

## Introduction

With great pleasure, we present to CATTW members the first regular issue of *Technostyle* since the journal began its new life at the University College of the Fraser Valley. This issue follows last fall's special issue on summary guest edited by Pamela Grant-Russell and Louise-Laurence Larivière.

Here we present articles by two writers whose work has appeared in the pages of *Technostyle* in the past, Anthony Paré and Lilita Rodman, and we welcome to *Technostyle* Rosanne Roy and Tracy Whalen. In an analysis of an Atlantic Canadian social studies textbook, Tracy Whalen calls upon ideas of social semiotics and visual rhetoric to demonstrate how textbook images and text structure readers' interpretations, directing attention to a generic reading and deflecting attention from political or controversial interpretations of events. In the process, suggests Whalen, social events are made to appear self-driven rather than the result of the action of politically and ideologically motivated agents. Whalen's concept of the "visual ergative" provides readers — students and teachers — with a new position from which to read elements of visual rhetoric, from which to understand the ways in which visual texts, and textbooks specifically, deflect political interpretations and engagement.

Anthony Paré and Rosanne Roy examine the life of an education journal over a 43-year period, and note the changes in the journal that result as a community inscribes and reinscribes, constitutes and reconstitutes itself according to shifting social needs. Of particular interest in their analysis is their detailed examination of the unpredictable changes in constituency and the gap that emerges between the journal's initial community of practitioners and its eventual community of academic researchers. They note this as a shift not only in terms of readers and writers, but more importantly in terms of epistemology "constructed through the social action of genre."

Here, too, we bring to a Canadian audience an article first published in *Business Communication Quarterly* (2001; 64, 4). Lilita Rodman's "You-attitude: A Linguistic Perspective," provides a rich and practical analysis of the more-complex-than- textbooks-suggest concept of you-attitude. Linguistic politeness, case grammar, and information structure assist in Rodman's demonstration that you-attitude is gradable rather than binary, and cumulative when aided by multiple strategies. We thank Lilita for her permission to reprint this article, as well as Deborah Andrews, editor of *BCQ*.

These articles make exciting contributions to topics of interest to *Technostyle* readers, as do reviews by Rebecca Carruthers (Lynette Hunter's *Critiques of Knowing: Situated Textualities in Science, Computing and the Arts*), Jaclyn Rea (W.F. Garrett-Petts' *Writing About Literature: A Guide for the Student Critic*), and Yaying Zhang (Alistair Pennycook's *English and the Discourses of Colonialism*).

Special thanks for advice and encouragement in preparing this issue go to Janet Giltrow and Lilita Rodman, of our review board, and to *Technostyle's* most recent past editor Diana Wegner, who has generously shared her greater experience and wisdom and for whom no question has been too naïve as we have made our way. Special thanks also to our translators, Jeanne Villeneuve and Zelie Gueval, and to Shurli Makmillen who is so greatly skilled at coaxing excellent reviews from scholars. And to William Glasgow who makes it all, in the end, come together.

In a year that has been challenging in ways both welcome and unwelcome, we are happy to report that journals can proceed with three editors who remain deeply amicable and interested in the task at hand. Enjoy!

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