European Identity. What the Media Say – Paul Bayley and Geoffrey Williams (eds.) – 2012.

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Reviewed by Oana ARDELEANU[1]

We live in an age when, at the European level, many of us are concerned with the dichotomy: national identity vs. European identity. The extent to which we preserve our local heritage or, on the contrary, we borrow more from what is believed to be a European collective identity – turned into a hotly-debated topic that often divided opinion.

The co-editors Paul Bayley and Geoffrey Williams, in their volume *European Identity. What the Media Say*, take a closer look into this matter, trying to investigate how Europe is represented by both written and spoken news media in four European countries – United Kingdom, France, Italy and Poland – from a linguistic point of view. To do so, they analysed a large electronic corpus put together from newspapers and TV news transcripts, within their IntUne project, known under the title "Integrated and United: A Quest for Citizenship in an Ever Closer Europe", making use of various comparative methodologies. The aim of this initiative was to prove how linguistic analysis can bring a major contribution to the analysis of political issues. In what follows, I will provide an overview of the ten chapters of the book, tagged along by some evaluative remarks.

Overview of the book

The Introduction (*Exploring the IntUne Corpus* by *Paul Bayley and Geoffrey Williams*) gives a perspective on how the European Union is framed by the media in the four countries mentioned above, by means of a comparative examination applied on IntUne corpus, reconfirming the idea that media plays a major role in defining the European identity.

The following nine chapters of the book are divided in two sections, the first one concentrating upon representations of nations and institutions in the media and the second one exploring representations of people in Europe. Both parts make use

[1] Transilvania University of Braşov, ardeleanuoana@hotmail.com

of both quantitative and qualitative methods (the latter prevailing) in order to determine the extent and rate of occurrence in the media of specific issues related to European Union.

In Chapter 2 (*Representations of Representation: European Institutions in the French and British Press*), the two authors, Nathalie Dugales and Gordon Tucker, analyse three important institutions within the European Union: the European Parliament, the European Council and the European Commission as they appear in the French and British press. In their endeavour, they follow Fairclough's (1995) line of study, making use of a Systemic Functional Linguistic approach to critical discourse analysis (CDA) in the investigation of categories of verbs, the roles of the three institutions being investigated and the polysemantic use of the proper noun 'Brussels'. In terms of exposure, they notice that the European Commission is dominant, although the other two institutions play greater roles in the legislation process.

Chapter 3 (*Nation and Supernation: A Tale of Three Europes* by Geoffrey Williams, Roberta Piazza and Delphine Giuliani) comes as a follow-up to Chapter 2, in the sense that it also analyses the representations of Europe in the press, mirrored by the French, Italian and British corpora. It starts by identifying several lexicographical prototypes which are then confronted with the corpora, thus pointing at several faces of Europe: geographical, cultural and geo-political (Eastern, Central, Western post 'Iron Curtain') that differ significantly from country to country.

The authors of Chapter 4 (*Discourses of European Identity in British, Italian, and French TV News*), Joanna Thornborrow, Louann Haarman and Alison Duguid, neatly continue the work from the preceding chapters. They analyse cognitive processes and affect verbs as they appear in TV reporting, to discover the way Europe is constructed. They find out that the French TV attributes a collective value to the personal pronoun 'we', using it with a strong European feeling of belonging (mainly during the presidency of Nicolas Sarkozy), while with the other two nations a certain contrast is to be observed: in Italy, 'Europe' appears as a defining institution of governance whereas in the UK media the term 'Europe' is approached more critically, being seen as an external 'elsewhere'.

Chapter 5 (*Does 'Europe' Have a Common Historical Identity?* by Anna Marchi and Alan Partington) is the final chapter of section one, concentrating on the history of Europe as a single unit as it is depicted from the British and Italian press. The authors first point at the fact that while in the Italian press the stress goes on what Europe is and will be, the British press looks at the way Europe used to be. Furthermore, the UK press gives greater importance to the remote past, including the history of European conflicts and colonialism, while the Italian counterparts offer a more recent historical context, starting with 1945, which is taken as a landmark for the common European history and thus, the construction of a common identity.

Starting with Chapter 6 (*Semantic Constructions of Citizenship in the British, French, and Italian Press* by Paul Bayley, Delphine Giuliani and Vanessa Serret)

the authors use quantitative comparisons to illustrate how the idea of citizenship is semantically embodied in the press. They analysed a variety of words that collocate with 'citizenship' in the language used by the Italian, French and British press and they discovered that citizenship complies with a long series of meanings over the three corpora (adjectives of identity, adjectives defining people as non-nationals, nouns and verbs relating to rights, adjectives about the positive qualities of citizens). Going further to investigate the collocation 'European citizenship' the authors point to the fact that although in the French and Italian press markers of conception are to be found, this is not the case in the UK.

As a follow-up, Chapter7 (*Us and Them: How Immigrants are Constructed in British and Italian Newspapers* by John Morley and Charlotte Taylor) also considers the idea of citizenship, but this time in connection with the way immigrants coming from outside Europe are referred to. The authors draw on from another large scale corpus, the RASIM project undertaken by researchers at Lancaster University (Baker et al. 2008). As an outcome, they claim that, with respect to immigrants, there are no negative collocations used in reporting by the UK press. Both this chapter and the previous one point at two important methodological aspects of using multilingual corpora: agreeing on translation equivalents and the distinct usage of some words in different languages, here referring to 'citizen', 'citoyen' and 'citadini'.

Chapter 8 (*We in the Union: A Polish Perspective on Identity* by Barbara Lewandowska-Tomaszczyk and Jerzy Tomaszczyk), unlike the other chapters in the volume, relies only on the Polish corpus to identify a series of lexical models of Europe and trying to establish a connection with Polish national identity prototypes, to indicate clusters of notions. Their findings show that Polish people consider their country to be against European institutions even though they position Poland within Europe through a common history.

Chapter 9 (*Legitimated Persons and Vox Populi Attitudes Towards Europe in French, Italian, Polish, and UK TV news* by Marco Venuti, Silvia de Candia, Mikolaj Deckert and Cristophe Ropers) investigates the way the events are selected by each of the four media representatives, concluding that while the French media grants greater importance to "business related topics associated to European news stories", the Italian TV programs focus on "the relationship between national politics and the European Union". However, TV news in the UK concentrates on international aspects more than on European news stories, whereas, in Poland, the press has a more "user friendly" approach, clarifying all events in EU for a better understanding of its citizens. These tendencies, specific to the media in France, Italy and the UK, are further strengthened in Chapter 10 (*Speaking in tongues about Europe*) by John Morley, the coordinator of the IntUne project, who gives credit to all contributors for the valuable observations, (e.g. the classification of British newspapers: the "Europhile Guardian" and the "Eurosceptic Daily Telegraph),

providing also a broad perspective of the varied corpus linguistic methodologies used in the volume with their strengths and weaknesses.

Evaluative Remarks

In conclusion, *European Identity. What the Media Say* represents, as far as I am concerned, a valuable comprehensive volume that presents itself as a cohesive work, which serves successfully its initial purpose, i.e., to demonstrate the implication of media in politics and people's lives making use of linguistic strategies, alongside with defining a common European profile, as it is pictured by the media representatives in the four mentioned countries.

Another strength of this volume, in my opinion, is represented by the fact that the contributors come from different cultural backgrounds, a fact that gives even more weight to the study itself, being thus more capable to understand and reflect upon the facts from within, using their own national background.

With respect to drawbacks, the fact that only one chapter (Chapter 9) made use of all four corpora was a bit disappointing; to provide a comprehensive analysis on how European identity is constructed in different national media, I would have been expected that all four corpora to be exploited evenly. Similarly, TV corpora could have been used more (only two chapters used data from TV) considering that most discourse analytical research favours written more than spoken data and TV.

To sum up, I find this volume to be a major contribution to the existing work on European identity which also provides useful methods of using corpus linguistics in discourse analysis.

References

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