

REFERENCE GUIDES TO RHETORIC AND COMPOSITION

Series Editor, Charles Bazerman

REFERENCE GUIDES TO RHETORIC AND COMPOSITION

Series Editor, Charles Bazerman

The Series provides compact, comprehensive and convenient surveys of what has been learned through research and practice as composition has emerged as an academic discipline over the last half century. Each volume is devoted to a single topic that has been of interest in rhetoric and composition in recent years, to synthesize and make available the sum and parts of what has been learned on that topic. These reference guides are designed to help deepen classroom practice by making available the collective wisdom of the field and will provide the basis for new research. The Series is intended to be of use to teachers at all levels of education, researchers and scholars of writing, graduate students learning about the field, and all who have interest in or responsibility for writing programs and the teaching of writing.

Parlor Press and The WAC Clearinghouse are collaborating so that these books will be widely available through low-cost print editions and free digital distribution. 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.

EXISTING BOOKS IN THE SERIES

Invention in Rhetoric and Composition (2004, Lauer)

Reference Guide to Writing across the Curriculum (2005, Bazerman, Little, Bethel, Chavkin, Fouquette, and Garufis)

Revision: History, Theory, and Practice (2006, Horning and Becker)

Writing Program Administration (2007, McLeod)

Community Literacy and the Rhetoric of Local Publics (2008, Long)

Argument in Composition (2009, Ramage, Callaway, Clary-Lemon, and Waggoner)

Basic Writing (2010, Otte and Mlynarczyk)

Genre: An Introduction to History, Theory, Research, and Pedagogy (2010, Bawarshi and Reiff)

Genre

An Introduction to History, Theory,
Research, and Pedagogy

Anis S. Bawarshi and Mary Jo Reiff

Parlor Press

West Lafayette, Indiana

www.parlorpress.com

The WAC Clearinghouse

<http://wac.colostate.edu/>

Parlor Press LLC, West Lafayette, Indiana 47906

© 2010 by Parlor Press and The WAC Clearinghouse
All rights reserved.

Printed in the United States of America

S A N: 2 5 4 - 8 8 7 9

Library of Congress Cataloging-in-Publication Data

Bawarshi, Anis S.

Genre : an introduction to history, theory, research, and pedagogy / Anis S. Bawarshi and Mary Jo Reiff.

p. cm. -- (Reference guides to rhetoric and composition)

Includes bibliographical references and index.

ISBN 978-1-60235-171-4 (hardcover : alk. paper) -- ISBN 978-1-60235-170-7 (pbk. : alk. paper) -- ISBN 978-1-60235-172-1 (adobe ebook) -- ISBN 978-1-60235-173-8 (epub ebook)

1. Literary form--Handbooks, manuals, etc. 2. Literary form--Study and teaching--Handbooks, manuals, etc. I. Reiff, Mary Jo. II. Title.

PN45.5.B36 2010

808'.0066--dc22

2010008725

Series logo designed by Karl Stolley. Copyediting by Rebecca Longster.
This book is printed on acid-free paper.

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 <http://www.parlorpress.com>. For submission information or to find out about Parlor Press publications, write to Parlor Press, 816 Robinson St., West Lafayette, Indiana, 47906, or e-mail editor@parlorpress.com.

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University's Composition Program, it brings together four journals, three book series, and resources for teachers who use writing in their courses. This book will also be available free on the Internet at The WAC Clearinghouse (<http://wac.colostate.edu/>).

In memory of Larry Tinklepaugh (1938-2005)

To Aden and Daliah

Contents

<i>Series Editor's Preface</i>	<i>xi</i>
<i>Charles Bazerman</i>	
<i>Acknowledgments</i>	<i>xiii</i>
1 <i>Introduction and Overview</i>	3
Overview of the Book	8
<i>Part 1: Historical Review and Theories of Genre</i>	11
2 <i>Genre in Literary Traditions</i>	13
Neoclassical Approaches to Genre	14
Structuralist Approaches to Genre	17
Romantic and Post-Romantic Approaches to Genre	20
Reader Response Approaches to Genre	22
Cultural Studies Approaches to Genre	23
3 <i>Genre in Linguistic Traditions: Systemic</i>	
<i>Functional and Corpus Linguistics</i>	29
Genre and Systemic Functional Linguistics	29
Genre and Historical/Corpus Linguistics	37
4 <i>Genre in Linguistic Traditions: English for Specific Purposes</i>	41
ESP and SFL: Similarities and Distinctions	42
Discourse Community, Communicative Purpose, and Genre	44
ESP Approaches to Genre Analysis	46
Recent Developments in ESP Genre Study	49
ESP and Critical Approaches to Genre	52
5 <i>Genre in Rhetorical and Sociological Traditions</i>	57
Communicative and Sociological Orientations to Genre	58
Rhetorical Criticism and Genre	61
Social Phenomenology and Typification	66

Genre as Social Action	69
The French and Swiss Genre Traditions and the Brazilian Genre Synthesis	74
6 <i>Rhetorical Genre Studies</i>	78
Genres as Forms of Situated Cognition	78
Uptake and Relations between Genres	82
Genre Sets and Genre Systems	87
Genre and Distributed Cognition	90
Meta-genres	93
Genre and Activity Systems	95
Conclusion	103
<i>Part 2: Genre Research in Multiple Contexts</i>	105
7 <i>Genre Research in Academic Contexts</i>	107
Research on Genre Learning and Acquisition in Academic Contexts	110
Taking up the Call for Research on Genre Knowledge and Learning	113
Research on How Genre Knowledge Translates to Performance	122
Intercultural Research on Genre with- in Academic Settings	126
Research on Genres and Advanced Academic Literacies	129
8 <i>Genre Research in Workplace and Professional Contexts</i>	132
Research into Genre Learning in the Workplace	134
Research on Workplace Genres: Constructing, Distributing, and Negotiating Knowledge	136
Historical Studies of Professional Genres	138
Research Studies of Genre Systems in the Workplace	141
Ethnographic Studies of Workplace Genres	144
Research on Conflict and Change in Professional/ Workplace Contexts	146
9 <i>Genre Research in Public and New Media Contexts</i>	151
Research on Public Genres: Constructing and Maintaining Knowledge	151
Historical Research on Public Genres	153
Research Studies of Genre Systems in Publics	156

Research on the Mediation of Individual and Public Action	157	
Research on Genres and New Media	159	
Studies of New Media Genres in Academic Contexts		161
Genre-based Studies of Weblogs in Academic Settings	164	
Studies of Electronic Genres in Workplace Contexts		166
Conclusion	170	
<i>Part 3: Genre Approaches to Teaching Writing</i>	173	
10 <i>From Research to Pedagogy: Multiple Pedagogical Approaches to Teaching Genres</i>	175	
Multiple Pedagogical Approaches to Genre	175	
Implicit Genre Pedagogies	177	
Explicit Genre Pedagogies	179	
Interactive Genre Pedagogies	183	
11 <i>Rhetorical Genre Studies Approaches to Teaching Writing</i>		189
RGS Pedagogies and the Transfer of Genre Knowledge	189	
RGS Approaches to Teaching Genre Analysis	192	
Teaching Critical Awareness of Genre	197	
Teaching the Production of Alternative Genres	200	
Teaching Genres in Their Contexts of Use	202	
Teaching Genres in Public Contexts	205	
Teaching Genre in Disciplinary Contexts: A Genre Approach to WAC/WID	206	
Conclusion	209	
<i>Glossary</i>	210	
<i>Melanie Kill</i>		
<i>Annotated Bibliography</i>	220	
<i>Melanie Kill</i>		
<i>Notes</i>	227	
<i>Works Cited</i>	233	
<i>Index</i>	255	
<i>About the Authors</i>	263	