



# GENRE IN A CHANGING WORLD

Edited by

Charles Bazerman

Adair Bonini

Débora Figueiredo



Perspectives  
on Writing



# GENRE IN A CHANGING WORLD

## **PERSPECTIVES ON WRITING**

Series Editor, Mike Palmquist

The Perspectives on Writing series addresses writing studies in a broad sense. Consistent with the wide ranging approaches characteristic of teaching and scholarship in writing across the curriculum, the series presents works that take divergent perspectives on working as a writer, teaching writing, administering writing programs, and studying writing in its various forms.

The WAC Clearinghouse and Parlor Press are collaborating so that these books will be widely available through free digital distribution and low-cost print editions. The publishers and the Series editor are teachers and researchers of writing, committed to the principle that knowledge should freely circulate. We see the opportunities that new technologies have for further democratizing knowledge. And we see that to share the power of writing is to share the means for all to articulate their needs, interest, and learning into the great experiment of literacy.

### **Other Books in the Series**

Charles Bazerman and David R. Russell, *Writing Selves/Writing Societies* (2003)

Gerald P. Delahunty and James Garvey, *The English Language: from Sound to Sense* (2009)

# GENRE IN A CHANGING WORLD

Edited by

Charles Bazerman

Adair Bonini

Débora Figueiredo

The WAC Clearinghouse

[wac.colostate.edu](http://wac.colostate.edu)

*Fort Collins, Colorado*

Parlor Press

[www.parlorpress.com](http://www.parlorpress.com)

*West Lafayette, Indiana*

The WAC Clearinghouse, Fort Collins, Colorado 80523  
Parlor Press, LLC, West Lafayette, Indiana 47906

© 2009 Charles Bazerman, Adair Bonini, and Débora Figueiredo. This work is licensed under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License.

ISBN 978-0-97270-232-4 (pdf) | 978-1-64215-111-4 (epub) | 978-1-60235-125-7 (pbk.)

DOI 10.37514/PER-B.2009.2324

Produced in the United States of America

Library of Congress Cataloging-in-Publication Data

Genre in a changing world / edited by Charles Bazerman, Adair Bonini, Debora Figueiredo.

p. cm. -- (Perspectives on writing)

Includes bibliographical references.

ISBN 978-1-60235-125-7 (pbk. : alk. paper) -- ISBN 978-1-60235-126-4 (alk. paper) -- ISBN 978-1-60235-127-1 (adobe ebook) -- ISBN 978-0-97270-232-4 (pdf) -- ISBN 978-1-64215-111-4 (epub)

1. English language--Rhetoric--Study and teaching. 2. Report writing--Study and teaching. 3. Language arts--Correlation with content subjects. 4. Interdisciplinary approach in education.

I. Bazerman, Charles. II. Bonini, Adair. III. Figueiredo, Débora de Carvalho.

PE1404.G399 2010

808'.042--dc22

2009032938

Copyeditor, Designer: David Doran

Series Editor: Mike Palmquist

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University, it brings together scholarly journals and book series as well as resources for teachers who use writing in their courses. This book is available in digital formats for free download at <https://wac.colostate.edu>.

Parlor Press, LLC is an independent publisher of scholarly and trade titles in print and multimedia formats. This book is available in paperback, cloth, and Adobe eBook formats from Parlor Press on the World Wide Web at [www.parlorpress.com](http://www.parlorpress.com). For submission information or to find out about Parlor Press publications, write to Parlor Press, 3015 Brackenberry Drive, Anderson, South Carolina 29621, or e-mail [editor@parlorpress.com](mailto:editor@parlorpress.com).

## Contents

Genre in a Changing World . . . . . ix

Editors' Introduction. . . . . ix

*Charles Bazerman, Adair Bonini, and Débora Figueiredo*

### **Advances in Genre Theories . . . . . 1**

1 Worlds of Genre—Metaphors of Genre . . . . .3

*John M. Swales*

2 From Speech Genres to Mediated Multimodal Genre Systems:  
Bakhtin, Voloshinov, and the Question of Writing. . . . .17

*Paul Prior*

3 To Describe Genres: Problems and Strategies . . . . .35

*Maria Antónia Coutinho and Florencia Miranda*

4 Relevance and Genre: Theoretical and Conceptual Interfaces . . . . .57

*Fábio José Rauén*

### **Genre and the Professions. . . . . 79**

5 Accusation and Defense: The Ideational Metafunction of Language  
in the Genre Closing Argument . . . . .81

*Cristiane Fuzer and Nina Célia Barros*

6 The Sociohistorical Constitution of the Genre *Legal Booklet*:  
A Critical Approach . . . . .101

*Leonardo Mozdzinski*

7 Uptake and the Biomedical Subject . . . . .137

*Kimberly K. Emmons*

8	Stories of Becoming: A Study of Novice Engineers Learning Genres of Their Profession . . . . .	161
	<i>Natasha Artemeva</i>	
9	The Dissertation as Multi-Genre: Many Readers, Many Readings	183
	<i>Anthony Paré, Doreen Starke-Meyerring, and Lynn McAlpine</i>	
	<b>Genre and Media . . . . .</b>	<b>199</b>
10	The Distinction Between News and Reportage in the Brazilian Journalistic Context: A Matter of Degree . . . . .	201
	<i>Adair Bonini</i>	
11	The Organization and Functions of the Press <i>Dossier</i> : The Case of Media Discourse on the Environment in Portugal . . . . .	227
	<i>Rui Ramos</i>	
12	Multi-semiotic Communication in an Australian Broadsheet: A New News Story Genre . . . . .	247
	<i>Helen Caple</i>	
13	Narrative and Identity Formation: An Analysis of Media Personal Accounts from Patients of Cosmetic Plastic Surgery . . . . .	259
	<i>Débora de Carvalho Figueiredo</i>	
	<b>Genre in Teaching and Learning . . . . .</b>	<b>281</b>
14	Genre and Cognitive Development: Beyond Writing to Learn . . .	283
	<i>Charles Bazerman</i>	
15	Bakhtin Circle's Speech Genres Theory: Tools for a Transdisciplinary Analysis of Utterances in Didactic Practices . . . . .	299
	<i>Roxane Helena Rodrigues Rojo</i>	
16	The Role of Context in Academic Text Production and Writing Pedagogy . . . . .	321
	<i>Désirée Motta-Roth</i>	
18	Curricular Proposal of Santa Catarina State: Assessing the Route, Opening Paths . . . . .	355
	<i>Maria Marta Furlanetto</i>	



19 Intertextual Analysis of Finnish EFL Textbooks: Genre Embedding as Recontextualization . . . . .	379
<i>Salla Lähdesmäki</i>	
<b>Genre in Writing Across the Curriculum . . . . .</b>	<b>397</b>
20 Exploring Notions of Genre in “Academic Literacies” and “Writing Across the Curriculum”: Approaches Across Countries and Contexts . . . . .	399
<i>David R. Russell, Mary Lea, Jan Parker, Brian Street, and Tiane Donahue</i>	
21 Genre and Disciplinary Work in French Didactics Research. . . . .	429
<i>Tiane Donahue</i>	
22 Negotiating Genre: Lecturer’s Awareness in Genre Across the Curriculum Project at the University Level. . . . .	447
<i>Estela Inés Moyano</i>	
23 The Development of a Genre-Based Writing Course for Graduate Students in Two Fields . . . . .	471
<i>Solange Aranha</i>	
24. . . <i>Written Genres in University Studies: Evidence from an Academic Corpus of Spanish in Four Disciplines</i> . . . . .	489
<i>Giovanni Parodi</i>	
Author and Editor Institutional Affiliations . . . . .	509