A linguistic exploration of persuasion in written Japanese discourse: a systemic functional interpretation

Motoki Sano
University of Wollongong

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A Linguistic Exploration of Persuasion
in Written Japanese Discourse:
A Systemic Functional Interpretation

A thesis submitted in fulfilment of the requirements for the award of the degree

Doctor of Philosophy

from

University of Wollongong

by

Motoki Sano,
BA, University of Wollongong
BA(Honours), University of Wollongong

Faculty of Arts

2006
Certification

I, Motoki Sano, declare that this thesis, submitted in fulfilment of the requirements for the award of Doctor of Philosophy, in Faculty of Arts, University of Wollongong, is wholly my own work unless otherwise referenced or acknowledged. The document has not been submitted for qualifications at any other academic institution.

Motoki Sano

19 December 2006
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<td>interrogative key &quot;,-ka&quot;</td>
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<td>KOTO</td>
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<td>negative polarity realised by a morpheme</td>
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<td>WA</td>
<td>particle 'wa'</td>
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<td>(</td>
<td>the elements that are covertly expressed</td>
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<td>the information added by the author of the present thesis</td>
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<tr>
<td>nom.gp.</td>
<td>nominal group</td>
</tr>
<tr>
<td>post.phs.</td>
<td>postpositional phrase</td>
</tr>
<tr>
<td>Text. Adj</td>
<td>Textual Adjunct</td>
</tr>
<tr>
<td>ver.gp.</td>
<td>verbal group</td>
</tr>
<tr>
<td>Ø</td>
<td>ellipsis</td>
</tr>
</tbody>
</table>
3. System Network

<table>
<thead>
<tr>
<th>Type</th>
<th>Symbol</th>
<th>e.g.</th>
</tr>
</thead>
</table>
| basic                    | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | If a, then, b or c     |
| Simultaneous system      | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | If a, then, choose b or c and also choose d or e |
| Conjunctive entry condition | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | If c and d, then choose f or g |
| Disjunctive entry condition | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | If c or d, then choose f or g |

operator

| IF, THEN (I,T)            | 
|---------------------------|---------------------------------------------------|
|                           | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | When the feature “f” is selected, then, the feature “e” must be selected. |

Markedness (*)

| Markedness (*)            | 
|---------------------------|---------------------------------------------------|
|                           | \[
\begin{array}{c}
\text{SYSTEM-} \begin{array}{c}
\text{b} \\
\text{c}
\end{array} \\
\text{A} \\
\text{c}
\end{array}
\] | The feature “e” is the marked choice. |

x
<table>
<thead>
<tr>
<th>Type</th>
<th>Definition</th>
<th>Operator</th>
<th>e.g.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structuring</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insertion</td>
<td>Insert Function as a component of the structure</td>
<td>+</td>
<td>+Actor (insert Actor to the structure of the feature)</td>
</tr>
<tr>
<td>Ordering</td>
<td>Order Functions in the specified manner</td>
<td>^</td>
<td>Actor^Goal (order Actor before Goal in the structure of the feature)</td>
</tr>
<tr>
<td>Layering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conflation</td>
<td>Conflate one function with another to form the same component of the structure</td>
<td>/</td>
<td>Actor/Theme (conflate Actor with Theme, i.e. choose the same unit for Actor and Theme in realising the feature)</td>
</tr>
<tr>
<td>Rank</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preselection</td>
<td>Preselect the specified units of rank for the realisation of a Function</td>
<td>:</td>
<td>Actor: nominal group Preselect nominal group in realising Actor</td>
</tr>
</tbody>
</table>
### 4. Romanisation

#### alphabet (hiragana) {katakana}

| a (あ) {ア} | i (い) {イ} | u (う) {ウ} | e (え) {エ} | o (お) {オ} |
| ka (か) {カ} | ki (き) {キ} | ku (く) {ク} | ke (け) {ケ} | ko (こ) {コ} |
| sa (さ) {サ} | shi (し) {シ} | su (す) {ス} | se (せ) {セ} | so (そ) {ソ} |
| ta (た) {タ} | chi (ち) {チ} | tsu (つ) {ツ} | te (て) {テ} | to (と) {ト} |
| na (な) {ナ} | ni (に) {ニ} | nu (ぬ) {ヌ} | ne (ね) {ネ} | no (の) {ノ} |
| ha (は) {ハ} | hi (ひ) {ヒ} | fu (ふ) {フ} | he (へ) {ヘ} | ho (ほ) {ホ} |
| ma (ま) {マ} | mi (み) {ミ} | mu (む) {ム} | me (め) {メ} | mo (も) {モ} |
| ya (や) {ヤ} | yu (ゆ) {ユ} | ye (や) {ユ} | yo (よ) {ヨ} |
| ra (ら) {ラ} | ri (り) {リ} | ru (る) {ル} | re (れ) {レ} | ro (ろ) {ロ} |
| wa (わ) {ワ} |

| ga (が) {ガ} | gi (ぎ) {ギ} | gu (ぐ) {グ} | ge (げ) {ゲ} | go (ご) {ゴ} |
| za (ざ) {ザ} | ji (じ) {ジ} | zu (ず) {ズ} | ze (ぜ) {ゼ} | zo (ぞ) {ゾ} |
| da (だ) {ダ} | ji (ぢ) {ヂ} | zu (づ) {ズ} | de (で) {デ} | do (ど) {ド} |
| ba (ば) {バ} | bi (び) {ビ} | bu (ぶ) {ブ} | be (べ) {べ} | bo (ぼ) {ボ} |
| pa (ぱ) {パ} | pi (ぴ) {ピ} | pu (ぷ) {プ} | pe (ぺ) {ペ} | po (ぽ) {ポ} |

| kya (きゃ) {キャ} | kyu (きゅ) {キュ} | kyo (きょ) {キョ} |
| sha (しゃ) {シャ} | shu (しゅ) {シュ} | sho (しょ) {ショ} |
| cha (ちゃ) {チャ} | chu (ちゅ) {チュ} | cho (ちょ) {チョ} |
| nya (にゃ) {ニャ} | nyu (にゅ) {ニュ} | nyo (にょ) {ニョ} |
| hya (ひゃ) {ヒャ} | hyu (ひゅ) {ヒュ} | hyo (ひょ) {ヒョ} |
| mya (みゃ) {ミャ} | myu (みゅ) {ミュ} | myo (みょ) {ミョ} |
| rya (りゃ) {リャ} | ryu (りゅ) {リュ} | ryo (りょ) {リョ} |
| gya (ぎゃ) {ギャ} | gyu (ぎゅ) {ギュ} | gyo (ぎょ) {ギョ} |
| jya (じゃ) {ジャ} | ju (じゅ) {ジュ} | jo (じょ) {ジョ} |
| bya (びゃ) {ビャ} | byu (びゅ) {ビュ} | byo (びょ) {ビョ} |
| pya (ぴゃ) {ピャ} | pyu (ぴゅ) {ピュ} | pyo (ぴょ) {ピョ} |

| n(ん){ン} | p, t, s, k (つ){ツ} | txi (てい){テイ} |

#### long vowels

| aa (ああ) {アア} | ii (いい) {イイ} | uu (うう) {ウウ} | ee (ええ) {エエ} | oo (おお) {オー} |

#### grammatical particles

| wa (は) | e(へ) | o (を) | ni (に) | de (で) | ga (が) |
Abstract

This thesis is designed to explore how the social act of persuasion is realised in Japanese discourse linguistically. Specifically, it explores those linguistic resources that are essential for constructing written persuasive texts from a Systemic Functional perspective.

The present study, as a case study, analyses eleven written persuasive texts. This thesis presents the result of the study. It illustrates those elements of structure and meanings that must be and can be utilised in constructing persuasive texts. It also demonstrates how these elements and their meanings can be realised through linguistic resources such as TRANSITIVITY, ATTITUDE and ELLIPSIS.

The thesis tentatively proposes that in Japanese written persuasive texts, the act of persuasion is constructed via setting up a position that is not just that of the writer but also that of the reader. This rhetorical strategy is realised by elements which i) attract the reader to the discourse, ii) evoke empathy from the reader and iii) state the position that the writer wants to ‘share’ with the reader implicitly or explicitly. The semantic style of persuasion is motivated socially, which is explained by the notion of homologisation (cf. Ikegami 1991), a sociological theory which models the identification of commonality in Japanese society. It is within the framework of homologisation, that the Japanese writer ‘relativises’ themselves with the reader, and, rather than establish their own ‘individual’ position, they establish a ‘common’ position with the reader.
Acknowledgements

This thesis arose, in part, out of years of study and research that have been done since I came to the University of Wollongong. During those years, I have studied from and worked with a number of people who have continuously inspired and motivated me to go through the present study.

First of all, I would like to record my gratitude to the University of Wollongong for awarding me a UPA scholarship and Postgraduate Research Tuition Fee Waiver Scholarship, which provided me the best researching environment and enabled me to conduct the present study.

I wish to thank, my primary supervisor, Dr. Elizabeth Thomson, for her invaluable advice, supervision and guidance from the beginning of this research as well as giving me extraordinary experiences throughout the work. Above all, she provided me unflinching encouragement and support in various ways. Her intellectuality and kindness exceptionally inspire and enrich my growth as a student, a researcher and a linguist. I am indebted to her more than she knows. I am honoured that I could become one of your pupils. HONTO-NI ARIGATO GOZAIMASHITA. KONGOMO YOROSHIKU ONEGAI-ITASHIMASU.

Many thanks go, in particular, to my co-supervisor, Dr. Carmel Cloran, who guided me always in the way of becoming a systemic functional linguist. Her guidance has triggered and nourished my intellectual maturity that I will benefit from, for a long time to come. Each advice that you gave me developed my understanding of Systemic Functional theory. I am grateful in every possible way. Thank you so very much, Carmel.

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ARIGATOU GOZAIMASHITA, everyone. Now, I will go back to Japan and start another exploration of the world of language.