saturday.*” The English sentence is more of a statement than the Finnish one which gives the reader the impression that Nella Törnroos really wanted to do the glamorous make-up.

In the Table 8 below the number of words in Nella Törnroos posts is displayed. It could be assumed that just like in Natalia Oona’s posts the number of English words is higher than that of the Finnish words. Furthermore, Nella Törnroos uses emoticons in her posts. The emoticons are not counted as words in this study. Still, it is worth mentioning that emoticons are present in the text.

Table 8 The functions of sentences according to Halliday and Matthiessen (2004) in Nella Törnroos' blog posts

	Giving		Claiming	
	Interpersonal Finnish/English	Representational Finnish/English	Heuristic Finnish/English	Regulatory Finnish/English
Post 1 Kiharat 10 Minuutissa – Curly Hair in 10 Mins	0	17/15	0	1/1
Post 2 Hemmottelua Naistenpäivänä – Women's Day Pampering	4/3	28/28	1/1	2/2
Post 3 Suomalaista Ruokaa – Finnish Food Challenge	0	6/5	3/3	2/1
Post 4 Sporttinen Look – Sporty Look	1/1	7/6	3/2	1/1

There is one imperative sentence in Nella Törnroos' first blog post “Kiharat 10 Minuutissa – Curly Hair in 10 Mins”. The sentences and the picture related to them can be seen below. In the sentence Nella Törnroos encourages the reader to watch the video using the Finnish imperative ‘Katso’ [Watch] and in English she uses both ‘click’ and ‘watch’. The combination of two imperatives in English is more forceful compared to the Finnish text. Moreover, the picture above the regulatory written text is claiming. The person is looking straight at the camera. (See Picture 12)



Katso alla olevalta videolta step by step, kuinka tein nämä kiharat alle 10 minuutissa! :)

// Click and watch the video below if you want to see step by step instructions on how I did these curls in less than 10 mins! :) //

Picture 12 A screenshot of Nella Törnroos' blog post "Kiharat 10 Minuutissa – Curly Hair in 10 Mins"

In the screenshot from the post "Suomalaista Ruokaa – Finnish Food Challenge" one can see two interrogative sentences both in Finnish and in English and an imperative sentence. The image is both claiming and giving. I categorised it under the claiming and regulatory category as the man in the picture looks indirectly in the camera and they both seem to claim attention. Moreover, the image could influence the reader to watch the video. The environment where the picture is set also makes it a claiming. In addition, as there are interrogative and imperative sentences the functions of which are also claiming.

Minusta oli yllättävän hankalaa keksiä perinteisiä suomalaisia ruokia. Minkälaisia ruokia teillä tulee mieleen kun puhutaan suomalaisesta perinneruoasta? Mitä olisitte itse laittaneet ulkomaalaisen maistamaan? :)

// I found it surprisingly difficult to think of traditional Finnish food. What comes to your mind when people talk about traditional Finnish food? What would have you made a foreigner taste? :)//



Katso alla olevalta videolta, mitä mieltä Chris oli suomalaisista ruoista ja säilyikö hän ylipäänsä hengissä! :D

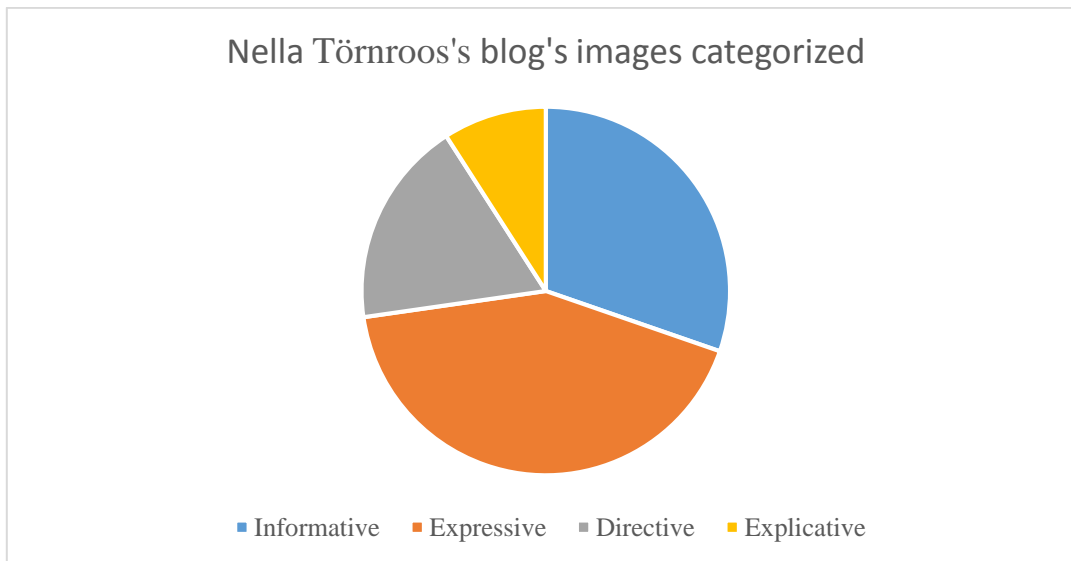
// Click the link below to see what Chris thought of the Finnish food and if he even survived the challenge alive! :D //

Picture 13 A screenshot from Nella Törnroos' blog post "Suomalaista Ruokaa – Finnish Food Challenge"

In the table below the images in Nella Törnroos's blog posts are divided into categories according to Bergström (2008). As seen in the table, fourteen of Nella Törnroos's images are in the category of expressive as they express something: they are personal and try to evoke emotion in the reader. Many of the of the pictures are informative, for example pictures of products. Six pictures are directive; they direct the attention of the reader to a specific and interesting subject or show the subject in the light Nella Törnroos wanted; for example when she had the sporty look, Nella had taken close-up pictures of her make-up so the reader may see how it looks. post can be seen above in the Picture 11. Three of the

pictures are explicative, they explain for example the hand treatment that Nella got on International Women's Day.

Diagram 2 Nella Törnroos's pictures in Bergström's (2008) categories



The table below indicates that Nella Törnroos uses quite a few claiming pictures. Most of the pictures which fall under the representational category are pictures of products, for example in the only posts where the representational image group is used there are 11 pictures with products or drinks, the post “Hemmottelua Naistenpäivänä – Women's Day Pampering”.

Table 9 The functions of pictures in Nella Törnroos' posts

	Giving		Claiming	
	Interpersonal	Representational	Heuristic	Regulatory
Post 1 Kiharat 10 Minuutissa – Curly Hair in 10 Mins	0	0	2	3
Post 2 Hemmottelua Naistenpäivänä – Women's Day Pampering	0	11	1	1
Post 3 Suomalaista Ruokaa – Finnish Food Challenge	1	0	0	1
Post 4 Sporttinen Look – Sporty Look	1	0	0	2

Nella Törnroos uses quite many images. In the first post under “Kiharat 10 minuutissa – Curly Hair in 10 Mins” there are five pictures and a video of how she did the curls. All the pictures are of her and her hair in a different styles after the curling. The pictures show how hair can be styled after the curling process. Thus, the pictures are in harmony with the written text as they showcase the hairdo. Although, all the images have a claiming role as Nella Törnroos looks straight in the camera. There is only one regulatory sentence in the blog post. Therefore, the functions of the images and the written text have a difference.



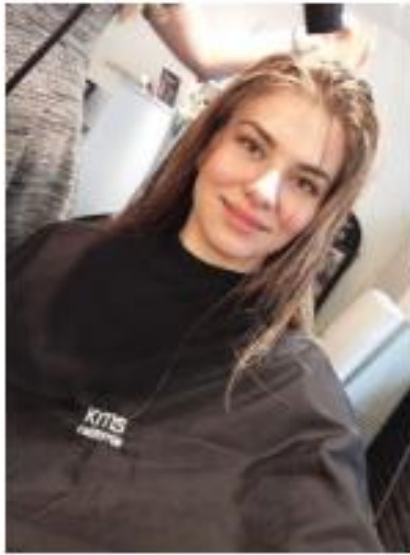
Muistan hyvin, kun näin Youtubessa videon hiusten kihartamisesta super nopealla tekniikalla. Nyt vihdoinkin löytyi tekniikka, jolla saisin kauniit laineet vaikka joka aamu! Koska olen löytänyt apua pörröisiin latvoihin hiusöljyistä, en edelleenkään kiharra hiuksiani joka aamu, mutta olen silti iloinen, että olen joskus löytänyt tämän tekniikan hiusten nopeaan kihartamiseen. Tämä tapa kihartaa hiukset toimii hyvin kiireisinä aamuina, mutta yhtä lailla myös äkkilähtöihin illan rientoihin.

// I remember when I saw a video on Youtube where a girl was showing this super simple and easy technique she uses to curl her hair super quickly. Now I had finally found a technique how I would be able to get beautiful soft waves everyday if I wanted to! Now I've found the help for my frizzy ends from hair oils, and I don't feel like I should be curling my hair all the time, but I'm still glad I found that video. This way to curl your hair is perfect for busy mornings but also for extempore clubbing nights. //

Picture 14 A screenshot of Nella Törnroos's blog post "Kiharat 10 Minuutissa – Curly Hair in 10 Mins"

Hemmottelu Naistenpäivänä – Women's Day Pampering" has twelve pictures in it. There are pictures of drinks, plants, food, a basket with body lotions, a picture of Nella getting a hand massage and a hair treatment, beauty products and make-up brushes, the last picture of the post is of Nella with a happy, content expression. The images seem to be informative and expressive. The pictures send a personal message but there are also pictures of products. There are eleven pictures with the representational function, one with the heuristic function and one with the regulatory function. The image categorized as heuristic in function is located near to the interrogative sentence in the text. (See Picture 15). In Finnish she writes: "Onko kukaan muu kokeillut Goldwellin Kerasilk -sarjan hoitoja?"

[Has anyone else tried Goldwell Kerasilk -serie treatments?], and in English “*Have any of you tried these Kerasilk hair treatments yet? :)*”. In the picture she is looking straight in the camera and in the written text she asks the reader a question. In the regulatory image Nella is also facing the camera and in the written text in Finnish Nella Törnroos reminds or asks the reader to follow her in other social media sites. In Finnish she writes: “Seuraathan minua myös Instagramissa @nellatornroos ja Snapchatissa nellatornroos, niin pääset näkemään “My Day” -tyyppistä materiaalia!” [Remember to follow me on Instagramm @nellatornroos and in Snapchat nellatornroos so you’ll get to see “My Day”-type of amterial!] and in English “// *Follow me on my Instagram @nellatornroos and Snapchat nellatornroos to see ” My Day” -type of material! //*” (See Picture 16)



Minulla tehtiin tänään ainutlaatuisen tyylin hoitokäsittely ja hiuksistani tulivat todella pehmeät, sileät ja kiiltävät. Sain mukaani myös Control-sarjan shampooa, hoitainnesten, tehonauhan ja hiuksiin jätettävän hoitainnesten. Odotan innolla kotihoitotuotteiden testaamista ja keurten sitten myöhemmin mitä mieltä olin hoidon vaikutuksen kestoista. Onko kukaan muu kokeillut Goldwellin Kerasilk-sarjan haitoja?

// I had just the treatment done and nothing else and my hair was so silky soft, smooth and shiny. I also got the shampoo, conditioner, mask and leave-in conditioner from the Goldwell Kerasilk Control-range. I'm really looking forward to testing these products and seeing how long the hair treatment's results last. Have any of you tried these Kerasilk hair treatments yet? :) //

Picture 15 Example of heuristic image and written text in “Hemmottelua Naistenpäivänä – Women’s Day Pampering”

Seuraathan minua myös Instagramissa @nellatornroos ja Snapchatissa nellatornroos, niin pääset näkemään "My Day" -tyyppistä materiaalia!

// Follow me on my Instagram @nellatornroos and Snapchat nellatornroos to see "My Day" -type of material! //



P.S. Pian tulossa aivan täysin erilainen video, mitä olen koskaan tehnyt! Stay tuned ;)

// P.S. I'll be uploading a very different kind of video very soon. Never done anything like that! Stay tuned! ;)

Picture 16 An example of regulatory function in Nella Törnroos' blog post "Hemmottelua Naistenpäivänä – Women's Day Pampering"

In the post "Suomalaista Ruokaa – Finnish Food Challenge" there are only two pictures but one video related to the post and another not related to the actual subject of the post. The pictures are about Nella Törnroos feeding a man Finnish candy and in the other picture pea soup and mustard. Both of the images are expressive. They make the reader feel either excitement or terror for the sake of the man forced to eat Finnish foods. The first picture is interpersonal in function as neither of the people in the picture is looking in the camera. (See Picture 17). As stated above, the written text has representational sentences rather than interpersonal sentences. Still, the role in both is giving. The giving role can be seen from the image and the written text below. The regulatory picture and the written text in the

picture 13 above. In the Picture 13 Nella is trying to feed a man with Finnish food. The function of the text and the image is the same, they claim the attention from the reader.

Suomalaista Ruokaa – Finnish Food Challenge



HAASTEET

NELLA TÖRNROOS

RUOKA

14.03.2016

0 kommentteja

Haastoin uusiseelantilaisen Chrisin kokeilemaan perinteisiä suomalaisia ruokia kanssani videolla. Katso mitä mieltä hän oli mm. salmiakista ja mämmistä!

Haastoin uusiseelantilaisen Chrisin kokeilemaan perinteisiä suomalaisia ruokia kanssani videolla. En ole koskaan kuvannut ruokahaasteita, mutta aion ehdottomasti alkaa tehdä niitä useamminkin, koska minulla oli aivan älyttömän hauskaa tätä tehdessä. Valitsin Chrisille maistettavaksi 6 erilaista ruokaa: 3 suolaista ja 3 makeaa, ja koitin valita tasapuolisesti ruokaa, jonka tiedän olevan hyvin erikoista ja ruokaa, jonka tiedän olevan hyvää, jottei Chris saisi elinikäisiä traumoja! :D

// I challenged a New Zealander Chris to taste and try traditional Finnish food with me on my video. I've never filmed any food challenge videos but I will definitely start filming them more often now, because I had so much fun filming this one. I chose 6 different things for Chris to try: 3 salty ones and 3 sweet ones, and I tried to pick up equally things that are some way strange and weird but also things that I know are good so that Chris wouldn't be completely traumatised! :D

//



Picture 17 Interpersonal image in “Suomalaista Ruokaa – Finnish Food Challenge”

There are three pictures in the post “Sporttinen Look – Sporty Look”. They are all close-up pictures of Nella Törnroos and her make-up and hairdo. The pictures seem to be informative and directive, and they force the reader to look at her make-up and the hairdo,

simultaneously trying to get the reader's attention to the results of the make-up and inspiring them to do a similar look. In one of the pictures she is not looking in the camera; that picture is interpersonal as it does not show any products. There are interrogative sentences in the text near the image. The function of the image and the written text have a difference. The written text demands a response from the reader but the picture lets the reader to see how the make-up and hair looked like. In the following image Nella is looking at the camera but the written text is representational. Again, there is a difference in the functions of the image and the written text. The last picture of the post is regulatory as is the written text. All the images discussed in this paragraph can be seen in Picture 11.

4.3 Comparison of Natalia Oona and Nella Törnroos

Natalia Oona and Nella Törnroos both write in Finnish and English, although their styles are different. Natalia Oona posted more blog entries than Nella Törnroos during the time period during which the material was collected. Furthermore, Natalia Oona had 86 Finnish sentences and 97 English sentences and 935 Finnish words and 1277 English words in her posts. Nella Törnroos had written 77 Finnish sentences and 70 English sentences and 941 Finnish words and 1325 English words. Even though Nella Törnroos had posted fewer blog entries during the time period of the analysis, the number of words is higher than Natalia Oona's. The significantly greater number of English words can be explained with the use of prepositions.

Both of the bloggers have a reoccurring expression. The reoccurring expression gives the text the writer's own style. For Natalia Oona it is 'haha' and for Nella Törnroos it is an emoticon, either ':)' or ':D'. Both expressions aim at evoking a positive reaction in the reader. There are no reoccurring words as such in either of the bloggers blog texts.

When it comes to the image-written text functions most of them do not have difference in function. Still, there were a few exceptions, for example in Nella Törnroos's post "Sporttinen Look- Sporty Look" and in Natalia Oona's post "T.G.I.M" where the function of the image is different compared to the function of the written text (See Pictures 1 and 11). However, most of the sentences in both bloggers' blogs are declarative and the pictures have a giving role: they are either interpersonal or representational. Moreover, they either offer information or are expressive. There were no explicative images in Natalia Oona's post and in Nella Törnroos' there were six.

5 CONCLUSIONS

In this section the conclusions of this study are discussed. I will present the results of my study. In my opinion, the stylistic differences between the English and Finnish text may be because of the lack of language skills of the blogger.

This thesis has sought to find out how the differences in the written text of a blog post produce different meanings in the text-image relationship and whether the texts differ from each other structurally and stylistically. The differences were studied with the help of Halliday's (2004) systemic functional linguistics and Bergström's (2008) image analysis. My argument was that the intentions of the bloggers can be studied through the analysis of the differences between the Finnish and English texts.

Most of the sentences in both bloggers posts in Finnish and in English are declarative, informing the reader of what the bloggers have experienced. Therefore, Halliday's (2004) representational metafunction was used extensively. There are few interrogative sentences which represent the heuristic metafunction. Interrogative sentences are present when the writer wants to involve the reader, or even get the readers to comment. Moreover, there is also the regulatory metafunction present as both of the bloggers post when they persuade the reader to wait for their new post or follow them on other social media sites. There were also interpersonal sentences in both of the bloggers posts when they wished something for the reader, for example a great week.

The differences between Finnish and English texts were not great. There were a few occasions when there was a difference between the Finnish and English text. Then, the difference was between the interpersonal metafunction and representational metafunction - the functions are both giving in their role. In the case of Natalia Oona and the post "We Are Here" [Me Olemme Täällä], the English text had more declarative sentences compared to

the Finnish text, where there was an exclamatory sentence and also two dots used after a sentence. The Finnish text seemed more enthusiastic compared to the English one.

All in all, there were differences in the function of the images and the text but more often the text and the image were in harmony. When the text and image are in harmony the text is easy and quick to read, which correlates with the style of blogs, fast-paced and easily understood. The odd cases when there was disharmony made the texts more interesting to the reader. Disharmony challenges the reader more than just a text and image which are in harmony. Occasionally, the disharmony may make the blog more interesting as it challenges the reader.

To conclude, it would be interesting to study how the interrogative sentences have affected the readers. Both of the bloggers asked questions from the readers and tried to include them in the writing. Did the interrogative sentences in the blog posts affect for example the number of comments? Furthermore, it would be interesting to see as both of the bloggers write in Finnish and in English if there are comments in both languages.

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