

Memoria&Identità  
Cultural&Linguistic Heritage

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Floriana Di Gesù, Alexandra Pinto, Assunta Polizzi  
(eds.)

**MEDIA, POWER AND IDENTITY:  
DISCURSIVE STRATEGIES  
IN IDEOLOGICALLY-ORIENTED DISCOURSES**



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*Media, Power and Identity:  
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Floriana Di Gesù, Alexandra Pinto, Assunta Polizzi

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## Preface

F. DI GESÙ, A. PINTO, A. POLIZZI

Discourse is a social practice and is therefore a reflection of the context in which it is generated and, at the same time, an agent of change in the context it helps to generate. It is because of this double nature of reflex and agent of change that the object discourse gains analytical salience, becoming relevant for various research areas. As an analytical object, discourse can be viewed from many different theoretical points of view. However, it is always as a semiotic object, with a central linguistic component, that it constructs its meaning. The main objective of discourse analysis is the identification, understanding and prediction of discursive strategies of context representation and the explanation of its ideological meaning. The manipulation of information (“post-truth”) and the construction of false, incomplete or partial narratives about the real (“alternative facts”, “fake news”) are two trends already well-known in today’s society that continue rising in populist discourses.

As a “social mirror”, the press plays an important role in the constitution of identity and specifically in the composition of individual, groupal and national identities in all countries at all times. Since memory is a fundamental resource for the recovery of our common past, the press establishes a series of representations that shows the system of beliefs in which every society is based. Moreover, the press is a public expression of politics and it also concerns the problems of a society at a given time. The reader understands that what is offered is information and forgets that it is offered from an oriented perspective, sometimes directed by the political power.

The text typologies of journalistic discourse meet the need for information transposition of reality under the urgency of current times.

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In addition, the multimodal nature of the magazine macro-text collects various multimodal textual discourse, both verbal and visual, in eclectic and inclusive forms, allowing the co-existence of news, political opinions, literary texts and critics, movie and theatre news, shopping promotions and advertising, alerts, photographic reports etc. Therefore, the press gives us an invaluable working material for understanding and analysing thought and discourse at specific times and apply the patch from a current perspective.

The prevalence of pathos over logos negatively marks a new phase of political and social communication, being dangerously used as a strategy of manipulation of public opinion and exercise of power. The analysis and the explanation of these phenomena that are constructed, that manifest themselves and that produce effects through the media discourses, are an important mission for the Social and Human Sciences. The various levels of discourse, from phonological structures, graphical structures, lexical and syntactic-semantic structures, as well as textual, rhetoric-pragmatic, interactional and multimodal structures, are relevant in an analysis that seeks to establish relations between discourse and potential axiological, pragmatic and ideological values. Using words from the Horizon 2020 Project: "Socio-economic Sciences and the Humanities (SSH) contribute to an in-depth, shared understanding of the complex and interrelated socio-economic challenges facing Europe and the rest of the world. (...) A better understanding of Europe's cultural and social diversity and of its past will inform the reflection about present problems and help to find solutions for shaping Europe's future."

This is the basic investigation field of the International Research Network MEMITÀ -"Memory, Identity, Integration to identify analysis models in media communication" ([www.memita.scienzeumanistiche.eu](http://www.memita.scienzeumanistiche.eu)). It was founded at the University of Palermo on April 30<sup>th</sup>, 2015, and it consists of the following partners: Rheinische Friedrich-Wilhelms-Universität Bonn (Germany), Université Hassan II Aïn Chock Casablanca (Morocco), Universidad Complutense de Madrid (Spain), Uniwersytet Łódzki (Poland), Universidad de Sevilla (Spain), Universidade do Porto (Portugal), Universidade do Minho (Portugal), Università di Roma 'Tor Vergata'(Italy), Universitat de Lleida (Spain), Università 'Cà Foscari' di Venezia (Italy), Université de Pau et des Pays de l'Adour (France), Petro Mohyla Black Sea National University (Ukraine), Universidad de La Habana (Cuba).

The Memità Network has already worked on: a) decoding the discursive strategies which contribute to the making of the individual identity and to the formation of a group's identity; b) recovering the ideological mass-media artefacts heritage, through their digitalization and cataloguing; c) providing a transcultural analysis model of media communication completely suitable for different research fields such as historical, linguistic, pedagogical, literary, anthropological and sociological ones; d) proposing cultural and learning tools for the construction of an inclusive and respectful identity awareness, to sensitize and train the young citizens to the acquisition and/or enhancement of the uses of the past to build up identities at individual and collective levels.

The most ambitious goal of the Memità Network, by means of the produced reflections, is, perhaps, to facilitate social, cultural and behavioural transformations in contemporary societies, namely with a more conscious production and a more participatory reception of discourses, instruments from which everything is created and everything is transformed.

This book represents the third noteworthy product of the Memità Network. The essays within this book constitute a critical approach from a linguistic and cultural point of view regarding authoritarianism's reception in the media. In particular, the work opens up with a session whose purpose is to demonstrate the role of colonial press as an instrument of identity construction.

The work "Discurso científico e ideologia na revista do Estado Novo, *Portugal Colonial*" written by Isabel Margarida Duarte, together with Maria Aldina Marques and Rui Ramos aims to analyze the construction of scientific discourse in the Review *Portugal Colonial*, a monthly magazine of propaganda during Estado Novo, "a totalitarian regime" that governed Portugal between the end of the First Republic and the 25th of April of 1974. This magazine, published from March of 1931 to February of 1937, was considered an instrument at the service of a colonizing movement supported by science. In particular, the objective of the work is try to determine the characteristics and the linguistic-discursive mechanisms employed in the magazine, to pinpoint the possibility of categorizing this discourse of science as discourse of science's vulgarization and to identify the characteristics of journalistic discourse

as a discourse of science. The authors reached the conclusion that there is a strong association between science and ideology in the analyzed articles.

Joana da Silva Ferreira with her paper “A construção da imagem do colonizador na revista *Portugal Colonial*” continues investigating this ideologically oriented Portuguese magazine to analyze the linguistic mechanisms and the argumentative strategies used by different addressers in the first number of the magazine, in order to provide authority to their own statements, and primarily to control readers’ beliefs and behaviour. The corpus consists of 16 texts and 16 advertisements of the magazine no. 1, from March 1931, and the analysis pays specific attention to the lexical, structural and pragmatic mechanisms used to outline a positive image of the Portuguese colonizer, whose identity construction is usually done by a process of self-enhancement.

The condition of colonial war is coherently exposed in the propaganda film *29 Irmãos* that is the topic of the paper of Sérgio Guimarães de Sousa entitled “*29 Irmãos: tensões e contradições*”. This paper shows, through the applications of Lacan’s and Žižek’s theories about ideology, how cinema, with its impressive public resonance, was considered by “Estado Novo” as a unique and powerful propaganda support. It is a film marked by moments of emphatic moralism but at the same time *29 Irmãos* testify Salazar’s ideology contradictions and inconsistencies.

Ambra Pinello’s purpose with the paper entitled “*Construcción y justificación colonial: el discurso dominante en Legiones y Falanges*” is to demonstrate the role of colonial press as an instrument of identity construction. The objective of the work – through the analysis of a specific corpus on Spanish colonialism in Africa in the Spanish version of the Review *Legiones y Falanges* – is to unmask the argumentative and persuasive strategies employed in the journalistic discourse to manipulate the receptor.

Two remarkable works about Ukrainian and Polish ideology represent the perspective of the East Europe.

The reception of the Spanish culture by the representatives of the Ukrainian integral nationalism through the journals *Literaturno-Naukovyi Vistnyk* and *Vistnyk* is the main argument of the paper of Olexandr Pronkevich entitled “*El idearium y el imaginario español*”

en las prácticas discursivas del nacionalismo integral ucraniano en las revistas *Literaturno-Naukovyi Vistnyk y Vistnyk*". Spanish ideology and imagery are used by Ukrainian nationalists in order to authorize the despotic methods used for the construction of the Ukrainian state. The construction of the Spanish discourse by the *vistnykivsti* in the journals is aggressive and imperialist and it resembles fascist rhetoric, all this due to the conditions of ideological struggle against all enemies of Ukraine, in the time before the WWI, in which those political activists provided their service to the country.

The exploration of the political speeches of the early years of communism in Poland is the starting point for the paper of Agnieszka Woch entitled "Le gouvernement polonais communique. Les stratégies discursives du parti gagnant: une nouvelle langue de bois?" The author's purpose is to examine the speeches of the Polish Prime Minister delivered between October 2015 and October 2017 in what was considered as a difficult period for her cabinet. The objective of the work is to identify the discursive strategies used by the PM and compare them to the techniques of the communist propaganda.

The female condition and its importance in the construction of a totalitarian imaginary is well represented by the following works.

Catalina Fuentes Rodríguez focuses her paper "Memoria, ideología y construcción de la identidad en los medios: la mujer en el franquismo" on the projection of a woman's image in Franco's regime. In this work, the author emphasizes – from a discourse analysis perspective – one of the most relevant aspects of the ideological manifestation: the construction of a groupal identity through the press. The Falange and the National Movement used to employ the press as a fundamental propaganda's instrument and this paper shows this phenomenon thanks to the analysis of two important newspapers: the *Hoja del lunes* and the *ABC*. They illustrate the woman as a "forjadora de hogar", that is to say, as an instrument to teach at home the principles of the Movement, always respecting the difference with the man.

The creation of a post-truth, which legitimizes and ensures the survival of power elites is analyzed by Carla Prestigiaco in the paper entitled "La forja de la posverdad en el discurso nacional-sindicalista: Y (1938-1945)". In particular, the author focuses her work on the investigation of women's behaviour through the analysis of the

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propaganda magazine *Y*. The magazine reflects the evolution of the regime's manipulative policy in the numbers published between February 1, 1938 and December, 1945. Thanks to the adoption of the theoretical perspective of argumentative-persuasive discourse analysis, the author aims to demonstrate how the national-syndicalist discourse creates its post-truth by negotiating reality and constructing a positive version of it.

The literary viewpoint is widely represented in this book by the relevant works that, from different perspectives, offer a starting point for a precise reflection on the relationship between press and literature.

Exploring the important function of the press in the making of an ideology, the work of Ángel García Galiano "*Libro de Manuel: Cortázar, el compromiso y la prensa*" aims to analyze the role of daily press (French and Latin-American) in the elaboration of this novel, the last published in life by Julio Cortázar. One of the fundamental structural axes of the book is the use of daily life to construct the story plot, the same news that comes out from newspapers. Cortázar wanted to write a book that, besides being literary, was politically useful too. This essay brings to light Cortázar's narrative strategies to build up a novel in which Literature mixes up with History thanks to the press, as an intermediary between the truthful and the possible.

The important role of the literary translation in the construction of group identity is underlined by the work of Assunta Polizzi "*Traducción de textos literarios e ideología en Legiones y Falanges/Legioni e Falangi. El caso de 'La calle Mayor. Racconto di Edgar Neville'*". The analysis of this short story highlights the link between power and word, between totalitarian regimes and literature, as the press emphasizes this link thanks to the growing demand for narrative scripts. Moreover, this paper stresses the key function of translation at nationalist times as a process that conveys the linguistic policy of Mussolini's regime.

The complex relationship between self-translations and original versions is the main topic of the two-following works. The first one by Floriana Di Gesù entitled "*Las estrategias de autotraducción, manipulación y persuasión en 30 Días en Madrid/30 Giorni a Madrid, sección habitual de actualidad de la revista Legiones y Falanges/Legioni e Falangi*" aims to underline the self-translation strategies together with

the manipulation and persuasion policies present in the above-mentioned column written by the critic Masoliver. The corpus analysis reveals that the self-translation phenomenon represents an evident sample of ideological manipulation and configures itself as a technique of excellence to exert persuasion, authority and to articulate a linguistic policy.

The second work, by Michela Scalia, whose title is “I processi di decostruzione e ricostruzione del Sé autoriale nelle autotraduzioni di Juan Ramón Masoliver e Orio Vergani in *Legiones y Falanges/Legioni e Falangi*”, pinpoints the ways in which writers’ authorial-Selves are deconstructed and reconstructed into self-translation, illustrating the several features that define their text as authors’ deliberate rewriting.

The indoctrination of children in fascist ideology was the main topic of the work of María Matesanz del Barrio, “El discurso didáctico fascista dirigido a niños y la reescritura de libros”. In this paper the author analyzes the way in which ideology was articulated and organized within the school texts, considered as vehicles of ideological transmission and for their huge function of persuasion, during the Franco regime the ideological rewriting of some of the texts used at schools it was boosted. Or this due to the necessity to develop didactic texts adapted for the dominant ideology.

This book, through multiple contributions that trace multiple historical, cultural realities, offers itself as a further basis on the need for discourses and narratives decoding, that the media provide in the History. The analysis of ideologically oriented cultural products becomes the starting point for a particular recovery and recoding of a collective heritage that facilitates intercultural dialogue among the citizens of the twenty-first century.