

Abstract

I intend, in this paper, to realise an inquiry of the journalistic textual tipology, having as a starting point the general textual tipology, approaching the textual tipology from a integralist perspective and concluding with the type of texts proposed to the scientific literature from the mass-media field and, then, identified in the contemporary Romanian mass-media. I chose as object of our study the journalistic text because the basis of the mass-media theories should come from the science and not from the derisory practice from the beginning of the democracy, which is misunderstood in the press field.

From the very beginning, I intended to realize a synthesis of the approaches seen as relevant for the present stage of the researches in this field. The thesis has a descriptive character, intending, according to investigated coordinate, to supply and to complete the approached research field with new aspects, not discussed until now or barely mentioned in the researches realized until the moment of speaking.

I structured the paper in 5 chapters, containing a first introductive part with a theoretical character, having as a target the defining and the circumscription the inquiry field of the approached subject – the text – within the communication sciences and with the Romanian press, and a second part referring to the typological investigation and defining a typology, chapter in which I discuss the proposals of the integral linguistics, but also the textual type as a prototype according to the Swiss linguist, Jean-Michel Adam.

The third chapter of the paper has an applied character, presenting the typology criteria of the journalistic texts in the contemporary Romanian press, but also the effective results obtained due to the inquiry achieved on the working corpus – categories and textual structure in press.

These chapters bring to my thesis the originality feature, that is : (1) realizing a new criteria pattern which can be considered the basis of a new way of defining the typology of the Romanian journalistic text (see ch. IV. 2) and (2) the insertion of the hyperstructure throughout editorial press genres (see ch. V 3), a new level of textual structure, an intermediate level which brings foreground a different kind of discussion in the journalistic text. In the end, I tried to accomplish an exclusive classification of the press texts (see ch. V 4), from the view of peritextual marks – the title and the signature of the newspaper articles. This thesis ends with a chapter of conclusions, presenting the results of the study, suggesting possible new research directions (starting from this thesis).

My ideas are based on a rich and recent specialized bibliography (according to *Bibliography* in the end of the thesis), but also on twenty editions of the daily national

newspapers: *Evenimentul zilei*, *Jurnalul național*, *Adevărul și România liberă*. I intended, by observing over 800 newspaper articles (Monday, 17th of September 2012 – 173 articles, Tuesday, 18th of September 2012 – 178 articles, Wednesday – 19th of September – 152 articles, Thursday – 20th of September – 165 articles, Friday – 21st of September – 184 articles), to define a typology of the journalistic texts, underlining, at first, the criteria which can be the basis of this kind of typology.

Following the line approached by the Romanian journalistic textbooks, I defined a typology closed to the reality of the daily Romanian newspapers, marking from the very beginning some principles for differentiating the types of the classified texts. In this way, I do not consider as journalistic texts the weather forecast, which I consider (as press material) to be part of the non-journalistic text categories, excepting those which were interfering by organization with journalistic hyperstructure area, a new way of structuring the journalistic information, situated between article and file.

Secondly, in the same way, advertising cannot be part of the journalistic texts, but can be assumed to a different category, that of the textual category specific to the press, which appear in the media field; taking into consideration the fact that they do not have a specialized author in composing the journalistic text, they do not have a page setting typical of an article, but they are part in a special column, from which the reader clearly distinguishes the message type, a informational one, but with a commercial target, advertising is non-journalistic press material. I included also in this category the entertaining with its branches – drawing columns, caricatures, but also fiction and some other utilities such as sport results, TV program.

Although, within the thesis I oscillated between the name of journalistic texts and journalistic genres, I want to assess that only starting from the effective fact named text we got genres, classes and, of course, text typologies.

Perhaps it would not be useless to mention that our terminological proposition goes beyond the notions used throughout our thesis, and that we would have chosen – to the end of a better delimitation (which we did not, in order to avoid losing the meaning of all the concepts used) – the term *editorial units*. This choice would have been made precisely to include in our picture the non-journalistic genres, too. However, this would have probably supposed going beyond the framework initially proposed by the title and by the project envisaged at the beginning of this scientific approach. Hence, we leave a door open for these completions, by proposing the concept of editorial and non-editorial units, and not of journalism genres.

Methodological observations. A coherent typology must take into account the generic diversity of press texts – not that much for reasons of exhaustiveness, but rather for objectivity purposes –, but we believe that it cannot be reduced to a simple classification of editorial macrostructures. Besides the pragmatic criterion, which allows the categorization of the discursive genres by their communicative orientation, most typologies also use the semantic criterion (theme and content), the composition criterion (type of text level) and the enunciation and situational criteria. In our investigations, we have used especially the analytical research method, as general scientific method, which allowed us to reveal the essential features of the phenomenon studied. The main research methods are the ones characteristic to socio-humanistic sciences, such as the comparative-typological method, used to underline the particularities of genre evolution in the press, the sociological method, through which we have reported the situations studied to the tendencies of the social-political and cultural processes, provoked by the democratic transition. The combination of particular-operational investigation methods (examining the documents – daily publications, interpretation of texts, semiotic approach, content analysis of the media production, observation) and general-scientific methods allowed us to replace the random approach with the application of verified theories; thus, by using scientific methods, we managed to obtain grounded outcomes.

The theoretical-scientific support of this thesis derived from its **objective** and **tasks**. Its foundation is constituted, first and foremost, by the works in the field of media theory and communication theory, as well as by the fundamental philological studies, which served as theoretical sources for reconsidering the journalistic text phenomenon. The multidisciplinary character of the theme investigated implied the application of the scientific achievements in the following fields: communication-media (M. McLuhan, D. McQuail, M. De Fleur, S. Ball-Rokeach, P. Charaudeau), journalistic (D. Randall, M. Coman, L. Roșca, S. Dumistrăcel, D. Popa, M. Petcu) and philological (E. Coșeriu, R. Zafiu, E. Tămăianu, S. Terian, J.-M. Adam, D. Roventă-Frumușani).

The doctoral thesis had the following **objectives**:

- a) extracting the criteria to use in order to elaborate a typology of the journalistic text;
- b) outlining a table of the textual categories within the current Romanian press;
- c) identifying the textual categories and integrating the journalistic text within a certain category, by respecting the afore-identified criteria.

Hence, we appreciate that our approach addresses both to the creators of messages and to the types of public exposed to the media products. Our aim is to ensure a better place in the

media environment – by making the most of the outcomes of this research – for the media products, as well as an improvement of the approaching practices, mostly concerning the elaboration of all sorts of subjects within a press product, as consequence of a profound and relevant mutual knowledge. In our research work, we have tried to consult a numerous corpus of generalist publications, in order to identify the current stage and to propose new editorial criteria, in order for the media product to stop being perceived as ridiculous, thus in order to avoid it being received with doubts.

Main points of the research:

1. Discussing the main theories regarding the constitution of the text and the characteristic features: text linguistics, Coşeriu's theoretical propositions, sequential organization of the text, textual type as prototype.

2. Systematizing the criteria referring to the definition of the genres specific to journalistic discourse: systematizing the various positions by some categories, (1) criteria determined through a deductive procedure, by adapting and qualifying the general theoretical positions concerning the discursive genres, based on journalism manuals and on the general presentation works of the press, also taking into account our own standpoints ranging within textual linguistics and discourse analysis (Adam, Charaudeau, Grosse and Seibold, Lochard and Agnès); (2) criteria issued from weighting the various theoretical views upon the genre (see the studies within the journals *Pratiques* no. 94 and *Semen* no. 13, dedicated exclusively to print media genres, from the perspective of textual linguistics and discourse analysis).

3. Determining the possible criteria for the definition of each type of journalistic text as discursive genre and of the analysis categories derived from them.

4. Assessing – through the selected texts – the criteria and analysis categories, in order to determine, on one hand, the pertinence of the criteria used to define the genre and, on the other hand, the efficiency of analysis categories in the description of text. More precisely, to determine their ability of underlining either constants of the genre or variations of peripheral representatives – intercultural variations, individual versions, etc.

5. Rephrasing and systematizing the criteria and analysis categories, in terms of textual linguistics, starting from the five criteria determined by Maingueneau (1996), for the definition of discursive genres, adapted and rephrased by Adam (1997b) and by Grosse and Seibold (1996), for the journalistic discourse genres. We refer here to the pragmatic criterion (the purposes aimed in the text), the enunciation criterion (author's identity and degree of involvement), the semantic criterion (the approached themes), the compositional criterion (the text levels and sequences), and the stylistic criterion (micro-linguistic particularities).

When Oscar Loureda Lamas made a classification of the types of texts, he mentioned that such a division had to underline **the real and functional behaviour of discourses**. In time, the delimitation should become homogenous, exhaustive and distinctive (Loureda Lamas 2003: 69). In Loureda Lamas's opinion, the homogeneity means that all genres included within a typology should be defined by the same criteria, while exhaustiveness means that the said classification should be able to apply to all type of texts proposed, and distinctiveness requires that the outcome of discourse type systematization (in Lamas's words) show the particularities of each type.

The text in general and especially the journalistic text have benefitted, as we have seen, from various approaches; in our thesis, we have tried to consider the aspects involved in their production and reception. The starting point was a comparison between the models of genres and species provided by the Romanian journalism volumes and by the models within the French specialized literature. We have considered them more approachable concerning the language and because they are closer, pattern wise, to the Romanian examples that we found in the newspapers studied, meaning Adam, Charaudeau, Grosse and Seibold, Agnès and Lochard). The Romanian journalism manuals present a rather narrow approach, though the complexity of certain aspects (such as the types of news presented by Cristian Florin Popescu) made us consider this phenomenon far from closed and insufficiently treated in the studies within this field. Most of the times, in manuals and studies such as those by Vişinescu, Coman, Preda or Popa, only a part of the journalistic genres are analyzed, and other genres present in the media are simply eluded or just noted. Going back to the issue of a certain synonymy which may be identified in the terminology we have used, we feel obligated to state yet again that the final product – the text – that we have tried to focus on within our approach (though seemingly an infinite sequence of procedures) eventually integrates within a genre or, more likely, within a journalistic category, as we preferred to call it. Hence, though we have used the formula journalistic genres, we started from the analysis of the text and we considered the terms editorial and non-editorial units/categories as more accurate for the inclusion of the final journalistic product. As for the non-editorial units, we have not insisted upon them because our theme is constituted by the journalistic text.

Our study aimed to underline aspects of the press text, a text which was not based – in the Romanian journalistic practice – on principles clearly delimited by literature or by dilettantism, but which was quite uncontrollably diffused, because of a rather misunderstood infusion of democracy. The journalistic text is comprised, as already seen, within a more or

less flexible typology, considering the discursive ways of transposing the information: **the reported information, the explained information and the commented information.**

The classical typologies of the texts determined based on the traditions of texts fail to provide information regarding their meaning, the meaning units convoked by the reader each time he deciphers a message or by the journalist when he enciphers a message. It becomes very clear that a text is an activity which cannot be restricted to a couple of schemes. However, one can study them from the perspectives of general text linguistics, by the practical value of their efficiency (Coşeriu 2002), of the meaning meant for the reader (who also becomes a “lecturer” of the world through the media products).

As Loureda Lamas stated within an interview taken by Eugenia Bojoga (Lamas 2007b), “The texts are *individual facts*, though not absolutely singular, considering that they manifest a *universal dimension* that includes traits of textuality, and a *historical dimension* that makes them – the texts – follow certain expressive traditions and models”. Taking into account the heterogeneity of all discourses and the current stage of our knowledge in this field, we do not claim to have exhausted the ongoing debates by proposing yet another typology or the ultimate TYPOLOGY. However, we do hope to have made clear some of the issues within the field of textual linguistics, situated at the frontier with the media communication type.