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PÓS-GRADUAÇÃO EM LETRAS/INGLÊS E LITERATURA CORRESPONDENTE

WOMEN IN BUSINESS CONTEXTS REPRESENTED IN THE MAGAZINES  
*SECRETÁRIA EXECUTIVA* AND *MULHER EXECUTIVA*: A  
LEXICOGRAMMATICAL AND VISUAL ANALYSIS

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**To my dear mother and father  
(in memorian)**

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My dear family for the patience and understanding.

## ABSTRACT

WOMEN IN BUSINESS CONTEXTS REPRESENTED IN THE MAGAZINE  
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This thesis is based on Critical Discourse Analysis (CDA), with its three interdependent levels of analysis: text, discourse practice, and social practice, Systemic Functional Linguistics (SFL), gender studies and modality. In this study, discourse is investigated in two Brazilian magazines dedicated to secretaries and executive women, *Secretária Executiva* and *Mulher Executiva*, examining social identities in a business context. The lexicogrammatical analysis in the six editorials showed patterns of women's experience related mainly to material, mental and relational processes revealing social practices in that context. Moreover, the analysis of three covers of the magazines applying a grammar of visual design complemented the investigation. The results suggest that, in the professional context portrayed in the magazines, i) women's world is connected to the private and public sphere and; ii) the editorials are written to a feminine business public, can be classified as hortatory texts and self-help discourse; and finally iii) there are traces of changes in respect to Brazilian executive women's identities. The panorama outlined above shows the attempt of this study to further investigate the complexity of research that considers language and social context. This study may also contribute to provide awareness and attitudes in relation to language use and its social function, which could make our educational practices more significant.

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## RESUMO

MULHERES EM CONTEXTOS EMPRESARIAIS REPRESENTADAS NAS REVISTAS *SECRETÁRIA EXECUTIVA* E *MULHER EXECUTIVA*: UMA ANÁLISE LÉXICO-GRAMATICAL E VISUAL

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Esta dissertação está baseada na Análise Crítica do discurso (ACD), com seus três níveis interdependentes de análise: texto, prática discursiva e prática social, na Linguística Sistêmica-Funcional, nos estudos de gêneros e de multimodalidade. O discurso é investigado em duas revistas brasileiras dedicadas a secretárias e mulheres executivas, *Secretária Executiva* e *Mulher Executiva*, com foco nas identidades sociais reveladas em um contexto empresarial. A análise léxico-gramatical de seis editoriais mostrou padrões de experiências relacionados principalmente a processos materiais, mentais e relacionais, revelando as práticas sociais naquele contexto. Além disso, realizou-se uma análise em três capas das revistas, aplicando-se uma gramática para imagens, complementando-se assim a investigação. Os resultados sugerem que no contexto profissional descrito nas revistas: i) o mundo da mulher está ligado à esfera privada e pública; ii) os editoriais são escritos para um público feminino e podem ser classificados como textos exortativos e como um discurso de auto-ajuda; e finalmente iii) há traços de mudanças sociais com respeito à identidade social da mulher executiva brasileira. O panorama delineado acima apresenta a tentativa deste estudo em dar continuidade à complexa linha de pesquisa que considera a linguagem e o contexto social. Este estudo também pode favorecer aspectos quanto à conscientização e a tomada de posição em relação ao uso da linguagem real e sua função social, o que torna as práticas educacionais mais significativas.

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## TABLE OF CONTENTS

<b>CHAPTER ONE – INTRODUCTION .....</b>	<b>1</b>
1.1 The Present Study.....	3
1.2 Objective .....	5
1.3 Research questions .....	5
1.4 Method .....	5
1.4.1 The corpus .....	6
1.4.2 Framework for data analysis .....	6
1.4.3 Procedures for data collection and analysis .....	7
1.4.4 The interviews .....	8
1.5 Value of the study .....	11
1.6 Organization of the Thesis .....	11
<b>CHAPTER TWO – REVIEW OF LITERATURE.....</b>	<b>12</b>
2.1 Critical Discourse Analysis.....	12
2.1.1 Text .....	14
2.1.2 Discourse practice .....	14
2.1.2.1 Editorials in women’s magazines .....	16
2.1.2.2. Self-help discourse in women’s magazines .....	18
2.1.2.3 Feminine and masculine audience in self-help discourse .....	21
2.1.3 The socio-cultural practice .....	23
2.2 Systemic Functional Linguistics .....	24
2.2.1 Context of Situation .....	25
2.2.1.1 Field .....	26
2.2.1.2 Tenor .....	27
2.2.1.3 Mode .....	27
2.2.2 The three metafunctions of meanings in language .....	28
2.2.3 Transitivity analysis .....	29
2.2.4 The three main processes types.....	32
2.2.4.1 Material processes.....	32
2.2.4.2 Mental processes .....	32
2.2.4.3 Relational processes .....	33
2.2.4.4 Intermediary processes.....	33

2.2.5 Participants .....	34
2.2.6 Circumstances .....	34
2.3 Kress and van Leeuwen: the grammar of visual design .....	35
2.3.1 Representation and interaction in visual image .....	36
2.3.1.1 Action processes.....	37
2.3.1.2 Reactional process.....	38
2.3.1.3 Speech, mental and conversion processes.....	39
2.3.2 Size of Frame .....	40
2.3.3 Angle, Attitude and Power .....	40
2.4. Mass media in a multimodal role .....	42
2.5 Language and gender studies .....	44
2.5.1 Mass media, women's magazines and social identity.....	49
2.5.2 CDA, visual analysis and women's magazines.....	53
<b>CHAPTER THREE –THE ANALYSIS IN TERMS OF SOCIAL AND DISCURSIVE PRACTICE .....</b>	<b>55</b>
3.1 Context of situation .....	55
3.1.1 Field .....	57
3.1.2.1 The magazine .....	57
3.1.2.2 Types of discourse in the six issues of <i>Secretária Executiva</i> and <i>Mulher Executiva</i> magazines .....	58
3.1.2.3 The ideological dimension in the editorials .....	60
3.1.3 Tenor .....	62
3.1.3.1 Students' beliefs .....	63
3.1.3.2 Teachers' beliefs .....	65
3.1.3.3 The style in the editorials .....	66
3.1.3.4 The editorials as a hortatory text.....	69
3.1.3.5 The editorials and self-help discourse.....	72
3.1.4 Mode .....	73
3.2 Discussions of results.....	74



<b>CHAPTER FOUR: THE LEXICOGRAMMATICAL AND VISUAL ANALYSIS.....</b>	<b>79</b>
4.1 Transitivity system revealing language social functions.....	79
4.2 Processes .....	80
4.2.1 Material Processes.....	81
4.2.2 Relational Processes.....	83
4.2.3 Mental Processes .....	84
4.2.4 Verbal and intermediary processes .....	85
4.2.5 Participants in the six editorials .....	87
4.2.6 Circumstances .....	90
4.3 Representation and interaction analysis in the three covers.....	91
4.3.1 Actions and Gaze .....	95
4.3.2 Size of Frame .....	96
4.3.3 Angle, Attitude and Power .....	97
4.4 Discussions of results .....	100
<b>CHAPTER FIVE - FINAL REMARKS, PEDAGOGICAL IMPLICATIONS, LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR FURTHER RESEARCH</b>	<b>105</b>
5.1 Pedagogical Implications .....	108
5.2. Limitations of the study and Suggestions for further research.....	109
<b>REFERENCES.....</b>	<b>110</b>
<b>APPENDICES .....</b>	<b>116</b>
Appendix 1 – Editorial 1-6.....	125
Appendix 2 - The interviews .....	132
Appendix 3 – Students’ opinions .....	138
Appendix 4 - Teachers’ opinions .....	140
Appendix 5 - The magazines assistant’s answer to the questionnaire .....	142
Appendix 6 - The editorial sample .....	144
Appendix 7 – The processes analysis.....	145

## LIST OF TABLES

Table 1: Feminine and Masculine in self-help books	21
Table 2: Metafunctions and meanings realization based on Halliday (1994)	28
Table 3: The Portuguese language and the three systems	29
Table 4: Processes representation	31
Table 5: Circumstances in Transitivity system based on Butt <i>et al.</i> , (2001) and Halliday (1994)	35
Table 6: Dichotomies indicative of male and female language (Heberle 1997, p.27)	48
Table 7: Contents in monthly and weekly magazines based on Willings Press Guide (in Heberle, 1997, p.44)	51
Table 8: Titles of articles in the six magazines	59
Table 9: Analysis of processes in the selected editorials, based on Souza's (2003) software	80
Table 10: Processes in the six editorials	86
Table 11: Human participants in the editorials	89
Table 12: Circumstances	90
Table 13: Representation and Interaction	99

## LIST OF FIGURES

Figure 1: The extralinguistic level of language	25
Figure 2: Context of situation	26
Figure 3: Action process in images (from <i>Vida Executiva</i> , Jan, 2005)	38
Figure 4: Reactional process in images (from <i>Vida Executiva</i> , Jan, 2005)	38
Figure 5: Speech process in images (from <i>Vida Executiva</i> , Jan, 2005)	39
Figure 6: Size of frame (from <i>Vida Executiva</i> , Jan, 2005)	40
Figure 7: Angle, Attitude and Power (from <i>Vida Executiva</i> , Jan, 2005)	41
Figure 8: Percentage of the total amount of processes in the editorials	81
Figure 9: <i>Secretária Executiva</i> cover of March 2002	92
Figure 10: <i>Mulher Executiva</i> cover of March 2003	93
Figure 11: <i>Mulher Carreira</i> cover of May 2004	94
Figure 12: The three covers	98

## CHAPTER ONE

### INTRODUCTION

My approach to discourse analysis (a version of critical discourse analysis) is based upon the assumption that language is an irreducible part of social life, dialectically interconnected with other elements of social life, so that social analysis and research always has to take account of language (Fairclough, 2003, p.2).

Critical Discourse Analysis (CDA) has been applied in language studies considering how language is used to reinforce social inequalities and for the analysis of transformations in social organizations, especially those dealing with unequal ethnic, socio-economic, political and cultural power relations. CDA is used in a bi-directional link between language use and context and it is a multidisciplinary field focusing on the micro and macro linguistic features in different social contexts (Heberle, 1999a; Fairclough & Wodak, 1997; Fairclough, 1995).

Norman Fairclough (1989) provided a model of discourse analysis in which he draws upon Systemic Functional Linguistics (SFL) for textual features investigation. These two theories have been producing relevant results to discourse studies. Following the current practice, I apply his model considering the positive results between CDA and SFL in the past few years (Fairclough 1989; 1993; 1995; 2003; Heberle, 1997; Young & Harrison 2004).

SFL is important to linguistic studies as it permits a precise and detailed analysis of texts in real contexts of language use and preserving CDA from 'ideological bias' (Gregory, 2001, as cited in Young & Harrison 2004, p.4). Apart from other commonalities between these two lines of study, three convergent points are cited in Young and Harrison (2004, p.1):

- i) how society influences language and how language affects the social construct;
- ii) the influence that context and discursive events have on each other; and
- iii) the emphasis on cultural and historical aspects of meaning.

Since SFL theory sees language as having a social function, it is traditionally applied on discourse analysis research. Used as basis for CDA research on social problems and power relation topics, SFL has also been applied in speech pathology, forensic settings, translation studies, education, and in the development of workplace training programme (Martin et al., 1997; Halliday 1994). The new applications give even more evidence to the fact that SFL has been efficient when texts are analyzed in relation to the context of situation, because its framework is language as a social function (Halliday 1985; 1994). For this reason it can be used as an instrument of analysis in two dimensions of discourse: reproduction and transformation in social relations, establishing connections between textual aspects and the social context (Heberle, 2000).

CDA also started being used in gender studies to determine differences between male and female sociolinguistic representations and asymmetries. One common assumption among the theoretical approaches of gender studies is that the context in which discourse is inserted must be considered and integrated in the investigation (Coulthard 2000; Fairclough, 1993).

The inclusion of context in gender studies started replacing the previous perspectives of how men and women behaviour linguistically, also known and separated in three different phases: deficiency – domination – difference, moving the attention to diversity. This change of focus can be represented by the investigation of ‘how’ the social practices contribute to the constitution of men and women (Caldas-Coulthard, 2000, p. 282). These studies show that interactions and relations in social context reflect

features of different structures and organizations, as for example, in the business context.

Thus, the investigation of gender constraints and identities in professional contexts is a good source of investigation for CDA as it represents how society develops and is transformed through the use of language.

### **1.1 The present study**

Based on the theoretical perspectives of CDA, SFL, visual grammar and gender studies, in the present study I analyze editorials in women's magazines, which have been deconstructed for a better understanding of language in use and of social processes. I investigate editorials in a Brazilian magazine dedicated to executive women and secretaries. In Brazil, few magazines are dedicated to women professionals. In terms of business context some titles are: *Exame*, *Pequenas Empresas e Grandes Negócios*, and *Você SA*, which deal with topics related to success in business.

In women's magazines the editorials usually constitute an advertisement of the magazine, a 'synthesis of the magazine issue', and 'an exemplar of hortatory and advertising discourse' (Heberle, 1997, p.3). Then, what about editorials for a feminine public in a business context?

Complementing this analysis, three *Secretária Executiva*, *Mulher Executiva*, and *Mulher & Carreira* magazine covers were selected and analyzed in relation to representation of identities to investigate some possible changes regarding social identities (Kress & van Leeuwen, 1996; Eggins & Iedema, 1997; Bell, 2001).

Hence, due to interrelations among: i) the social context of business; ii) the discourse practice in a mass media represented by a magazine written to executive women and; iii) the linguistic analysis of lexicogrammatical elements in the discourse

type of editorials and visual patterns in covers, a social theory of discourse can be applied in this study resulting in a representation of women's identities in the business context.

The present study indicates some similarities with studies in the area of language and gender in which editorials are analyzed in women's magazines in relation to textual structure and contents; however, the business context clearly shapes the discursive practice.

The results by Heberle (1997), that editorials in women's magazines are mainly related to women having to learn how to cope with different problems in their lives, that this type of discourse is hortatory and persuasive and an example of advice discourse, is confirmed in my study, although the context of situation is not the same in both studies.

The studies by Fairclough (1989); Meurer (1998); and Gauntlett (2002) about self-help discourse, have contributed to see how identities can be identified in such a discourse practice, so common in our times, and frequently applied in the editorials of *Secretária Executiva* and *Mulher Executiva* magazines.

The Transitivity system by Halliday (1994) proves to be a resourceful tool for the identification of the ideational function or world experience of social identities in texts. The verb processes, participants and circumstances show that in the social context investigated the experiences are represented by a dichotomic role of women: to be a housewife and a worker, and that people resort to metaphors to express their experiences in live.

The grammar of visual images by Kress and van Leeuwen (1996) produces some insights about how transformation happens in women's lives and how their identities and discourses are influenced by the social context.

## **1.2 Objective**

The purpose of this thesis is to carry out a critical discourse analysis taking into account the description, interpretation and explanation of how discourse is constructed in six editorials and three covers from the Brazilian magazine *Secretária Executiva* (*SE*), which has also been named *Mulher Executiva* (*ME*) and *Mulher & Carreira* (*MC*). This magazine is dedicated to executive secretaries and to executive women in general. Editora Quantum, Curitiba – PR distributes it by means of subscription.

## **1.3 Research questions**

The research questions of the present work are the following:

- i) What do the editorials and the magazine covers, the interviews and news reports reveal about the social context?
- ii) How are the editorials structured and what are their main textual features?
- iii) What kind of verb processes, participants and circumstances prevail in the editorials unveiling executive women's experiential meanings and social roles?
- iv) What images of women are portrayed in *Secretária Executiva*, *Mulher Executiva* and *Mulher & Carreira* magazine covers, and what kind of social identities do they suggest?

## **1.4 Method**

In the following section I describe the method used in this investigation. First, I describe the corpus of my study, second, I present the framework for data analysis, third, the procedures for data collection and analysis and finally, the interviews.

### **1.4.1 The corpus**

The editorials are inserted in a professional context, and thus, they may differ

from those editorials in magazines dedicated to women in general. The total size of the corpus is 2702 words. The average number of words in each editorial is from 405 to 522.

The choice of six editorials and three covers in an annual sequence, March 2002, May 2003, and May 2004, aimed to observe possible transformations in the discourse practice and social context under investigation. Although the corpus is not so extensive, the recurrent features in the six editorials proved to be sufficient to answer my questions of investigation. Moreover, the three covers complemented the analysis. I analyzed three women's pictures in respect to functions that semiotic modes may fulfill, such as representation and interaction, based on a grammar of visual design.

In order to examine the discursive and social practices, as proposed by Fairclough (1989) I also carried out interviews with students and lecturers of an Executive Secretary University degree program. Seventeen students and six teachers gave their opinion about the magazine.

#### **1.4.2 Framework for data analysis**

Fairclough's three dimensions of analysis are investigated in my work by means of the following.

First, the investigation of the dimension called text is developed through SFG, applying the transitivity system corresponding to the representational meanings. It was chosen because it is related to the ideational meaning or, in other words, to the way people represent reality. In this study the textual dimension is explored in the grammar of the clause, i.e., transitivity system. For the transitivity analysis some of the questions are: which are the processes and participants evidenced in the text, what choices are made in voice (active and passive), nominalizations, and metaphors. The main concern



is ‘agency, the expression of causality and the attribution of responsibility’ (Fairclough, 1992, p. 236). The lexicogrammatical elements under analysis are the main verb processes the editor applies (Relational, Material and Mental) checking what the events are, who is involved, and in what circumstances (Fairclough, 2003; Halliday, 1994). In this level, I also apply the visual grammar theory by Kress and van Leeuwen (1996), focusing on the representational and interactional dimensions of three covers in *Secretária Executiva* and *Mulher Executiva* magazines.

Second, the discursive dimension is, first, reflected on the readers’ and editor’s opinions through the processes of production, distribution, and consumption of the magazine, and, second through the style of texts and type of discourse; iii) the socio-cultural dimension is analyzed in relation to the position/role of executive women and executive secretaries in the context of situation revealing how the social identities or selves are reflected in the editorials.

The procedures for data collection and analysis and the interviews are stated in the next section.

### **1.4.3 Procedures for data collection and analysis**

As already pointed out, six issues of the three magazines were selected, March-April-May of 2002 and of 2003. These issues were analyzed in terms of how the magazine is compiled and distributed, and what discursive practices are represented in them. Then, I scanned the six editorials and a microanalysis of the processes types was undertaken in the six editorials in order to construct the experiential meanings and to examine how women’s identities are construed in that context.

In the course of the development of this work, images of the three covers of *Secretária Executiva*, *Mulher Executiva* and *Mulher & Carreira* magazines were

analyzed in terms of identities representation and interaction, from March of 2002, May of 2003 and May of 2004. These data helped to answer the research questions and to enrich the analysis. The four main types of processes and social relations found in the three images were reported and analyzed. The features analyzed were: action and reactional processes, size of frame, angle, attitude and power

In order to discuss the social theory of discourse by Fairclough (1989; 1992; 1993, 2003) considering the three interdependent levels of analysis: text (lexicogrammar and textual structure), discourse practice (production and interpretation), and social practice (identities), I interviewed seventeen students enrolled in the fourth year of an Executive Secretary undergraduate degree at a Brazilian university, six professors of the same degree and the magazine editors. In this level, the interviews were applied to obtain data to check how teachers and students in the academic environment and the magazine publishers construct the secretary's identity as portrayed in the magazines.

#### **1.4.4 The interviews**

I had the opportunity to develop a class activity with seventeen participants (only two were men) using some samples of *Secretária Executiva* and *Mulher Executiva*. The students had to read the magazine, to choose one article they should consider relevant, one article they considered not worth reading, summarize both, and finally, write their opinion about the magazine. Since the objective of the activity was not to check their level of proficiency, they could write down their opinions in Portuguese or in English. They worked in groups of three students or in pairs, and for this reason I collected five group opinions.

The questions used in the class activity were the following:

- i) In your opinion, which is the worst article in the magazine?;
- ii) Which is the best article in the magazine?; and
- iii) What is your opinion about the magazine? (Appendix 2)

I also asked three questions to the teachers:

- i) No curso de SEB, os professores costumam usar em sala de aula a revista *Mulher Executiva*?;
- ii) Qual a sua opinião sobre a revista?;
- iii) Qual o seu parecer sobre a profissão de secretárias executivas no seu estado e escola?;
- iv) Qualquer sugestão a respeito do assunto será bem vinda. (Appendix 2)

The coordinator of the course gave me back a general estimation of teachers' opinion about the magazine. Six teachers answered the questionnaire, including the coordinator. (Appendix 4)

Next, I sent the following questions to the editors of *Secretária Executiva* and *Mulher Executiva* magazines:

- i) Esta revista é direcionada para mulheres executivas, principalmente secretarias?;
- ii) Qual a sua posição sobre a profissão da secretaria e da mulher executiva no Brasil?;
- iii) Poderíamos afirmar que a profissão de secretária é para mulheres?;
- iv) Como você definiria a sua relação com suas leitoras/res? (Appendix 2)

However, since there was no answer for the questions above, the editors' opinions were not considered in the present study. The two editors who wrote the six editorials under analysis do not work in the magazine anymore and it was not possible to have

their opinion about women's identity. The magazine was sold to another publishing house. The e-mail I received from the executive board is attached in Appendix 5.

Editora Quantum is no longer distributing *Secretária Executiva* and *Mulher Executiva* magazines and they started to commercialize a new one, *Vida Executiva*, a magazine from Editora Símbolo.

In the third dimension, I analyzed the editorials in relation to style and some conventional textual structure. The main textual feature considered in my study was the hortatory feature developed by Longacre (1992, as cited in Heberle, 1997; Meurer, 1999; Pereira & Almeida, 2000).

The next step was the verbal analysis of the editorials based on Halliday's (1985; 1994) studies of context of situation and the system of Transitivity, which enabled me to determine experiential meanings in the editorials. I transcribed the editorials into word format and separated the clauses for the lexicogrammar analysis in Excel tables to be used in Souza's (2003) software. This software permits a quantitative analysis of process and participants. In my analysis the participants and the circumstances were analyzed manually.

For the representation of images, I applied the grammar of visual design by Kress and van Leeuwen (1996). I selected three covers from March 2002, April 2003, and May 2004. The elements analyzed are: actions and gaze, size of frame, angle, attitude and power. In this level, the procedure was to interpret the mentioned elements in the three pictures in order to abstract actions and significations, as well as social relations between readers and the magazine.

### **1.5 Value of the study**

This work is intended to help teachers and students of secretarial academic area to become aware of the topics and values in the social context of business. It can also offer new results to gender studies and social discourse analysis, as it is a sample of language and gender research in a specific professional context in Brazil. Besides, studies in self-help counseling discourse and visual grammar in the construction of social identities can receive some new insights with this investigation. This study is relevant since Transitivity analyses in the Portuguese language are still a challenge for linguistic researchers in SFL.

Finally, for education, it is possible to affirm that the perspective of analyzing texts and contexts as a social function and in a critical perspective may enhance the purpose of teaching and help our students to better understand their social interactions as well as to be better critical readers.

## **1.6 Organization of the Thesis**

This thesis is divided into five parts. Chapter 1 is the introductory part within the research scope. Chapter 2 is a review of the four research fields in which I based the investigation: in order of appearance, Fairclough's social theory of discourse, SFL, visual grammar and gender studies. In Chapter 3, the analysis refers to the social and discursive practice dimensions. In Chapter 4, I present the lexicogrammatical and visual analysis. Finally, in Chapter 5, I state the final remarks, present the pedagogical implications, the limitations of the study and suggestions for further research.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

The theoretical approaches which have guided this investigation are described in this chapter. First I discuss Fairclough's (1989, 1992, 2003) social theory of discourse, second I contextualize Systemic Functional Linguistics (SFL) theory focusing on the transitivity system. The SFL theory application is based on studies by Halliday (1985, 1994), and other SFL researchers such as Butt *et al* (2001) and Eggins (1994). Third, I review visual grammar theory based on Kress and van Leeuwen (1996) and mass media in a multimodal role. The last section is related to language and gender studies mainly based on studies on women's magazines studies by Heberle (1997; 2004) in which I review some topics related to: mass media, women's magazines and social identity. The final section shows some convergent aspects of Critical Discourse Analysis (CDA), SFL and gender studies which have been frequently applied interconnected when discourse analysis is the area of interest. In Brazil, especially at UFSC – SC some research in these three areas have been developed by Heberle (1997, 1999a, 1999b), Figueiredo (1995), Ostermann (1995), Grimm (1999), Caldas-Coulthard (2000), and Pereira and Almeida (2002).

#### **2.1 Critical Discourse Analysis**

According to Lassen, (2004), CDA theory is a result of description and interpretation of unstable dialectical social processes and it had a great influence of sociological and linguistics studies, mainly by Foucault (1972). A "motto" for social theory of discourse could be: discourse reproduces, but also transforms society.

In Fairclough's social theory of discourse the dimensions representing discourse and social context are: the text, the discursive practice, and the socio-cultural practice.

The first dimension, the text, is the linguistic descriptive (meaning and form) stage, which can include micro and macro structures composed by four parts: vocabulary, grammar, cohesion, and textual structure. Each one of the four parts can be depicted in special components, for example, lexical choices, nominalizations, discourse markers, and narrative. As in CDA linguistic phenomena are socially determined, any kind of text can be investigated in different linguistic levels of analysis to show patterns and conventions of social phenomena (Fairclough, 1989).

The second dimension, the discursive practice, is the one that links the text and the socio-cultural practice through the processes of production, distribution, and consumption depending on the type of discourse. This dimension explains how the user and the producer deal with texts, with discourse rules, with socio-cognitive aspects, and with different kinds of texts (Fairclough, 1992; Heberle, 2000).

The third dimension, socio-cultural practice, has to do with a certain event in a specific socio-cultural context independently of the size and type of context. The nature of the social practice dimension (economic - political - ideological) influences the discursive practice and vice versa. The analysis can be realized in three different types of contexts: the context of situation, the institutional context or the cultural context (Heberle, 1994).

Fairclough (1992, p. 237) poses a question that helps elucidate the relation between the interaction of discourse and social context: "How is the discourse sample in relation to hegemonic relations and structures of social practice: conventional, innovative, oppositional, transformative?" In the next three sections I discuss the text dimension, the discursive dimension and the social-cultural dimension.

### **2.1.1 Text**

Within the CDA perspective, text is the written or spoken language produced in a discursive event. Images are also considered a social sign and they are interwoven with language providing meaningful information (Bell, 2001). Fairclough's (1993) point of reference on text analysis is Systemic Functional Linguistics advocating that the analysis of a text must consider form and meaning. According to Halliday (1994) these two aspects in the analysis are considered interdependent since texts are constituted of three interlaced meanings, ideational, interpersonal and textual. Besides SFL, textual analysis may be realized through other approaches of analysis such as generic forms or rhetorical mode (e.g. argumentation). One example of a traditional text analytical method is the grammar of the clause (transitivity, theme, and modality), and vocabulary. In this study text is explored *via* transitivity system.

In the following section, I first define discourse practice as a process of production and interpretation based on the producers' and readers' background knowledge, and personal experiences. Next, in the two following sub-sections, I show some textual features of editorials based on CDA and gender studies to show how the user and the producer deal with a specific type of discourse, with discourse rules and with socio-cognitive aspects in the discursive practice.

### **2.1.2 Discourse practice**

The word discourse can be understood as different realities. It can be understood, in a more abstract sense, as language and other semiosis (images, body language) used to communicate, but it can also be viewed as socially oriented, or as "particular ways of representing part of the world" (Fairclough, 2003, p. 136). These particular ways of representation are a result of different processes in the discursive event.



In CDA, a discursive practice can be related to three types of processes: text production, distribution and consumption. The production and distribution of texts can involve one individual or be collectively produced and distributed. Mass media written texts such as newspapers and magazines can be samples of collective production and distribution. Consumption, on the other hand, creates new chains due to reuse and more complex distribution depending on the complexity of the context of situation, for example, government departments or newspapers (Fairclough, 1992). In newspapers, for instance, the reporter, the news editor, and the editor are some of those who are responsible for a documentary. The governmental context, on the other hand, involves documents and technical language expedition to achieve the public sphere: the commanders of the expedition, the writer, and usually a secretary, are some of those who are involved in the production and distribution of discourses. Thus, the processes involved in the two different contexts cited above have different characteristics. In this level, interpretation and, consequently, sociocognitive processes are considered operators and shapers of discourses (Fairclough, 1989).

Applying the three dimensions, text, discourse practice, and social-cultural practice to gender studies, it is possible to construct women's identities in a discourse inserted in a professional context and the results may contribute to studies of how social relations and social identities have been reproduced in such context, as well as how discourse transforms society. The role of discourse analysis in a social perspective is emphasized in the statement below.

When one emphasizes construction, the identity function of language begins to assume great importance, because the ways in which societies categorize and build identities for their members is a fundamental aspect of how they work, how power relations are imposed and exercised, how societies are reproduced and changed (Fairclough, 1992, p.168).

Besides the social context, the construction of social identities can be realized, in a critical study of discourse, by the representation of social events and social actors through the textual features. Editorials, for example, can represent women as social beings depending on the context in which the magazine is inserted. In the following section I present linguistic features and styles previously investigated in editorials based on studies of editorials in women's magazines by Heberle (1997, 1999).

### **2.1.2.1 Editorials in women's magazines**

Considering that my analysis focuses on editorials written to a feminine public in a business context, it will be fundamental to compare previous studies developed in editorials in women's magazines, since the way social identities are constructed in that discourse practice may be a reference to the conclusions and implications of my study. They will be used as a parameter indicating similarities or convergent points.

Based on studies by Heberle (1994, 1997; 1999a, 1999b), in editorials of a female public, two main objectives can be found. For these editorials, the first objective is to emphasize some articles from the issue and, second, to establish an informal mood between the writer and the reader in order to persuade them read and buy the magazine. To fulfill the objectives above, the editorials in women's magazines were classified as hortatory texts.

According to Longacre (1992, in Heberle, 1997; Meurer, 1999; Pereira & Almeida, 2000) the function of hortatory texts is to influence people's behaviour. This type of text deals with problems and solutions by resorting to authority, commands and motivation.

Moreover, style in editorials can be understood as using some recurrent, more or less frequent, linguistic feature. "Editorial style is rarely a matter of *always* using or

*never* using a particular feature. It is, rather, a matter of the more frequent use of one pattern and the less frequent choice of another” (Eggins & Iedema, 1997, p. 167).

Editorials can be classified as a genre, or subgenre, due to recurrent and more or less frequent linguistic features as in editorials from women’s magazines or in newspapers (see Heberle 1997, p.56 for further discussion). The concept of genre is defined here as a semiotic activity realized through spoken or written language characterized by a conventional rhetorical structure and a recognized communicative function (Meurer, 2004, personal communication). As the focus here is on editorials, some conventional rhetorical structure and recognized communicative function in this genre are stated below.

For instance, different recurring features can be observed in editorials of newspapers and in editorials of women’s magazines. In newspaper editorials, the practice is to have one historical event, focusing on a public or social problem within a specific ideological position. The linguistic structure is based on the writer’s argumentation, opinion and interpretation, and according to a temporal perspective of continuity and immediacy (Marques de Melo, 1985, in Heberle, 1997, p.57). Besides, according to Heberle (1997), some editorials in newspapers have no authorship, although some have the newspaper e-mail address (Folha de São Paulo, Nov 4, 2004), and their topics are generally an opinion related to the headlines of front page. As for women’s magazines, editorials relate to the topics in the magazine and they are usually signed by the editor in chief.

As stated above, in women’s magazines editorials can be classified as a persuasive type of discourse and the problem/solution trait is commonly found in those genres as a way “to call readers’ attention to solutions presented in the magazine”, and

also because women in the private sphere traditionally talk more about their private lives and personal problems than men (Heberle, 1997, p.79).

Editorials can also be seen as a dynamic rhetorical form in response to their users' sociocognitive needs (Heberle, 1997). This means they can be modified depending on the context and according to social changes. An example of dynamism is the self-help discourse found in women's magazines editorials. In women's magazines, self-help discourse is referred to as a confessional practice for feminine problems such as "doubts and expectations within a personal, private life" (Heberle, 1999b, p. 322). There is a tradition to connect women and advice or self-help discourse, and, hence, self-help discourse is a particular trait of editorials written to a feminine audience.

#### **2.1.2.2 Self-help discourse in women's magazines**

Self-help counseling discourse can be seen as transforming social practice as well as social identities. Firstly, it was used only in private domains such as therapeutic practice to solve "internal" rather than "external" problems (Fairclough, 1989, p. 225). More recently, this type of discourse has also been applied as a hegemonic technique explored to address people's private lives in public domains, such as in women's editorials or in institutions. It is relevant to mention that in relation to self-help literature targeted at women, a variety of feminist methodologies can be found such as in the special issue *Women's studies in communication* edited by Downey (1995) in which advice is studied in self-help books and magazines. Other studies in self-help discourse are by Gauntlett (2002a), who explores gender and sexual identities in a range of self-help books, Cameron (1995), who explores advice literature as a means to "mark" social identity and Costa and Gross (1995) who give an account how self-help discourse constructs a feminine sense of self.

Moreover, self-help discourse is applied to help people deal with modern and complex social problems and “are construed in a relationship of solidarity and common practice through reflexivity and confession” (Meurer, 1998, p.11).

Reflexibility, confessional and conversational styles are salient characteristics in the last years of the twentieth century and the beginning of the twenty-first as the result of a modern way of life. There is a necessity to talk about personal problems and identity crises. Besides using conversational styles in discourses, people resort to “experts systems” trying to solve their psychological, emotional and stressful problems, which are used to give the impression of individuality against massification (Fairclough, 1989; Giddens 1991, cited in Meurer, 1998, p.11). Confirming the discussion about reflexivity and expert systems, Fairclough (1993, p.140) states that these new practices and styles of the new age are a trait of counseling and self-help discourse and that “the construction of self-identities is a reflexive project, involving recourse to expert systems”.

To define self-help discourse, Fairclough (1989, p.198) talks about “discourses oriented to instrumental goal”, or strategic discourse, or discourse technology. To illustrate strategic discourse, I collected from the Internet, in [www.dailymotivator.com](http://www.dailymotivator.com), a list of daily motivation quotes and quotations such as: *beset by a difficult problem, don't lower your expectation, excellence is not a skill, the keys to patience*, and many others. Marston (2004) the author of these quotes and who is cited in one of the editorials under analysis also affirms:

My approach is to build content-rich sites, with a focus on performance, substance, interactivity and meeting objectives. By offering unique, useful and extensive content, that's organized in an easily accessible, interactive format, websites can attract widespread, sustainable traffic growth ([www.dailymotivator.com](http://www.dailymotivator.com), Aug, 2004).

The instrumental or technical characteristic of self-help discourse makes it a more accessible discourse as people started to use it in different contexts trying to solve their personal problems. Fairclough (1992, p. 201; 1989, p.72) refers to “democratization” when the access of a prestigious discourse type is overtly used in a social group or “colonized” when “certain discourse types acquire cultural salience and colonize new institutions and domains”. Furthermore, the dissemination of advice discourse in contemporary society has created a new branch in the publishing houses as well as a profitable sale market as those of self-help books.

The redundancy of self-help discourse can be interpreted as a new tendency in professional institutions and a common social practice in modern social interaction (Meurer, 1998). In the context of business, counseling discourse seems to have been explored with two different purposes: i) against massification and to evidence personal value. Fairclough (1992) also states that the value of individuals in work institution has been explored through a more conversational mode than a hierarchical mode, which is one feature of counseling discourse; ii) in another view, counseling discourse in work institutions may be regarded as a way of controlling people’s lives and it can be classified as an example of “technical” discourse suggesting “ambivalent ideologies” (Fairclough 1992, p.215, p. 98).

In business contexts, counseling discourse has been explored as a way to control people’s behavior, besides being used to value individuals, and for this reason, it can also be a representation of asymmetric social relations. The ambivalent objectives like those cited above reinforce the idea that the social situation must be considered in discourse analysis, giving evidence of the nature and effects of the discourse practice upon the social practice and vice-versa.

Hence, although self-help discourse can be classified as hortatory, as having a stable semantic structure and a communicative purpose, on gender studies it presents some peculiarities as those presented by Heberle (1997) in editorials in women's magazines or by Gauntlett (2002b) in self help books, as can be seen in the next section.

### 2.1.2.3 Feminine and masculine audience in self-help discourse

One aspect related to gender and self-help is that there is a differentiation between women and men in self-help public. According to Gauntlett (2002b), some books are written specifically to a feminine or masculine public, and those written to a feminine public can be found in a greater number than those written to men. Gauntlett (2002b, p. 4) gives some examples of this differentiation through themes found in self-help books.

**Table 1**

*Feminine and Masculine in Self-Help Books, Adapted from Gauntlett (2002b).*

FEMININE	MASCULINE
how to keep a man and having better sex	finding and keeping a female
improving relationship	sexual technique
how to be confident and positive	on fatherhood
on success at work.	other male problems as anger and life crisis
contentment through loving yourself	intimacy and commitment
recovering from sexual abuse, depression and various illnesses and addictions	books that are packaged in a masculine style
	With a picture of a man on the cover

Two more aspects are highlighted in feminine and masculine differentiations in the self-help books articles mentioned above. First, in the books *on success at work* some titles are specific for women: *The New Success Rules For Women: 10 Surefire Strategies For Reaching Your Career Goals*, *Why Good Girls Don't Get Ahead But Gutsy Girls Do: 9 Secrets Woman Must Know*, and *The Shadow King: The Invisible Force That Holds Women Back*. Second, in some self-help books for men there is a tendency to apply “macho methodologies such as marketing, tested, planned and effective business technologies” as a way to overcome the stereotype that women are attached to emotional personal development (Gauntlett, 2002b, pp. 4-5).

Some titles are specific for homosexuals, evidencing a more liberal modern lifestyle; nevertheless, many other self-help titles are not gender related and are published to a general public (Gauntlett, 2002b).

Summing up this section, it is possible to argue that counseling discourse has some salient specificities, such as: i) a conversational tone, but at the same time establishment of authority and credibility of the author; ii) a tool for influencing people; iii) a democratic discourse; iv) its use in private and public domains; and v) a hortatory text.

Thus, self-help counseling can be found not only in private domains, but also in more democratic discourse practices, such as in editorials of a magazine dedicated to executive women as well as in sites of self-help on the Internet or in self-help books. It also means to say that they receive external influences when produced or distributed; for this reason the texts are specific to each context.

One assumption for using self-help counseling is that “the effects of social ills can be remediated by the individual self-potentialities in contrast with that only through social change” (Fairclough, 1989, p.225).



In the next section, I explore the socio-cultural practice dimension as proposed by Fairclough.

### **2.1.3 The socio-cultural practice**

Fairclough (1992, p. 237) states that in the socio-cultural practice analysis the purpose is to specify “the nature of the social practice of which the discourse practice is a part; which is the basis for explaining why the discourse practice is as it is; and the effects of the discourse practice upon the social practice.”

For a critical discourse investigation, the relevance of the social context is in relation to questions of how people produce language and convey discourses within the specificities and constraints of such a social structure. What kinds of discourse arise, what are their purposes, and how are they interpreted and distributed? How are the social identities affected and, at the same time, how do they influence the social context? As Fairclough (1989, p. 26) affirms, this dimension “is the explanation of how the relationship between interaction and social context happens, how the social context determines the processes of production and interpretation, and their social effects.”

The role of women in society is a controversial aspect and has been explored in CDA in different social contexts. In women’s magazines, women’s world is related to dichotomy and asymmetric gender differences (Heberle 1999b). Then, what is women’s social role in the business context?

Systems of knowledge and beliefs, social relations and social identities depend on norms and styles. In the social context, the hierarchical structure of a hospital is different from that of a plant of steel production, or of a university, and these different contexts result in different social effects. For example, Fairclough (1989, pp. 89-90) states: “At a different level, the turn-taking system in a classroom, or the politeness conventions operating between secretary and manager, imply particular ideological assumptions about the social identities of, and social relations between, teachers and pupils, and managers and secretaries.”

Thus, conventions in the socio-cultural context have some influence in the different discourses, and in the constructions of social identities, and for this reason, the socio-cultural context must be considered in a critical discourse investigation.

CDA in the dimension of discourse and representation, with social events, social actors, and circumstances applies the lexicogrammatical analysis by Halliday (1978, 1985, 1994) in order to explore how identities are represented in their experiential meanings. As stated above, SFL is the theory applied to deconstruct the discourse at the grammar level. This theory is reviewed in the next sub-section.

## **2.2 Systemic Functional Linguistics**

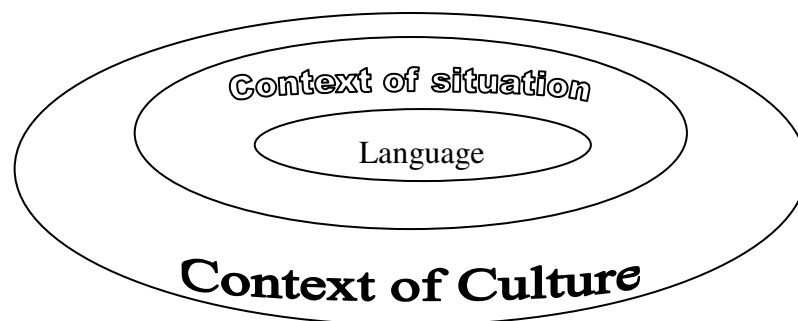
CDA addresses SFL especially because the latter has the focus on how meanings are constructed in different contexts. They both also share a dialectical view of language, and the bi-directional influence of context and of discursive practice (Fairclough, 2003).

The focus of SFL theory is to investigate language as a social system of meanings constituting human experience (Motta-Roth & Heberle 1994). In this linguistic theory,

grammar is functionally oriented aiming at the social function aligned with the lexicogrammatical realizations.

In SFL, the analysis involves four strata: i) Context (cultural and of situation), ii) Semantics or meanings; iii) Lexico-Grammar, and iv) Phonology-Graphology. The latter is related to phonetics and spelling. In this theory language is viewed as having two levels: the extralinguistic level and the linguistic level. The first is related to the cultural and situational contexts and language, linked with larger sociocultural aspects of human activity. The second is the realization of semantics, grammar, phonology, gesture, and graphology, and it is in the level of linguistics (Eggins, 1994, p.7). Figure 1 below illustrates the two levels of context and language.

**Figure 1. The extralinguistic level of language.**

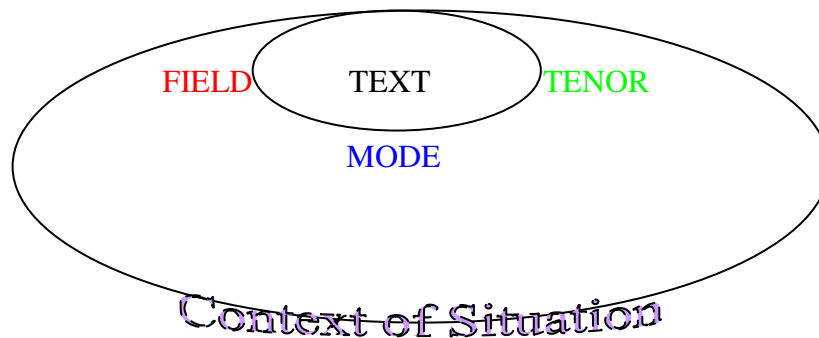


The two contexts, of situation and culture, mould language transforming it in a socio semiotic element. The context of situation influences language through three variables: field, tenor and mode and the context of culture shape language according to specificities of each particular culture (Butt *et al.*, 2001). In the next sub-section I discuss the context of situation and its three variables mentioned above.

### **2.2.1 Context of Situation**

For the context of situation, Halliday (1985) means three concomitant elements: i) the Field, which is related to what is going on; ii) the Tenor, which is the type of the relationship between participants; iii) and the Mode, which is the type of channel of communication being used. Figure 2 below illustrates the three variables in respect to the context of situation in which the text is inserted.

**Figure 2. Context of situation**



In SFL theory the context of situation is related to the theory of Register, which answers questions related to meanings in texts and shows some evidence in terms of discourse type (Eggins, 1994). It depicts patterns of language according to these three variables above. According to Halliday (1978, p. 133), this theory is used to “determine the range within which meanings are selected and the forms which are used for their expression in specific contexts”.

The following sub-sections describe some characteristics of the three aspects in the context of situation.

### **2.2.1.1 Field**

Considering that one feature of language is to be semantically oriented, or in other words, used to convey meanings, in the semantics level of language, the field is referred to the ideational or experiential meanings, or content. In the lexicogrammatical level, that is, looking at the lexical choices or at the grammatical components, actors, actions and circumstances, it is possible to answer both what social activity is taking place and its purpose, that is, what the text is about and what for it is written (Butt *et al*, 2001).

In this study, the field variable answers what is the content of editorials and why they are written in a magazine dedicate to secretaries and executive women.

### **2.2.1.2 Tenor**

The variable tenor refers to the personal interaction and on the way participants relate to each other. Who is involved in the event, what their roles in the social relationship and their attitudes are. The language used depends on the relationship between writer and reader. For instance, the language used to talk to a chief is different from that used to talk to a friend. In the semantics level, the function is to deconstruct the interpersonal meanings. In the lexicogrammatical dimension the tenor is referred to how the language is used to interact. Modal forms like *may* and *can*, and other textual markers or rhetorical modes such as commands, or modulation (*do* or *don't*) are applied by participants depending their purpose when using discourse (Butt *et al*, 2001; Heberle, 1997).

### **2.2.1.3 Mode**

In the semantics level, mode refers to the textual meanings or metafunction. This variable focuses on what means or what type of channel of communication the message

is being conveyed. Language is used to organize meanings into a coherent and purposely way. For instance, written language is different from oral language. In the lexicogrammatical level, mood is analyzed considering theme structures and rethorical structure.

The three parameters of context of situation, field, tenor and mode, affect meanings and are simultaneous in each discourse. According to Meurer (1998, p.119), the three parameters “are the variables of the context of situation or register, governing language variation according to the immediate situation”. The next section deals with the three metafunctions of meanings in the semantics dimension.

### **2.2.2 The three metafunctions of meanings in language**

In the semantics dimension, Halliday (1994) proposes three different *metafunctions* of meanings in language: experiential or ideational, interpersonal, and textual. The three correspondent meanings are: experiences and reality, interaction and attitudes, and structural organization of meanings. Fairclough (2003, p. 27) refers to the three meaning dimensions as “actional, representational and identificatory”, affirming that the three are always co-present in texts.

The lexicogrammar dimension is the syntactic organization of words, and language is described in terms of a rank scale. “The analysis of utterances involves the elements of clauses and the constituents are: patterns of language, nominal group, verbal group, conjunction, adverbial and prepositional phrase” (Halliday, 1994; Butt *et al.* 2001, p. 34).

The three different grammatical systems realize meanings: Transitivity, Mood, and Theme. Table 2 illustrates the three blocks.

**Table 2**

*Metafunctions and Meanings Realization Based on Halliday (1994)*

<b>Metafunction</b>	<b>Meanings or Semantics</b>	<b>Realization</b>
Representational	It encodes experiences and reality	Transitivity System
Interpersonal	It encodes interaction and attitudes	Mood system
Textual	Structure organization of meanings	Theme system

Below, I exemplify the three blocks in the Portuguese language in the three systems, since this is the language of my corpus.

**Table 3**

*The Portuguese Language and the Three Systems*

Clause	O dia da mulher	é	todos os dias
Transitivity	Participant	Process	Circumstance
Mood	Subject	Finite	Residue
Theme	Theme		Rheme

To conclude this brief introduction about SFL, in this theoretical approach both the social function of language and the social context should be considered when language analysis is involved, that is, not only how language is structured should be taken into account. The social function and context in which the discursive event is inserted are responsible for the way language is organized and used by people.

Among the three systems of realization of meanings – Mood, Theme and Transitivity – the Transitivity system will answer what the editorials are about and which women’s patterns of experience are portrayed in the editorials.

### **2.2.3 Transitivity analysis**

I start this section stating three statements about the transitivity system as a way to make a connection among the three main theoretical approaches for the analysis of women’s identity in the editorials: the lexicogrammatical, the critical discourse analysis, and the visual grammar.

The first statement is by Halliday (1994, p.107) who says that “the frame for interpreting the experiential meanings is the process itself, the participants in the process, and the circumstances associated with the process”. Reproducing this system in the three dimensions of language analysis: i) in the lexicogrammar dimension, the purpose is to define who the actor is, what the actions are, and in what circumstances the event is going on; ii) the level of semantics encodes experience and reality; and iii) the level of metafunction is the representation of meanings and experiences.

The second statement is related to critical discourse analysis. In this level, the transitivity system is used to determine how individuals represent their experiences influenced by the social and cultural context. According to Fairclough (1993, p. 136), “transitivity is a tool for the observation of speakers’ classification of experience and for the analysis of the representation and signification of the world and experience”.

The processes, the participants and the circumstances are considered representational meanings of physical, mental and social world. For example, the representation of social events can be realized through concrete and abstract actions. The social actors are the participants, although sometimes participants may be physical objects or may be within circumstances. The social actors may be included or not in the clause, may be realized by a pronoun or by a noun, by a grammatical role (e.g., Laura’s friend), by activation or passivation, by impersonalization, by classification, or by generalization (e.g., the doctors or doctors). The circumstances are represented by time (verb tenses, adverbs, conjunctions and prepositions) and space (adverbs of place and locations) (Fairclough, 2003). Moreover, Fairclough (2003) states that besides verb processes, concreteness, ellipses, abstraction, and arrangement are other ways of representing ideas and experiences.

For example, Heberle (1999) studied transitivity in Brazilian and British women’s magazines and concluded that weekly magazines tend to direct their readership to housewives and women are generally viewed as housewives, who take care of their children and are involved in trivial matters, while monthly women’s magazines place women as more socially engaged and independent. However, both types of magazines maintain a conservative view of femininity containing traces of traditional values of male domination. In the present study, transitivity will be used to see what the experiential patterns of women in a business context are.

Among the three types of lexicogrammar analyses (transitivity, mood and modality and theme), the Transitivity system is in the level of the ideational metafunction and it relates to the verb processes in a text. The lexicogrammatical elements of the verbal group are represented by three categories:

- i) doing(s) words – material and behavioral processes;
- ii) thinking, feeling or saying words – mental and verbal processes; and
- iii) being words – existential and relational processes (Halliday, 1994, p. 106).

**Table 4**  
***Processes Representation***

<b>Words</b>	<b>Processes</b>	<b>Examples</b>
Doing	Material and behavioral	Go-open-buy
Thinking, feeling	Mental	Sense-think
Saying	Verbal	Talk, tell
Being	Existential and relational	To be- there be-have

In the three general categories of human experience – things – events – circumstances, processes are “pivotal” or *nuclear* and will show patterns of experience



and meanings (Butt *et al.*, 2001, p. 46). These three categories are represented in the editorials and, consequently, are linked to social practices.

### 2.2.4 The three main processes types

According to Halliday (1994) and Butt *et al.* (2001), the three main important processes are Material, Mental and Relational followed by Behavioral, Verbal, and Existential. The types of processes found in the Transitivity system are described above.

#### 2.2.4.1 Material Processes

The processes of Material type are of doings. The participants are: an obligatory Actor (doer) and an optional Goal (affected), Range (not affected) and Beneficiary (to/for). Examples of material processes in the editorials are:

Vamos	Vencer	as dificuldades
Participant: Actor	Processes: Material	Participant: Goal

As pessoas	deixam de viver	tranquilamente.
Participant: Actor	Processe: Material	Circumstance

#### 2.2.4.2 Mental processes

Mental processes are verbs that undertake processes of feelings, thinking and perceiving, describing states of the mind and psychological events, denoting emotions, senses and knowledge. Consciousness is what counts in this type of process and it can be endowed also to inanimate objects. (e.g. *The empty house was longing for the children to return.*). The Participants are Senser/Phenomenon. The Phenomenon “is that

which is sensed – felt, thought or seen” (Halliday, 1994, p. 117). One example of my data is:

Neste momento,	you	Percebe	a importância das amizades
Circumstance	Participant: Senser	Process: Mental	Participant: Phenomenon

#### 2.2.4.3 Relational processes

Relational processes relate a participant to its identity (identifier) or description (carrier) and are classified in Attributive and Identifying. These two processes are known as intensive.

i) Relational Attributive: they are related to general characteristics or description of participants and circumstances:

ii) Relational Identifying: they are related to identity, role or meanings. This type of process has two distinct functions: i) it provides an identity and ii) it performs form and function. Examples of relational processes of being are shown below.

Final de contas,	o dia da mulher	é	todos os dias
X	Participant: Carrier	Process: Relational	Identifier

A revista toda	Está	muito bonita.	
Carrier	Process: Relational	Participant: Attribute	

#### 2.2.4.4 Intermediary Processes

i) Behavioral Process: actions in this process involve physiological and psychological behaviors, or material and mental actions. The participant is the Behavior. An example is:

Aliás,	Você	viu	nossa nova diagramação
X	Participant: Behavior	Process: Behavioural	Matter

ii) Verbal Process: it is seen as intermediary between verbal and relational processes.

The participants are Sayer and Receiver. An example is:

Ele	Dirá	que foi muito trabalho e esforço.
Participant: Sayer	Process: Verbal	Reported

iii) Existential Process: it shares characteristics of Relational and Material processes.

However, there is only one participant, or the Existent. In English, it is always in the initial part of a clause and preceded by *there*. The verb to be, in all tenses, is the verb that construes existence. In the Portuguese language the Existential process is represented by the verbs “haver” and “existir”. For instance:

Não	Há	mal algum nisso.
X	Process: Existential	Existent

### 2.2.5 Participants

Most nominal groups are participants in the different process. The participants are classified according to their functions in the clause: participants who do the action or perceive a phenomenon, and those who suffer the action. They also show who interacts with whom and can be correlated to the *tenor* variable in the context of situation. Some examples of participants can be visualized in the examples of types of processes above.

### 2.2.6 Circumstances

The circumstances are formed by prepositional phrases, adverbial groups, and some nominal groups. They can be modified by a premodifier (too, very), or postmodified (so....that). In Table 5 there is a list of the main Circumstances, which is based on Halliday 1994; Butt *et al.*, 2001).

**Table 5**

***Circumstances in Transitivity System According to Halliday (1994)***

	Type of Processes	Example
Extent	(duration and distance)	For two days; for three miles
Location	(place and time)	In the classroom; after lunch
Contingency		In case of rain
Cause		Because of the snow
Accompaniment	(reason, representation and purpose)	With a friend; as well as Henry; instead of Mary
Matter		About frustration
Role		As a king
Manner	(means, quality and comparison)	By bus; slowly; like a horse
Angle		To Paul

This configuration of transitivity system will be applied in Chapter 4 for the representation of who the actors are, what the actions are, and in what circumstances the events take place in a text directed to women, produced in a mass medium and inserted in a business context.

In the next section, I present the theoretical approach of the grammar of visual design which will base the analysis of the three covers of *Secretária Executiva* and *Mulher Executiva* magazines.

### **2.3. Kress and van Leeuwen: the grammar of visual design**

Besides the level of clause or language, images are used to reveal the ideological dimension. Kress and van Leeuwen (2001, p. 22) affirm that the experiential meaning potential refers to the idea that “material signifiers have a meaning potential that derives from what it is we *do* when we articulate them, and from our ability to extend our practical experience metaphorical and turn action into knowledge.” It means to say that when we interpret or *read* images we are representing our own experiences and what surrounds us through actions and images and expressing our meanings perceived through those material signifiers.

Based on Halliday (1985), Kress and van Leeuwen (1996, p.13) assume that semiotic modes fulfill two major functions: i) the *ideational* “representing the world around and inside us; the nature of events, participants involved, and the circumstances; and ii) the *interpersonal* function enacting social interactions as social relations”. The third function, the *compositional*, permits the realization of the two previous functions revealing different textual meanings. Compositional or textual meanings are concerned with distribution of the information value (Given-New) or emphasis among elements of the text and image (Unsworth, 2001, p. 72). The first and second functions are explored with more details in the following subsections to reconstruct women’s identities in three covers of *Secretária Executiva* and *Mulher Executiva* magazines, which are my data in the visual grammar section analysis.

At PPGI-UFSC, some other studies on visual design have been explored based on Kress and van Leeuwen’s (1996) visual grammar such as those by Grimm (1999) in advertisements in *Nova* and *Cosmopolitan* magazines and by Veloso (2002) who investigates textual and graphic aspects of the comic book Superman- Peace on Earth.

### **2.3.1 Representation and interaction in visual image**

In relation to representation and interaction, it is important to describe three classifications Kress and van Leeuwen (1996) make in their grammar of visual design. First, “the representational meanings in images are realized, as in language, by processes, participants (represented and interactive) and circumstances. Second, there are three kinds of relations: i) relations between represented participants, ii) relations between interactive and represented participants; ii) relations between interactive participants (what one does to each other through images); iii) relations between interactive participants (the things or participants do to or for each other through images). Third, the visual configuration has two functions: i) to form a direct address, and ii) an ‘*image act*’, to form a pseudo-social bond of a particular kind with the represented participant” (Kress & van Leeuwen 1996, p. 119).

Moreover, Kress and van Leeuwen (1996, p. 119) state that the interactions can be face-to-face or disconnected in time and place “when there is a disjunction between the context of production and the context of reception”. The authors also affirm that these kinds of disconnected interactions result in different and imaginary interpretations and social meaning realizations (social relations) shown in images by the gaze of the represented participants.

The four main types of processes and social relations in images are reported and exemplified in the following sub-sections. The examples were extracted from [www.vidaexecutiva.com.br](http://www.vidaexecutiva.com.br), the site in the Internet of *Vida Executiva* magazine (Jan, 2005). They are action processes, reactional processes, speech and mental processes, and conversion processes (Kress & van Leeuwen, 1996).

### **2.3.1.1 Action processes**

In action processes, the actor is the participant. In pictures, they are salient through many modes: size, background, color saturation and psychological aspects. The action is *non-transactional* when there is only the actor, since there is no *goal*. The action is *transactional* when there is actor and goal in the image. The goal receives the action, but some transactional structures are bi-directional.

**Figura 3**

**Action process in images (from *Vida Executiva*, Jan, 2005).**



The lady in the image is practicing ioga, and the action is non-transactional since she does not interact with the other person. Moreover, her figure is salient in relation to the man in the blurred backwards.

**2.3.1.2 Reactional processes**

In reactional processes, the vector is formed by the eyeline and the participants are known as *reactors* and *phenomena*. This kind of processes can also be *transactional*, when the phenomenon is in the picture or *non-transactional* when the eye vector is directed to someone or something that cannot be seen in the picture.

**Figure 4. Reactional process in images( from *Vida Executiva*, Jan, 2005).**



The eyes of the girl form a vector directed to a participant that cannot be seen in the image and then the action can be classified as a reactional non- transactional process.

### **2.3.1.3 Speech, mental and conversion processes**

In speech and mental processes, ribbons connect the participants, their thoughts and feelings, with dialogue balloons and they project what the *senser* and *speaker* (participants) have thought, felt, or said. These types of process are common in comic books. In conversion processes, the action is always transformed. Participants are known as *relay*. For example, food chains diagrams or hydrological cycles. The speech processes, mental and conversion processes are not a characteristic of women's magazines cover. The picture below represents a speech process.

***Figure 5. Speech process in images( from Vida Executiva, Jan, 2005).***





In this image the speech in the balloon is connected to the women by a ribbon projecting what the women is speaking.

### **2.3.2 Size of Frame**

The distance between people depends on the nature of their social relations. They can be interpersonally very close, where the image produces a picture of the person's face. In a medium shot, head and shoulders represent a less intimate relation. And at a not so intimate, more social relation, our field of vision includes the other person from about the waist up. And finally, in a very distant social relation, the person's whole body is depicted (Unsworth, 2001; Kress & van Leeuwen, 1996; Bell, 2001).

***Figure 6. Size of frame ( from *Vida Executiva*, Jan, 2005).***



In this picture the women's position represents a not so intimate, more social relation, as our field of vision includes the other person from about the waist up.

### **2.3.3 Angle, Attitude and Power**

Unsworth (2001, p. 98) states that "What is in the image is part of what the viewer sees himself or herself as being involved in". The alignment is made taking into consideration the represented participants, the viewer and the image-maker, and the angle determines different levels of involvement. The frontal plane suggests total involvement, meaning that the viewer is a participant (represented participant) of the image world. The oblique angle indicates a detachment and a non-alignment from the image world, the viewer, and the represented participants, showing different power relations or affinities.

#### ***Figure 7***

**Angle, Attitude and Power (from *Vida Executiva*, Jan, 2005)**



The girl in the picture above is representing a detachment and a non-alignment with the viewer since she is in an oblique position. This image may represent different power relations. It may suggest a more relaxing and independent woman's position in the business context.

Complementing the idea of what actions represent in images, it is possible to state that: i) the action in image is related to “offers and demands” to its respective viewer. This represents two distinct relations in which the images are interacting: the first, *offers*, asks for social relation with the reader, and the latter, *demands*, is socially distant; and ii) vectors or action lines, even formed by the eyes of the participant, indicate processes of action (Unsworth, 2001; Callow, 1999).

Another feature to analyze interactions is the color. In a visual image grammar, colors are used “to create convincing images and suggest particular moods or feelings”; they also express “how the relationship is developed between the viewer, the image and the image maker” (Callow, 1999, pp. 7-12). Color is a sign of different kinds of interaction. The terms modal or modality are referred to in this level of analysis encoding opinions and particular thoughts depending on the values and beliefs of each social group (Butt *et al.*, 2001; Kress & van Leeuwen, 1996).

To Kress and van Leeuwen (1996) visual modality has to do with degrees of naturalism. For example, a photograph represents more realism and for this reason

higher modality from a naturalistic perspective. The degrees of colors in magazine covers are associated also with a sensory coding orientation, for instance: saturation, differentiation and modulation. The coding orientation is formed by “sets of abstract principles which guide how texts or images are coded in specific social groups, or within specific institutional contexts (Kress & van Leeuwen, 1996, p. 171).”

In this section, I briefly summarized some principles that guided the analysis of images in the three magazine covers. As the purpose is to complement the investigation of how women are represented in the *Secretária Executiva* and *Mulher Executiva* magazines, only the representational and interactional structure in respect to gaze, gestures, actions, and social distance were considered and they can be visualized in Chapter 4. Color, although used to denote ideational meanings, is not explored in this work due to constraints of space and time.

Besides images, different types of discourses are part of mass media, depending on the objective and for whom they are produced.

#### **2.4. Mass media in a multimodal role**

In the last fifty years, mass media modes such as magazines, newspapers, TV, and Internet have been invading cultural and social contexts. Written modes in magazines and newspapers were some of the first to be investigated linguistically, and more recently, visual modes have been explored, for instance, through the development of a visual grammar by Kress and Van Leeuwen (1996) or other media studies as those by Gauntlett (2002a) concerning genres and constructions of identities, among many others.

Fairclough (1995, p. 5) suggests three questions about media output independent of the type of the medium, written or oral, or images.

- i) How is the world (events, relationships, etc) represented?
- ii) What identities are set up for those involved in the program or story (reporters, audiences, third parties referred to or interviewed)?
- iii) What relationships are set up between those involved (e.g reporter-audience)?

These three questions above refer to the three dimensions in a text: representations, identities and relations. In newspapers, for instance, the main purpose is to give the 'instant news', the sensationalist and daily correspondence, while in periodicals or monthly magazines, the central aim is to deal with more permanent matters and the target public depends on the contents and interests.

In magazines directed to women, common types of discourse are: interviews, biographies of famous personalities, guides for entertainment, advertisements, editorials, food recipes, letters to the editor. The relationships between readers and writers are of a more conversational and interactional style to attract the reader (Heberle, 1997).

One area of study which has been resorting to language and different types of discourse analysis in mass media is gender studies based on the assumption that semiotic systems reflect and emphasize social transformations, social roles representations and asymmetries (Caldas-Coulthard, 2000). This area of study has produced relevant results to questions of sex differences, social identities, and social relations. Since a feminine public characterizes my context of investigation, next I contextualize gender research being developed in Brazil and in the international sphere.

## **2.5 Language and gender studies**

Within Applied Linguistic, Sociolinguistics, Media studies and Discourse Analysis areas, identities are viewed as social ways of being. In the academic area, professional journals such as *Signs: Journal of Women in Culture and Society*, *Women's*

*Study and Journal of Gender Studies, Women's studies in communication*, besides conferences, seminars, books, and research groups are examples of the evolution and importance of gender studies for society (Heberle 1997, p.23).

One possible representation of how society develops and changes in professional context is mass media, considered “a transparent reflector of what happens and goes inside society organizations, as well as the texts or discourses that are a semiotic product of an institution” (Eggins & Iedema, 1997, p. 166). For instance, Roger Fowler (1991, as cited in West *et al.*, 1997) reported that British newspapers described men in terms of their occupational roles, while women in relation to their marital and family responsibilities. This can be seen as an indication that in capitalist societies power relations between women and men are still asymmetric, and that there are unequal occupational opportunities for men and women (West *et al.* 1997).

Asymmetry is not only present in Britain, but also in Brazilian organizations and the differences between gender can be noticed when men and women are applying for the same job position. This fact is revealed in a recent data collection from Catho Group whose results show that some women receive ten per cent less than men in the same job position and in companies of the same size (Navarro, 2002).

Semiotic studies, verbal and visual, have also been used in gender studies to unveil different ‘ethos’ in different social and cultural contexts, mainly developed in women’s magazines and advertisements (Mills, 1995; Kress & van Leeuwen, 1996; Grimm, 1999; Eggins & Iedema, 1997; Bell 2001). These studies reveal how male and female identities are built in mass media showing that asymmetric values are still present in our society.

Another contemporary branch in gender studies in mass media is the construction of identities through self-help counseling. This type of discourse is related to practical

advice helping people to cope with daily and personal problems; a common social practice in the last few years that has been explored mainly in books, brochures, women's magazines, and TV programmes (Cameron, 1995; Costa & Grossi, 1995; Heberle 1997; Meurer, 1998; Gauntlett, 2002). Some usual topics in self-help discourse include relationships, age, illness, change of lifestyle, how to achieve a success life, and how to overcome negative situations in general. As it can be observed in lists of top published issues, self-help counseling has been invading institutions such as in the business context and it has become a strategy in order to create more productive and healthy work environments.

However, there is still a lack of studies in social theory of discourse for a better understanding of how male and female identities are constructed and represented in mass media as well as in self-help counseling in the work institution. Moreover, linguistic and social analyses can help us understand the way we construct knowledge and beliefs, the way these two latter factors develop and are transformed in social relations, how social identities are constructed in different institutions, besides contributing to more critical readings (Meurer, 2002, Fairclough, 1989).

Many approaches to the studies of sex differences have been developed since the sixties when the term sexism appeared for the first time. According to Caldas-Coulthard (2000), gender studies can be divided into three phases: the first, the debate is on deficiency. The second phase is constituted by two theoretical views: i) it deals with marginalization and oppression, and ii) it considers women different from men. These two latter views were known as models of domination and difference, and they were replaced later by the third phase, the diversity model.

It was only after the critical studies of the nineties that the social context, social roles and power relations started to be part of linguistic analyses of gender discourse (Lee, 1992; Wodak, 1997; Caldas-Coulthard, 2000).

More recently, gender studies are more concerned with the construction of identities and of feminist and masculine representation in society. In this perspective, the cultural and social practices are essential for the construction of men and women's identities. As found in the literature, there is research being developed in contemporary TV programs, movies, soap operas, advertising, self-help literature, lifestyles, projected selves and in working institutions (Gauntlett, 2002a). For instance, researchers have shown that women and men have different "norms" and styles in their professional oral discourses. Coates (1995, p. 13) cites gender studies that have been developed in oral discourses between woman professionals and clients (Fisher, 1991; West, 1990), in male and female TV interviewers (Troemel-Ploetz, 1985), and in feminine styles in management (Graddol & Swann, 1989). In Brazil, some studies on language and gender focusing on mass media include those by Heberle (1994; 1997; 1999a, 1999b), Figueiredo (1995), Ostermann (1995), Grimm (1999), and Caldas-Coulthard (2000).

Furthermore, the use of language is considered an act of identity that designates not only gender, but also different social variables such as educational level, power relations, and affiliations. This means a specific audience, for example a group of women or men, and for this reason the discourse is constructed differently in different social contexts (Heberle, 2000).

Coates (1996, p. 49) discusses women talk with their women friends and reveals that they talk about people, experiences in their lives, covering a range of topics, from serious to funny. In her study, the women investigated answered that they talk about work, relationships, their feelings, and they also complain to each other, which may be



different from the way women talk to their men friends or their partners. The author states that men's styles seem to be different from women-to-women talk: men's styles seem to be more marked by discontinuity and debate, while women's styles are characterized by continuity and connection.

Moreover, if one takes into consideration the context where women or men are talking, the topics and the style have their specificities. For instance, a book by Linda Babcock, *Women Don't Ask: Negotiation and the Gender Divide* is cited as a source to check whether women negotiate their salaries less than men do (Galvão, 2004). Another interesting study is of a speech therapist in Brazil, Maruska Rameck, who affirms that women adjust their tone of voice to be listened by a society ruled by male patterns when they occupy top executive positions. In these situations they speak fast, with short cuts and in bass tone (Zanim, 2003).

Thus, the discourse dimension, public or private, influences the way people talk. Coates (1995, p. 22) affirms that "women's talk in the private sphere is interaction-focused, favoring linguistic strategies which emphasize solidarity rather than status". When the feminine style is transferred to professional domains, it can transform the public function of discourse, which is the efficient exchange of information, in a more cooperative style. Fisher (1991), West (1990), and Nelson (1998) investigated women's styles of talk in professional dimension and some conclusions are that women are employing their own more cooperative speech style. Heberle (1997) also showed some indicatives of differences in male and female language in public and private domains as shown in Table 6 below.

**Table 6**

*Dichotomies Indicative of Male and Female Language Adapted by Heberle (1997, p. 27)*

<b>Male</b>	<b>Female</b>
Public domain	Private domain
Writing	Speech
Competition	Cooperation
Power	Solidarity
Permanence	Impermanence
Distance	Intimacy
Report-talk	Rapport-talk
Profession	Leisure
Oppressor	Oppressed
Powerful	Powerless

As it can be visualized in Table 6, the public and private spheres make a difference when women's and men's talk are compared. For instance, men are considered more competitive, more oriented towards report-talk, profession and power, while women are viewed as more cooperative, oppressed, oriented towards rapport-talk, and powerless in their ways of talking. Some of these feminine characteristics are also found in my data since the discourse is directed to a feminine audience. However, as pointed out by Heberle (1997), these dichotomies should not be understood as being exclusively and generalized oppositions. What may occur are negotiations and accommodations between sex traits depending on the historical moment and cultural context (Heberle, 2000).

Besides public and private domains, other directions are possible to be investigated in gender studies. With the appearance of new approaches to communication and mass media devices introduced in the social context in the last part of the twentieth century, social identities have been constructed not only through

language, but also via images and hypertexts, which has enhanced research in this area. Part of a discussion in Lemke (Jul.2004), extracted from his Internet site (<http://www-personal.umich.edu/~jaylemke/>) shows that gender studies are a “proceeding” element of social identity and passive of complementary research mainly in new mass media modes.

Gender differences are construed out of complexes of traits and behaviors that are multi-dimensional and quasi-continuous matters of degree, rather than bi-polar or categorical distinctions; real human beings always exhibit some degrees of traits that are stereotypically, or in their extremes, considered markers for idealized masculinity and for idealized femininity; the distribution of all humans in such a trait-space shows a number of overlapping patterns of correlation (gender sociotypes), which are themselves social-cultural artifacts (Lemke, Jul. 2004).

Lemke suggests that there is still a lot to be done in gender studies and that gender is not a question of bi-polar or categorical distinction, as also pointed out by Heberle (2000). Although there are always stereotypes or marked social identities, the problem is that human beings’ sexual traits overlap and are social-culturally dependent. For this reason, considering language and the social context in gender studies provides important insights for the development of research in this area.

In the next section, the importance of analyzing language and gender in mass media, as well as a way of constructing social identities are stated through some international and national research works.

### **2.5.1 Mass media, women’s magazines and social identity**

A traditional sample of contemporary discourse practice reproduced in mass media is women’s magazines, which have been subject of sociological, cultural, critical linguistics and gender studies as they have represented one of the most expressive and pervasive mass culture of contemporary society (Caldas-Coulthard, 1996).

Many are the new titles of women's magazines being published in the last century and maintaining an expressive attraction over a feminine public. *Marie Claire*, *Cosmopolitan*, *Cleo*, *She*, *New Woman*, *Nova*, *Claudia*, *Elle*, *Estilo de Vida*, and *Uma* are some of them, suggesting maintenance of a stable and profitable market with a regular and loyal public. Heberle (1997, p.42) showed that some of the most frequent contents in women's magazines are fashion, health, beauty, women's interest, cookery and advice, stating some of women's preferences or traces of group interests. A summary of the main aspects of women's way of life includes their clothes, their looks, their children, their family and relationships. Table 7 shows some differences of contents in women's magazines monthly and weekly issues.

**Table 7**

*Contents in Monthly and Weekly Magazines Based on Willings Press Guide in Heberle (1997, p. 44)*

<b>Weekly magazines</b>	<b>Monthly magazines</b>
Women's interest (Willings Press Guide)	Women's relationship
Knitting	Life and love
Cookery	Beauty and health
Fiction	All aspects of the woman's way of life
Star personality features	Stories
Consumer and practical features	Exclusive celebrity interviews
Real life stories	Provoking and entertaining reading
Human interests	Fashion
Fashion	News based on features
Help and advice	Woman's lifestyle

As the table shows, the most related contents in weekly magazines are fashion, health, women's interest (sic), beauty, cooking, economic aspects, and advice. According to Heberle (1997), in weekly magazines there is no reference of social solutions to the problems women face, and they project a feminine world connected mainly to the private sphere.

In monthly magazines, also known as glossy magazines because of the shiny and good quality of covers, the main contents suggest that women are interested in topics related to the private sphere; however it tends to place them as more financially independent and more sexually liberated. Another feature of monthly magazines is that women have to learn how to cope with different problems such as love affairs, families, health, beauty and careers (Heberle 1997).

Furthermore, women's magazines are directed to all women, implying that they are all interested in these topics, evidencing a particular group or social community. In discursive practices such as magazines and newspapers, gender studies have shown that members of a particular audience position themselves and evidence, through redundancy, the group's social identity (Eggins & Iedema, 1997).

Moreover, confirming the role of language in social investigation, Fairclough (1993, p.3) states that "language, besides recognized as an instrument of analysis and linked with social and cultural processes, can reflect social identities and how discourse constitutes *key* entities as social subjects". We may affirm that this statement reflects what women's magazines have proved to be, trying to create a sense of a community of beautiful and successful women, and encouraging them to identify with a feminine community through language by different discourse types and styles in a discourse practice (Fairclough, 1993).

Thus, it is possible to affirm that magazine publishing houses are aware of the importance of exploring the five senses as semiotic codes, and then, visual images, smell, a variety of coloured fonts, and advertisements are used to attract readers, mainly in women's magazines (Eggins & Iedema, 1997). To deal with these various modes of expression, besides language, other areas of study have been resorted to undertake the description of new social semiotic processes.

New approaches of analyses have been delineated trying to articulate verbal and visual resources for meaning making to the development of multimodal literacy and to help develop in readers a critical interpretation of images. (Kress & van Leeuwen 1996, p. 2).

Sociolinguistics, discourse semantics and social semiotics are examples of very representative areas of studies in the development of a multimodal approach, and they have brought in a cross and interconnected linguistic, visual, audial, and spatial discourse analysis (Iedema, 2003). Studies of gender have expanded and followed the

new tendencies in these new multimodal approaches. The importance of images and symbolism production are very salient in mass media nowadays. For example, the creation of appealing and colorful advertisements and covers in women's magazines used as a way to attract readers and increase sales.

Society has been greatly influenced by mass media and by its various semiotic modes. Magazines, movies, TV, and computer are "heritages" of modern age and the visual representation of meaning making, other than *language per se*, are a new concern for linguists in the present time.

Next, I contextualize some convergent and relevant aspects of CDA, visual analysis and women's magazines.

### **2.5.2 CDA, visual analysis and women's magazines**

Concerning CDA and images analysis, in a brief account of Iedema's (2003) article, some of the convergent aspects are: i) multimodal meaning making originates from one of the two analytical directions of CDA. The first by Fairclough's (1989) (mainly concerned with language) and the second by Kress and van Leeuwen (1996), in which language is de-centered as meaning making, privileging alternative semiotic modes; ii) apart from the two distinct directions, CDA has been applied in linguistic studies considering language and images as social semiotic signs used to reinforce social inequalities and for the analysis of transformations in social organizations, especially those dealing with unequal ethnic, socio-economic, political and cultural power relations (Fairclough, 1995a; Heberle, 1994); iii) as well as in Fairclough's social theory of discourse, Halliday's (1985, 1994) systemic functional theory grounds the work by Kress and van Leeuwen (1996).

Semiotic studies, mainly developed in mass media, can reveal how male and female identities are built in magazines, newspapers, on the internet, movies and how asymmetric values are still present in our society. Iedema (2003), Bell (2001), Eggins and Iedema (1997) and Heberle (2004) reveal that images in women's magazines are very important in this discourse practice since they reveal models to be followed, social classes, lifestyles, roles and actions, situations or events. Apart from these aspects in the social-cultural level cited above, in the linguistic level the visual studies reveal contents, meanings, and the fact that images have some norms and styles that can be investigated through a grammar of visual design as the one developed by Kress and van Leeuwen (1996) and applied in this study.

Verbal and visual patterns are used concomitantly to unveil different ethos in different social and cultural contexts (even though in some previous works the verbal resources are emphasized) (Mills, 1995; Eggins & Iedema, 1997; Bell 2001). Hence, written and visual forms can help researchers in the studies of mass media modes such as in women's magazines.

In this Chapter I explored the four areas that based the study, CDA, SFL, visual grammar and gender studies. I also resorted to studies of self-help counseling since this type of discourse is pervasive in my data.



## CHAPTER THREE

### THE ANALYSIS IN TERMS OF SOCIAL AND DISCURSIVE PRACTICE

In this chapter I report the data analysis and results in terms of social and discursive practice. The aim is to answer what do the editorials, the interviews and news report reveal about the social context. First, I present the results of the context of situation analysis with its three variables; field, tenor and mode. For the field variable, I show some characteristics of production and distribution and types of articles found in the magazine to point out what is going on. Second, the group of students' and teachers' opinions, and the linguistic features of the editorials represent the variable tenor, answering who interacts with whom and the way the interaction is realized in that context. Third, I discuss the third variable, mode, showing the role of language.

#### 3.1 Context of situation

Nowadays, the professional secretary takes more responsibilities and works more independently. Many names appear to reflect this expansion of the secretarial job: Secretary, Administrative assistant, Executive Administrative assistant, Management assistant, and others. A survey in the USA showed that 66% agree that the title Administrative Assistant best describes their expanded job (Bretas, March 2000, p. 6).

The purpose in this section is to discuss what is happening in the immediate social context in which *Secretária Executiva* and *Mulher Executiva* are inserted and how that environment affects women's identity.

Within the professional context in Brazil, women at work, and in particular the executive secretaries or administrative assistants, seem to be an exemplification of a gender opposition as women mostly represent this profession. Garcia (1999, p.87) presents some evidence of this aspect through the results of the analysis of 1012 advertisements for women's secretary job positions from 1991 to 1997 published in a Brazilian newspaper. The majority of the advertisements analyzed looked for women and not for men.

Furthermore, few male students graduate in such a degree. This is my particular observation as a teacher for four years in a state university. For example, in the 2003 academic registration in my class there were 2 men to 18 women. The registration forms are not included in the appendix in order to safeguard students' identities.

In the managerial area, women secretaries are in general linked to good personal appearance (beauty), to social etiquette, obedience and submission. However, the importance of beauty is one item that has been decreasing, what may indicate a change of status (Garcia, 1999).

In addition, in some regions, the salaries are very low in relation to the demand of work. According to results in an interview, Navarro (2002, p.12) shows that there is a great difference in salaries depending on the region where secretaries work. In Brazil, a bilingual secretary receives around R\$ 2000,00 to R\$ 2500,00 while a junior secretary in small companies receive around R\$ 800,00 to R\$ 500,00. A highly qualified group of women receive more than R\$ 3000,00.

Therefore, it is possible to affirm that the secretary professional profile has been changing in the last years. The stereotyped perspective that the secretary is only an assistant of administrative secretarial tasks now assumes that individuals are undergoing more authoritative executive job positions. "A new generation of professionals is coming as a consequence of globalization. The great difference will be the professional skills" (Hillsheim, 2002, p. 6).

Another possible reason for this change is that academic specialization has produced a new professional profile. In Brazil, according to the INEP (Brazilian National Institute of Educational Studies and Research) there were 143 Executive Secretary or Bilingual and Trilingual Executive Secretary College degrees in 2003 (Internet site of Ministério da Educação, Oct, 2004). This contingent of students has been allocated in job positions with new abilities and proposals of actions, which in its turn has probably caused some possible changes in the managerial board of workplace institution.

However, regarding Brazilian women's job positions, still in the twenty-first century, few of them are occupying top business positions in private and governmental enterprises. Women claim that there still exist prejudice and conservative attitudes impeding their ascension (Folha de São Paulo, Nov 2004). According to research results by Ethos Institute in 2003, although the percentage of women in executive top position is much higher than ten years ago, only nine percent occupy director positions, eighteen percent being managers and twenty-eight percent supervisors (Galvão, 2004, p.14) (my translation). These figures show that the asymmetries between men and women in work positions are still present in our corporate environment.

Another divergent discussion is in relation to maternity. Some opinions are that women can reconcile family and work while others say that there is an impairment considering that pregnancy and children's care causes women's license from work more frequently, impeding them to assume more important positions in the company (Galvão, 2004).

However, there is a positive aspect that must be mentioned: women are changing the relationships in all areas. As cited in D'elia, (2003,p.9), Prtjof Capra in his book *O Ponto de mutação* says that the woman's leadership will contribute to a complete redefinition of human nature in this millennium, because she is present in all segments: family, school, society, companies, acting as a bridge and practicing a leadership style that values dialogue, partnership, cooperation and competence. This change leads us to the importance of women's participation in social life, and how this participation contributes to social transformations.

As we have seen in Chapter 2, the context of situation is related to three dimensions of meanings or semantics: ideational (field), interpersonal (tenor), and textual (mode). To deconstruct the context of situation in relation to my corpus I will answer the three following questions: i) what is the field, ii) what is the tenor and iii) what is the mode of the editorials in the magazines investigated?

### **3.1.1 Field**

The first question related to the contextual variable Field answers what is going on. Three main traits can be found in the six editorials analyzed. The first trait relates to the problems secretaries and Brazilian executive women face in their job positions. The second is the editor motivating the readers to face their problems. The third is a reference to the articles published in the issue; the editor advertises the magazine in all the editorials. These traits are presented in the magazine production and distribution and in the types of discourses in the six issues of *Secretária Executiva* and *Mulher Executiva* magazines

### **3.1.2.1 The magazine**

*Secretária Executiva* and *Mulher Executiva* magazines are dedicated to executive secretaries and to the executive women in general, and it is distributed by Editora Quantum, Curitiba – PR, Brazil. During the development of this work the editor changed, as well as the site on the web. The site [www.secretariaexecutiva.com.br](http://www.secretariaexecutiva.com.br) was replaced by [www.executivas.com.br](http://www.executivas.com.br). The publisher produces two other magazines, both related to business context: i) *Revista Venda Mais*, specialist on sales and marketing; and ii) *Comunicação e Resultados*, directed to communication inside the company and in private life.

In the six issues analyzed, only one showed the number of copies - 10.000. In the other ones, only the number of publications in a year was written. The magazine is only distributed in private associations, universities and by subscription. The average number of pages is from 14 to 29. Comparing *Secretária Executiva* and *Mulher Executiva* magazine issues published with other magazines dedicated to women, the number is not so representative. However, it is relevant for linguistic analysis as it represents a particular professional group in society. Some of the main contents of *Secretária Executiva* and *Mulher Executiva* magazines are described below as an exemplification of what the magazine ‘talks about’.

### **3.1.2.2 Types of articles in the six issues of *Secretária Executiva* and *Mulher Executiva* magazines**

In the magazine under investigation, the articles combine practical guidance of typical secretary tasks, such as ability in foreign languages, communication, personal

marketing, leadership, etiquette and social behavior, with articles referring to self-help, motivation and personal affairs. Few advertisers announce their products in the six issues: hotels, restaurants, fairs and congresses, and office furniture companies. Some of the announcers are: SENAC (Centro de tecnologia em Administração e Negócios) –SP, ACRIMET (office equipment) congresses and lectures in the secretarial area, and Editora Quantum. Letters to the editor, a common practice in magazines, were not found. Finally, present in all samples are the editorials, also known as editor’s letter or editor’s column, the focus of this investigation. Following, the titles of articles in the six magazines are shown in Table 8.

**Table 8**  
*Titles of Discourses in the Six Magazines*

	2002	2003
Março	Qual é a fonte do amor.encontre entusiasmo em tudo que faz. Carreira e vida pessoal. Trabalho em equipe reduz custos para Klabin. A influência dos hábitos e atitudes nas decisões. Secretária brasileira: criativa, competitiva e competente.	Que longo dia. O traje certo para cada ocasião. Ouça seu coração. Não estou tensa...ou estou. Horário flexível e trabalho em casa funcionam. Crédito para a mulher empreendedora. Fui trabalhar e agora.
Abril	Mercado de trabalho. Encontre entusiasmo em tudo o que faz. Você vem cuidando de sua empregabilidade? A influência dos hábitos e atitudes nas decisões. Secretária brasileira criativa, competitiva e competente. Vivendo sua verdade.	O braço direito da Discovery Network. Dia de compromisso importante deveria ser feriado. Os 7 passos de Donna Siegel para lidar com clientes furiosos. A mulher no comando.Fluência na Língua Portuguesa. Modelos de Currículos. Não estou tensa... ou estou? A mulher e os Tempos. A mulher e a TPM.

---

Como melhorar significativamente sua produtividade. Etiqueta é fundamental. A primeira dama da hotelaria brasileira. Como ser chata em 5 lições. O estilo feminino de facilitar o Feeling. O amor na contramão. Cartas de mundo e as coisas. As diferenças entre uma cobra. The art of writing. (sic) S.O.S. profissional e uma reclamona. Uma proposta radical Gramática. Dicas para manter o paralelismo para mulheres visionárias.

nas frases. Você é secretária médica? Como lidar com erros. Aproveitando as oportunidades de aprender.

---

The most frequent titles in the six magazines are about women's personal and professional life. Many of them are related to secretarial management and executive positions, but also to relationships and a feminine style of being. There are also problems to be solved or ways to improve work status. However, examining the titles of the articles as shown in Table 8, we can see that they are also concerned with self-help counseling (frustrations and messages of optimism and motivation).

Women's professional and daily problems are discussed in five of the six selected editorials. Only in editorial four is the discussion about insecurity of modern world reported. The predominant themes are about frustration, motivation, emotions, happiness, and hope. For example:

É, minha cara leitora, esta nossa vida moderna não é fácil! Ao mesmo tempo que temos tantas escolhas, tantas oportunidades e coisas boas a desfrutar, temos um lado que fica meio "escondido": aquele em que nos sentimos culpadas em não dar atenção integral aos nossos filhos, à nossa casa, ao nosso marido. (Editorial 1)

Acreditar também no poder de um sorriso e de uma ajuda sem pedir nada em troca. E que tem uma pessoa lá em cima, olhando por você. (Editorial 2)

Hence, checking what the editor is discussing in the editorial, or what meanings are conveyed, we can anticipate the magazine's purpose and target public. Other themes in the six editorials are difficulties faced by our modern way of life like financial

problems and job promotions. Next, I show the meanings conveyed in the six editorials based on gender studies.

### 3.1.2.3 The ideological dimension in the editorials

As it was mentioned in chapter 1, gender in the business context is not a new discussion. After the 30s when feminist movements started, the ideological dimension of women's status in society has changed (Caldas-Coulthard, 2000). More recently, this aspect encompasses and leads to two roles by women: housewife and worker. Just to exemplify, the Brazilian Magazine *Época*, March 2004, published a special edition entitled '*Mulheres*'. The headlines in its cover were: *sem perder a ternura; nem amélia nem workaholic; sexo, amor e prazer; trabalho sem traumas*, clearly showing the dichotomy of women's role in society. In relation to work position, it is necessary to make some allusion to status, as higher and lower levels of education in general also means correspondent job positions.

When the latest gender studies are addressed, the central discussion is to search for women's identities in different social institutions and, in the editorials this aspect is marked.

- Ao mesmo tempo que temos tantas escolhas, tantas oportunidades e coisas boas a desfrutar, temos um lado que fica meio "escondido": aquele em que nos sentimos culpadas em não dar atenção integral aos nossos filhos, à nossa casa, ao nosso marido. (Editorial 1)

Comparing these editorials to those of women's magazines in general, some differences are visible. The first is that the reference to consumerism appears only once, yet in a negative sense.

- Estamos sempre tão preocupados em conquistar cada vez mais, que nos esquecemos de viver. (Editorial 6)

The second difference is that, there is not the same cultural domination of physical beauty as in those magazines. In only one editorial this characteristic was found.

- Como exemplo aquela dieta que sempre começamos na segunda-feira e paramos na quarta. E aí vamos para casa nos martirizar e brigar com as celulites (Editorial 5)

In respect to similarities with editorials in women's magazines, one is the dominant assumption that women's contribution to society, in the role of housewife and

mother, is still very strong, even if in a professional context. The other similarity is the conversational tone of the editorials (Heberle, 1994).

- Depois porque a mulher acaba querendo colocar a família em baixo da sua asa, dando proteção. (Editorial 4)
- Organização, diálogo com a família, um pouco de flexibilidade no trabalho – esse é o ideal para a mulher que quer se sentir bem em seus vários papéis.(Editorial 1)
- Você também se sente assim? Penso que sim. (Editorial 1)

The first two examples clearly show the twofold role of women: they want to protect their family, but at the same time have to be sympathetic and flexible with their family and work. Besides, the use of questions in the last example produces a feeling of intimacy with the reader, and the clause *Você também* (You too) suggests that the editor is experiencing the same problem.

The *Secretária Executiva* and *Mulher Executiva* editors express in the editorial their own experience that there is always a struggle in a woman's life and that this twofold role produces anxiety. The editors state clearly, in all the six editorials, their beliefs and, concomitantly, reproduce the struggle of women's identities in a contemporary competitive society. They position themselves in text and dialogically interact with readers trying to help them by the discourse of self-help counseling, producing a distinct discourse practice and establishing her attitude and 'ethos', that is, they want to express that they are sympathetic with readers and may be included in the same category of social identities (Fairclough, 1992, p. 143). In the following section I discuss the variable tenor.

### **3.1.3 Tenor**

The second question related to the contextual variable tenor refers to who interacts with whom or who are the agents of transaction. Another feature investigated in this variable is how the linguistic features reveal hierarchy. As this magazine is written to

a feminine public, mainly to secretaries and executive women, a group of students and teachers, who knew the magazine, played the role of readers and they gave me an account of how they perceive women's executive identities as constructed in *Secretária Executiva* and *Mulher Executiva*. Some of these students already work as executive secretaries; they work during the day and study in the evening.

First, I discuss examples of the students' opinions about the magazine (Appendix 2), then the executive secretary program coordinator's and teachers' beliefs (Appendix 3). The person responsible for the executive board of the magazine wrote in response to my questions. However, the editor's opinion in respect to women's identities was not sent because the magazine is no longer published by Editora Quantum. She wrote some excuses and said that the magazine was going through some changes. Her response is transcribed in Appendix 4.

#### **3.1.3. 1 Students' beliefs**

In this section I discuss the students' beliefs based on the three questions I used in the class activity as mentioned in the method section.

Some articles chosen by the students as the best ones and some students' opinions about the magazines were: i) 'Curso superior de secretariado' is related to tendencies of secretarial profession. The central discussion in the article is that the professional should have a graduation certificate before starting work in the area. Another aspect discussed in the article is that according to a survey in the USA, the profession has become very important in the last years and it has the chance to reach the first position in the future. ii) 'Career Plan' can be used as an instrument to guide the professional career. iii) Logistics at work and at home is interesting because it shows how a woman can deal with work and family. Two students' opinions are described below.

The best article is ""Career's Plan"" 'cause it can be used as a management instrument which can be used by the professional to guide his career.



The best article of the magazine ME is the interview with god professional, are interesting because are (sic) they real.

Some negative opinions about the articles were: i) the magazine should be more academically oriented; ii) there are some traces of discrimination in the work market in relation to women; iii) there are few articles improving their careers; iv) an article is sexist and there is a horoscope; and v) some other students wrote that there were a lot of food, beauty, fashion, and articles considered too basic in relation to articles about secretarial techniques. For example:

The worst article is about the three things more irritet (sic) the man in the work. Because we think the article is sexist.

...a maioria dos artigos da revista are articles (sic) ultrapassados que não abordam as características e competências reais do secretario Executivo, limitando-se a dar dicas de beleza, moda e técnicas secretariais muito básicas.

According to the negative statements stated by the students it seems that the magazine is not fulfilling some necessities of this group of secretaries, and it produces some contradictory views about women's role in society. Although the students see the magazines' positive concern about the two-fold role women can assume, as workers and as housewives or mothers, students see that there is still sex stereotype and discrimination, connection to personal appearance and households.

Regarding the positive statements, students said that there are good perspectives in the market for administrative assistants and that they are in favor of graduated diploma to be demanded in job recruitment. The answers were only related to professional identity built in relation to a specific magazine. The teachers' opinions will show another perspective about this profession.

### 3.1.3. 2 Teachers' beliefs

As mentioned in Chapter 1, I asked three questions to the teachers: i) Do you use the magazine with your students; ii) What is your opinion about the magazine and; iii) What is your opinion about the secretary profession? The coordinator of the course gave me back a general estimation (Appendix 3).

For questions one and two she wrote: from five teachers of the secretarial area, only one suggests the magazine, yet only for complementary readings. The other four do not use or recommend it. One of them said she has not read it for almost two years. Reasons for not using it: i) it does not have academic purposes and it lacks theoretical and research articles; it has a journalese style, not fulfilling academic requirements; ii) it has few articles, if we consider its monthly periodicity; iii) absence of topics which aggregate value to executive secretary professionals.

The answers of question one and two show that *Secretária Executiva* and *Mulher Executiva* are not used by the teachers mainly because they are not directed to an academic public. The coordinator stated some of the reasons in her e-mail:

- a) ausência de cunho teórico/científico aos artigos, sua formatação é jornalística e não atende as exigências acadêmicas;
- b) poucas matérias se considerarmos a periodicidade da revista (mensal);
- c) ausência de assuntos que realmente agregam valor ao profissional secretário executivo.

In question three, only the coordinator gave an answer. She said that she could only give information about the profession regarding her university. She affirmed that there is a great demand for this professional lately, mainly because of the specialization in management assistance and foreign languages. In her university, for more than a decade, the secretarial degree program is the first in demand for a vacancy. The evasion of students is another important aspect. She said that the number of students that cancel

their university studies is very small if compared to others in the same area. In her own words:

Maura, em função de meu mestrado não tenho acompanhado a evolução da profissão no Estado, nas em nível local, percebo um grande aumento na procura por este profissional, principalmente os de formação acadêmica (em função da especialidade adquirida em nível de assessoria e idiomas). Aqui na XXXXXX, somos, a mais de uma década, o curso mais procurado do Campus. Esta procura, ao meu ver, reflete a importância funcional deste profissional. Uma vez matriculado, o índice de evasão é muito baixo, se comparado aos outros cursos da mesma área (informações mais específicas acerca destes índices podem ser obtidos junto a Secretaria Acadêmica do Campus).

According to the coordinator, in that academic context, the value of the executive secretary profession and the question of sex is not mentioned, although ninety per cent of the students are female. The transcription of the coordinator's e-mail with the teachers' answers is in Appendix 3.

Another distinction is in respect to curriculum. Three areas compose the syllabus: communication, secretarial skills and administration. Some Brazilian executive secretary colleges are allocated in the Applied Social Sciences Center (ASCC), while others are a branch of BA in Letters and Arts. In my university there is a balance in relation to the hours of study, one-third for each area, and the faculty is allocated in the ASCC. It seems that those colleges, which are allocated in ASCC, tend to have fewer hours for communication studies than those which are allocated in Letters and Arts.

Besides describing the students' and teachers' opinions, in the next section I also analyze the style in the editorials, their hortatory characteristics, content, textual structure and features and self-help discourse.

### **3.1.3.3 The style in the editorials**

The six editorials in *Secretária Executiva* and *Mulher Executiva* magazines always have the editor's full name printed and the handwritten signature. Two of them

have the editor's picture at the bottom of the page and they also include the editor's e-mail address. At the end, they all finish with the message; "*Grande abraço, um ótimo mês. Boa leitura!*" Two different editors, both of them women, wrote the six editorials.

Regarding the location in the magazine, the editorials are in the initial page and they occupy almost the whole of it, on the right side of the page. There is a list of the names of the executive board responsible for the magazine production and an advertisement offering the magazine subscription. Four editorials are introduced by a title:

- Quando foi que começou a ficar complicado? (Editorial 1)
- Fuja da frustração.( Editorial 1)
- Dividir ou equilibrar?( Editorial 1)
- Dia 08 de março, dia internacional da mulher. (Editorial 1)

The two other ones have a direct quotation of an advice message.

- "Para a frente, para a frente, jovens. Vençam todas as dificuldades que aparecerem. A Luz iluminará o caminho a percorrer". D'Alembert (Editorial 1)
- "Esperas ser feliz quando tenhas tudo o que desejas. Enganas-te. Terás as mesmas inquietudes, iguais cuidados, idênticos desgostos, semelhantes temores, desejos". Albert Einstein (1879-1955) (Editorial 1)

The two objectives as those found in editorials of magazines for women, as cited in Heberle (1997, 1999), can also be found in *Secretária Executiva* and *Mulher Executiva* magazines editorials: i) to emphasize some articles from the issue and ii) to establish an informal mood between the writer and the reader in order to attract them to read and buy the magazine

- Leia a nossa matéria da capa e veja o que pensam as secretárias brasileiras sobre o assunto. (Editorial 1)
- Bem, a revista toda está muito bonita! Moderna, alegre... Você também achou? Gostaria de saber sua opinião. Escreva para mim!( Editorial 1)
- Este mês estamos trazendo, como matéria de capa, o segundo assunto mais votado em nossa enquete.( Editorial 1)

In these examples the editor makes use of some conversational strategies. The question mark and the request are used for interactions and are patterns of oral discourse. If these conversational strategies are used in a written form, they suggest that the editor wants to produce a more intimate and informal tone to the editorial, functioning as a chat with the purpose of convincing the reader to buy the magazine.

Moreover, some other traits in style in the editorials in the women's magazines are that the editors follow editorial norms, and keep the advertisers' interests and the company's philosophy. These elements 'tell us' that there are different 'voices' reproduced in the editorials, not exclusive of who is writing. Four examples are cited below.

- Todos os **colaboradores** da Editora quantum e eu.,(Editorial 1)
- o **Cristiano Suguimatti**, nosso novo diagramador, o **Brasílio Andrade Neto**. (Editorial 1)
- Raul Caneloro**, diretor da Editora Quantum,  
-e a **Sandra Solda**, nossa nova jornalista-colaboradora (Editorial 1).

When the editor mentions the *director*, it is clear that there is a hierarchy in the company and some rules must be followed. However, the use of her colleagues' names, *Cristiano, Brasílio, Sandra*, give an informal mood to the editorial trying to reveal how the environment of work in that publishing house is built in a friendly relation.

Although it was possible to observe that *Secretária Executiva* and *Mulher Executiva* magazines are directed to a feminine audience, a new element must be considered, the professional context. This is evidenced in the instances below by the use of the lexical choices: *colegas de trabalho, o trabalho, o trabalho das secretárias, promoção*, and *salário*. These lexical choices show that besides talking about personal problems, women are concerned with their careers and job positions.

- Você deve ter recebido muitos parabéns de seus **colegas de trabalho** e de sua família. (Editorial 1)

- É um assunto muito importante, fundamental para **o trabalho** – e ainda mais para **o trabalho das secretárias**.
- “tenho que conseguir aquela **promoção**, vou aproveitar a vida quando tiver um **salário** melhor”. Só que não é bem assim (Editorial 1)

These examples can also be referred to how the editor discusses the workplace problems with the readers, giving her opinion and taking a position in relation to attitudes and life style.

Another feature found in the editorials is the use of the pronoun *us*, in Portuguese also elliptical, e.g. *estamos* or *devemos*. Fowler *et al.* (1979) discuss the use of the pronoun *We* that is applied when the writer wants to create a sense of community and homogeneous relation with the reader.

- Estamos** sempre tão preocupados em conquistar cada vez mais,
- Mas não **devemos** esquecer de viver o agora. (Editorial 1)

Even though the two objectives as those found in women’s magazines are also used in the editorials of *Secretária Executiva* and *Mulher Executiva*, that is, to advertise the magazine and to maintain an informal mood between the writer and the reader, the professional context clearly shapes that specific kind of discourse with a predominance of self-help counseling. It is also possible to affirm that hortatory texts and self-help counseling are common practices in editorials.

### 3.1.3.4 The editorial as a hortatory text

As cited in Chapter 2, problem, command, authority, and motivation are the four elements of hortatory texts and they are found in the editorials under analysis. Moreover, if the author of a text does not have the expertise he or she applies specialists in the area such as famous people, surveys, and the institutional power of the magazine

(Longacre, 1992, in Pereira & Almeida, 2002). The first and the second elements, i.e., the problem and command, are exemplified by:

-É verdade que quando estamos tristes dá vontade de desistir, perdemos a esperança, choramos, nos fechamos para o mundo. (Editorial 2)

-Pare um pouco e lembre-se que todas as vezes que você caiu, sempre havia um dia seguinte, um outro e um outro.[...] Tenha sensibilidade e paciência para saber encontrá-los. (Editorial 2)

In these two statements above, the editor writes about sadness and hopefulness, and thereafter in the second statement, she asks the reader to act or react against this negative state of mind or problem.

In relation to authority, in the six editorials the editors do not refer to surveys and the institutional power of the magazine to motivate the readers. However, to empower their speech, they use the words of an American poet and journalist from the beginning of twentieth century, Ella Wilcox, well known for a work full of sentiment, spiritualism and temperance.

-Adorai a vida que tendes. Buscai algo que valha a pena fazer enquanto fordes trabalho para melhorar vossas condições como desejaríeis. (Editorial 1)

Again, The editor cites Ralph Marston, also an expert in self-help discourse with a page on the internet.

-Agora mesmo, em algum lugar deste planeta , alguém está trabalhando duro para realizar um sonho. Agora mesmo alguém aproveitou uma grande oportunidade. Neste exato instante, alguém está se dedicando a fazer mudanças positivas. (Editorial 1)

The editor applies the ‘expert system’ of self-help two more times to confirm his authority and as a way of argumentation to motivate the readers. The quotation by D’Alembert:

-Para a frente, para a frente, jovens. Vençam todas as dificuldades que aparecerem e a Luz iluminará o caminho a percorrer. (Editorial 3)

and Albert Einstein:

-Esperas ser feliz quando tenhas tudo o que desejas. Enganas-te. Terás as mesmas inquietudes, iguais cuidados, idênticos desgostos, semelhantes temores, desejos parecidos. (Editorial 6)

According to Longacre (1992, in Pereira & Almeida, 2002), the last element, motivation, can be realized in both ways: by positive and negative results such as:

- O importante é saber que sempre após a queda [...], você se levanta ....[...].
- Provavelmente você caia de novo.....( Editorial 2)

The examples above reveal that the editor is worried about the situation women have been facing and tries to motivate them by using authority, commands and motivation to achieve her purpose of changing women's status. As stated by Longacre (ibid), the hortatory function is a textual resource used by authors to involve readers trying to promote a change of status or action.

The classification of the editorials in *Secretária Executiva and MulherExecutiva* as hortatory texts implies that they have a specific function in the magazine and leads us to their two main purposes: to emphasize some articles from the issue and to establish an informal mood between the writer and the reader, to attract them to read and buy the magazine.

Moreover, a hortatory text is a characteristic of self-help discourse and in my corpus self-help counseling is used in all the six editorials; therefore, they can all be classified as hortatory texts. As stated in chapter 2, self-help discourse is a new tendency in professional institutions, a common social practice in modern social interaction and construed under some more or less stable textual structure and purposes such as those described in the next section.



### 3.1.3.5 The editorials and self-help discourse

It seems that self-help discourse is applied in the editorials fulfilling four major functions: i) to influence readers; ii) as a hegemonic technique explored to address people's intimacy in public domains; iii) to help people to deal with modern and complex social problems; and iv) construed through reflexivity and confession.

The first function, to influence readers, was developed in the hortatory textual feature in editorials (section 3.1.3.4 above). The second, as a technique to address people's intimacy in public domains can be seen through some textual elements and content elucidating how women's experiences are explored in a public domain. For instance, in the examples below the work institution plays a role in woman's life and self- help discourse is pervasive in their lives through reflexivity.

-Não importa se você está bem preparado, se é inteligente, se tem contatos, ou se tem toda a técnica do mundo – os resultados que você terá dependem completamente das ações que você tomar. (Editorial 6)

-Uma até chegou a dizer que “a jornada dupla da mulher tem um preço altíssimo para a sociedade sem valores, que vivemos hoje. Será que a mulher tem de pagar esse preço, tão alto, sozinha?

Reflexibility and self-help discourses contributed to construe social identities in the six editorials probably with the purpose of orienting the readers how to deal with the demanding and stressful workplace domain; they also work as a technique to influence women's status in work positions.

Thus, the redundancy of self-help discourse present in the editorials of *Secretária Executiva* and *Mulher Executiva* can be interpreted as an example of this new tendency of fragmentation in professional institutions and a common social practice in modern social interaction. Moreover, advice discourse seems to be pervasive and used by people to deal with problems of power and knowledge relations as well as to protect the individuality of social beings. In the editorials analyzed, advice discourse was used to

guide readers on their behaviour and to create feelings of security through hortatory texts.

Since the purpose of the magazine under investigation is to construct women's image and identity at work, self-help discourse is manifested as a way of helping business women in their stressful way of life and in their self-identity development, confirming the modern tendency pointed out by Fairclough (1992).

In the next section I discuss the variable mode.

### **3.1.4 Mode**

The third question related to the contextual variable mode refers to the channel of communication, to the role language plays in the social context. Editorials are a common type of written discourse in newspapers and magazines, so language plays a constitutive role, that is, without language, the editorials would not exist. In *Secretária Executiva* and *Mulher Executiva* magazines, they include some main features. For instance, the editorials promote the medium indicating some articles or sections, and they are written both in an informal and formal tone. For instance,

-Este mês estamos trazendo, como matéria de capa, o segundo assunto mais votado em nossa enquete: etiqueta empresarial. (formal)

Confesso que é um assunto que eu adoro! Enquanto muitas pessoas torcem o nariz para isso, eu sempre me interessei, desde pequena. (informal) (Editorial 1)

Some traces of oral form such as the expression “que eu adoro” are also present in the editorials and the editors alternately apply interrogative, indicative and imperative sentences to create a conversational tone.

Como dividir seu coração em dois? Em três? Em quatro? Nós, mulheres, somos mestras nisso... Será que somos mesmo? Abraçar uma carreira, ter filhos, educá-los, cuidar da casa, amar o esposo... Como conseguimos tempo para tudo isso? (Editorial 1)

The conversationalization of discourse simulates oral language, however, editorials are to be read silently and are monologic (Heberle, 1997).

In the last section of this chapter I will discuss the results in relation to CDA perspective.

### **3. 2 Discussions of results**

The results concerning the social context (section 3.1) showed that executive women and secretaries in Brazil are inserted in a context where hierarchy, physical appearance and the dichotomic roles women have to assume as housewives and workers are still pervasive aspects modeling the social identities.

Although the word hierarchy may be linked to submission, in this context I highlight that executive women and secretaries are assuming more important roles within the workplace sphere, leaving behind the stereotype of a submissive employee and limited to a trivial professional activity. As it was mentioned in *Secretária Executiva Mulher Executiva* magazines and in *Folha de São Paulo* (Oct 26; Nov 4, 2004) newspaper articles, two examples of change are: i) new terms being used by the secretary professionals such as administrative assistant or management assistant, and ii) more independence in work decisions (more women in chief executive positions) signaling new directions. However, according to results of a survey in *Folha de São Paulo* (Nov, 2004) investigating why there is a very limited number of women in top business positions, 56% of the subjects answered that the corporative sphere is still 'machista' (male chauvinist), 23% of the subjects answered that feminine work has a different profile, 17% of the subjects answered that women are more concerned with their families, and 4% of the subjects answered that the reason is that women do not want to be the number one.

The survey in the article cited above confirms that men still dominate the business context, that women have a different administration style, that some of them are more worried about their families than their careers, and also that some of them do not want to assume top positions.

In the academic environment, I had the opportunity to experience some similar signs of social transformation, for instance, some changes in the curriculum of executive secretary degrees, creating a balance among three areas of study: communication, secretarial skills, and administration. This variation in graduated curricula in some Brazilian universities results from the restructuring in pedagogical plans to follow the globalization effects in the business context. These alterations try to promote more independence for the executive secretaries in work decisions as I mentioned previously, as well as to reach a masculine audience. Nevertheless, as previously discussed, the number of male students is still very low if compared to the feminine public attending classes in that academic context.

Physical appearance and gender aspects are in a way linked, since questions related to feminine traits, in general, bring to discussion these aspects. Although aspects of physical appearance were not investigated in my thesis, some previous work, such as the study by Garcia (1999), show that physical aspects are still considered when secretaries are recruited, and that we can still find traces of gender asymmetries in the Brazilian work context.

Maternity is another issue to be discussed in this context as family and work seems to be a difficult task for women to solve in our modern way of life. However, women are starting to leave positive traces in work institutions and are more valued professionally in their top job positions, contributing to social transformations. As cited in Chapter 2, women leadership will redefine human nature due to women's more cooperative and negotiable leadership style.

The second part of the CDA perspective discussion is developed according to results related to the discursive dimension. In the academic environment the social participants, students and teachers gave their opinion about the editorials and about the social context. According to their statements, it seems that the magazine is not fulfilling an academic purpose and it produces some contradictory views about women's role in society. They think that a woman can assume both roles, as a worker and as a housewife; however, they are not in favor of sex stereotype and discrimination,

connection to personal appearance and households, as shown in some articles of *Secretária Executiva* and *Mulher Executiva* magazines. Moreover, for them, the executive secretary profession has good perspectives in the job market.

The teachers' opinions reaffirm the positive perspectives for the executive secretary professional in the market; however, they did not mention the question of gender dichotomy and for this reason the discussion that this profession 'is mainly represented by women' could not be extended.

The conclusions in the discourse practice dimension are that the style and contents of *Secretária Executiva* and *Mulher Executiva* do not have academic purposes, and for this reason, students and teachers do not often use it and consequently, the magazines are not successful in that context.

Furthermore, the results of the three variables of the context of situation evidence why the students are not using the magazine as an academic reference. As it can be observed there is no academic purposes in the contents of the magazine. Moreover, in the editorials the editors mainly discuss, in a more informal mode, women's professional and private problems as a way to attract readers.

The editor's assistant comment signals changes, since the publisher stopped publishing the magazine and made a partnership with another publishing house to commercialize a new one, *Vida Executiva*, dedicated also to executive women but now being sold in newsstands and not only by subscription.

Next, I discuss the implications and relations to research question number 2: How are the editorials structured and what are their main textual features?

The contents and types of advertisements in *Secretária Executiva* and *Mulher Executiva* magazines impose some restrictions in relation to the target public, as shown in Table 8. I could observe that in the three first issues of *Secretária Executiva* and

*Mulher Executiva* magazines of 2002 the public was more restricted to secretary job positions, while in the last three issues of 2003 the articles were also directed to executive workers in other administrative assistant positions. However, the advertisers were the same and the magazine could be bought only by subscription. The physical aspects of the editorials are almost the same as those found in other women's magazines; however, the two main themes in the editorials were women's personal and professional life problems to be solved, or ways to improve work status.

Problems of women's dichotomic role of housewife and worker, of our modern way of life, and of frustrations are treated through self-help discourse reflecting the social context. The editors use messages of optimism and motivation as a way to convince readers to change opinions and attitudes, trying to solve their problems mentioned in the text. Furthermore, the two main characteristics of editorials in women's magazines of emphasizing some articles from the issue and establishing an informal mood between the writer and the reader are also found in the six editorials, confirming the function of editorials in magazines.

The conversational tone and the lexical choices show that besides talking about personal problems, women are also concerned with their careers and job positions. The style and lexicogrammatical choices, as the use of personal pronouns (*I, we us*) and question marks, show how the editors discuss workplace problems with readers, trying to create an intimate relation as a strategy to influence them to read the articles and to buy the magazine. These conclusions were also based on the studies of women's magazines previously mentioned. Nevertheless, in my investigation, the professional context and self-help counseling discourse predominate in the six editorials.

As we could observe in the literature, self-help discourse has been explored as a technique to deal with people's intimacy in public spheres in many other institutions, and it is a common practice nowadays.

According to Fairclough (1989, 1992), the modern style of administration represented by professional institutions' fragmentation reinforces individualism and self-questionings. In this dimension, it is relevant to mention that specialized consultancy and trainings in the area of motivation and self-esteem are a common practice to help people to deal with problems of power and knowledge relations, as well as to protect the individuality of social beings.

The four textual elements found in the six editorials, i.e., problem, command, authority, and motivation, suggests the hortatory characteristic in the self-help discourse and the author's use of other voices to convince the reader if he or she is not an expert in the area.

This is the end of chapter 3 in which I analyzed and discussed the results referring to the research questions number one and number two. In the next chapter I present the results and discussions of the lexicogrammatical and visual analysis.

## **CHAPTER FOUR**

### **THE LEXICOGRAMMATICAL AND VISUAL ANALYSIS**

In this chapter I proceed the lexicogrammatical and visual analysis to answer the research questions number three and number four, respectively: What kind of verb processes, participants and circumstances prevail in the editorials unveiling executive women's experiential meanings and social roles? and What images of women are portrayed in *Secretária Executiva*, *Mulher Executiva* and *Mulher & Carreira* magazine covers, and what kind of social identities do they suggest? First, the Transitivity system is explored in the six editorials and second, I present the visual analysis in the three covers.

#### **4.1 Transitivity system revealing language social functions**

According to Fairclough (1989, p. 120) "the experiential aspects of grammar have to do with the ways in which the grammatical forms of a language code happenings or relationships in the world, and their spatial, temporal, and manner of occurrence". The central question here is that 'lexicogrammatical choices' are significant in the discourse construction revealing the participants' ideology and who is affected by it and in what circumstances. Hence, the main purpose of using the transitivity system analysis in my data is to verify how women's social identity is represented in magazines inserted in a business context such as *Secretária Executiva* and *Mulher Executiva* magazines. I start the analysis by the main processes found in the six editorials.



## 4.2 Processes

In Table 9 below, I present an example of the types of material, mental, relational, verbal, behavioural, and existential processes analysed in Editorial 6. This table is a part of Souza's (2003) software. The complete analysis of the editorial is in Appendix 7.

**Table 9**

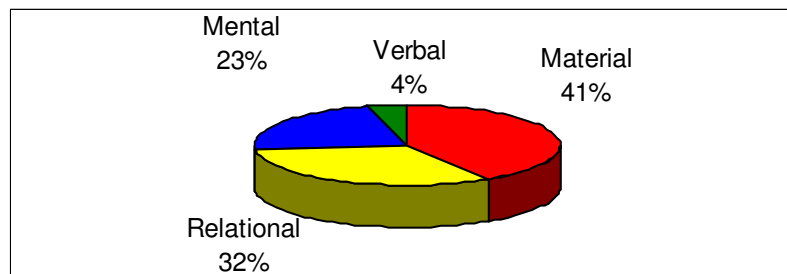
### **Analysis of Processes in Souza's (2003) Software**

EDITORIAL 6		
"Esperas ser feliz	ser	REL
Quando tenhas tudo	ter	REL
o que desejas.	desejar	MENT
Enganas-te.	enganar	MENT
Terás as mesmas inquietudes, iguais cuidados, semelhantes temores, desejos parecidos."	ter	REL

In this table, the processes were classified in each clause to receive the percentage and occurrences.

With the use of the software developed by Souza (2003) the following results were found. In the six editorials, 41 % of the processes are material; 32 % are relational; 23 % are mental; and 4 % are verbal. This means that meanings in actions are the most salient, although the difference among the material, relational and mental is not so significant. This percentage signifies that relational and mental actions also have an important role when construing the experiential meanings in the editorials. This can be visualized in Figure 8 below which shows the results of frequency of material, relational, mental and verbal processes in the six editorials.

**Figure 8. Percentage of the total amount of processes in the editorials.**



In the following four sub-sections I exemplify the processes in the six editorials in order of appearance: material, mental, relational and verbal.

#### **4.2.1 Material Processes**

The main material actions are related to: *fazer, dar, ir, cuidar, desistir, viver, realizar, começar, acabar, trabalhar, vencer, perder, conseguir*. The doing processes are mainly related to: households and personal relationships, as well as within the work and career sphere. The material processes also relate to abstract actions such as win, give up, lose hope, and search for better positions and ways of life.

- **dar atenção** integral aos nossos filhos, à nossa casa, ao nosso marido.(Editorial 1)
- Entramos** de cabeça... **pulamos** na água fria. (Editorial5)
- Não dá para **fazer** o gol, sem passar pelo meio-de-campo. (Editorial 5)

In the material processes, the Actors are mainly represented by the editors and by the readers and Goals are in a great part figurative, for example:

- ..**você** vai alcançar **o topo da montanha**. (Editorial 2)
- vou** aproveitar **a vida**. (Editorial 6)
- você** precisa levantar-se **da cadeira e começar a escalar a montanha** (Editorial 6)

When the editor relates women within the domestic sphere the Goals are not abstraction as in the examples below.

-cuidar **da casa**. (Editorial 1)

-não dar atenção integral aos nossos **filhos**, à nossa **casa**, ao nosso **marido**. (Editorial 1)

The majority of material processes are with Range (indicating the domain in which the processes take place or specifying the process itself), for example:

-**Buscai** (process) **algo que valha a pena** (Range). (Editorial 1)

-Será que a mulher tem de **pagar** (process) **esse preço** (Range), (Editorial 1)

and few processes appeared with Beneficiary, for example.

-**Vão** (Actor) ensiná-**lo** (Beneficiary) de repente a ser feliz. (Editorial 1)

An example of Material processes with a Circumstance is:

-Queremos **caminhar com você**. (Editorial 2)

When the editors give advice and motivate women to react against the difficulties of the modern world, the word *você*, referring to women, is in the Actor position, for example:

Provavelmente **você** caia de novo, mas tenho certeza que também vai alcançar o topo de muitas montanhas. Outras vezes você respirou fundo e levantou sozinha, com vontade de tentar mais uma vez. (Editorial2)

Não **deixe** que os obstáculos que encontrará no caminho (e esteja certa de que você vai encontrá-los) vençam a sua vontade. Não deixe de voltar a subir, mesmo que seja forçada a descer um pouco. Pare um pouquinho, descansa... não há mal algum nisso. O que você não pode fazer é desistir. (Editorial 5)

In the material processes analyzed it is possible to observe three types of women's engagement: the first is the metaphorical or ideal type, when the editor applies

counseling discourse; the second is related to daily and domestic activities; and the third type refers to the professional context.

#### 4.2.2 Relational Processes

The main relational processes are: *ser*, *estar*, *ficar (tornar-se)*, and *ter*. For example:

- esse **é** o ideal para a mulher que quer se sentir bem em seus vários papéis. (Editorial 1)
- O tempo vai passando e a gente começa a **ficar** receosa. (Editorial 5)
- Não dá para **ter** mais do que R\$20,00 na carteira e nem o cartão do banco. (Editorial 4)

The relational processes in the editorials are mainly related to problems and anxieties of a modern way of life and to the description of the magazines. Some other processes relate them with colleagues from the magazines and indefinite participants.

Some examples are:

- Relational Intensive: Basílio, que agora **é** nosso colunista fixo.(Editorial 6)
- Relational Circumstantial: O hoje já **está** aqui. (Editorial 3)
- Relational Possessive: **Terás** (Carrier) as mesmas inquietudes, iguais cuidados (Possessed) (Editorial 6)

The relational processes, used to categorize and to identify participants, reveal that in the editorials women are identified and related to professional attributes and to domestic and private sphere.

- Essa é a contradição em que vive a mulher dos nossos dias: ela precisa — e quer — trabalhar e ter uma carreira. Mas ela também quer ter sua casa, sua família, seus filhos. E sente-se dividida — o coração pela metade — entre esses vários papéis.

Women are also identified as being in an inferior position. e.g., *A mulher nessa confusão, fica em desvantagem em vários aspectos.*(Editorial 4) or as having the capacity to be engaged in more important activities e.g., *Você tem o potencial de fazer muitas coisas importantes.*(Editorial 6)

These two last examples show us that women in the business context are not assuming important positions, that they need help and to be more valued in that context.

#### 4.2.3 Mental Processes

The most frequent mental processes are *querer, acreditar, sentir, saber, planejar, sonhar, lembrar, adorar, gostar*. Feelings of frustrations, positive thoughts and plans for the future are some of the meanings related to mental processes.

- Acabamos por nos convencer de que eles existem apenas para serem **sonhados**,
- Começamos(Senser) a **pensar** demais (Phenomenon) (Editorial 5)

In the clauses analyzed, in general, the editor and the readers (women or secretaries) are the Senser, for example:

- Confesso que **eu** também **me** (the editor) sinto assim. (Editorial 1)
- **Adorai** (the reader) a vida que tendes. (Editorial 1)
- Leia o que pensam **as secretárias** sobre o assunto. (Editorial 1)

Mental processes are commonly used to share emotions and feelings and they are very representative in self-help discourses dealing with personal beliefs and thoughts. Furthermore, in women's editorials they have the function to create a sense of persuasion (to read and buy the magazine) and alignment (between the readers and editors). These processes are used to emphasize the unity of a group, simulating an equal social relation between the speaker and the audience (Heberle, 1997, p.123).

Although most of processes are of the material type, it is important to highlight that abstraction is a recurrent pattern in the editorials. This feature suggests that the type of discourse and significations conveyed in the interaction between the editor and readers are made with the use of metaphorical features. According to Halliday (1994, p. 341) metaphor is a figure of speech "having to do with verbal transference of various kind". Some types of metaphors are grammatical, ideational, rhetorical and

nominalizations. In a critical discourse analysis perspective, Fairclough (1992) relates metaphor to transfer of our thoughts in one way rather than another.

Metaphor is also a salient aspect of discursive change with significant cultural and social implications. People resort to metaphors not only to ornament discourse but also to express reality and experience (Fairclough, 1993). Metaphors are considered a variation in the expression of meanings and some were found in the six editorials analysed, mainly from material to mental processes. In rhetorical theory, figures of speech, or non- literal use of words, are recognized as verbal transferences of various kinds. In general, the concrete is transferred to an abstract sense. For instance, one frequent use is to transfer material to mental processes such as:

- que todas as vezes **que você caiu**, sempre havia um dia seguinte,(Editorial 2)
- Queremos **caminhar com você**.(Editorial2)
- Confesso que **esta frase saltou aos meus olhos**. (Editorial 3)

The use of metaphors in women's magazines may be related to emphasis on the ideal and emotive novelization of events, women tend to fancy common events, a characteristic of 'feminine world' (Caldas-Coulthard, 1996). Not extensively explored in this study, the research in metaphors is relevant to linguistics since people in all areas apply them to convey meanings such as in the business context.

#### 4.2.4 Verbal processes

Verbal processes appear in a small number, just 4 per cent as we can see in Figure 8, on section. 4.2. The main verbal processes are: *dizer*, *perguntar* and *pedir*. For instance:

- E por *falar em luz e em anjo*, (Editorial3).
- Se você *perguntar* para o bem-sucedido, ele *dirá* que foi com muito trabalho e esforço. (Editorial 4).

-Uma até chegou a *dizer* que “a jornada dupla da mulher tem um preço altíssimo para a sociedade sem valores, que vivemos hoje.” (Editorial 1)

Next, Table 10 below presents all the processes found in the six editorials.

**Table 10**

***The Processes in the Six Editorials***

Processes in the six editorials	
Material	Dividir,abraçar,educar,cuidar,fazer,viver,trabalhar,largar,daratenção,receber,conviver,ajudar caminhar,desistir,perder,fechar,parar,cair,levantar,tentar,demorar,extinguir,acabar,buscar,alcançar,acumular,encontrar,vencer,aparecer,iluminar,saltar,percorrer,brotar,sair,voltar,viajar,morar,criarfilhos,continuar,optar,andar, reagir,colocar,proteger,atacar,impedir,conseguir,complicar,causar,perder,curar,usar,escapar,defender,respeitar,correr,compartilhar,jogar,fumar,ligar,aparecer,acabar, virar,fugir,pular,cair,levantar,vencer,iniciar,terminar,parar,começar,continua inscrever,martirizar,brigar,exercitar,encontrar,descaçar,consumir,pagar,aproveitar,perder, comer,abrir, votar,separar, motivar,apontar,transformar,escalar,atingir.
Mental	Amar,querer,acreditar,sentir,precisar,pensar,sonhar,lembrar,conhecer,desejar, ter sensibilidade achar(opinião),entender,aprender,desacreditar,convencer,surpreender,enganar-se, esquecer,adorar, torcer o nariz,interessar-se, ter medo, esperar que goste,
Relational	Ser, estar, ter capacidade,
Verbal	Dizer, indagar, palestrar,falar,confessar,chamar,perguntar

As can be seen in Table 10, many verbs are of the material kind, followed by mental, relational and verbal processes. However, if we compare the types of mental and relational processes with their percentage of appearance in the six editorials the same verbs appear in various clauses, for example *ser, estar, acreditar, desejar, sentir*. The repetition of mental and relational processes may reflect women’s world and ideologies associated with attributions and identification of women’s private and professional lives, and the description of the magazine.

In Portuguese some verb processes are ambiguous as Lima-Lopes (2001, p.50) presented in his study, e.g., *contar* (*material – verbal*). This proves that the lexicogrammatical elements cannot be analyzed out of the context. In my corpus ambiguous processes are, for example, *deve/deixa*, *ser*(*noun-verb*), *seguir*(*preposition-verb*), *achar*(*mental/material*). In editorial 1 and editorial 5, for instance, *que está nos deixando* (line 29) has not the same meaning as in *Não deixe de que os obstáculos* (line33).

Next, I show the results of the analysis of participants.

#### 4.2.5 Participants in the six editorials

The transitivity system is not only composed of the verbal process; the participants and the circumstances are the other two components of the system. The representation of participants in a text depends on the author's choices and how he or she positions participants in texts (Halliday 1994). In spite of the fact that Souza's (2003) software can be also applied in the analysis of participants, in my data they were classified manually because of constrains of time.

The main participants I found were: *I* (the editor), *We* (the editor and the magazine), *We* (Nós, the editor plus women), *We* (the editor and the readers represented by women), *You* (você, leitora) and *Elas* or *Ela* (they or she, women/woman). Some examples of participants are shown below:

- Mas **tenho (I, the editor)** certeza que em outras, é por imediatismo. (Editorial 1)
- Nós, mulheres (**We, women**) somos mestras nisso....
- Nós **somos ( We, the editor and readers)** capazes de realizar muitas coisas. (Ed. 1)
- Queremos (**We, the editor and the magazine**) caminhar com você, dividir as alegrias e também as tristezas. (Editorial2)
- Suba (You, the reader)** o primeiro degrau e não pare. (Editorial 1)
- Será que **a mulher (She, woman)** tem que pagar esse preço sozinha? (Editorial 1)



Other participants, less frequent in the texts, are represented by the editor's colleagues in the magazine, *Sandra*, *Cristiano*, *Brasília*, and by some indefinite pronouns such as *algumas pessoas*, *alguém*, *muitas pessoas*. (Editorial 3)

**Cristiano Suguimati**, nosso novo diagramador, o **Brasília** Andrade Neto, que agora é nosso colunista fixo, e a **Sandra Solda**, nossa nova jornalista-colaboradora. Agora mesmo, em algum lugar deste grande planeta **alguém** está trabalhando duro para realizar um sonho.

Children, family, secretary, writer, are some other human participants, and Bush (the President of the United States) is also mentioned.

Você deve ter recebido muitos parabéns de **seus colegas de trabalho e de sua família**. (Editorial.2)

Some non-human participants are: *mundo*, *coração*, *vida*, *alegria*, *revista*, *sementes*. Two examples of non-human participants in a clause are:

-O **mundo** com as suas diferenças e semelhanças funciona em um ciclo perfeito.(Editorial 2)

-E, como dizia aquela **velha canção** sertaneja.(Editorial 3).

Next, in Table 11, I present some more examples of human participants.

**Table 11**

***Human Participants in the Editorials***

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**Human Participants**

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Eu (I)	-Confesso que eu também me sinto assim. -Quando tive minha filha.
Nós (We)	-Como conseguimos tempo para tudo isso.
Editor + women	-Nós, mulheres, somos mestras nisso
Nós ( We )	- temos novos companheiros em nossa redação: o CS, nosso
Editor + magazine	novo diagramador, o BAN, que agora é nosso colunista fixo, e a SS, nossa jornalista colaboradora  sejam todos muito bem-vindos.  Aliás, você viu nossa nova diagramação  Reparou no nosso novo logotipo
Elas/Ela	-A mulher nessa confusão
(They/She)	-Algumas mulheres -Algumas leitoras
Você (You)	-Outras vezes você respirou fundo. -Você também achou?
Others	-Bush atacando o o Iraque - os colaboradores da Editora

---

Regarding the main types of participants *I*, *We*, *You*, and *They* (women), different realities may be represented in the editorials. First, when the editor positions herself using the personal pronoun *I*, she is presenting her own role in society as a worker and as a housewife, meaning that she knows what she is talking about, and consequently, showing her authority in the text. The second, *We*, represents the editor and the editorial staff. They are in an egalitarian level and they assume the problematic issue stated in the text as a mode of solidarity. *We* also appears in the voice of an editor involved in women daily problems to emphasize the relationship between readers and writers and sometimes as part of a group of women. The third, *You*, is applied to create a more

intimate mood in the interaction with readers and to show that they are also part of the same discourse community, and hence, to whom the text was written. The fourth, *They* is mentioned in the editorials to bring to text the authority and opinion of other women as a mode of argumentation in the discussion about feminine problems in the editorials. The intention here is to give more credibility to the chosen subject. In the next section I discuss the circumstances that were complementing the verb processes.

#### 4.2.6 Circumstances

The third element of Transitivity analysis is to see in what circumstances the actions and experiences are conveyed. In this section, I only exemplify the types of circumstances that followed the main verb processes in the editorials. It is possible to verify that the circumstances evidence extent, modes of action, manners of acting in workplace and in private domains as shown in Table 12 below

**Table 12**

***Circumstances***

Type	Example
Extent	Pensar demais
Location	nos inscrevemos em academias de ginástica,
Manner	É difícil alcançar sem trabalhar para isso.
Cause	ajudá-la em todos os momentos para seu crescimento e desenvolvimento.
Contingency	ainda que demore um pouquinho ou um tempão,
Accompaniment	e levantou sozinha

I observed that the circumstances in the editorials show a context related to women's daily problems (...*em seu dia a dia*) shared by the editor. The help for women's problems can be found inside themselves as well as in the celestial sphere

(*teremos um anjo a nos iluminar*). Circumstances of location also refer to big and small cities and to a violent world. Some other circumstances are related to the professional context.

This is the last section of the Transitivity analysis. Next, I undertake the visual grammar analysis in the three covers of *Secretária Executiva* and *Mulher Executiva* magazines in order to examine the representational function in the magazine and changes in social identities.

#### **4.3 Representation and interaction analysis in the three covers**

Three covers were analyzed in *Secretária Executiva* and *Mulher Executiva* magazines - March of 2002, May of 2003 and May of 2004. The objective of analyzing three cover issues in three different years is to investigate if some social change could be noticed in the discourse practice during the period of this research. It was observed that the titles of the magazine changed in the three issues. The first is *Secretaria Executiva*, (SE) the second, *Mulher Executiva*, (ME) and the third, *Mulher & Carreira*(MC).

It is possible to predict that each cover has the mission to convey the changes in the name of the magazine and why this has happened. Let us see what a grammar of visual design can explain about this fact through the analysis of actions and gaze, size of frame, angle, attitude and power. In the next three pages the three covers can be visualized.

**Figure 9. Secretária Executiva cover - March 2002**

Comunicação & Comportamento - Você tem cuidado da sua empregabilidade?

www.secretariaexecutiva.com.br

# Secretária Executiva®

março 2002  
ano 6 nº76

## NO DIVÃ

Qual é a fonte do amor em nossas vidas?

**S.O.S Gramática:**  
Todo dia, todo o dia ou todos os dias?

Trabalho em equipe reduz custos na Klabin Paraná Papéis

**VOCÊ TEM UM PLANO DE CARREIRA?**

Encontre entusiasmo em tudo o que faz

**Equilíbrio:**

# Carreira e vida pessoal

  
Editora  
Quantum

Figure 10. Mulher Executiva cover - March 2003



Figure 11

Mulher & Carreira cover - May 2004



#### 4.3.1 Actions and Gaze

Within the perspective of the grammar of visual design by Kress and van Leeuwen (1996), the action in an image is related to 'offers and demands' to its respective viewer. For instance, in our analysis of the three images, from now on *Secretária Executiva (SE)*, *Mulher Executiva (ME)*, *Mulher & Carreira (MC)*, the first two covers are 'demand' acts and the third is an 'offer' act. In *Secretária Executiva* and in *Mulher Executiva* the two women are looking at the viewer asking for a response, while in *Mulher & Carreira* the girl is not looking at the viewer meaning that there is not an explicit interpersonal relation with the reader. This represents two distinct relations in which the images interact (asking for some social relation) with the reader, in the case of *SE* and *ME*, while the image in *MC* seems as socially distant.

Moreover, vectors or actions lines, even formed by the eyes of the participant, indicate processes of action. The transactional structure includes Actor and Goal, or in the image, who did the action and to whom it was done. In the non-transactional there is no apparent participant, that is, there are no Goals as in *SE* and *ME*.

In *SE*, the analysis can be in two directions: (i) the woman is directing her arm to the viewer forming a vector, offering her secretary job position; and (ii) the lady's action shows the concept of a secretary 'at service' position and willing to help. In this image the secretary position can be viewed as trying to achieve a more specific public, the secretaries, while in *ME* the representation is of a more successful woman. In *ME*, the woman is smiling to the viewer asking the viewer to desire her executive job position.

Some images may combine action and concepts, where actions or objects may be symbolic of a concept (Callow, 1999, p. 5). In *ME*, this seems to be the case, as the woman's image may suggest a concept of success in the business context.



In the *MC* cover there is no action, only a reaction. She is looking at herself in the mirror, but it is transactional because her image in the mirror represents the Phenomenon. It is an image classified as a reactional: transactional..

If we transfer the three actions to verb processes we have: in *MC*, it is a Mental process, as she is in an 'inquiry' position. In *SE*, it is a Material process (pointing) and in *ME* it is a behavioural process (smiling). These actions are also influenced by the size of the frame they are inserted in.

#### **4.3.2 Size of Frame**

The distance between people depends on the nature of their social relations. They can be interpersonally very close, where the image produces an image of the person's face. In a medium shot, head and shoulders represent a less intimate relation. And at a not so intimate, more social relation, our field of vision includes the other person from about the waist up. And finally, in a very distant social relation, the person's whole body is depicted (Unsworth, 2001; Kress and van Leeuwen, 1996; Bell, 2001).

In *SE*, *ME*, and *MC* the size of frame is in a close personal distance, very common in covers of women's magazine; however the personal distance has a slight variation in relation to the three women's social position because of the angle of the photography that will be discussed in section 4.3.3.

As Kress and van Leeuwen state, demands are very common in magazines conveying self-confidence, status, and a direct contact with readers. In the next section, I discuss more about how interaction can be interpreted in images

#### **4.3.3 Angle, Attitude and Power**

The three women's images are in a frontal plane suggesting a maximal involvement with the reader. However, in *SE* magazine, the woman is portrayed from a

high angle, meaning that the viewer has power over her. The viewer seems more powerful and the lady is in a more vulnerable position. Is this a common social practice in secretaries' work positions? As showed in section 3.1, some evidences are that the submissive profile of the secretary professional has changed in the last years, however, prejudice and stereotype in relation to this profession are, in some occasions, still affecting job positions.

In *ME* magazine, the woman is frontally photographed at eye-level view representing an equal position between reader and viewer. The picture shows a successful Brazilian executive woman and the egalitarian level may mean that the readers are or can be in the same level.

In *MC* magazine, the girl is in a frontal position but in a tilting or oblique position. Oblique angle means detachment from the viewer's world. Moreover, her face is the only part that is not blurred in the image showing a more intimate distance. Besides, the action of looking oneself in a mirror creates a private and intimate atmosphere.

It is also relevant to highlight that hands are also salient in the three covers and they can receive a Symbolic Attributive meaning. In the *SE* magazine the hands are occupied with work tools, the agenda and pen, in the *ME* magazine the hands are crossed and resting in a desk just posing for the viewer, and in *MC* magazine they are part of the background and blurred.

In *SE* the hands symbolize a secretary in her work position (more material action); in *ME* magazine a woman in a high executive position (the hands are not so important as are mental processes or intelligence), and in *MC*, the attribute for the woman is not clear (hands have not a specific role). Hands in images are very significant as they suggest action such as in the secretary position, offering something or asking for attention. In *MC*, the young woman may be representing any woman, looking for a

profession or executive position or for her social position. This uncertainty is shown through the blurred background and in her image looking for her representation in the mirror.

Below in Figure 12, it is possible to visualize the three pictures in three different social representations and interactions complementing the discussion above.

**Figure 12. The three covers**



Organizing and summing up the analysis of the three covers, below I describe in Table 13 the function of the gaze, the gestures, the actions and the social distance in each image.

**Table 13**  
*Representation and Interaction*

The gaze	Demand – looks down at	Demand- the same level-	Offer – as an ideal –
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	viewer- submission	directly - equality	exemplar of a class or attribute
		smiling – affiliation	
The gestures	The hand is pointing to the viewer – closeness	Head tilted – ask to desire her position -	Head tilted– looking at herself in a mirror- intimate
<b>Representation and Interaction</b>	<b>Secretária Executiva (SE)</b>	<b>Mulher Executiva (ME)</b>	<b>Mulher Carreira (MC)</b>
The actions	Non-transactional-without Goal	Non-transactional without Goal	– Reaction – transactional Phenomenon
Social distance	Frontal position -/+Close personal distance	Frontal position -/+Close personal distance	Oblique position -Intimate + Close personal distance

Based on a critical discourse perspective, I may argue that the three covers reveal a problem of constructing women’s identities. Why is there a change in the name of the magazine and women’s identities? Is the magazine not achieving the publisher’s and sponsorships aims, or is the role of secretaries changing?

According to McCracken (1993) women’s magazines need to appeal not only to the reader, but mainly the advertisers. In relation to the changes in the magazine, there is a possibility that the publisher is going to a new direction trying to increase the sales and to achieve a more generic public when changing the name of the magazine to *Mulher & Carreira* instead of *Mulher Executiva* or *Secretaria Executiva*. Reading the content table of *MC* some changes are confirmed. New kinds of articles were included such as horoscopes, and the magazine is more colourful compared to *SE* and *ME*. Moreover, there is a stamp written on the cover that the magazine is also produced to intelligent men. At the same time, there is still a connection between the world of work and business and the women’s private life as it was found in the other two magazines.

The changes in the name of the magazine can also represent how the magazine constructs the controversial and contradictory view about women’s identities in the workplace institution. In the first cover the represented identity is that of a submissive

(secretary) position; the second of a successful executive position to be achieved, and the third of a woman detached from the work context, without a direct connection to profession or work position, meaning that women can act simultaneously in both roles, as a worker and as women still building their identities in the social context.

This is the last section of visual grammar analysis and the end of the description of the results obtained throughout this study. In the next sub-section I discuss the results.

#### **4.4 Discussions of results**

In this final section I discuss the results of both the lexicogrammatical and the visual analysis. The participants in the clause represent the positions, alignments, and they are the ones who interact in the discourse practice (Halliday, 1994; Heberle, 1997). As the results showed (Table 10), some main human participants or social identities were used in the editorials: *I* (the editor), *We* (the editor + the magazine), *We* (the editor and the readers or women), *You* (você) and *They* or *She* (elas or ela, women), meaning that an author can use different ways to address the same reader: *Eu* (I) when the editors position themselves in what is going on and they have authority to do that, or even when the editors want to identify themselves or express their opinions. *Nós* (we) when they want to share the actions and problems with readers forming a community. *You* (você) is an informal way to address the readers and it is used with imperative sentences in commands, suggestions, and motivations. *Elas*, *women*, and *readers* are used to give support to the editors' words, to show that other executive women are experiencing the same problems as those cited in the editorials.

The editors also apply indefinite pronouns when they want to refer to the problem in a more general way: *algumas pessoas*, *alguém*, *muitas pessoas* (Editorial 3) and proper nouns when they want to create an interaction with the magazine staff. Other

social participants are from the domestic sphere as *children* and *family*, but some from the workplace are mentioned as *secretaries*, as well as self-help counseling writers as *Ella Wilcox* (Editorial 1).

Moreover, the choice of participants in discourse depends on the context as well. In self-help messages the editor addresses some abstractions and non-human participants: e.g., *Mundo, coração, vida, alegria, sementes da grandeza*, to construct an ideal world as a way to solve women's two-fold day's work and change of status in the workplace dimension. Metaphors in women's magazines may also be linked to 'feminine world' characteristics (Caldas-Coulthard, 1996).

In the discussion about participants, it is possible to conclude that the editors address mainly women, since the magazine is directed to them and there is only one reference to men.

In order to answer what is going on in the editorials, the transitivity results (section 4.1) showed that actions are towards abstraction when the editor refers to motivation and positive messages, and non-abstraction when the actions are towards women's daily routine.

The relational processes (*ser, estar, parecer*) mainly identify women's and editors' private and professional lives, relating women towards problems and anxieties of the modern way of life and towards the description of the magazine. Mental processes (*querer, acreditar, conseguir, sentir*) were used to share emotions and feelings in self-help messages, expressing beliefs and thoughts, persuasion and alignment. The editor uses few verbal (4%) processes, and they mainly express processes of confession (*confessar*), questionings (*perguntar, indagar*), and narrations (*falar, dizer*). Behavioural and existential processes were also not so representative in the six editorials.

To sum up the section of transitivity analysis, three points may be emphasized. First, even in a workplace dimension, women's experiences are related to emotions and private affairs. Second, mental and relational processes appear in almost the same quantity (44%, 31%, 21%,) in the total of 477 clauses suggesting affection and a feeling of community among all women. The most frequent verb processes are material (44%), and abstraction is a recurrent pattern in the editorials. Third, the processes associate women's experiences with identifications in the two contexts (private and professional), idealization (the solutions for their problems), and with abstract and non-abstract actions.

The circumstances were exemplified in Table 12, and they are found in the adverbial and prepositional group of clauses in English. Some of them are of Extent, Location, and Manner.

Although the study of the Mood system was not undertaken in this research, it can be seen that the editors use imperative sentences and modal verbs to evoke readers to be motivated and to read the magazine. The editors refer the readers by using modal verbs and expressions such as *deve*, and *é preciso*.

The results of the three covers analysed in section 4.3 suggest some social change in the discourse practice, which will be discussed below and will answer question number 4: What images of women in *Secretária Executiva* and *Mulher Executiva* magazines covers reflect about changes in social identities?

In *Secretária Executiva* and *Mulher Executiva* magazines, the actions, gaze, angle, attitude and power, and size of frame, guided the visual analysis, as it was shown in Figure 12, illustrating some controversial aspects in relation to women's role in the workplace dimension, suggesting social change and representations. The three different names in each magazine and the three different personifications of women's role in

society depicted in the women's images can represent these controversial and contradictory views about women's identities and social positions.

In the first magazine, *Secretária Executiva*, from March 2002, the image is of a woman representing a secretary work position where she is holding an agenda and a pen ready to receive some commands. Moreover, she is looking up at the viewer, meaning an inferior position in relation to the readers, reinforcing the idea of submission. In the second magazine, from March 2003, the snapshot is of a successful executive woman and her gaze is at the same level of the reader, meaning an alignment, and the name of the magazine changed to *Mulher Executiva*. In the third magazine, from May 2004, the producer did not link women and work. They pictured a beautiful girl looking at herself in a mirror and the name of the magazine is *Mulher & Carreira*.

The sequence of events and identities represented in the three different moments make evident that the discursive practice is following the social changes reflected in the social context about the role of executive women and secretaries, answering my third and fourth questions. Women in the workplace are assuming more important job positions; however, there are still some contradictory views referring to women's way of life, motivating them to be financially and emotionally independent, as well as to stereotypes in relation to women's capacity to assume both their activities at home and at work.

The variation in the names of magazines can also suggest that the publishing house was trying to find a niche for the magazine, since they stopped publishing it during this investigation and started publishing a new one. As mass media products must be profitable, *Secretária Executiva* and *Mulher Executiva* magazines' financial revenue may have influenced in the decision to produce some change in the magazine style and way of distribution, trying to make it last in such a competitive market. One



change was the target public of the magazine. From March 2003, executive women in general, and not only secretaries, started being part of *Secretária Executiva and Mulher Executiva* magazine public. Another possibility for the change could be that the number of women in the workplace is increasing in the past few years and they can be considered a promising publishing market.

After the discussion of results, in the next chapter, I state my final remarks, some pedagogical implications, limitations of the study and suggestions for further research.

## CHAPTER FIVE

### FINAL REMARKS, PEDAGOGICAL IMPLICATIONS, LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR FURTHER RESEARCH

The interdisciplinary study developed here in four areas, CDA, SFL, gender studies and visual grammar converge to the final conclusions. A reliable critical discourse investigation of a tiny portion of a mass media mode, editorials and covers of magazines in a business context, was possible due to the interdependent levels of analysis: text, discourse practice and social practice.

The four theoretical perspectives above allowed to examine the lexicogramatical and visual choices in *Secretária Executiva* and *Mulher Executiva* magazines. First, the students' and teachers' opinions reaffirmed that the magazines do not have academic purposes, although many of the articles released are related to the secretary profession and to the executive women. The socio-cultural practice reflected also a business or professional context permeated with asymmetries between men and women in relation to job position. Executive women in Brazil still face some stereotypes, although the number of women in the job market has grown considerably in the past few years. Some linguistic features and style in the selected editorials of *Secretária Executiva* and *Mulher Executiva* also suggest that these texts can be classified as self-help discourse and with hortatory characteristics. The use of self-help discourse in business context is evidence that this type of discourse, before restricted to professional psychology and psychiatry practices, has been explored as a technique to influence people in different social contexts. The hortatory characteristics present in my data corroborate some results of previous studies of editorials in women's magazines such as that by Heberle

(1997). Hortatory traits in these magazines editorials suggest that they are used as a form of advertising and establishment of close contact with readers.

In SFL, the context of situation made it clear that in editorials, a written channel, the interaction is constructed in a conversational tone and language plays its social role of conveying meanings and socialization. In this same section, the Transitivity system revealed that the main experiential meanings are connected to the publisher trying to help women face the problems of private and public sphere. Women are invited to react against low self-esteem and to deal with their twofold role in society as: workers and housewives. The use of many abstract actions and mental processes are connected to counseling discourse and a characteristic of 'novelization' of reality (Caldas-Coulthard, 1996). Mental processes are also used when the editors want to align themselves with readers, forming a community, and women are usually the senser, since the editor is advising them to feel, to see and to react against inequalities. However, the material processes may also refer to concrete actions related to daily activities. The use of relational processes is made to give attribute to women (positive and negative attributes), to identify them as a group, their social relations and to advertise the magazine.

The inclusion of visual analysis was a step forward as a linguistic researcher since the analysis of the three images was my first experience in the area. The investigation of representation and interaction in women's pictures in the three covers assured that women are in the business context and occupying top positions, although concomitantly facing some difficulties and contradictions in respect to feminine traits such as maternity license and beauty stereotypes. In sum, in respect to gender diversity it is possible to conclude that there are still influences regarding the social relations and that social identities are also influenced by the social context as women have been in the

business context. After analyzing the editorials and the three covers, I concluded that discourse in such magazines are written to a group of women socially inserted in a business context; however, they are not disconnected from their daily activities.

The development of a new software such as that by Souza (2003) is another relevant aspect in relation to quantification of linguistic data, since language researchers need to follow the innovations of our 'computer' era.

After a brief summary of the main conclusions, some pedagogical implications will be stated in the following section.

### ***5.1 Pedagogical Implications***

In Critical Discourse Analysis perspectives, when our EFL students read texts in the classroom they should not simply be learning a new content or a new language, but they should be learning how to understand the writer's opinion and how to position themselves towards the conveyed message. Hence, the experience of doing a critical practice with my students and to see that they could be receptors of the experiential meanings conveyed in the editorials was very rewarding. Moreover, this investigation allowed me to observe that the business students have a consensus about their profession perspectives and also that they could position themselves against stereotypes and discrimination and, finally, that they are social participants constructing their identities.

Regarding images, mass media, and gender, the pedagogical implications are that they are definitely part of our lives and cannot be excluded from linguistic analysis or school syllabus. The education of our children starts through images, and how teachers are dealing with them is a good question to be investigated.

Furthermore, teachers should become familiarized with language and gender studies to help our teenagers regarding their sexual doubts, to teach them how to deal with stereotypes and discrimination, and understand social identities. Mass media studies are everywhere, but “men, women and sexuality have a strong impact on our sense of identity”, and in human evolution (Gauntlet, 2002, p. 1).

Finally, in respect to pedagogical implications of SFL theory applicability, it is possible to state that real language and its social function make our educational practices more significant. Next, I state the limitations of my study and suggestions for further research.

## **5.2. Limitations of the study and suggestions for further research**

Within the scope of CDA analysis, my corpus may be considered small; however, the editorials and the covers were selected in three different moments trying to observe social changes. In relation to data collection, another aspect was that I did not receive the editors’ response to my questions of investigation. Moreover, in the middle of the way I received the news that the magazine was not being published anymore. The magazine *Vida Executiva* is replacing *Secretaria Executiva* and *Mulher Executiva*, which may indicate a social change.

In respect to suggestions for further research, one suggestion is to investigate executive women’s identity in other academic contexts in which there are ‘Secretariado Executivo’ colleges in Brazil and in other countries. In respect to gender and the mass media dimension, a suggestion would be to investigate self-help books for success at work (Gauntlett, 2002). Another possibility of study in mass media and images is to explore the compositional and interactive functions based on Kress and van Leeuwen (1996). In addition, some lexical and rhetorical elements found in the six editorials such

as metaphors and hortatory function could have been more extensively explored. The last suggestion is to explore mood and modality systems (Halliday, 1994) in the six editorials.

In spite of the limitations of my study, I hope to have contributed to linguistic and social studies since language studies can help us better understand social identities.

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**APPENDIX 1**  
**THE SIX EDITORIALS**

## Dividir ou equilibrar?

Como dividir seu coração em dois? Em três? Em quatro? Nós, mulheres, somos mestras nisso... Será que somos mesmo? Abraçar uma carreira, ter filhos, educá-los, cuidar da casa, amar o esposo... Como conseguimos tempo para tudo isso? Será possível fazer tudo bem feito? Ou será que acabamos fazendo tudo pela metade — e, como disse o escritor Camilo Castelo Branco, não há metade do coração? Essa é a contradição em que vive a mulher dos nossos dias: ela precisa — e quer — trabalhar e ter uma carreira. Mas ela também quer ter sua casa, sua família, seus filhos. E sente-se dividida — o coração pela metade — entre esses vários papéis.

“Não há metade do coração. Ou todo o amor, ou toda a indiferença. Quando não, é uma insustentável impostura.” Camilo Castelo Branco

Confesso que eu também me sinto assim. Quando tive minha filha, em 1999, pensei seriamente em largar tudo e ficar só cuidando dela. Até hoje tenho meus momentos de “será que estou fazendo o que é certo?” É, minha cara leitora, esta nossa vida moderna não é fácil! Ao mesmo tempo que temos tantas escolhas, tantas oportunidades e coisas boas a desfrutar, temos um lado que fica meio “escondido”: aquele em que nos sentimos culpadas em não dar atenção integral aos nossos filhos, à nossa casa, ao nosso marido.

Você também se sente assim? Penso que sim. Algumas leitoras, indagadas sobre o assunto, estão muito preocupadas com suas famílias. Uma até chegou a dizer que “a jornada dupla da mulher tem um preço altíssimo para a sociedade sem valores, que vivemos hoje.” Será que a mulher tem de pagar esse preço, tão alto, sozinha?

Leia a nossa matéria de capa e veja o que pensam as secretárias brasileiras sobre o assunto. Para mim, o equilíbrio é a saída. Organização, diálogo com a família, um pouco de flexibilidade no trabalho — esse é o ideal para a mulher que quer se sentir bem em seus vários papéis.

“Adorai a vida que tendes. Buscai algo que valha a pena fazer enquanto fordes trabalho para melhorar vossas condições como desejaríeis. Rejubilai-vos com alguma coisa todos os dias, porque o cérebro ganha hábitos e vão ensiná-lo de repente a ser feliz.”

Ella Wilcox

Essa é minha mensagem para você e, em especial, para Paulene Dureck, nossa diagramadora, que está nos deixando. Paulene, para você (já com saudade) desejo boa sorte em seus novos caminhos!

Grande abraço, um ótimo mês e...

Boa leitura!

Valéria Poletti

Editorial 2

Dia 08 de março, dia internacional da mulher

Cara leitora,

Ao receber esta revista, o dia internacional da mulher provavelmente já terá passado. Você deve ter recebido muitos parabéns de seus colegas de trabalho e de sua família. Também, deve ter dado muitos parabéns para todas as mulheres que convivem com você. Apesar de não conhecê-la pessoalmente, sinto como se também fizesse parte da sua vida e é essa a missão da revista Mulher Executiva. Estar presente em seu dia-a-dia, ajudá-la em todos os momentos para o seu crescimento e desenvolvimento. Queremos caminhar com você, dividir as alegrias e também as tristezas.

Mas o que ser a alegria se não tivéssemos nem um momento de dificuldade? É verdade que quando estamos tristes dá vontade de desistir, perdemos a esperança, choramos, nos fechamos para o mundo. Pare um pouco e lembre-se que todas as vezes que você caiu, sempre havia um dia seguinte, um outro e um outro. Algumas vezes você sentiu uma mão amiga te levantando. Outras vezes você respirou fundo e levantou sozinha, com vontade de tentar mais uma vez. O importante é saber que sempre após a queda, ainda que demore um pouquinho ou um tempão, você se levanta, mesmo quando acredita que todas as suas forças extinguiram-se e que o mundo acabou com elas.

Neste momento, você percebe a importância das amizades, da esperança, da força de vontade, do querer, do buscar do acreditar. Acreditar também no poder de um sorriso e de uma ajuda sem pedir nada em troca. E que tem uma pessoa lá em cima, olhando por você.

Provavelmente você caia de novo, mas tenho certeza que também vai alcançar o topo de muitas montanhas. O bom de tudo isso é que você vai acumulando experiência e tornando-se uma pessoa melhor. Os maiores ensinamentos da vida estão nos becos escuros, onde parece não ter nada. Tenha sensibilidade e paciência para saber encontrá-los.

Todos os colaboradores da Editora Quantum e eu, queremos desejar a você muito sucesso e que o seu caminho seja repleto de coisas boas, hoje e sempre. Afinal de contas, o dia da mulher é todos os dias, assim como o do homem, o da criança, o dos pais e tantos outros. O mundo com as suas diferenças e semelhanças funciona em uso ciclo perfeito de vida em que todos têm a chance de buscar a sua felicidade e alcançá-la.

Seja muito feliz! Um grande abraço.

Marilia Zanim  
Editora

### Editorial 3

“Para a frente, para a frente, jovens. Vençam todas as dificuldades que aparecerem A Luz iluminará o caminho a percorrer.”

D’Alembert

Confesso que essa frase saltou aos meus olhos. Na verdade, ela brilhou diante dos meus olhos. É exatamente assim que me sinto agora: percorrendo um caminho às vezes árduo, rumo a algo que posso chamar de sucesso, ou então de “missão cumprida”. Estou falando não só sobre meu trabalho à frente da nossa revista Secretária Executiva, mas também de outras áreas em minha vida — meu crescimento pessoal, espiritual, meu casamento, a educação da minha filha — todas essas áreas formam, juntas, a “estrada da minha vida”. E, como dizia aquela velha canção sertaneja “nesta longa estrada da vida, vou correndo e não posso parar...”

Não posso parar! Para a frente, para a frente jovens. Vamos vencer as dificuldades. Sempre teremos um anjo a nos iluminar o caminho!

E por falar em luz e em anjo, temos novos companheiros em nossa redação: o Cristiano Suguimati, nosso novo diagramador, o Brasília Andrade Neto, que agora é nosso colunista fixo, e a Sandra Solda, nossa nova jornalista-colaboradora. Sejam todos muito bem-vindos! Aliás, você viu nossa nova diagramação? Reparou no nosso novo logotipo? Está muito bonito, não é mesmo? Bem, a revista toda está muito bonita! Moderna, alegre... Você também achou? Gostaria de saber sua opinião. Escreva para mim!

I) deixo para você uma mensagem de otimismo, algo que anda em falta em muitas pessoas, em muitas instituições, em muitos países...

Agora mesmo

Agora mesmo, em algum lugar deste grande planeta, alguém está trabalhando duro para realizar um sonho. Agora mesmo alguém aproveitou uma grande oportunidade. Neste exato instante, alguém está se dedicando a fazer mudanças positivas.

Agora mesmo, as sementes da grandeza começaram a brotar em alguém. Hoje, a primeira página de uma nova história de sucesso será escrita. Algumas pessoas vão olhar para trás e lembrar do dia de hoje com saudade, orgulho e gratidão, por terem feito algo incrível, importante ou diferente.

O hoje já está aqui e, em algum lugar, alguém está aproveitando esse dia. Quem será? Poderia ser você? Será você, se você entender como este dia é precioso, se enxergar tudo que você é capaz de realizar, se acreditar que está pronto. Agora mesmo.

Olhe à sua volta. Enxergue as possibilidades. E faça com que seja um grande dia.

Ralph Marston\*

Grande abraço. um ótimo mês e...

Boa leitura!

Valéria Poletti

vpoletti@editoraquantum.com.br



## Editorial 4

Quando foi que começou a ficar tão complicado?

Hoje, como em nenhum outro momento, as pessoas deixam de viver tranqüilamente. Primeira página do jornal de ontem, de hoje ou de amanhã: assaltos, roubos, tiros, tráficos, guerra. Será que ainda existem lugares seguros onde as crianças saem às duas da tarde e voltam às oito da noite?

Raul Candeloro, diretor da Editora Quantum, dá palestras em todo o país e sempre que viaja acaba se apaixonando por alguma cidade pequena. Aí ficamos pensando onde vamos morar para criar nossa família com tranqüilidade e segurança e ainda continuar com as facilidades que uma cidade grande oferece. Já começou a ficar complicado.

Se optarmos pela comodidade das grandes centros acabamos tendo que nos “moldar”. Andar de carro com o vidro fechado. Não dá para ter mais do que R\$20,00 na carteira e nem o cartão do banco. Não dá para deixar as crianças andarem de bicicleta na rua..

A mulher nessa confusão, fica em desvantagem em vários aspectos. Primeiro porque acaba sendo alvo “fácil” – a probabilidade de uma mulher reagir a um assalto é bem menor que a de um homem. Depois porque a mulher acaba querendo colocar a família em baixo da sua asa, dando proteção.

Bush atacando o Iraque e manifestantes de diversos países tentando impedir. Como é que um homem pode conseguir complicar tanto? Só a suspeita de ataque já causou um grande reboiço perdendo um tempo precioso que poderia ser usado de maneira mais eficiente. O engraçado é que esse pessoal acha que violência se cura com violência. Como disse um assinante nosso, Bush está precisando é de uma boa mulher.

Eu acredito que o mundo está precisando é de mais envolvimento. De mais causas e objetivos. Hoje a primeira coisa que as pessoas deixam escapar são seus valores. Hoje a primeira coisa que as pessoas deixam escapar são seus valores. Aqueles que eram defendidos com unhas e dentes por nossos antecedentes e que eram as primeiras coisas que as crianças aprendiam. Ser honesto, fazer o bem, respeitar o próximo como a si mesmo. Na dúvida, a gente se garante os outros que corram atrás.

É importante olharmos para o lado e ver que há mais pessoas compartilhando o mesmo mundo. E ainda tem gente que joga papel na rua, que fuma em local proibido ou em cima de uma criança, ou deixa o som do carro ligado no último volume, na frente da sua casa. Isso também é violência. Só que essa não aparece no jornal e nem tem manifestações para acabar com ela, infelizmente.

Viver ficou complicado. Para virar o jogo depende do trabalho, da consciência de cada um e dos presidentes do mundo acertarem a mão.

Aprenderem que a violência não se resolve com violência. É preciso manter a integridade e o respeito pelo mundo.

Um ótimo mês,

Marília Zanim

Editora

marilia@executivas.com.br

## Editorial 5

### Fuja da frustração!

Quando somos jovens, temos muitos planos. Sonhamos com o príncipe encantado, com um trabalho realizador, com uma família unida e com segurança financeira. E, tentamos com toda a nossa força alcançar esses ideais. Entramos de cabeça... pulamos na água fria. Caímos e levantamos de novo, sem a ajuda de ninguém.

O tempo vai passando e a gente começa a ficar receosa. Já não tentamos com tanta vontade e nem vitalidade. Temos medo do tombo, de nos machucar mais uma vez. Começamos a pensar demais, a desacreditar demais, a desistir antes de tentar. E assim vamos desistindo também dos nossos sonhos. Acabamos por nos convencer de que eles existem apenas para serem sonhados, e não para serem vividos. Nem sequer nos damos a chance de nos surpreendemos, de vencermos.

Veja a quantidade de coisas que iniciamos na vida, e nunca terminamos. É muito mais fácil começar... o difícil é continuar. É a parte chata, maçante, demorada, sem graça. Como exemplo aquela dieta que sempre começamos na segunda-feira e paramos na quarta. Ou ainda o número de vezes que nos inscrevemos em academias de ginástica, parando no segundo mês. E aí vamos para casa nos martirizar e brigar com as celulites. Podemos até citar a separação de um casal: muitas vezes é por completa incompatibilidade de gênios, ou por divergência de objetivos. Mas tenho certeza que em outras, é por imediatismo. Briga uma vez e outra, e termina com o relacionamento.

Todo ser humano vive com o propósito da busca por resultados. Mas é muito difícil alcançá-los sem trabalhar para isso. Não dá para ter um corpo bonito sem se exercitar. Não dá para ser feliz no casamento se não houver cuidados diários. Não dá para fazer o gol, sem passar pelo meio-de-campo.

Essa é a diferença entre as pessoas que conseguem, e as que não conseguem. A maioria quando vê alguém bem-sucedido diz que foi sorte. Se você perguntar para o bem-sucedido, ele dirá que foi com muito trabalho e esforço. Que muitas vezes teve vontade de desistir mas... não desistiu. Relutou, tentou. uma, duas, três... e tentaria quantas mais fossem necessárias.

Temos de ficar atentas para isso, porque se apenas começarmos projetos, ou se perdermos a esperança de que nossos sonhos se tornem realidade, seremos pessoas muito frustradas.

Nós somos capazes de realizar muitas coisas. O primeiro passo é acreditar que chegar lá é possível. O segundo, é planejar a sua estratégia de caminhada. Suba o primeiro degrau e não pare. Não deixe que os obstáculos que encontrará no caminho (e esteja certa de que você vai encontrá-los) vençam a sua vontade. Não deixe de voltar a subir, mesmo que seja forçada a descer um pouco. Pare um pouquinho, descansa... não há mal algum nisso. O que você não pode fazer é desistir. Se não estiver inspirada, ou motivada o suficiente, dê apenas um "passinho de formiga"... já terá sido suficiente para deixá-la mais perto de sua realização.

Fuja da frustração sem parar de fazer o que começou... vá até o final da estrada. O pote de ouro estará a sua espera.

Um ótimo mês,  
Marília Zanim

## Editorial 6

“Esperas ser feliz quando tenhas tudo o que desejas. Enganas-te. Terás as mesmas inquietudes, iguais cuidados, idênticos desgostos, semelhantes temores, desejos parecidos.”

*Albert Einstein (1879—  
1955)*

Estamos sempre tão preocupados em conquistar cada vez mais, que nos esquecemos de viver. Não é verdade? Os dias vão passando, consumidos por preocupações como “preciso pagar minhas contas”, “tenho que conseguir aquela promoção”, vou aproveitar a vida quando tiver um salário melhor”. Só que não é bem assim. É claro que é muito importante lutarmos por um futuro melhor, mas não devemos esquecer de viver o agora. Às vezes perdemos ótimas oportunidades de vivermos momentos maravilhosos — nada muito extraordinário, não... apenas aqueles pequenos momentos como rir gostosamente de uma piada, observar os primeiros passos de um filho, comer um pedaço de bolo de chocolate com gosto.

Abra bem seus olhos e não deixe sua vida passar em branco. Viva intensamente todos os momentos que puder - e não apenas passe por eles!

Este mês estamos trazendo, como matéria de capa, o segundo assunto mais votado em nossa enquete: etiqueta empresarial. Confesso que é um assunto que eu adoro! Enquanto muitas pessoas torcem o nariz para isso, eu sempre me interessei, desde pequena. Penso que as pessoas têm medo da etiqueta simplesmente por falta de conhecimento. Porque as regras de boas maneiras existem para ajudar, e não o contrário! É só questão de interesse e treino. É um assunto muito importante, fundamental para o trabalho — e ainda mais para o trabalho das secretárias. Espero que você goste do artigo! Leia agora o texto que separei para lhe motivar a seguir:

### Comece a escalar

Você tem o potencial de fazer muitas coisas importantes. Mas, mesmo com todo esse potencial, e mesmo que você tenha tudo a seu favor, nada vai acontecer a não ser que você tome as ações necessárias para extrair o máximo das suas possibilidades.

Não importa se você está bem preparado, se é inteligente, se tem contatos, ou se tem toda a técnica do mundo — os resultados que você terá dependem completamente das ações que você tomar. Pensamento positivo e foco vão apontar para o caminho certo. Mas é o esforço positivo, sustentado, que vai levá-lo para onde você quer ir.

Você pode ver o topo, você pode visualizar-se atingindo o pico da montanha, como todos os detalhes gloriosos. Entretanto, se quiser que o sonho transforme-se em realidade, e que isso realmente aconteça, você precisa levantar-se da cadeira e começar a escalar a montanha. É absolutamente necessário que você dê o primeiro passo, e que depois continue até que o objetivo seja atingido.

Você tem toda a capacidade para isso. Você tem o potencial e o desejo. Agora só falta levantar-se, agir e fazer acontecer.

Ralph Marston

Grande abraço, um ótimo mês e...

Boa leitura!Valéria Poletti

**APPENDIX 2**

***THE INTERVIEWS***

### **1 - The questionnaire elaborated to the students**

- i) In your opinion, which is the worst article in the magazine?;
- ii) Which is the best article in the magazine?;
- iii) What is your opinion about the magazine?

### **2 – The questionnaire elaborated to the teachers**

-----Mensagem original-----

**De:** Maura Bernardon [mailto:maabe70@hotmail.com]

**Enviada em:** quinta-feira, 21 de outubro de 1999 00:31

**Para:**

**Assunto:** pesquisa

Prezada professora. Peço a sua colaboração na resposta de algumas perguntas que contribuirão na minha pesquisa de mestrado.

- i) No curso de SEB, os professores costumam usar em sala de aula a revista Mulher Executiva?
- ii) Qual a sua opinião sobre a revista?
- iii) Qual o seu parecer sobre a profissão de secretárias executivas no seu estado e escola?
- iv) Qualquer sugestão e inclusão a respeito do assunto será bem vinda.

### **3 – The questionnaire elaborated to *SE* and *ME* magazines**

- i) Esta revista é direcionada para mulheres executivas, principalmente secretarias?
- ii) Qual a sua posição sobre a profissão da secretaria e da mulher executiva no Brasil?
- iii) Poderíamos afirmar que a profissão de secretária é para mulheres?
- iv) Como você definiria a sua relação com suas leitoras/res?

**APPENDIX 4**  
**TEACHERS' OPINIONS**

Ola Maura, desculpe a demora. Entrei em contato com os Professores da área secretarial, as respostas são:

Para as questões 1 e 2: Dos 5 professores da área secretaria, somente um indica a revista, mas para leitura complementar, os demais não a utilizam e nem recomendam. Um professor afirma não ter acompanhado a revista nos últimos dois anos. Motivo apontados

- a) ausência de cunho teórico/científico aos artigos, sua formatação é jornalística e não atende as exigências acadêmicas;
- b) poucas matérias se considerarmos a periodicidade da revista (mensal);
- c) ausência de assuntos que realmente agregam valor ao profissional secretário executivo;

Questão 3:

Maura, em função de meu mestrado não tenho acompanhado a evolução da profissão no Estado, nas em nível local, ;percebo um grande aumento na procura por este profissional, principalmente os de formação acadêmica (em função da especialidade adquirida em nível de assessoria e idiomas). Aqui na XXXXXX somos, a mais de uma década o curso mais procurado do Campus, esta procura, ao meu ver, reflete a importância funcional deste profissional. Uma vez matriculado, o índice de evasão é muito baixo, se comparado ao outros cursos da mesma área (informações mais específicas acerca destes índices podem ser obtidos junto a Secretaria Acadêmica do Campus).

Bom por hora é isso, entre em contato comigo para conversarmos mais, caso necessário.

## **APPENDIX 5**

### **THE MAGAZINES ASSISTANT'S ANSWER**



Prezada Maura, Infelizmente não poderei atendê-la neste momento, respondendo às suas perguntas. Mas por um único motivo: a revista Mulher & Careira não está mais conosco. Você tem acompanhado nossa constante busca por fazer a melhor revista para a mulher que trabalha e encontra novos desafios em sua vida

profissional. Nessa constante busca pelo melhor produto, encontramos a revista Vida Executiva, da Editora Símbolo, que é dirigida para o público feminino. Quando conhecemos essa revista, pensamos que seria muito bom poder oferecer para as nossas assinantes um produto com esse formato, afinal, acreditamos que nossas assinantes merecem o melhor. Desde então entramos em negociação com a Editora Símbolo para que a revista Vida Executiva chegue até as nossas leitoras. Ela tem um conteúdo semelhante ao da revista Mulher e Carreira mais 20 páginas de matérias interessantíssimas. A partir de outubro, nossas assinantes passaram a receber a revista Vida Executiva, mensalmente, pela quantidade de exemplares a que tem direito. Vida Executiva é, sem sombra de dúvidas, a melhor revista do Brasil no assunto mulheres e carreira, vida pessoal, e o que é mais importante, felicidade. Se você precisar de mais informações, por favor, entre em contato pelo telefone: 0300-789 2010. Obrigada pela compreensão, e sempre que precisar, escreva para nós, ok? Um grande abraço,

Alessandra Assad  
Diretora de Redação  
Editora Quantum

Visite os sites:

[www.vendamais.com.br](http://www.vendamais.com.br) - Maior site de Vendas e Marketing do País

[www.motivaonline.com.br](http://www.motivaonline.com.br) - Crescimento Pessoal & Motivação: assuma o controle da sua vida!

[www.lideraonline.com.br](http://www.lideraonline.com.br) - Descubra o líder que você pode ser

[www.editoraquantum.com.br](http://www.editoraquantum.com.br) - Loja virtual da Editora Quantum

Conheça também: [www.profissaomestre.com.br](http://www.profissaomestre.com.br). Release Date: 13/09/04

## **APPENDIX 6**

### **THE EDITORIAL SAMPLE**

## **APPENDIX 7**

### **THE PROCESSES ANALYSIS**

EDITORIAL 6		
"Esperas ser feliz	ser	REL
Quando tenhas tudo	ter	REL
o que desejas.	desejar	MENT
Enganas-te.	enganar	MENT

Terás as mesmas inquietudes, iguais cuidados, semelhantes temores, desejos parecidos."	ter	REL
Estamos sempre tão preocupados	estar	REL
em conquistar cada vez mais,	conquistar	MAT
que nos esquecemos	esquecer	MENT
de viver.	viver	MAT
Não é verdade?	ser	REL
Os dias vão passando,	passar	REL
Consumidos por preocupações como	consumir	MAT
"preciso pagar minhas contas",	pagar	MAT
Tenho que conseguir aquela promoção	conseguir	MAT
vou aproveitar a vida	aproveitar	MAT
quando tiver um salário melhor.	ter	REL
"Só que não é bem assim.	ser	REL
É claro	ser	REL
que é muito importante	ser	REL
Lutarmos por um futuro melhor,	lutar	MAT
mas não devemos esquecer	esquecer	MENT
de viver o agora.	Viver	MAT
Às vezes perdemos ótimas oportunidades - nada muito extraordinário,	Perder	MAT
não....apenas aqueles pequenos momentos como rir gostosamente de uma piada	Rir	BEHAV
Observar os primeiros passos de um filho,	observar	BEHAV
Comer um pedaço de bolo de chocolate com gosto.	Comer	MAT
Abra bem seus olhos e	Abrir	MAT
não deixe sua vida passar em branco.	Passar	MAT
Viva intensamente todos os momentos	Viver	MAT
que puder -	Poder	MAT
E não apenas passe por eles !	Passar	MAT
Este mês estamos trazendo, como matéria de capa,	Trazer	MAT
O assunto mais votado em nossa enquete: etiqueta empresarial.	Votar	MAT
Confesso	confessar	VERB
que é um assunto	Ser	REL
que eu adoro!	Adorar	MENT
Enquanto muitas pessoas torcem o nariz para isso,	Torcer	MENT
eu sempre me interessei, desde pequena.	interessar	MENT
Penso	Pensar	MENT
que as pessoas têm medo da etiqueta simplesmente por falta de conhecimento.	Ter	MENT
Porque as regras de boas maneiras existem para ajudar, e não o contrário.	Existir	EXIS
É só questão de interesse e treino.	Ser	REL
É um assunto muito importante, fundamental para o trabalho- e ainda mais para o trabalho da secretária.	Ser	REL
Espero	Esperar	MENT
que você goste do artigo!	Gostar	MENT
leia agora o texto	Ler	
que separei	Separar	MAT
para lhe motivar	motivar	MAT

Comece a escalar.	escalar	MAT
Você tem o potencial	ter	REL
de fazer muitas coisas importantes.	fazer	MAT
Mas, mesmo com todo esse potencial, e mesmo que você tenha tudo a seu favor	ter	REL
nada vai acontecer	acontecer	MAT
A não ser	ser	REL
que você tome as ações necessárias	tomar	MAT
para extrair o máximo das suas possibilidades.	extrair	MAT
Não importa se você está bem preparado,	estar	REL
se é inteligente,	ser	REL
se tem contatos,	ter	REL
ou se tem toda a técnica do mundo -	ter	REL
os resultados que você terá	ter	REL
Dependem completamente das ações	depende	MAT
que você tomar.	tomar	MAT
Pensamento positivo e foco vão apontar para o caminho certo.	apontar	MAT
Mas é o esforço positivo, sustentado,	ser	REL
que vai leva-lo	levar	MAT
para onde você quer	querer	
ir.	ir	MAT
Você pode ver o topo,	ver	BEH
você pode visualizar-se atingindo o pico da montanha, com todos os detalhes gloriosos.	visualizar	BEH
entretanto, se quiser	querer	MENT
que o sonho transforme-se em realidade,	transformar	MAT
E que isso realmente aconteça,	acontecer	MAT
você precisa	precisa	MAT
Levantar-se da cadeira	levantar	MAT
E começar a escalar a montanha.	escalar	MAT
É absolutamente necessário	ser	REL
que você dê o primeiro passo,	dar	MAT
E que depois continue	continuar	MAT
Até que o objetivo seja atingido.	atingir	MAT
Você tem toda a capacidade para isso.	ter	REL
Você tem o potencial e o desejo.	ter	REL
agora só falta levantar-se,	levantar	MAT
Agir	agir	MAT
E fazer acontecer. Ralph Marston	acontecer	MAT
Um abraço, um ótimo mês e....Boa leitura!		