

Textual Dynamics of the Professions

HISTORICAL AND CONTEMPORARY

STUDIES OF WRITING

IN PROFESSIONAL COMMUNITIES

EDITED BY CHARLES BAZERMAN

AND JAMES PARADIS

The University of Wisconsin Press
114 North Murray Street
Madison, Wisconsin 53715

3 Henrietta Street
London WC2E 8LU, England

Copyright © 1991
The Board of Regents of the University of Wisconsin System
All rights reserved

5 4 3 2 1

Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Textual dynamics of the professions : historical and contemporary
studies of writing in professional communities : edited by Charles
Bazerman and James Paradis.

404 pp. cm. (Rhetoric of the human sciences)

Includes bibliographical references and index.

1. Discourse analysis. 2. Technical writing. 3. Business
writing. 4. Professions. 5. Bazerman, Charles. 6. Paradis,
James G., 1942- III. Series.

P302.T455 1990

808'.0014 —dc20

ISBN 0-299-12540-4 90-50079

ISBN 0-299-12594-7 (pbk.) CIP

CONTENTS

Contributors ix

Introduction 3

Charles Bazerman and James Paradis

PART ONE

TEXTUAL CONSTRUCTION OF THE PROFESSIONS

- 1 How Natural Philosophers Can Cooperate:
The Literary Technology of Coordinated Investigation
in Joseph Priestley's *History and Present State of
Electricity (1767)* 13
Charles Bazerman

- 2 Stories and Styles in Two Molecular Biology
Review Articles 45
Greg Myers

- 3 The Rhetoric of Literary Criticism 76
Jeanne Fahnestock and Marie Secor

- 4 The Medieval Art of Letter Writing:
Rhetoric As Institutional Expression 97
Les Perelman

- 5 The Role of Narrative Structure in the Transfer of Ideas:
The Case Study and Management Theory 120
Ann Harleman Stewart

- 6 Scientific Rhetoric in the Nineteenth and Early Twentieth
Centuries: Herbert Spencer, Thomas H. Huxley,
and John Dewey 145
James P. Zappen

Contents

- PART TWO THE DYNAMICS OF DISCOURSE COMMUNITIES**
- 7 Toward a Sociocognitive Model of Literacy:
Constructing Mental Models in a
Philosophical Conversation 171
Cheryl Geisler
- 8 Social Context and Socially Constructed Texts:
The Initiation of a Graduate Student into a Writing
Research Community 191
*Carol Berkenkotter, Thomas N. Huckin, and
John Ackerman*
- 9 Meaning Attribution in Ambiguous Texts
in Sociology 216
Robert A. Schwegler and Linda K. Shamoan
- 10 Texts in Oral Context: The "Transmission" of Jury
Instructions in an Indiana Trial 234
Gail Stygall
- PART THREE THE OPERATIONAL FORCE OF TEXTS**
- 11 Text and Action: The Operator's Manual in Context
and in Court 256
James Paradis
- 12 Understanding Failures in Organizational Discourse:
The Accident at Three Mile Island and the Shuttle
Challenger Disaster 279
*Carl G. Herndl, Barbara A. Fennell, and
Carolyn R. Miller*
- 13 Creating a Text/Creating a Company:
The Role of a Text in the Rise and Decline of
a New Organization 306
Stephen Doheny-Farina

- 14 Intertextuality in Tax Accounting: Generic, Referential,
 and Functional 336
 Amy J. Devitt
- 15 A Psychiatrist Using *DSM-III*: The Influence of a
 Charter Document in Psychiatry 358
 Lucille Parkinson McCarthy
- Index 381