



I-LanD Journal

Identity, Language and Diversity

Chief Editors: Giuditta Caliendo & Maria Cristina Nisco

Constructing Institutional Identity: Issues and Perspectives

I-LanD Journal
peer-reviewed
bi-annual journal
n. 1/2019 - June 2019

ADVISORY BOARD

Giuseppe Balirano
(University of Naples
"L'Orientale")
Marina Bondi
(University of Modena
and Reggio Emilia)
Ruth Breeze
(Universidad de Navarra)
Delia Chiaro
(University of Bologna)
David Katan
(University of Salento)
Don Kulick
(Uppsala University)
Tommaso Milani
(University of Gothenburg)
Oriana Palusci
(University of Naples
"L'Orientale")
Alan Scott Partington
(University of Bologna)
Paul Sambre
(University of Leuven)
Srikant Sarangi
(Aalborg University)
Christina Schöffner
(Professor Emerita at Aston
University)
Vivien Schmidt
(Boston University)
Stef Slembrouck
(Gent University)
Marina Terkourafi
(Leiden University)
Girolamo Tessuto
(University of Campania
"Luigi Vanvitelli")
Johann Unger
(Lancaster University)

EDITORIAL ASSISTANTS

Emilio Amideo
(University of Naples
"L'Orientale")
Antonio Fruttaldo
(University of Naples
"L'Orientale")

PUBLISHER

Paolo Loffredo Editore srl
via Ugo Palermo 6
80128 Napoli - Italy
P.IVA 05014040876
R.E.A. NA 931959
+39 3248382362
www.loffredoeditore.com
paololoffredoeditore@gmail.com

- 3 Introduction. Constructing Institutional Identity: Issues and Perspectives
[Girolamo Tessuto - Jan Engberg]
- 8 Institutional Identity as Discourse: Explaining What We Are Made of
[Poul Erik Flyvholm Jørgensen]
- 25 Constructing Institutional Identity in Professional Practice: A Discourse Analysis of China's In-house Interpreters' Practice
[Yi Chen - Zhongwei Song]
- 52 The Web Construction of European Identities among Young People: The EU Teachers' Corner
[Sole Alba Zollo]
- 71 Political Identities Constructed on a Social Network: The Labour Party on Facebook Boards
[Marianna Lya Zummo]

Director: **Elisabetta Donadono**

Authorisation n. 60 issued by the Court of Naples on 20/12/2016

I-LanD Journal - n. 1/2019 - June 2019

Introduction: Constructing Institutional Identity: Issues and Perspectives

Girolamo Tessuto

University of Campania "Luigi Vanvitelli"
girolamo.tessuto@unicampania.it

Jan Engberg

Aarhus University
je@cc.au.dk

The central concept envisaged by the guest editors of this thematic issue is identity construction activity performed within institutions.

As a socially and historically constructed concept that continues to have its uses, identity has been increasingly dealt with as a feature that is actively accomplished in discourse, reflecting on the issues of power, value systems and ideology that are inextricably linked to social and cultural identity, as well as on the extent to which the interaction between agency and social structure is defined by the context in which individuals find themselves. In our constantly changing world, different institutions (educational, business, legal, medical, media, etc.) of the modern day are now helping individuals 'to get things done' in identity-marking schemes, tying in with mechanisms of social life where institutional and complementary professional identities for their part are dynamically constructed, maintained and negotiated in discourse contexts of interpersonal communication.

Institutional Identity as Discourse: Explaining What We Are Made of

Poul Erik Flyvholm Jørgensen

Aarhus University

pj@cc.au.dk

Abstract

This conceptual paper explains how institutions can communicate desired images, and how analysts may analyse them, by proposing a distinct system for instantiating identity-driven discourse. The paper specifically illustrates how human values serve as contextual imperatives in an organisational identification process and thus facilitate the construction of narratives about institutional character in an effort to build credibility, strong reputation, legitimacy, and trust. The paper offers a detailed rhetorical model which allows organisational identity to be shaped into discrete forms of values discourse. The model takes inspiration from different approaches to identity and discourse from across research traditions to arrive at a blend of dimensions helpful in operationalising how organisations may verbalise what they are both made of and strive to achieve. In its current form, the model is a refinement of previous versions that were applied to a series of empirical studies to analyse and exemplify the real-life identity discourse of organisations from different sectors and genres.

Keywords

operational model, identity discourse, values, ethos, organisational identification

Constructing Institutional Identity in Professional Practice: A Discourse Analysis of China's In-house Interpreters' Practice

Yi Chen

Macquarie University
yichen@siit.nsw.edu.au

Zhongwei Song

Macquarie University
zhongwei.song@mq.edu.au

Abstract

This study investigates the institutional identity of Chinese government inhouse interpreters at work. Using systemic functional linguistics (SFL) to analyze the data of five interpreters collected from seven interpreting sessions of China's Two-Session Press Conference (CTSPC), it examines translational shifts associated with the interpersonal meaning between the source speech and target rendition, but with a focus on the attitudinal resources.

The findings indicate that the interpreters chose to position themselves in different interpersonal relationships. They consistently aligned themselves with the Chinese Premier, keeping the positivity of his speech by rendering its meaning more explicitly while neutralizing negative comments by overseas journalists on some damning issues. Despite reprimanding overtones of some overseas journalists, their interpretations are found somehow agreeable to Chinese audience and the Premier. The interpreters' institutional identity is indeed constructed by exercising social and professional roles in practice. Because of the need to travel between the two, they must balance themselves all the time in the tug of war. To this end, the best strategy, as discovered in this study, is to manipulate attitudinal resources.

I-LanD Journal - n. 1/2019 - June 2019

The Web Construction of European Identities among Young People: The EU Teachers' Corner

Sole Alba Zollo

University of Naples Federico II

solealba.zollo@unina.it

Abstract

One of the European Union's (EU) main challenges is how to bridge the knowledge gap between institutions and citizens. By using different media, in particular, the Internet, the EU has been designing a lot of informativematerial addressed to laypeople in order to promote interaction to construct European identities. By browsing the EU's website, you can find the Teachers' Corner, a webpage that contains a wide range of teaching resources aimed at explaining the European Union's main objectives and actions to students of different age groups. The analysis was conducted on a corpus collected from the Teachers' Corner website, which includes different text types – booklets, comics, and brochures – targeted to both teachers and students. By following a Multimodal Discourse Analysis approach, this study aims at exploring the different discursive strategies used to develop European consciousness among the young and promote the development of a shared sense of European identity.

Keywords

EU and young people, web construction of European identities, multimodal, discourse analysis

Political Identities Constructed on a Social Network: The Labour Party on Facebook Boards

Marianna Lya Zummo

University of Palermo

mariannalya.zummo@unipa.it

Abstract

This paper is concerned with how an (institutional) political identity is constructed on a Social Network (SN) wall, which represents the political identity of the party as designed in digital interactive contexts, and where political image constructions are eventually accepted or negotiated by the digital audience. Like other political parties, the Labour Party resorts to online platforms for official accounts and political message dissemination (Gerbaudo 2014; Boyd 2014) and constructs its (online) identity. Since interaction is seen (Baumann 2000; De Fina 2011) as the most important locus for the production of identities, this study looks at Facebook boards as interactional sites where the Party (the Opening Posts, OPs, Smithson et al. 2011) and the citizens (the threads resulting from comments and replies to OPs) produce political identities in discourse. The discursive constructions (Wodak 1996; Bamberg/ De Fina/Schiffrin 2011) are used by voters to identify with and respond to the political institution, mirroring or rejecting the political group identity. Posts, comments and replies posted in July 2018 on the page of the Labour Party are taken as examples of (group) identity construction and analysed quantitatively and qualitatively (Partington 2003; Reisigl/Wodak 2009), to find discursive practices and to show how group identities are negotiated.

Keywords:

discourse, identity, left-wing, online media, social networks.