

This Issue

Based on a broad theme, *Discourses: theories and practices*, we organised this issue to celebrate the 30th anniversary of the Post-Graduation Programme of Applied Linguistics and Language Studies – LAEL/PUC-SP. The issue contains contributions from doctoral and former doctoral students, whose studies reflect the way in which we articulate theoretical positions and their development into analysis practices, a characteristic of our Programme. The theories that pervade the articles derive specially from Bakhtin and his notion of discourse genre, and also from French Discourse Analysis, in the tradition supported by Enunciation Theory, with emphasis on notions and categories of analysis proposed/disseminated mainly by D. Maingueneau.

The corpora selected for analysis carry the mark of contemporaneity, perceptible in the mode of material manifestation of the discourses, that is, their supports and broadcasting means – utterances expressed orally, in paper, transmitted by radio and television - characteristic of different genres: editorials, news reports, news, chronicles, etc. Discourses that circulate in broad contexts, like the major daily newspapers, or in more restricted contexts, like company house organs and videogames; institutional discourses that weave our daily work relations: dialogues between infectologists and AIDS patients in public hospitals; between the government and syndicates, mediated by press; between the company and its employees by means of prescriptive texts, the writing manuals; between interviewer and interviewees. Discourses that build different images of enunciators, like, for example, the President of Brazil, the Evangelical Priest, the directors of a multinational company or of a teaching institution. Let's move on to the authors, their singularities and affinities.

Márcia Arouca's article aims to analyse, according to the French orientation of Discourse Analysis, the inauguration speech delivered at a higher education institution of the great São Paulo area, in the moment when the enunciator proposes to explain to the university community the reasons for the changes that are being implemented there.

Also under the Discourse Analysis perspective, **Ines Arouche** analyses the process of discursive construction in a television debate, whose participants are followers of different branches of evangelic religions. Her conclusions mirror the multiplicity of voices that result from it, forming a symbiosis of cited discourse and citing discourse built by the debaters themselves, and also by the insertion of other discourses extracted from news broadcast by newspapers and television.

The article by **Maria Inês Campos** focuses on a chronicle written by João Ribeiro and published in *Revista do Brasil* that presents an incorporated genre: a letter written in French, an important discursive procedure to show the different voices in conflict. Through this article, the author recounts an incident that has been deleted from the country's official history. In the perspective of a Brazilian voice in opposition to two others – the Portuguese and the French voices –, she discusses the different views concerning Brazilian identity at the beginning of the 20th century.

The contribution of **Maria del Carmen Daher** revisits one of the stages developed during the research “Presidential speeches delivered on May 1st: the trajectory of a discursive practice” and aims at understanding how the construction of images of enunciator/president is operated discursively. She analyses the first speech of each Brazilian president between 1938 and 1998. This discursive practice produces positions sustained by the organizational logic that is situated between the way of articulating a “world in discourse” and the “meanings” that originate from it: occupying the discursive space on May 1st means trying to guarantee the “illusion” of the existence of an “apparently harmonic” discourse community, which is formed by the government and the workers.

In another theoretical perspective and in the framework of the interpretativist approach to research, **Maristela França** explains the guidelines used in the preparation, conduction and analysis of interviews, articulated with the fact that the interviewer plays two roles: he is responsible for the investigation and a member of the community in focus. Considering the relevance of the discussion on research instruments used in Applied Linguistics, the study deals with the concepts of discourse community, topic framework and frame proposed by Swales, Brown & Yule, and Bateson, respectively. Two examples show the ambivalence of the duplicity of roles performed by the interviewer.

Based on the criticism that pragmatic philosophers make to the distinction between fact and value in epistemology and analytical philosophy, **Sheila Grillo** analyses the writing manuals of the newspapers *Folha de S. Paulo* and *O Estado de S. Paulo*, investigating how the genres of the Brazilian press are subdivided according to criteria present in the philosophy of language. In this article, as in Campos', the notion of genre is fundamental: the analysis focuses on the institutional principles that contribute to the stability of the genres editorial, news report and news and to the definition of journalistic style. The rules governing the good formation of the genres are seen as the product of an agreement between the instances of production and reception of journalistic practice, as they are inscribed in the same discursive formation.

The focus on the construction of images, which is present, as mentioned above, in Daher's study, also pervades the article written by **Maria José Machado**. She analyses the language strategies used by a multinational company in the tobacco business that tries to legitimise the cigarette, a product that is stigmatised by society. To achieve this, the company constructs an image that is accepted and respected by the general public. The object of analysis is an article published in the company's house organ, directed to the employees but reaching other audiences, like the retail sellers.

Décio Rocha's article, unlike the previous ones, is more theoretical and discusses the concept of enlacements proposed by Maingueneau. Analysing a corpus of discourses of the written press about videogames in Portuguese and in French, the author offers a more adequate approach to the articulation between utterances and enunciation, based on the study of different registers – enunciator and co-enunciator, topography, chronography, ethos, language code – which circumscribe a particular position in a discursive field.

There is a certain affinity between the articles by **Maria Cristina Sampaio** and Maria José Machado. Both are inscribed in the sphere of work relations, but the first one deals with discourses that circulate in the company, while Sampaio focuses on the scope of education. Her object of reflection is the production of knowledge concerning how social relations are constructed, reproduced and transformed in the scope of discursive practices, understood as a form of social practice. The author revisits some of those practices in institutional contexts, established in the Educational Strike Movement in the city of Pernambuco (1987-1990). She tries to describe, by means of a quantitative data sample, different enunciation positions in the dialogic relations that are established in the interlocutional space of the institutional discourses of three social actors (Government, Media and Syndicate).

The article written by **Vera Sant'Anna** approaches one of the stages developed during a study centred on the observation of the discursive constitution process of the work world in news published by the newspapers *Clarín* and *Folha de S. Paulo*, in the scope of Mercosul. The contribution to the present issue of *the ESpecialist* is restricted to the exposition of the criteria that guided the study of reported speech (RS) as the main organiser of the news, a discursive genre whose enunciative basis is the tension between informing and expressing opinion. The option for the study of RS springs from the author's interest in verifying the distance between those two acts, as informing has been considered responsible for the idea of objectivity that sustains the characterization of the news text. In the proposal of constitution of a continuum

of occurrences, the notion of “narrated” speech stands out as one of the basic strategies for the institution of the idea of objectivity of information, which derives from the enunciative perspective of the enunciator/journalist.

The contribution of **Geraldo Tadeu de Souza**, similarly to Décio Rocha’s article, is characterized by a theoretical nature and points to the need to incorporate the work *Marxism and the Philosophy of Language* (Bakhtin/Volochinov) into the reflections on discourse genre present in the texts of the circle. He compares many editions of this work in different languages which, unlike the Brazilian edition, explicitly show the presence and importance of the category genre in the reflections on the concrete reality of language.

Finally, **Marcos Vieira**’s article closes the present issue. Like some of the previous studies, it gravitates in the sphere of the relation between language and work. Viewing medical work in the perspective of language as an activity, the author studies the dialogue difficulties between infectologists and AIDS patients, aiming to reveal the discursive uses that enable the effective rendering of this practice. Supported by Bakhtin’s notions of dialogism and discourse genres, the author uses reported speech as his instrument of analysis, a category that allows him to establish three sets: direct speech describes the activity, indirect speech argues and negotiates a discursive “consensus”, and the citation hybrids enable a renormalization of the activity in the discursive field. The results indicate the readjustment of a work practice in the empirical field and point to the construction of a discursive genre of the activity.

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