

Genre Analysis By John M Swales Huachaore

***New material featured in
this edition includes
updates and replacements of
older data sets, a broader***

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***range of disciplines
represented in models and
examples, a discussion of
discourse analysis, and tips
for Internet communication.
Contrastive Linguistics is
an expanding field, as
witnessed by the publication***

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in recent years of an increasing number of monographs, collected volumes and journal articles. The present volume, which comprises an introduction and ten chapters dealing with

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lexical contrasts between English and other languages, shows advances within the well-established lexical work in the field. Each of the chapters takes lexical items as its starting point and compares English with

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one or more languages. The languages represented are Spanish, Lithuanian, Swedish, German, Norwegian and Czech. Furthermore, they emphasise the link between lexis and grammar, not only within the same language,

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but also across languages. Finally, several studies represent one of the more recent developments of contrastive linguistics, namely a growing focus on genre and register comparisons. The book should

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***appeal to both established
scholars and advanced
students with an interest in
lexis, genre, corpus
linguistics and/or
contrastive linguistics.
The Gospel of John has long
been recognized as being***

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distinct from the Synoptic Gospels. 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

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Gospel. While some scholars have noted a connection between the Gospel of John and Jewish apocalypses, Reynolds makes the first extensive comparison of the Gospel with the standard definition of the apocalypse

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genre. Engaging with modern genre theory, this comparison indicates surprising similarities of form, content, and function between John's Gospel and Jewish apocalypses. Even though the Gospel of John

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*reflects similarities with
the genre of apocalypse,
John is not an apocalypse,
but in genre theory terms,
John may be described as a
gospel in kind and an
apocalypse in mode. John's
narrative of Jesus's life*

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has been qualified and shaped by the genre of apocalypse, such that it may be called an 'apocalyptic' gospel. In the final two chapters, Reynolds explores the implications of this conclusion for Johannine

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***Studies and New Testament
scholarship more broadly.
John among the Apocalypses
considers how viewing the
Fourth Gospel as apocalyptic
Gospel aids in the
interpretation of John's
appeal to Israel's***

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***Scriptures and Mosaic
authority, and examines the
Gospel's relationship with
the book of Revelation and
the history of reception
concerning their writing. An
examination of Byzantine
iconographic traditions***

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highlights how reception history may offer a possible explanation for reading John as apocalyptic Gospel. As you are reading this, you are finding yourself in the ubiquitous public sphere that is the Web. Ubiquitous,

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*and yet not universally
accessible. This volume
addresses this dilemma of
the public sphere, which is
by definition open to
everyone but in practice
often excludes particular
groups of people in*

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*particular societies at
particular points in time.
The guiding questions for
this collection of articles
are therefore: Who has
access to the public sphere?
How is this access enabled
or disabled? Under what*

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conditions is it granted or withheld, and by whom? We regard the public sphere as the nodal point for the discourses of business, politics and media, and this basic assumption is also reflected in the structure

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of the volume. Each of these three macro-topics comprises chapters by international scholars from a variety of disciplines and research traditions who each combine up-to-date overviews of the relevant literature with

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their own cutting-edge research into aspects of different public spheres such as corporate promotional communication, political rhetoric or genre features of electronic mass media. The broad scope of

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the volume is perhaps best reflected in a comprehensive discussion of communication technologies ranging from conventional spoken and written formats such as company brochures, political speeches and TV shows to

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emerging ones like customer chat forums, political blogs and text messaging. Due to the books' wide scope, its interdisciplinary approach and its clear structure, we are sure that whether you work in communication and

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***media studies, linguistics,
political science, sociology
or marketing, you will find
this handbook an invaluable
guide offering state-of-the-
-art literature reviews and
exciting new research in
your field and adjacent***

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areas.

***A Genre-Based View
New Trends in Specialized
Discourse Analysis
Multimodality and Genre
Effects of discipline,
register, and writer
expertise***

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***Advances in Medical
Discourse Analysis
Worlds of Written Discourse
Investigating
interdiscursive performance
in professional practice***

This volume showcases some of the latest research on academic writing

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by leading and up-and-coming corpus linguists. The studies included in the volume are based on a wide range of corpora spanning first and second language academic writing at different levels of writing expertise, containing texts from a

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variety of academic disciplines (and sub-disciplines) and of different academic registers. Particularly novel aspects of the collection are the inclusion of research that combines rhetorical moves with multi-dimensional analysis, studies that

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cover both fixed and variable phraseological items (lexical bundles, phrase-frames, constructions), and work that is based on corpora of English as an academic lingua franca. Going beyond merely summarizing their findings, the

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authors also discuss what their research means for academic writing practice and pedagogical settings. The volume will be of interest to researchers, students, and teachers who would like to expand their knowledge of how academic writing

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functions and what it looks like in a variety of contexts.

This work summarizes and synthesizes the substantial crime prevention literature to provide an approachable and comprehensive text for students. It sets out a critical

analysis in the context of the politics of criminal justice policy.

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,

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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

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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,

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(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.

English for Specific Purposes offers the teacher a new perspective on this important field. The main concern is effective learning and how this can best be achieved in ESP courses. The

authors discuss the evolution of ESP and its position today; the role of the ESP teacher; course design; syllabuses; materials; teaching methods, and evaluation procedures. It will be of interest to all teachers who are concerned with ESP. Those

who are new to the field will find it a thorough, practical introduction while those with more extensive experience will find its approach both stimulating and innovative.

Pragmatics of Discourse

A contrastive genre analysis of state-

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citizen communication
Oral and Written Contexts
Technical Analysis of the Financial
Markets
Explorations and Applications
????????????2011????????????????????
??????

Twelve Years a Slave
This volume contributes to
the latest studies in
legal discourse studies by
presenting a descriptive
and interpretive analysis
of English legal genres

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used in academic and professional writing contexts. The results of corpora-driven data are discussed through (meta)discourse, genre and other theoretical

perspectives, and offer insights into the ways the writers' discursive practices and meanings shape their membership of the legal community and discipline. The volume

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attempts to show these id

...

The first systematic,
corpus-based and
theoretically rigorous
approach to the
description and analysis

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of multimodal documents.
Drawing on academic
research and the
experience of designers
and production teams,
Bateman uses
linguistically-based

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analysis to show how different modes of expression together make up a document with a recognisable genre.

The focus of this volume is on medical discourse, a

domain of language which deserves closer scrutiny by academics as well as practitioners, due to its increasing relevance and pervasiveness in modern society. Despite the

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wealth of publications dealing with specialized or academic discourse and its rhetoric, few of these are devoted specifically to medical discourse. This book seeks to redress the

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balance by bringing together a number of studies that bear witness to the widespread interest in medical texts shown by linguists and professional communities around the

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world. The volume is divided into two main parts: the first targets medical discourse in its spoken dimension, while the second contains various analyses of

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written texts. The theoretical perspectives and individual case studies presented here reflect the wide range of methodological approaches and theoretical issues

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that characterise current research in the field.

"Volume 4 of the revised and expanded edition of English in Today's Research World."

Norms and Practices in

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Genre
Genre in the Classroom
English for Specific
Purposes
Navigating Academia
Genre in a Changing World
A Linguistic Approach

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Analysing Professional Genres

*An understanding of genres in
communication (written and spoken)
is essential to professional success.
This volume studies situationally
appropriate responses in*

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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

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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

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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

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applied genre analysis. The book is of interest to professionals and scholars in communication studies, discourse analysis, and social and cognitive science.

A New York Times Notable Book of the Year, winner of the Southern

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Book Critics Circle Award and the Lillian Smith Award. An American epic of science, politics, race, honor, high society, and the Mississippi River, Rising Tide tells the riveting and nearly forgotten story of the Great Mississippi Flood of 1927.

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The river inundated the homes of almost one million people, helped elect Huey Long governor and made Herbert Hoover president, drove hundreds of thousands of African Americans north, and transformed American society and politics

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forever. The flood brought with it a human storm: white and black collided, honor and money collided, regional and national powers collided. New Orleans's elite used their power to divert the flood to those without political connections,

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power, or wealth, while causing Black sharecroppers to abandon their land to flee up north. The states were unprepared for this disaster and failed to support the Black community. The racial divides only widened when a white officer

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killed a Black man for refusing to return to work on levee repairs after a sleepless night of work. In the powerful prose of Rising Tide, John M. Barry removes any remaining veil that there had been equality in the South. This flood not only left

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millions of people ruined, but further emphasized the racial inequality that have continued even to this day.

The goal of this volume is to examine academic discourse (AD) from cross-linguistic and cross-

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cultural perspectives. The adjective "Cross-cultural" in the volume title is not just limited to national contexts but also includes a cross-disciplinary perspective. Twelve scientific fields are under scrutiny in the articles. One of the unique

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aspects of the volume is the inclusion of a variety of foreign languages (English (as a lingua franca), Spanish, French, Swedish, Russian, German, Italian, and Norwegian). Besides, in several articles dealing with oral AD,

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comparisons and parallels are also established with written AD. The research methodologies used in the studies are varied and they offer an overview of the diversity and richness of approaches to AD. All in all, it is hoped that the volume

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appeals not only to young researchers but also to confirmed scholars interested in cross-linguistic and cross-cultural aspects of AD. It will also be of interest to language teachers or teachers who are involved with e.g. international

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*students and academic mobility.
Examines genre and its educational
purposes from a variety of
perspectives. The text is not limited
to literary genres or to ideas of
genres as formal conventions; it
provides a theoretical definition of*

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genre as rhetorical, dynamic and flexible, ideological and constraining, to an examination of the role of genres in different communities.

Analysing Genre

Essential Tasks and Skills

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*The Handbook of Technology and
Second Language Teaching and
Learning
Research Genres
Developing Academic Literacies
Public Information Messages
Advances in Corpus-based Research*

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on Academic Writing

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

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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

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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

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approaches to EAP. Research Genres provides a rich and scholarly account of this key area.

Genre analysis has a long-established tradition in literature, but interest in the

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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

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***analysis in language teaching
and language reform.
In recent years the concept of
'register' has been
increasingly replaced by
emphasis on the analysis of
genre, which relates work in***

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***sociolinguistics, text
linguistics and discourse
analysis to the study of
specialist areas of language.
This book is a clear,
authoritative guide to this
complex area. He provides a***

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survey of approaches to varieties of language, and considers these in relation to communication and task-based language learning. Swales outlines an approach to the analysis of genre, and then

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proceeds to consider examples of different genres and how they can be made accessible through genre analysis. This is important reading for all those working in teaching English for academic purposes and also of

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interest to those working in post-secondary writing and composition due to relevant issues in writing across the curriculum.

Genre analysis has become a key approach within the field

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of English for Specific Purposes and helps students understand particular language use patterns in target contexts. Introducing Genre and English for Specific Purposes provides an overview

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of how genre has been conceptualized and applied in ESP, as well as the features that distinguish ESP genre research and teaching from those of other genre schools. The macro and micro aspects

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of ESP genre-based pedagogy are also analysed and include: different possibilities for planning and designing an ESP genre-based course; the concrete, micro aspects of materials creation; and how

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genres can be learned through play. Introducing Genre and English for Specific Purposes is essential reading for students and pre-service teachers who are studying Genre, English for Specific Purposes or language

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**teaching methodologies.
Genre, Frames and Writing in
Research Settings
Persuasion Across Genres
John among the Apocalypses
Investigating English Legal
Genres in Academic and**

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Professional Contexts
Academic Writing for Graduate
Students
Doing Sociolinguistics
Genre Analysis

*This volume brings together
a selection of contributions*

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*presented at the 15th
European Symposium on
Languages for Special
Purposes, held at the
University of Bergamo
(Italy) from 29 August to 2
September 2005. The
conference title, «New*

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Trends in Specialized Discourse», reflects the emphasis given to recent orientations in research, coming from established as well as new authors in the field. As suggested by the title of this volume, the

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analysis of specialized discourse calls for a specialized discourse analysis. When applied linguists deal with vocational discourses, they are faced with a double challenge: on the one hand,

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an understanding of textualisations often alien to the general language; on the other hand, the use of analytical tools designed specifically for their investigation. The studies presented in this volume

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*position themselves
somewhere along this
continuum, focusing
alternatively on
converging/diverging
features of texts and
discourses.*

Genre theory in the past few

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*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*

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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

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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

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*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*

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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

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*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*

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*Analysis The World of
Applications References
The Handbook of Technology
and Second Language Teaching
and Learning presents a
comprehensive exploration of
the impact of technology on
the field of second language*

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*learning. The rapidly
evolving language-technology
interface has propelled
dramatic changes in, and
increased opportunities for,
second language teaching and
learning. Its influence has
been felt no less keenly in*

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*the approaches and methods
of assessing learners'
language and researching
language teaching and
learning. Contributions from
a team of international
scholars make up the
Handbook consisting of four*

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parts: language teaching and learning through technology; the technology-pedagogy interface; technology for L2 assessment; and research and development of technology for language learning. It considers how technology

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assists in all areas of language development, the emergence of pedagogy at the intersection of language and technology, technology in language assessment, and major research issues in research and development of

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technologies for language learning. It covers all aspects of language including grammar, vocabulary, reading, writing, listening, speaking, pragmatics, and intercultural learning, as

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well as new pedagogical and assessment approaches, and new ways of conceiving and conducting research and development. The Handbook of Technology and Second Language Teaching and Learning demonstrates the

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*extensive, multifaceted
implications of technology
for language teachers,
learners, materials-
developers, and researchers.
This book presents a
perspective on genre based
on what it is that leads*

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*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,
inheritance, and
intertextuality; that is,*

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*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*

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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

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*and frames 4. A sample
analysis: Writing up
research 5. Summary and
conclusions.*

*A Textography of A Small
University Building
Cross-linguistic
Correspondences*

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*A practical guide to data
collection and analysis
From lexis to genre
Other Floors, Other Voices
The Map and the Landscape
Writing Genres*

**"Having been born a
freeman, and for more than**

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thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the

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**month of January, 1853,
after a bondage of twelve
years—it has been
suggested that an account
of my life and fortunes
would not be uninteresting
to the public." -an excerpt**

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John J. Murphy has updated his landmark bestseller Technical Analysis of the Futures Markets, to include all of the financial markets. This outstanding reference has already taught

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**thousands of traders the
concepts of technical
analysis and their
application in the futures
and stock markets.
Covering the latest
developments in computer**

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**technology, technical tools,
and indicators, the second
edition features new
material on candlestick
charting, intermarket
relationships, stocks and
stock rotation, plus state-of-**

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the-art examples and figures. From how to read charts to understanding indicators and the crucial role technical analysis plays in investing, readers gain a thorough and

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accessible overview of the field of technical analysis, with a special emphasis on futures markets. Revised and expanded for the demands of today's financial world, this book is

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**essential reading for
anyone interested in
tracking and analyzing
market behavior.**

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□□□**2011**□□□□□□□□□□□□□□□□
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**This text explores
fundamental issues relating
to student literacies and
instructor roles and
practices within academic
contexts. It offers a brief
history of literacy theories**

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**and argues for
"socioliterate" approaches
to teaching and learning in
which texts are viewed as
primarily socially
constructed. Central to
socioliteracy, the concepts**

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"genre" and "discourse community," are presented in detail. The author argues for roles for literacy practitioners in which they and their students conduct research and are involved

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in joint pedagogical endeavors. The final chapters are devoted to outlining how the views presented can be applied to a variety of classroom texts. Core curricular

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design principles are outlined, and three types of portfolio-based academic literacy classrooms are described.

**Aspects of Article
Introductions, Michigan**

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**Classics Ed.
Introducing Genre and
English for Specific
Purposes
Cross-linguistic and Cross-
cultural Perspectives on
Academic Discourse**

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**Telling a Research Story
English in Today's Research
World
Jewish Apocalyptic
Tradition and the
'Apocalyptic' Gospel
Text, Role and Context**

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Doing Sociolinguistics: A practical guide to data collection and analysis provides an accessible introduction and guide to the methods of data collection and analysis in the field of sociolinguistics. It offers students the opportunity to engage directly with some of the foundational and more

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innovative work being done in the quantitative or variationist paradigm. Divided into sixteen short chapters, Doing Sociolinguistics: can be used as a core text in class or as an easy reference whilst undertaking research walks readers through the different phases of a sociolinguistic

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project, providing all the knowledge and skills students will need to conduct their own analyses of language features excerpts from key research articles; exercises with real data from the authors' own research; sample answers to the exercises; and further reading is supported by the

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*Routledge Sociolinguistics
Companion website (www.routledge.com/textbooks/meyerhoff) which
features further online exercises with
sound files. Designed to function as
both a core text for methods classes
in sociolinguistics and as a
companion to the Routledge textbook*

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Introducing Sociolinguistics, this book will be essential reading for all students studying and researching in this area.

Today's research world demands a variety of different abstracts to serve different purposes. As a result, writing abstracts can be a difficult

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task for graduate and international students, researchers, and even practiced authors. Abstracts and the Writing of Abstracts is designed to demystify the construction of this essential writing form and to equip scholars with the skills to summarize their work in clear and compelling

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ways. This volume represents a revision and expansion of the material on writing abstracts that appeared in English in Today's Research World. The Abstracts volume focuses on abstracts for research articles before addressing abstracts for short communications,

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conferences, and PhD dissertations. It also covers keywords, titles, and author names. Wherever appropriate within the text, Language Focus sections discuss options and provide tips for meeting specific linguistic challenges posed by the writing of different types of abstracts.

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Telling a Research Story: Writing a Literature Review is concerned with the writing of a literature review and is not designed to address any of the preliminary processes leading up to the actual writing of the literature review. This volume represents a revision and expansion of the

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material on writing literature reviews that appeared in English in Today's Research World. This volume progresses from general to specific issues in the writing of literature reviews. It opens with some orientations that raise awareness of the issues that surround the telling

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of a research story. Issues of structure and matters of language, style, and rhetoric are then discussed. Sections on metadiscourse, citation, and paraphrasing and summarizing are included.

The author describes this volume as

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a "textography" because it combines certain elements of both text analysis and ethnography. Through analysis of texts, textual forms, and systems of texts, it shows the lives, life commitments, and life projects of people deeply embedded in the literate culture of the university. The

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people examined work in a single building, but their textual lives are maintained in different times and spaces, measured by the dimensions of text production and text circulation in their fields of work. These domains of text time and space are to some degree differentiated by

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the three specialties that mark the three floors of a small building at a major research university--the ethnographic site of this journey into textual lives--computing, taxonomic botany, and English as a second language. This research site provides the opportunity to re-examine the

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concept of discourse community and to investigate the nature and origination of academic discourse from a new perspective. The author is a distinctive member of the applied linguistics and composition communities, an original stamped by the global village of language

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education in which he has lived his life, and revealed in his own autobiographical account embedded within this book. This book now reveals him as a person making text about how people are embedded in making their textual lives within the discursive landscapes their

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communities afford. In doing so, he shows not only his own love of language as a way of life, but also his appreciation of how all his subjects find their labors of love in the language they create. This book has been written to appeal to a general academic audience as well as to

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*specialists in rhetoric, discourse
analysis, and composition.*

*A Comprehensive Guide to Trading
Methods and Applications*

Multiple Perspectives

*Language Use in Professional
Settings*

Writing Supporting Genres

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*The Great Mississippi Flood of 1927
and How It Changed America*
*Handbook of Communication in the
Public Sphere*
Critical Genre Analysis

Genre studies and genre
approaches to literacy instruction
continue to develop in many

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regions and from a widening variety of approaches. Genre has provided a key to understanding the varying literacy cultures of regions, disciplines, professions, and educational settings. **GENRE IN A CHANGING WORLD** provides a

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wide-ranging sampler of the remarkable variety of current work. The twenty-four chapters in this volume, reflecting the work of scholars in Europe, Australasia, and North and South America, were selected from the over 400

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presentations at SIGET IV (the Fourth International Symposium on Genre Studies) held on the campus of UNISUL in Tubarão, Santa Catarina, Brazil in August 2007—the largest gathering on genre to that date. The chapters

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also represent a wide variety of approaches, including rhetoric, Systemic Functional Linguistics, media and critical cultural studies, sociology, phenomenology, enunciation theory, the Geneva school of educational sequences,

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cognitive psychology, relevance theory, sociocultural psychology, activity theory, Gestalt psychology, and schema theory. Sections are devoted to theoretical issues, studies of genres in the professions, studies of genre and

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media, teaching and learning genre, and writing across the curriculum. The broad selection of material in this volume displays the full range of contemporary genre studies and sets the ground for a next generation of work.

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Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on

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in courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay. This

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volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and

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unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials,

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and news writing. In the final chapter, the editors tie together the two themes persuasion and genres by proposing an Intergenre Model. This model assumes that a powerful force behind generic evolution is the

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perennial need for implicit persuasion.

This book bundle includes the four volumes in the revised and expanded editions of English in Today's Research World. The bundle is ideal for libraries and

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teacher resource centers. The book bundle packages together these 4 volumes: Volume 1, Abstracts and the Writing of Abstracts; Volume 2, Telling a Research Story: Writing a Literature Review; Volume 3, Creating Contexts: Writing

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Introductions across Genres; and
Volume 4, Navigating Academia:
Writing Supporting Genres.
This volume explores the complex
relations between norms and
exemplars of genres from business
and technical communication.

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Contributors compare a variety of types of norm with textual practices in a variety of ways. The genres examined are typical of the range of audiences and media of workplace and business communication: product

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withdrawal notices, press releases, job ads, oral presentations, sales letters and tenders, chairman's reports, and technical reports. They are compared with norms set by teachers, by unimaginative practice, by more or less self-

appointed experts, or by practitioners who may not share the national or professional culture of their colleagues. However accurate these may be they never do justice to the complexity of 'reality'. The contributors to this

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volume use a wide variety of methods in their attempt to capture this reality. Many analyse texts, but all combine this procedure with at least one other approach and often more: questionnaires, experiments

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assessing the effect of manipulated texts, analysis of practitioner comments, and use of natural sources of practitioner judgements like awards for good practice.

A Foundation for the Systematic Analysis of Multimodal Documents

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Writing a Literature Review
Abstracts and the Writing of
Abstracts
Rising Tide
Teacher Education for Languages
for Specific Purposes
English in Academic and Research

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Settings

Discourse is language as it occurs, in any form or context, beyond the speech act. It may be written or spoken, monological or dialogical, but there is always a communicative aim or purpose.

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The present volume provides systematic orientation in the vast field of studying discourse from a pragmatic perspective. It first gives an overview of a range of approaches developed for the analysis of discourse, including,

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among others, conversation analysis, systemic-functional analysis, genre analysis, critical discourse analysis, corpus-driven approaches and multimodal analysis. The focus is furthermore on functional units in

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discourse, such as discourse markers, moves, speech act sequences, discourse phases and silence. The final section of the volume examines discourse types and domains, providing a taxonomy of discourse types and

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focusing on a range of discourse domains, e.g. classroom discourse, medical discourse, legal discourse, electronic discourse. Each article surveys the current state of the art of the respective topic area while also

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presenting new research findings.

For the first time, the major theoretical and pedagogical approaches to genre and related issues of social construction are presented in a single volume,

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providing an overview of the state of the art for practitioners in applied linguistics, ESL/EFL pedagogies, rhetoric, and composition studies around the world. Unlike volumes that present one theoretical stance,

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this book attempts to give equal time to all theoretical and pedagogical camps. Included are chapters by authors from the Sydney School, the New Rhetoric, and English for Specific Purposes, as well as

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contributions from other practitioners who pose questions that cross theoretical lines.

Genre in the Classroom:

*includes all of the major theoretical views of genre that influence pedagogical practice;

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*takes an international approach, drawing from all parts of the world in which genre theory has been applied in the classroom--Australia, Canada, Hong Kong, the Middle East, the United States; *features

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contributors who are all both theorists and classroom practitioners, lending credibility and authenticity to the arguments; *combines theory and practice in every chapter, showing how particular

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theoretical views influence
classroom practice; *grounds
pedagogical practices in their
own regional and theoretical
histories; *openly discusses
problems and questions that
genre theory raises and presents

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some of the solutions suggested;
and *offers a concluding chapter
that argues for two macro-
genres, and with responses to
this argument by noted genre
theorists from three theoretical
camps.

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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

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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

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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

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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

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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

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framework taking into account
interdiscursive aspects of genre
construction to make it
increasingly explanatory to
demystify discursive
performance in a range of
professional contexts.

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