

AEN 909: GENRE ANALYSIS

Date:

Time:

INSTRUCTIONS

Answer ANY three questions.

1. Discuss how the following aspects of the genre analysis theory would inform the analysis of academic genres:
 - (a) Rhetorical structure
 - (b) Discourse communities
 - (c) Communicative purposes
 - (d) Versatility
 - (e) Genre mixing

(20 Marks)
2. Outline any four aspects of Kress & Leeuwen's (2006) multimodal theory and explain how each aspect will apply in the analysis of editorial cartoons.

(20 Marks)
3. With reference to any genre drawn from the electronic media, discuss the discrete parts of the genre and its identifying linguistic resources.

(20 Marks)
4. Genres are relatively stable because of their schemata. How does the cognitive theory of reading help apprentice authors to master the schemata of their chosen genres?

(20 Marks)
5. Outline new rhetoric as an offshoot of the genre analysis theory, clearly explaining where and how it can be used.

(20 Marks)