

Swales Genre Analysis

Public information messages are an important means of state-citizen communication in today's societies. Using this genre, citizens are directed to “never ever drink and drive”, to “slow down” and to “learn to say no”. Yet, this book presents the first in-depth analysis of public information messages from a linguistic perspective, and indeed also from a cross-cultural perspective. Specifically, the study, adopting genre analysis, contrasts a corpus of state-run national public information campaigns in Germany and Ireland. A taxonomy of moves is developed inductively and the interactional features of the genre are analysed and related to the context of use. The comprehensive discussion of theoretical and methodological issues, the in-depth analysis and the extensive bibliography make this book of interest to researchers and students in (contrastive) discourse analysis, (cross-cultural) pragmatics, contrastive rhetoric, advertising, social psychology, mass communication and media studies. Copy-writers will also profit from the insights gained, particularly within the context of an increase in Europe-wide public information campaigns.

The English in academic writing is highly conventionalized, which is quite beneficial to the non-native English speakers who wish to write up the results of their research. However, how to be able to

acquire these conventions? An ESP (English for Specific Purposes) approach was introduced into the research of academic discourse by John Swales (1990). In this approach, a genre is defined as a class of communicative events, the members of which share some set of communicative purposes (Swales 1990). Research articles (RAs) have been regarded as one genre and investigated as so defined extensively using this approach. The "Writing Medical Research Papers in English: Genre Analysis & Corpus Analysis" is a good guide for Medical research paper writing.

John among the Apocalypses explains John's distinctive narrative of Jesus's life by comparing it to Jewish apocalypses and highlighting the central place of revelation in the Gospel. By engaging with modern genre theory, Reynolds reveals surprising similarities of form, content, and function between John's Gospel and Jewish apocalypses.

Winner of ABC's award for Distinguished Publication for 2006 This book explores effective written communication across cultures both theoretically and practically. Specifically it conceptualizes cross-cultural genre study and compares English and Chinese business writing collected from Australia, New Zealand and China. It is also one of those inspired by contrastive rhetoric but has contributed innovatively and uniquely by incorporating research findings from genre analysis, in particular, the

sociocognitive genre perspective into this cross-cultural study. On the one hand, the endeavor represents an in-depth theoretical exploration by considering not only discourse community and cognitive structuring, but also the deep semantics of genre and intertextuality, while broadening genre study by integrating insights from cross-cultural communication as well as the Chinese perspectives. On the other hand, the book also addresses pragmatic issues. As a particular feature, it solicits professional members' intercultural viewpoints; thus confirming the shared social "stock of knowledge" employed in the culturally defined writing conventions. Last but not least, this book explores the implications for genre education and training, and develops an appropriate model for cross-cultural genre learning, which encourages learning through legitimate peripheral participation and intercultural learning in business organizations.

Estudos em Análise de Gênero têm sido desenvolvidos a fim de explorar a configuração dos gêneros acadêmicos e interpretar suas funções de acordo com as comunidades discursivas em que operam. Alguns exemplos são os estudos desenvolvidos por Swales (1990; 1998; 2004) sobre o artigo acadêmico e o estudo desenvolvido por Motta-Roth (1995) sobre a resenha. No entanto, alguns estudos têm apontado a necessidade de se explicitar melhor a metodologia empregada na

análise da linguagem como discurso (ver, por exemplo, Paltridge, 1994; Barton, 2002; Bazerman e Prior, 2004). Em vista disso, o tema do presente estudo são os procedimentos de pesquisa adotados na Análise de Gêneros. A análise está concentrada nas seções de Metodologia de artigos de *Linguística Aplicada* com foco no Ensino de Inglês para Fins Acadêmicos (English for Academic Purposes - EAP). O objetivo é identificar categorias analíticas e procedimentos de pesquisa adotados na análise do artigo acadêmico a fim de elaborar uma sistematização do processo de pesquisa em Análise de Gênero. Para tanto, doze artigos foram analisados à luz da literatura relevante e das entrevistas realizadas com quatro autores. A análise revelou que os estudos se concentram na investigação da macroestrutura ou da microestrutura de artigos. Os estudos sobre a microestrutura reportam exclusivamente a análise de elementos gramaticais, o que leva a concluir que eles não se configuram em uma Análise de Gênero a partir dos trabalhos correntes desenvolvidos no estudo de gênero (Bazerman, 1988; Swales 1998; 2004). Esses estudos estão relacionados à primeira fase da Análise de Gênero, que se refere à investigação de elementos léxico-gramaticais no nível da sentença (Bhatia, 2004, p. 3). Os estudos sobre a macroestrutura estão relacionados à segunda fase do estudo de gêneros, que investiga a linguagem

com o objetivo de identificar padrões de organização do discurso (ibidem, 2004, p. 3). Se o objetivo desses estudos é realmente desenvolver uma análise de gênero de modo a contribuir para o ensino de leitura e escrita em EAP, esses estudos deveriam incluir uma perspectiva etnográfica, que analisa o gênero com base no seu contexto.

Discourse on the Move is the first book-length exploration of how corpus-based methods can be used for discourse analysis, applied to the description of discourse organization. The primary goal is to bring these two analytical perspectives together: undertaking a detailed discourse analysis of each individual text, but doing so in terms that can be generalized across all texts of a corpus. The book explores two major approaches to this task: 'top-down' and 'bottom-up'. In the 'top-down' approach, the functional components of a genre are determined first, and then all texts in a corpus are analyzed in terms of those components. In contrast, textual components emerge from the corpus analysis in the bottom-up approach, and the discourse organization of individual texts is then analyzed in terms of linguistically-defined textual categories. Both approaches are illustrated through case studies of discourse structure in particular genres: fund-raising letters, biology/biochemistry research articles, and university classroom teaching.

This volume features representative studies focusing

on the evolution of text genres in corporate and professional communication. Genre change is explored in various contexts in light of the increasing importance of new media and the profound social changes that have occurred in the last few decades. Major theoretical issues are raised and discussed, highlighting the need to reconsider the repertoire of conventions traditionally identified in each specific genre, and to reassess and update the analytical tools used to investigate them, about three decades after the emergence of genre analysis.

This volume covers the writing not only of native speakers of the language in which they are being taught, but also that of those to whom the language of pedagogy is secondary. Australian editors.

This book examines the concept of persuasion in written texts for specialist audiences in the English and Czech languages. By exploring a corpus of academic research articles, corporate reports, religious sermons and user manuals the authors aim to reveal similarities and differences in rhetorical strategies across cultures and genres. They draw on Biber and Conrad's (2009) model for contextualising interaction in specialised discourses, Bell's (1997) framework for the analysis of participants roles, Swales' (1990) genre analysis approach for considering genre constraints and Hyland's (2005) metadiscourse model for investigating writer-reader interaction. The result is a book which will appeal to researchers and students in Discourse Studies, especially those with an interest in genre and rhetorical strategies. This two volume handbook provides a comprehensive examination of policy, practice, research and theory related to

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English Language Teaching in international contexts. More than 70 chapters highlight the research foundation for best practices, frameworks for policy decisions, and areas of consensus and controversy in second language acquisition and pedagogy. The Handbook provides a unique resource for policy makers, educational administrators, and researchers concerned with meeting the increasing demand for effective English language teaching. It offers a strongly socio-cultural view of language learning and teaching. It is comprehensive and global in perspective with a range of fresh new voices in English language teaching research.

This work provides an overview of a wide range of approaches to written text analysis. It includes both classic and specially commissioned papers by distinguished authors, which share a common linguistic framework. The pieces contain a variety of focuses from the patterning of paragraphs, sections or whole texts to the organization of clauses, individual expressions and single words, as well as a variety of text-types. The examples used range from pure science through social science, academic journals, weekly magazines and newspapers, to literary narratives. This collection forms the basis for an course on written text analysis that should be of interest to advanced undergraduate and postgraduate students.

Genre analysis has a long-established tradition in literature, but interest in the analysis of non-literary genres has been very recent. This book examines the theory of genre analysis, looks at genre analysis in action, taking texts from a wide variety of genres and discusses the use of genre analysis in language teaching and language reform.

This book presents a perspective on genre based on what it is that leads users of a language to recognise a communicative event as an instance of a particular genre. Key notions in this perspective are those of prototype,

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inheritance, and intertextuality; that is, the extent to which a text is typical of the particular genre, the qualities or properties that are inherited from other instances of the communicative event, and the ways in which a text is influenced by other texts of a similar kind. The texts which form the basis of this discussion are drawn from experimental research reporting in English. Contents: 1. Introduction 2. Approaches to genre 3. Genre and frames 4. A sample analysis: Writing up research 5. Summary and conclusions.

Genre theory in the past few years has contributed immensely to our understanding of the way discourse is used in academic, professional and institutional contexts. However, its development has been constrained by the nature and design of its applications, which have invariably focused on language teaching and learning, or communication training and consultation. This has led to the use of simplified and idealised genres. In contrast to this, the real world of discourse is complex, dynamic and unpredictable. This tension between the real world of written discourse and its representation in applied genre-based literature is the main theme of this book. The book addresses this theme from the perspectives of four rather different worlds: the world of reality, the world of private intentions, the world of analysis and the world of applications. Using examples from a range of situations including advertising, business, academia, economics, law, book introductions, reports, media and fundraising, Bhatia uses discourse analysis to move genre theory away from educational contexts and into the real world.

Introduction • Overview: Perspectives on Discourse • The World of Reality • The World of Private Intentions • The World of Analysis • The World of Applications • References

Second language students not only need strategies for drafting and revising to write effectively, but also a clear understanding of genre so that they can appropriately

structure their writing for various contexts. Over that last decade, increasing attention has been paid to the notion of genre and its central place in language teaching and learning. *Genre and Second Language Writing* enters into this important debate, providing an accessible introduction to current theory and research in the area of written genres-and applying these understandings to the practical concerns of today's EFL/ESL classroom. Each chapter includes discussion and review questions and small-scale practical research activities. Like the other texts in the popular Michigan Series on Teaching Multilingual Writers, this book will interest ESL teachers in training, teacher educators, current ESL instructors, and researchers and scholars in the area of ESL writing.

Alphabetically-arranged encyclopedia contains 80 main articles covering 150 sub-areas of the discipline, discussing their development, methodology, terminology, theoretical issues and controversies from syntax to speech therapy.

Featuring a collection of newly commissioned essays, edited by two leading scholars, this Handbook surveys the key research findings in the field of English for Specific Purposes (ESP). •

Provides a state-of-the-art overview of the origins and evolution, current research, and future directions in ESP • Features newly-commissioned

contributions from a global team of leading scholars

- Explores the history of ESP and current areas of research, including speaking, reading, writing, technology, and business, legal, and medical English

- Considers perspectives on ESP research such as genre, intercultural rhetoric, multimodality, English as

a lingua franca and ethnography

Adopting an interdisciplinary perspective, **BUILDING GENRE KNOWLEDGE** provides a unique look into the processes of building genre knowledge while offering a dynamic theory of those processes that is inclusive of both monolingual and multilingual writers—a necessary move in today’s linguistically diverse classrooms. It will therefore be of great interest to researchers and practitioners in both first and second language writing studies.

GENRE: AN INTRODUCTION TO HISTORY, THEORY, RESEARCH, AND PEDAGOGY provides a critical overview of the rich body of scholarship that has informed a “genre turn” in Rhetoric and Composition, including a range of interdisciplinary perspectives from rhetorical theory, applied linguistics, sociology, philosophy, cognitive psychology, and literary theory.

Bilingualism and multilingualism both make a major contribution in cross-cultural interaction, but, at the same time, improve various cognitive abilities, such as better attention and multitasking. Meaning in the world around us is represented by means of the language that is used for communication and knowledge exchange between intelligent individuals. The phenomena of human interaction and communication are recently experiencing unprecedented influence from digital technologies. Language learning is part of the global revolution,

meaning that language learning technologies are playing an increasingly important role in learning English for Specific Purposes. This volume addresses theoretical and practical aspects of learning, technology adoption and pedagogy in the context of English for Specific Purposes.

How do I structure a journal article?; "Can I use 'I' in a research article?"; "Should I use an active or passive voice?" - Many such questions will be answered in this book, which documents the linguistic devices that authors use to show how they align or distance themselves from arguments and ideas, while maintaining conventions of objectivity. The book is the first complete discussion of the genre of online encyclopedias. The first part of the book, preceded by a theoretical introduction into the concept of webgenres, gives a detailed overview of the types of encyclopedic websites, presenting the characteristics of their content, form and functionality. The second part of the publication concerns Wikipedia -- the most popular online encyclopedia. The presentation of the structure of the portal is followed by an in-depth discussion of Wikipedia discourse features, describing the most conspicuous properties of the stylistic layer of this encyclopedia. The value of the book is additionally enhanced by many illustrations reproducing the analyzed websites.

The Routledge Handbook of English for Academic

Purposes provides an accessible, authoritative and comprehensive introduction to English for Academic Purposes (EAP), covering the main theories, concepts, contexts and applications of this fast growing area of applied linguistics. Forty-four chapters are organised into eight sections covering: Conceptions of EAP Contexts for EAP EAP and language skills Research perspectives Pedagogic genres Research genres Pedagogic contexts Managing learning Authored by specialists from around the world, each chapter focuses on a different area of EAP and provides a state-of-the-art review of the key ideas and concepts. Illustrative case studies are included wherever possible, setting out in an accessible way the pitfalls, challenges and opportunities of research or practice in that area. Suggestions for further reading are included with each chapter. The Routledge Handbook of English for Academic Purposes is an essential reference for advanced undergraduate and postgraduate students of EAP within English, Applied Linguistics and TESOL.

This corpus-based study investigates the rhetorical organization of the introduction section of English research articles in the field of educational psychology using Swales's (1990 & 2004) framework of move analysis. In order to provide more comprehensive findings, the text analysis is conducted alongside a questionnaire and

correspondences via e-mail with the members of the English discourse communities who have agreed to participate as the specialist informants for the present study. The findings show that the fit between Swales's (1990 & 2004) CARS (Create a Research Space) model is partial. The findings of this study have pedagogical implications.

Featuring contributions by leading specialists in the field, the volume is a survey of cutting edge research in genres in political discourse. Since, as is demonstrated, “political genres” reveal many of the problems pertaining to the analysis of communicative genres in general, it is also a state-of-the-art addition to contemporary genre theory. The book offers new methodological, theoretical and empirical insights in both the long-established genres (speeches, interviews, policy documents, etc.), and the modern, rapidly-evolving generic forms, such as online political ads or weblogs. The chapters, which engage in timely issues of genre mediatization, hybridity, multimodality, and the mixing of discursive styles, come from a broad range of perspectives spanning Critical Discourse Studies, pragmatics, cognitive psychology, sociolinguistics, applied linguistics and media studies. As such, they constitute essential reading for anyone seeking an interdisciplinary yet coherent research agenda within the vast and complex territory of today’s forms of political communication.

The Navy ChaplainGenre AnalysisEnglish in academic and research settingsGenre Analysis of the "Op- Ed" Section of English Language NewspapersLAP Lambert Academic Publishing

How is the interpreter to approach Ecclesiastes? What is the message of the author? What is the genre of Ecclesiastes? Many scholars have posited varying interpretations of the message of Ecclesiastes and have observed the number of statements that appear to be conflicting or, at least, in tension with one another. Discussions about the argument and genre label(s) in Ecclesiastes have not fully considered the author's polemics against the apocalyptic beliefs of his day, 200 B.C.E. This book will propose that the author of Ecclesiastes utilizes a hybrid genre in his work--an "anti-apocalyptic genre"--in order to further his message of joy. Jerome Douglas explores how recognizing the presence of an anti-apocalyptic genre within the tapestry of Ecclesiastes assists the interpreter in understanding the book.

Academic Discourse presents a collection of specially commissioned articles on the theme of academic discourse. Divided into sections covering the main approaches, each begins with a state of the art overview of the approach and continues with exemplificatory empirical studies. Genre analysis, corpus linguistics, contrastive rhetoric and ethnography are comprehensively covered through

the analysis of various academic genres: research articles, PhD theses, textbooks, argumentative essays, and business cases. *Academic Discourse* brings together state-of-the-art analysis and theory in a single volume. It also features: - an introduction which provides a survey and rationale for the material - implications for pedagogy at the end of each chapter- topical review articles with example studies- a glossary The breadth of critical writing, and from a wide geographical spread, makes *Academic Discourse* a fresh and insightful addition to the field of discourse analysis.

In academic communities, research article serves to disseminate new knowledge and contribute to the academic or professional success of the writer.

However, many students or novice writers are unaware of the important aspect of rhetorical organization in research articles writing. The lack of generic knowledge and skills can create difficulty for them in research articles writing, particularly in the introduction section. This difficulty also occurs in the writing of Islamic academic research article (RA) introductions.

This study explores the rhetorical organization of Islamic RA introductions based on Swales' (1990) CARS (Create a Research Space) model. It aims to identify whether the Islamic RA introductions follow or differ from the rhetorical moves of Swales' (1990) CARS model and to identify the differences or variations in the steps used in

Islamic RA introductions. 50 Islamic RA introductions were analyzed in terms of the move structure and linguistic features that signal the use of the move. Then, the steps used by the writers to actualize each move were examined in order to identify the preferences of steps or variations of the steps used in Islamic RA introductions. The findings of the study show that most of the article introductions in the study contained all the moves prescribed by the CARS model. However, the number of introductions that strictly followed the CARS Move 1-2-3 structure was relatively small. This suggests that most of the authors of Islamic RA introductions made use of the rhetorical moves proposed by the CARS model, but deviated in terms of their organization. The findings also reveal some differences or variations in the steps used in Islamic RA introductions.

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Genre analysis has a long-established tradition in academic genres, but interest in the analysis of public genres has been very recent. This book examines the theory of genre analysis based on Swales' (1990) model; distinctive rhetorical features of English language newspaper Op- Eds were examined and found five obligatory moves including Relevant Headline, Introduction, Statement of the Problem, Argumentation, and Recommendation. There were also three optional moves called Sub-

Headline, Background Information, and Starting with Argumentation.

An understanding of genres in communication (written and spoken) is essential to professional success. This volume studies situationally appropriate responses in professional communication in face-to-face interaction and distance communication, from a socio-cognitive point of view. A traditional rhetorical approach does not give much insight in the ways in which genres are embedded in communicative activity or how actors draw upon genre knowledge to perform effectively. However, if genres are considered as embedded in social interaction "as typified forms of typified circumstances", the rich dynamic aspects of genre knowledge can be disclosed. The chapters deal with genre knowledge in various settings, illustrating the impact of time, place, medium, skills and purpose, and some chapters deal with genre analysis in a broader sense giving ideas for applied genre analysis. The book is of interest to professionals and scholars in communication studies, discourse analysis, and social and cognitive science.

"This book examines the way disciplinary practices provide a framework for writing in various scholastic areas"--

Genre theory has focused primarily on the analysis of generic constructs, with increasing attention to and emphasis on the contexts in which such genres are

produced, interpreted, and used to achieve objectives, often giving the impression as if producing genres is an end in itself, rather than a means to an end. The result of this focus is that there has been very little attention paid to the ultimate outcomes of these genre-based discursive activities, which are more appropriately viewed as academic, institutional, organizational, and professional actions and practices, which are invariably non-discursive, though often achieved through discursive means. It was this objective in mind that the book develops an approach to a more critical and deeper understanding of interdiscursive professional voices and actions. Critical Genre Analysis as a theory of discursive performance is thus an attempt to be as objective as possible, rigorous in analytical endeavour, using a multiperspective and multidimensional methodological framework taking into account interdiscursive aspects of genre construction to make it increasingly explanatory to demystify discursive performance in a range of professional contexts.

This book provides a rich and accessible account of genre studies by a world-renowned applied linguist. The hardback edition discusses today's research world, its various configurations of genres, and the role of English within the genres. Theoretical and methodological issues are explored, with a special emphasis on various metaphors of genre. The book is full of carefully worded detail and each chapter ends with suggestions for pedagogical practice. The volume closes with evaluations of contrastive rhetoric, applied corpus linguistics, and critical approaches to EAP. Research

Genres provides a rich and scholarly account of this key area.

How can I fit in my discourse community; that is, Applied Linguistics? To achieve this goal, this book provides the basic understanding of the concept of genre as now used in Applied Linguistics, English for specific purpose, and varied ways in which the need to communicate shapes or influences and determine both surface forms and deeper rhetorical structures which are necessary. Due to the rise of English to the status of an International language, especially in the field of the Academics, Science and Technology; Research Articles in English have become a main channel for advancing research knowledge among scholars World-Wide. Therefore, with globalization taking root very fast especially with the aid of telecommunication and electronic communities, the need for ability to read and write Research Articles in English has drastically increased for success both academically and professionally. To enable researchers, both native and non-native English speakers to read and write Research Articles, there is need for them to be informed about the conventional rhetorical structure used in their fields of study or their discourse communities. This book is purposely written to fill that gap; Therefore, a must read.

In recent years, journalistic practices have undergone a radical change due to the increasing pressure of new digital media on the professional practice. The ever-growing development of new technologies and the ceaseless fluctuation of social practices have challenged some of the traditional genres found in these

professional contexts. On the basis of these premises, this book investigates a particular genre found in the context of TV newscasts. The genre under investigation is that of news tickers (or crawlers), that is, the graphic elements that scroll at the bottom of the screen during newscasts. The book introduces readers to this under-researched genre through a year-long collection of the news tickers displayed on BBC World News. Thanks to a corpus-based genre analysis, the generic status of news tickers is better defined by highlighting the presence of given strategies of marketization. Additionally, this volume investigates if news tickers can be seen as a mixed (sub-)genre that interdiscursively combines traditional linguistic elements of headlines and lead paragraphs to achieve, from a (Critical) Genre Analysis point of view, a specific private intention in the context of the BBC.

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