PERSPECTIVES ON WRITING

Series Editor, Mike Palmquist

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.

Existing 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)
Charles Bazerman, Adair Bonini, and Débora Figueiredo (Eds.), Genre in a Changing World (2009)

GENRE IN A CHANGING WORLD

Edited by

Charles Bazerman Adair Bonini Débora Figueiredo

The WAC Clearinghouse wac.colostate.edu *Fort Collins, Colorado*

Parlor Press www.parlorpress.com West Lafayette, Indiana The WAC Clearinghouse, Fort Collins, Colorado 80523-1052 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.

Copyeditor, Designer: David Doran Series Editor: Mike Palmquist Printed 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) 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

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 format for free download at http://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 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.

	Editors' Introduction	
Cł	harles Bazerman, Adair Bonini, and Débora Figueiredo	
Pa	Part 1: Advances in Genre Theories	
1	Worlds of Genre—Metaphors of Genre <i>John M. Swales</i>	3
2	From Speech Genres to Mediated Multimodal Genre Systems: Bakhtin, Voloshinov, and the Question of Writing <i>Paul Prior</i>	17
3	To Describe Genres: Problems and Strategies Maria Antónia Coutinho and Florencia Miranda	35
4	Relevance and Genre: Theoretical and Conceptual Interfaces <i>Fábio José Rauen</i>	56
Pa	rt 2: Genre and the Professions	77
5	Accusation and Defense: The Ideational Metafunction of Language in the Genre Closing Argument <i>Cristiane Fuzer and Nina Célia Barros</i>	78
6	The Sociohistorical Constitution of the Genre <i>Legal Booklet:</i> A Critical Approach <i>Leonardo Mozdzenski</i>	97
7	Uptake and the Biomedical Subject <i>Kimberly K. Emmons</i>	134

Contents

Contents

8	Stories of Becoming: A Study of Novice Engineers Learning Genres of Their Profession <i>Natasha Artemeva</i>	158	
9	The Dissertation as Multi-Genre: Many Readers, Many Readings <i>Anthony Paré, Doreen Starke-Meyerring, and Lynn McAlpine</i>	179	
Pa	Part 3: Genre and Media		
10	The Distinction Between News and Reportage in the Brazilian Journalistic Context: A Matter of Degree <i>Adair Bonini</i>	196	
11	The Organization and Functions of the Press <i>Dossier</i> : The Case of Media Discourse on the Environment in Portugal <i>Rui Ramos</i>	223	
12	Multi-semiotic Communication in an Australian Broadsheet: A New News Story Genre <i>Helen Caple</i>	243	
13	Narrative and Identity Formation: An Analysis of Media Personal Accounts from Patients of Cosmetic Plastic Surgery <i>Débora de Carvalho Figueiredo</i>	255	
Part 4: Genre in Teaching and Learning		277	
14	Genre and Cognitive Development: Beyond Writing to Learn <i>Charles Bazerman</i>	279	
	Bakhtin Circle's Speech Genres Theory: Tools for a Transdisciple nalysis of Utterances in Didactic Practices <i>Roxane Helena Rodrigues Rojo</i>	inary 295	
16	The Role of Context in Academic Text Production and Writing Pedagogy <i>Désirée Motta-Roth</i>	317	

17 Teaching Critical Genre Awareness Amy Devitt	337
18 Curricular Proposal of Santa Catarina State: Assessing the Route, Opening Paths <i>Maria Marta Furlanetto</i>	352
19 Intertextual Analysis of Finnish EFL Textbooks: Genre Embedding as Recontextualization <i>Salla Lähdesmäki</i>	375
Part 5: Genre in Writing Across the Curriculum	393
20 Exploring Notions of Genre in "Academic Literacies" and "Writing Across the Curriculum": Approaches Across Countries and Contexts David R. Russell, Mary Lea, Jan Parker, Brian Street, and Tiane Donahue	395
21 Genre and Disciplinary Work in French Didactics Research <i>Tiane Donahue</i>	424
22 Negotiating Genre: Lecturer's Awareness in Genre Across the Curriculum Project at the University Level <i>Estela Inés Moyano</i>	442
23 The Development of a Genre-Based Writing Course for Graduate Students in Two Fields <i>Solange Aranha</i>	465
24 Written Genres in University Studies: Evidence from an Academic Corpus of Spanish in Four Disciplines <i>Giovanni Parodi</i>	483
Author and Editor Institutional Affiliations	