

## Introduction: Communicating with Purpose / Merkityksellinen viestintä / Meningsfull kommunikation / Sinnvolle Kommunikation

As our readers are certainly aware, exact translation is often a difficult, if not an impossible task. Thus, the theme of this issue of *VAKKI Publications* is slightly different in different language versions. In Finnish the theme “Merkityksellinen viestintä” refers, on the one hand, to communication that has meaning, and on the other hand, to communication that is significant. In English, the theme is phrased as “Communicating with Purpose”, which points to the idea of intentionality, the communicator having an objective in mind. When something is *purposeful*, it has a useful purpose or shows determination. However, the idea of importance is also implicitly present; people are particularly determined when it comes to things that they consider significant. Thus, this issue of *VAKKI Publications* covers language and communication *about* socially and societally important topics, as well as language and communication *as* socially and societally important topics. It also looks at how values, ethics, responsibility (professional and moral), justice, human-centeredness, equality (e.g. equal accessibility of services and interactions, equal access to information) and well-being play out in and through communication. These types of meaning and purpose can be experienced or expressed by participants or identified by researchers.

*Communicating with Purpose* contains 17 peer-reviewed articles in four languages: Finnish, Swedish, English and German. In accordance with the general focus and interdisciplinary aim of *VAKKI Publications*, these contributions shed light on language and communication in workplaces, organisations, professions, and the economy more widely. The themes of meaning and purpose are thus approached in a wide variety of contexts. Broadly speaking, the contributions take four different perspectives.

One group of articles examines genres or **texts that shape everyday life** in various ways. Kainulainen analyses rule documents related to the supervised visitation of children, specifically looking at the cognitive accessibility of these texts; the author points out that the accessibility of communication plays a significant role in achieving equality and inclusion. Lehtonen, in turn, examines the Finnish national curriculum for comprehensive schools, another highly influential official text, specifically to explore how globalisation and cultural diversity are addressed in it. Hyypä and Havinen look at a very different “text” that influences everyday life as they analyse the cognitive ergonomics of an IT tool. Finally, Landqvist takes a trip to the past, examining handbooks from the 1800’s that imparted information to help dog owners in their everyday life.

Another group of articles looks at **language work and ideology**: they examine purposeful efforts related to language that also have meaningful impacts on the life of language users. The work of Heittola and Björklund suggests that national language policy has an effect on language ideologies among Finnish-, Swedish- and Sami-speaking youth in Finland and Sweden. Andersson-Koski and Nordman focus on the significant impact of the

work of sign language translators, while Heittola, Björklund and Henricson draw attention to that of language teachers. Landqvist, Nissilä, Pilke and Sjöberg analyse in detail how languages can be purposefully affected by the collaboration of national terminology organisations.

The third group of articles addresses **meaning and purpose in organisational contexts**. These include interactional contexts: Kivilehto examines communication with older people in care work and Leskelä analyses educational export negotiations. Another two articles focus on how organisations present their work rhetorically. Virta researches how purpose is addressed on corporate websites, while Eronen-Valli analyses crowdfunding campaign calls by organisations seeking funding during two world-wide crises, the war in Ukraine and Covid-19 pandemic.

Finally, the fourth group of articles examines **public debate on impactful topics** in journalistic texts and online discussions. Some of the topics relate to environmental sustainability: Koskela, Kääntä, Salmela and Syrjälä look at how climate-wise housing is discussed, while Porttikivi and Laihonen analyse debate related to forest use on Twitter. Other societal hot topics addressed in this issue include the views of the public on science and research (Kalja-Voima, Jarva and Tarvainen), discourses related to investing (Lillqvist and Porttikivi), as well as criticism of news media (Björkquist).

We would like to sincerely thank all the authors and peer-reviewers for their hard work, as well as all our readers for their interest and their help in distributing the articles far and wide. We wish you enjoyable moments reading *Communicating with Purpose*!

In Vaasa, on 15 December 2023

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