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The Dialectic Nature of the Rhetoricals Structure in the Editorials of two Finnish Business Newspapers

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1. Introduction

Business newspapers have become more and more important in contemporary society. They appear to interest an increasing number of readers. Therefore, there is a need to study business newspapers in order to find out in what way rhetorical strategies are employed in this particular discourse.

It is widely agreed on that political speaking and writing are to be found at the core of rhetorical practice (Gill & Whedbee 1997: 157). Political discourse has also been the object of many studies, whereas for example, economical discourse has not been a popular subject for rhetorical or linguistic research. The discourses of politics and economy often convene in business newspapers, construing economical media discourse. In this article I will focus on the genre of editorials which is an interesting forum for the meeting of these two discourses.

Editorials in business newspapers can be interpreted as realisations of instrumental discourse. Editorials are used to influence an audience towards some end. In short, they are rhetorical by nature (see Gill & Whedbee 1997: 157). Furthermore, editorials can be approached as an argumentation the purpose of which is to resolve a difference of opinion (van Eemeren & Grootenburst 1984). Van Eemeren et al. (1997: 218) point out that

Argument is seen as a kind of interaction that arises in the context of other interactional business, when something said, implied, or otherwise conveyed makes plain that there is a difference of opinion between two parties. This description is necessarily abstract, since argumentation can take any form from a single, written text by an author addressing an unknown audience to a heated back-and-forth debate between two people talking face to face.

Taking the point of view of van Eemeren and Grootenbusrt's pragma-dialectical theory, editorials are interesting objects for a closer study. Editorials are monologues, and like Fowler (1991: 221) has pointed out, they are inevitably authoritarian. The writer of an editorial has the power to decide what to include and what to exclude. One of the writer's decisions is whether to offer only his own point of view or to simultaneously include opposing points of view. It has been claimed that it is possible to make editorials seemingly impartial by presenting opinions diverging from the writer's point of view. Therefore, when approaching the rhetorical strategies applied one important key character is whether the argumentation is dialectical or not. In this case study my aim is to study the potentially dialectical nature of the rhetorical structure in the 10 editorials of two Finnish business newspapers. In addition, I take note of the use of sources when presenting different standpoints in the editorials. Both the dialectical nature and the use of sources are important factors grounding how subjectivity is construed in texts. The article is connected with my ongoing PhD-research where my aim is to describe the subjectivity in 40 editorials in Finnish business newspapers. The standpoint taken in this article is that subjectivity is more obvious when opinions of others than writer are left implicit.

The material of my study consists of 10 editorials from the Finnish Business newspapers, *Kauppalehti* (KL) and *Taloussanommat* (TS). The editorials were published during the first week of September 2001. The topics discussed in the editorials are multiple, they comprise the gambling business, the economic situation in Japan, assessing the budget proposal of the state, consumers' faith in the economical situation, the development of the market situation in technology, the sale of Kemira (which is a state-owned company within the chemical industry), regulations for pension insurance companies, presumptions of trend cycles, the economy of municipalities, and the risks of entrepreneurship. To put it simply, the editorials concern macro-economics rather than micro-economics. The macro-level discusses economical questions from a national point of view rather than from an individual point of view, and the topics are therefore quite abstract. As such, they are descriptions of the economical and sometimes also political issues as processes to which the welfare of Finnish national economy are connected. This means that issues are basically evaluated on the basis of whether they generate welfare (counted in money) or not. It also means that the claim of the primary thesis is concerned with macro-economical processes or decisions, and therefore, they may have a quite distant connection to the faces of the readers (see Brown & Levinson 1987). This distance might in fact diminish the need for dialectically constructed texts.

2. The dialectic nature of editorials

I base my investigation of the potentially dialectic nature of the editorials on argumentation analysis. Although the starting point is content-based, I am focusing on the discussion procedure (see van Eemeren et al. 1997: 218). The analysis of argumentation starts with the interpretation of the primary thesis of the editorial. Based on this interpretation the other claims in the editorial can be judged to be

supportive or non-supportive. Support of the thesis can be achieved by giving supporting arguments and conclusions. Opposing can be achieved by the presentation of a point of view contesting the primary thesis, by contesting the supporting arguments, or by contesting the conclusions. Theoretically it is possible that conclusions are not connected to the primary thesis and they cannot, therefore, be supportive or contestive. However, in my data all conclusions seem to be connected to the primary thesis.

The interpretation of the primary thesis plays a crucial role in my analysis. The interpretation is based on the reading of the whole text. This pragmatic view is a necessity, as the primary thesis can not be found on the basis of semantic reasoning alone (Tirkkonen-Condit 1986: 375). Tirkkonen-Condit (1986: 373) has compared editorials of the Finnish newspaper *Helsingin Sanomat* and the English newspaper *The Observer* and has found that Finnish argumentation tolerates vagueness and delay in the articulation of the primary thesis. It must be noted that the approach towards argumentation taken in Tirkkonen-Condit's (1986) study differs from the starting point taken in this study. Tirkkonen-Condit (1986: 377) proposes that "shared views and opinions need not be argued for", and in fact, she finds 5 Finnish editorials lacking a primary thesis. In this article my assumption is that despite the level of factuality or taken-for-granted the editorials resolve a difference of opinion. Also in my material the primary thesis of two editorials respectively was vague in the sense that the theses were implicit and not explicitly argued in any paragraph.

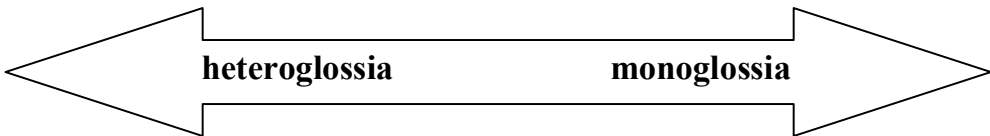
|  | | | |
|--|---|--|--|
| | Uncertain & options | Certain & options | Certain & no options |
| Writer representing | two standpoints both are supported, cannot decide | two standpoints only one (own) is supported, the other not | one standpoint which is supported |
| | (opposing) options are given for the primary thesis, for supporting arguments or conclusion and they are supported | (opposing) options are given for the primary thesis, for supporting arguments or conclusion but they are either disproved or just stated | no oppositions |
| Number of editorials | 1 | 3 | 6 |

Figure 1. Possibilities for dialectical nature in editorials (compare Hemánus 1979).

In the top of Figure 1 the arrow exemplifies the continuity of dialecticality. At one end there is heteroglossia and at the other monoglossia. On the side of heteroglossia

there is an editorial in which a writer is representing two standpoints and supporting both of them. In such a case the writer could be described to be uncertain and giving options. On the side of monoglossia the writer is representing only one standpoint, his own, and supporting it. Therefore, he could be described as a confident writer who does not give any options. As Figure 1 shows, the editorials in the Finnish business newspapers seem to be mainly monoglossic. As many as 6 out of the 10 editorials are monoglossic. They express only the writer's opinion which is supported by arguments, and they do not take up opinions which are contesting the writer's opinion. When being monoglossic the editorials give an impression that there are no differences in opinion. However, as pointed out in the beginning, the starting point of my article is that this kind of agreement does not exist as the purpose of argumentation is to resolve differences.

Heteroglossic editorials appear to be exceptional, at least in my material. Heteroglossia in the editorials is created by introducing opinions which are contesting the primary thesis (1 editorial), or contesting a supporting argument (1 editorial), or contesting the primary thesis **and** a supporting argument (1 editorial), or contesting a supporting argument **and** a conclusion (1 editorial).

In an editorial concerning the sale of Kemira, the writer ventures an opinion which contests the primary thesis. As Example 1 shows, the primary thesis is given in the first phrase (opens new opportunities), and it is contested by a remark stating that, at the same time, dependency will increase. In the last phrase the contesting opinion is denied. Linguistically, contesting opinions can be constructed in many ways. Contestations can e.g. be marked explicitly as counter-arguments. In Example 1 this is done by the use of the modal adverb *toisaalta* (*on the other hand*). In the same example the denial of the counter-argument is made explicit by use of the modal adverb *toki* (*of course*).

- (1) Keskittyminen metsäteollisuuden kemikaalitoimittajaksi *avaa uusia mahdollisuuksia* erityisesti Yhdysvalloissa. *Toisaalta riippuvuus yhdestä toimialasta kasvaa*. Toki muut vedenpuhdistuskemikaalit tasapainottavat tilannetta, sillä niitä myydään lähinnä julkisyhteisöille, joiden kysyntä on suhdanteista riippumatta vakaata. (TS0409)

/

Creating a concentration of suppliers of chemicals for the forest industry *opens new opportunities* especially in the USA. *On the one hand it leads to an increased dependency* on one field of business. But of course other chemicals for water cleansing will balance the situation, because they are mostly sold to public bodies the demands of which are stable despite changes in trend cycles.

In an editorial concerning the risks of entrepreneurship (example 2) the writer's primary thesis is that more citizens and companies should be allowed to take part in debt arrangements. After his presentation of the primary thesis he supports it by claiming that it is possible to avoid abuse of such arrangements. The next

paragraph presents opinions which contest the primary thesis as well as the supporting argument. We can notice from the example 2 that contesting opinions can be presented more implicitly by the stating of an antithesis, without the use of linguistic markers, like modal adverbs.

- (2) Ylivelkaantumisongelmia hoidetaan *velkajärjestelyillä, joiden piiriin pitäisi kelpuuttaa entistä useampi kansalainen ja yritys. Tapauskohtaisella harkinnalla viranomaiset voivat karsia järjestelyyn hakevien joukosta vähintään suuren osan edesvastuuttomista velanottajista ja suoranaisista vilpistelijoista.*

Oikeusministeriö valmistelee parhaillaan velkajärjestelylain muutosta. Velkajärjestelymenettelyn kehittäminen ja velkojen osittainen anteeksianto eivät suju hankaluuksitta. Perjantain Taloussanomissa Suomen Yrittäjien johtaja Rauno Vanhanen *esitti järjestönsä hyvin varauksellisen kannan velkojen anteeksiantoon. Verottaja kun ei ole usein ainoa saataviansa vaativa velkoja, vaan velkaongelmainen yritys merkitsee luottotappioiden uhkaa myös monelle pk-yritykselle: tavarantoimittajille, kauppiaille ja kuljetusyrittäjille. Suomen Yrittäjät kantaa huolta yleisestä maksumoraalista ja suhtautuu nihkeästi ajatukseen automaattisesta velkojen anteeksianta-misesta.* (TS0809)

/

Debt handling arrangements which have been created to deal with overly large indebtedness should *make allowances for admitting more citizens and companies into the system. By considering each case separately the authorities will be able to prune out at least the majority of irresponsible borrowers and even fraudulent exploiters.*

The Ministry of Justice is in the process of preparing a legislative change concerning debt handling arrangements. The development of the process of debt handling and partial debt cancellation has not advanced without difficulties. In Friday's Taloussanommat Rauno Vanhanen, the Director of the Federation of Finnish Entrepreneurs, *on behalf of his association presented its most reserved view on the matter of debt cancellation.* As the tax authority is not the only debtor claiming its money a company with debt problems poses a threat of credit losses for many small and mid-sized companies: material suppliers, traders and transportation companies. *The Federation of Finnish Entrepreneurs is worried about the general repayment morale and takes a critical position on automatic cancellation of debts.*

An editorial concerning regulations for pension insurance companies is exceptional in the way which it in the same clause opposes both a supporting argument and the conclusion. Example 3 shows that the writer concludes that some exceptional measures should be taken. The claim is furthermore repeated in a more unspecific way through the use of a question. After the question there is a statement contesting the conclusion. This contesting statement claims that deviating solvency

requirements are always risky. Through the emphasis on the generality of the risks it becomes clear that also the supporting arguments are contested.

- (3) Työeläkeyhtiöiden kohdalla olisikin syytä nyt harkita jonkinmoista poikkeusmenettelyä. Olisiko vakavaraisuussäädösten suhteen syytä tehdä jonkinlainen poikkeus? Ratkaisua on kuitenkin hyvin vaikea tehdä, sillä vakavaraisuussäännöistä poikkeaminen sisältää aina riskin. Toisaalta nykyisen kaltainen tilanne, jossa säädökset ovat menestyksellisen sijoitustoiminnan este, on myös erittäin epäsuotava. (TS0509)

/

As far as the pension insurance companies go some kind of exceptional measures should be considered. Would some kind of exception to the solvency requirements be in place? However, a decision of this kind is very hard to make as there are risks involved with deviating from the solvency requirements. On the one hand, today's situation where the regulations prevent successful investing is definitely not preferable.

In order to present contesting opinions several options are available. Instead of presenting counter-arguments, these can be denied, supported or just stated. Stating means that a contesting opinion is given, but it is not denied or supported. When stating a contesting opinion, it could be interpreted as being left open, a not-discussed issue the function of which is to bring the other point of view into focus, but at the same time diminishing its importance. This is the case essentially in argumentative genres like editorials where argumentation against contesting opinions can be expected.

| | TS0409 | TS0509 | TS0609 | TS0709 | TS0809 |
|---|---------------------------|-----------------------------|--------|--------|---------------------------|
| Opinions contesting primary thesis <i>denied</i> | yes | no | no | no | yes |
| | <i>denied</i> | | | | <i>denied</i> |
| Opinions contesting supporting argument <i>denied</i> <i>supported</i> <i>stated</i> | no | yes | no | no | yes |
| | | <i>stated</i> | | | <i>denied</i> |
| Opinion contesting conclusions <i>denied</i> <i>supported</i> <i>stated</i> | no | yes | no | no | no |
| | | <i>supported</i> | | | |
| monoglossic | no (certain & options) | no (uncertain & options) | yes | yes | no (certain & options) |

Table 1. Contestation of opinions in the editorials of Taloussanommat.

Table 1 shows how the discourse procedure of contesting opinions is presented in 5 editorials of *Taloussanomat*. As many as 2 of the 5 editorials are monoglossic (TS0609 and TS0709). The others are to some extent heteroglossic, and two of these have counter-arguments which are denied. In one editorial (TS0509, see also example 3), an opinion contesting the conclusion is supported. In this case, the conclusion gives the impression of undecidedness. It seems that the author does not know what to recommend. In a case like this, the point may be to elevate the question onto the level of public knowledge. Although the editorial is indecisive on the level of rhetorical structure, it describes the world from a point of view which is concerned rather with the success of companies and institutions, than with individuals or other aspects of life.

3. The use of sources

The linguistic resources available in order to construe monoglossic and heteroglossic rhetorical structure in editorials are multiple. One essential resource is the author's engagement with what is said. By using diversified resources of lexicogrammatical features the author can negotiate heteroglossic diversity. Engagement includes features which have elsewhere been described under the heading of polarity, modality, reality phase, counter expectation, causality, projection and negation. These features can, according to White (1998: 19), be considered "as operating to reflect the process of interaction or negotiation within a text between alternative socio-semiotic positions". In other words, the author can engage either closely or loosely with what is said. Close engagement means that the author assumes shared opinions, and therefore uses positive declarative. The loose engagement means that the author recognizes the existence of diverging opinions, and uses for example modality, reality phase, negation and sources. (White 1998: 19, 78, 84–88.) In this chapter of my article, I will narrow the scope and analyze whether the argumentation is construed by the use of sources or not.

Approaching the use of sources as a part of the discourse procedure means taking into consideration the function of the sources whether it is to support or to contest the writer's point of view, or whether the sources are used in paragraphs where their main function is giving background information. The use of sources is not seen only as descriptive of the world where people are active and do something, but in a wider sense as functioning as a part of the argumentation. The analysis of sources means transferring from the top-level (in this article: dialectical nature of rhetorical structure) to a lower level (discourse-semantic level). The use of sources can also be seen in the continuity of being either mono- or heteroglossic.

The writer sometimes uses outside sources when representing his own point of view and sometimes when representing the point of view of other parties. An explicit use of sources is not necessarily needed in all cases. However, the sources can be used in order to weaken the writer's engagement with the claim. This means that the writer can weaken the engagement with either his own point of view or to that of other parties, for example by using sources to state the primary thesis. In this sense the use of sources is highly rhetorical.

However, the editorials are not totally free of constraints. This means that also rhetorical choices are limited. Even though the constraints are extensive, we can approach them by dividing them into two dimensions: typological and topological constraints. Some of the constraints are typological rather than topological. Typological constraints are generic to all the editorials while topological constraints differ from one editorial to another. Despite this diversity, even these constraints can be analysed. (See White 1998: 21.) For example, from the typological perspective it seems that the editorials prefer token ownvoicedness, personal pronouns like *I* and *we* are not used in editorials. From the topological perspective of genre, the writer of the Finnish business editorials seems to have many possibilities for presenting his own point of view. In short, he may or may not use sources. The same is possible with the contesting opinions. When sources are used for the first time in a text the title and the whole name of the person quoted are mentioned, as well as the institution represented by that person (Katajamäki 2001). The sources used are recontextualised in the editorials to fit the editorial conventions of the texts. Often this recontextualisation means that there is no need to mention this chain of connections by mentioning the source explicitly and when it is mentioned, it then supports the writer's point of view.

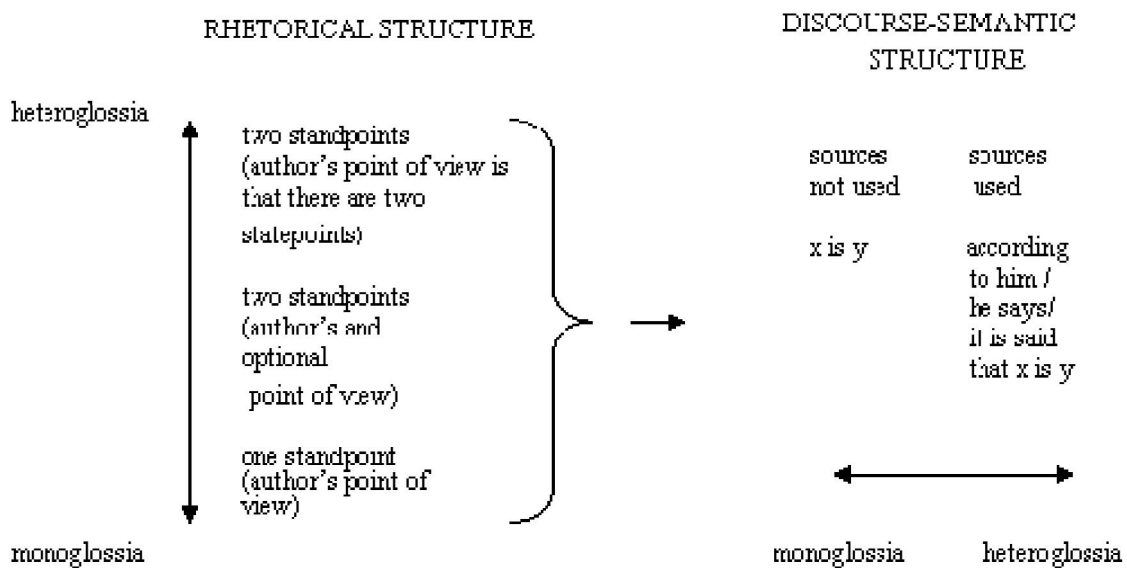


Figure 2. Mono- and heteroglossia on the level of rhetorical structure and discourse-semantic structure in business editorials.

As table 2 (below) shows, in 4 of the 10 editorials sources are not used or they are used only when giving background information. On the other hand, in 6 of the 10 editorials sources are used. For the most part, the sources are used in the supporting arguments (in 3 editorials). In addition to this, they are used to support the primary thesis and a supporting argument and to support the primary thesis. In one editorial sources are used when contesting the primary thesis and the arguments (see example 2).

Sources

| | |
|---|-----------|
| Not used (or used only when giving back-ground information) | 4 |
| Used | 6 |
| - to support the primary thesis and the supporting arguments | 1 |
| - to support the primary thesis | 1 |
| - in the supporting arguments | 3 |
| - to contest the primary thesis and in the contesting arguments | 1 |
| Number of editorials | 10 |

Table 2. Sources as a part of the argumentation in the editorials.

In example 4 the use of sources supports the primary thesis which claims that restructuring is inevitable. In example 4 the use of sources supports the arguments. In example 4 the sources are formal and institutional, in example 5 an institutional text is used as a source. The sources can also be used to contest the primary thesis and an argument (see example 2 above).

- (4) *Monet alan asiantuntijat ennustavat* (KL 6.9.), että kodintekniikan markkinoilla tapahtuu väistämätön uusjako. (KL0709)
/
Many professionals predict (KL6.9.) that a restructuring of the market for home appliances is inevitable.
- (5) Ensi vuonna valtion verotulot eivät *budjettiesityksen perusteella* juuri nouse, ... (KL0509)
/
Based on the budget proposal the state tax revenue will not increase much next year...

One of the editorials studied, the one that concerns the economical situation of Japan, appears to be typical of the Finnish business newspapers, because it is monoglossic on the level of rhetorical structure. The editorial represented in Table 3 describes an economical development which is going on at the moment of writing, and the primary thesis makes claims about the future. The purpose of the primary thesis is to convince the reader that the economical situation will develop into very deep recession, and all the paragraphs in the text can be interpreted as supporting the primary thesis, which is also stated in the headline. Even though the editorial is monoglossic on the level of rhetorical structure, it contains sources which are used when presenting the primary thesis and some of the supporting arguments. Particularly the choice to present the primary thesis by the use of sources gives an impression of authorial reticence. In a way, the use of sources can be identified as depending on the subject: A Finnish editor is predicting an

economical process within a foreign culture. The use of the Japanese expert Hama gives credibility to the claims, and at the same time this means that the author himself is not closely engaged in what is said.

In the following description I will present an example of an editorial in order to show how monoglossia on the rhetorical structure level meets heteroglossia on discourse-semantic level. The top of Table 3 presents my interpretation of the primary thesis, the supporting arguments and the conclusion. In the text the primary thesis is expressed by using the Japanese expert Hama as the source, as in many other expressions, which are underlined. The continued use of Hama as a source poses the question of which sections of the texts are the writer's own. Even though the use of sources does not constitute the majority of the text, their use in rhetorically essential places (like in the primary thesis) plays a significant role for interpreting the meaning of the text.

| | |
|---|---|
| <p>Interpretation of the primary thesis, supporting arguments and the conclusion. Primary thesis 1: Japan dives deep (The economic situation will go into recession) Supporting argument 2a: The economic situation is deteriorating and this will continue (personnel cutbacks, falling Nikkei index) Supporting argument 2b: A change is inevitable, the good days in Japan's economy are over Supporting argument 2c: Structural reforms are needed but the Japanese politicians have not been able to carry them out Conclusion 3: Japan has become a warning example</p> | |
| <p>Headline Japan dives deep</p> | <p>primary thesis 1: The economic situation is going to deteriorate</p> |
| <p>Summarising lead The days when Japanese companies considered USA as their market, Australia as their mine and Europe as their museum, are over.</p> | <p>supporting argument 2b: The present (and the future) times are not as good as earlier (development is going on)</p> |
| <p>First paragraph Large personnel cutbacks announced by the Japanese companies are just the beginning, <u>says Noriko Hama, the research director at the Research Institute of Mitsubishi. Hama, interviewed by Kauppalehti (3.9.), says</u> that Japan has to dive even deeper before it finds a new fundament for its economy. The unemployment rate may increase to the double compared with today's 5 percent.</p> | <p>detailed supporting argument 2a primary thesis 1: The economic situation is going to deteriorate (repeated)</p> |
| <p>Second paragraph One after the other the big Japanese companies have announced imminent personnel cutbacks. Hitachi intends to dismiss 20 000, Toshiba almost 19 000 and Fujitsu over 16 000 employees. Only within the car industry 50 000 employees are expected to be laid off within the next two or tree years. Before the year 2004 every tenth job threatens to vanish from the companies.</p> | <p>detailed supporting argument 2a (personnel cutbacks)</p> |

| | |
|--|--|
| <p>Third paragraph Problems affect also the stock markets. The Nikkei index has fallen to the same level as 17 years ago.</p> | <p>detailed supporting argument 2a (falling Nikkei index)</p> |
| <p>Fourth paragraph The unemployment rate of five percent is unforeseen in a country which is used to life-long employments. Japanese companies have been able to avoid large personnel cutbacks until lately because it has been possible to temporarily move employees to daughter companies or sub-contractors. <u>According to Hama</u>, there are 6,5 million workers who do not have a function in the companies at the moment.</p> | <p>supporting argument 2a / size of change, why this have not happened before</p> |
| <p>Sixth paragraph The old ways do not function any longer, and personnel cutbacks are unavoidable. Japan is also badly prepared for unemployment because unemployment benefits are small and they do not last long. For many workers there is the threat that they will end up living in the streets. The economy in Japan has already been in the state of semi-recession for more than ten years. The world's second largest national economy has lost its economical advantage in Asia. China which a few years ago surpassed Japan as to the amount of foreign investments has become the competitor. The days when the director of a Japanese company could say that he considered USA as his market, Australia as his mine and Europe as his museum, are over.</p> | <p>supporting argument 2b / change is inevitable, the good times in Japan's economy are over (development is going on)</p> |
| <p>Seventh paragraph <u>Hama belongs to a group of economists who have challenged the political leaders to make structural reforms.</u> The markets should be opened to international trade and investments, competition should be increased and regulation decreased. Structural reforms are needed also within the administration which lacks transparency and flexibility. <u>According to Hama</u>, Japan needs reforms as radical as the ones carried out after the Second World War.</p> | <p>supporting argument 2c / structural reforms are needed →</p> |
| <p>Eighth and last paragraph The political elite has not been able to carry out the reforms. Economical improvements have not introduced real options and the economy has not grown. Today's Japan is a warning example of the kind of economical situation which political emptiness may lead to.</p> | <p>supporting argument 2c / but the Japanese politicians have not been able to carry them out conclusion 3</p> |

Table 3. An editorial concerning Japan (KL0409).

In analysing the author's engagement with the claims presented in the editorials it is important to take into consideration whether the sources are used for supporting

or contesting the writer's point of view. Contestations are possible to present without the use of sources. In these cases, an author could be described as subjective on the discourse-semantic level. However, on the level of rhetorical structure the author could be described as more objective.

4. Conclusions

The editorials of the Finnish business newspapers investigated are monological texts. When comparing editorials to news stories, the editorials appear to be texts written in an independent manner. Firstly, the writer of an editorial may choose topics which do not necessarily meet any news criteria at the moment, but which regardless of this are important issues in society. Secondly, the editorials are independent also from the point of view that they can be openly subjective and even instructive. The writer's attitude is allowed to show in an explicit manner. In spite of this relative freedom, even editorials are constrained by genre conventions, shaped by editorial practices in order to fulfil certain sets of communicative purposes (see Swales 1990), and especially the primary, basic purposes of the genre (Mauranen 1993). It appears that in the Finnish business editorials the author has a number of options for presenting his point of view. He may write monoglossic or heteroglossic text both on the level of rhetorical structure and on the discourse-semantic level. However, when approaching the editorials in more detail, the conventions become more obvious and explicit. This is possible by analysing the use of linguistic resources. Therefore, an investigation of linguistic resources is essential in order to prove that the conventions exist, but the level of rhetorical structure can simultaneously reveal significant aspects of the texts.

Based on this case study it is possible to claim that the writer prefers to exclude opinions contesting his own. Sources are used mainly to support the writer's own opinions. To all appearances, there is no need for the editor to give the impression of being impartial. The writer prefers to make the choice of being certain (and subjective) to giving an impression of possible conflicts. One reason for this might be that the editorials comply to hegemonic ideologies, or at least ideologies shared with the assumed readers.

The other reason for the editorials being mainly monoglossic appears to be linked to their subject matter. Finnish business editorials are focused rather on macro-economical subjects than on micro-economics. Political topics constitute a minority. For example, the need to be polite and impartial is not essential when describing economical or political crisis, or events and issues in Japan or the USA, as it can be assumed that parties which are the object of criticism do not read the editorials. The interesting question is why the editorials give the impression of trying to discuss Finnish political issues from a macro-economical point of view. One reason for this may be the awareness on behalf of the editors of the multi-dimensional interests of the readers. The editorial managements of the business newspapers are highly aware that "what goes up must come down" in the spinning wheel of the world of money. The editorial policy of Kauppalehti says:

When the editorial policy of Kauppalehti was created it was taken into consideration that companies and different aspects of economic life have conflicting interests. Because of this, very rare issues of the newspaper will be able to uphold a unified policy to suit the breadth of economic life. The only possible option available to Kauppalehti is to offer a diversity of content, taking into consideration the conflicting problems and interests. (Kauppalehden toimituksellinen linja 29.9.1998; my translation.)

The other reason may be that there is already a forum for exerting this kind of influence, i.e. the daily newspapers. Whatever the reason, the topics of the editorials are greatly influencing the need to write monoglossic or heteroglossic editorials, and this is a fact which has to be considered when drawing conclusions. While mono- and heteroglossia function as a continuity, the same could be said also of the topics. Some topics are more “dangerous” and undecided, effecting the need for heteroglossia. But in the end, all topics and issues are sites of possible conflicts, because the discourses are dynamic. However, by being decided and monoglossic it is possible for the editor to hide the conflicting nature of the discourse and write in a manner which may be interpreted to be descriptive. Ultimately, this is a purpose for those who wish to maintain current hegemonic ideologies. When widening the time frame, the monologic ideas represented in the editorials can be resisted and contested in other texts, in news stories or letters to the editor. The media discussion begins and continues. However, it must be noted that the readers, availing themselves as writers of the genre of letters to the editors, are always powerless compared to editors, who have the power to edit and thus choose to promote opinions or marginalize them, or to close the discussion. The directions in which discourses are allowed to develop are construed in the editorials.

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ABSTRACT

The Dialectic Nature of the Rhetoricals Structure in the Editorials of two Finnish Business Newspapers

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In this article is studied the potentially dialectical nature of the rhetorical structure in the 10 editorials of two Finnish business newspapers, *Kauppalehti* and *Taloussanomat*. In addition, it is also analysed the use of sources when presenting different standpoints in the editorials. The dialectical nature is approached as a continuity, where at one end is heteroglossia and at the other monoglossia. On the side of heteroglossia there is an editorial in which a writer is representing two standpoints and supporting both of them. In such a case the writer could be described to be uncertain and giving options. On the side of monoglossia the writer is representing only one standpoint, his own, and supporting it. Therefore, he could be described as a confident writer who does not give any options.

Based on this case study it is possible to claim that the writer prefers to exclude opinions contesting his own. Sources are used mainly to support the writer's own opinions. To all appearances, there is no need for the editor to give the impression of being impartial. The writer prefers to make the choice of being certain (and subjective) to giving an impression of possible conflicts. One reason for this might be the subject matter of the editorials. The other reason might be that the editorials comply to hegemonic ideologies, or at least ideologies shared with the assumed readers.
