

Features

Review

Genre

Form + Situation=Genre

Genre

Form + Situation=Genre

How does the form of the article (the features used) reflect the situation out of which it is produced (discourse community, discipline, goals and values, expectations and needs)?

Presupposition

- Noun phrases, abstractions, concepts without explanation or definition
- Assumes that the reader has a similar knowledge to the writer

OR

- has already defined and explained the term or concept and assumes that the reader remembers

Assertion

- Clarifies important terms and concepts to establish a common ground or distinguish their use of the term or concept from other possible definitions.

Definition-Apposition

- A grammatical structure involving either a semi-colon, colon, comma(s) or brackets.
- A term is introduced and then a definition is provided but separated from the rest of the sentence using a semi-colon, colon, comma(s) or brackets.

Apposition

- They left a mess: empty soft-drink cans, Styrofoam cups, fast-food wrappers.

Apposition

- “Building from Gramsci’s notion of hegemony —a **foundational explanatory concept for analyzing how everyday cultural activities are framed by, reproduce, and sometimes undermine systems and structures that reinforce dominant social relations—we argue...**”

Apposition

- Global brands are believed to engender positive affects and associations (Alden, Steenkamp, and Batra 1999), suggest higher quality (Steenkamp, Batra, and Alden 2003), enjoy greater esteem (Johansson and Ronkainen 2005), evoke appealing global myths—such as when consumers look to global brands as symbols of cultural ideals and use brands to create an imagined global identity that they share with like-minded people—(Holt, Quelch, and Taylor 2004) and generally have an advantage over local brands (Holt, Quelch, and Taylor 2004).

Apposition

Global brands (I.e. Nike, Zara, Coca Cola) can be recognized as either global or local.

Apposition

- Why and when is apposition used?
- To quickly define and clarify a term for the reader
- Used throughout the paper

Formal Definition

- A form of definition that works to establish clear limits around a term or concept
- 1. Identify the thing to be defined
- 2. Identify the class to which it belongs
- 3. Identify its features

1. Identify the thing to be defined

- Global brands

1. Identify the larger class to which it belongs

- products that are identified with a particular company or label

1. Identify the specific features

- widely available across international markets and enjoy high levels of recognition.

- Global brands are products that are associated with a particular company or label and are widely available across international markets and enjoy high levels of recognition.

Why and when is formal definition used.

1. To establish a clear and detailed definition of the most important term(s) or concept(s)
 - especially if there is more than one way to understand and define the term
 - especially if the research will complicate or expand upon the term
2. Usually found at the beginning of the paper.

Self-reference/Messages about the Argument

- Impersonal, but discursive:
- This paper will argue
- This paper explores, examines evaluates

Discursive I

--to do with the researcher's contribution to the conversation

- I will begin with
- I shall focus on
- I explore, examine, evaluate

Methodological I

--to do with the methods by which you gathered and then analyzed the data

- We studied
- We measured, calculated

Forecasting

- allows the writer and the reader to organize information to come in a way that helps
- to file away information and know when to use it later
- First...Then we will...Finally we....

Tense

—locates research in time (ie. simple past/
foundational research/research of the past, to
present perfect/research recently conducted
to present/current research)

Simple Present

- used mostly with reporting verbs
- even if the research was conducted in the past, it is reported in the present
- creates an immediacy

Simple Present

“Rouse **presents** a novel challenge to spatial images, highlighting the nature of postmodern space. He **points out** that members of a “transnational migration circuit” can be parts of two communities simultaneously. However, **he argues** that...”

“To explain the means by which heterosexual society produces heterosexuality as ‘natural,’ and produces ‘negative social reality’ for lesbians and gay men, Calhoun **catalogues** the social practices of...”

Simple Present

- This research presents a new perspective on...

Simple Past

- positions the research as conducted in the past, as if it is knowledge we have moved on from

OR

- used to present **FOUNDATIONAL** research and theories

Simple Past

“To explain the means by which heterosexual society produces heterosexuality as ‘natural,’ and produces ‘negative social reality’ for lesbians and gay men, Calhoun **catalogued** the social practices and found that”

Present Progressive

- usually used with direct speech citation (direct quote)
- intensifies the immediacy
- as if the conversation or the event is happening in the moment

Present Progressive

“Here Rouse is questioning whether...”

“the latent structure of childhood negative emotions is finally being conceptualized in detail”

Present Perfect

- something that has only just been done—recent enough to be in the present
- “Although the relatively low saving rate of Americans and the recent decline in saving rates **have been** extensively investigated by the economics profession, the explanations that **have been** generated have not been found adequate”
- “Premack and Woodruff’s question **has dominated** the study of both social behaviour...”

Modality

Yes

?

No

Modality

- Modal Expressions:
- may, perhaps, possibly, might, could
- “The following section examines the corollary hypothesis that in an economy in which a high degree of vertical mobility is possible, a high degree of inequality in the distribution of income and wealth may reinforce the tendency to save little, and thus helps explain the recent collapse in saving rates”

Limiting Expressions

All

?

None

Limiting Expressions

- generally, usually, often, sometimes, typically, roughly, some, most
- “However, how hard one works is **generally** not directly observable”

Statement of Obviousness

- certainly, it is evident that, surely, apparently, undoubtedly

It is evident that a high degree of mobility is thought possible in this economy, however, a high degree of inequality in the distribution of income and wealth may reinforce the tendency to save little, and thus helps explain the recent collapse in saving rates.

Agentless

- when you must ask “who”?
- missing a pronoun

“In general, brands that are widely available across international markets and enjoy high levels of recognition across the world are described as global brands”

Agentless

- Forefront and highlight information over agents (findings over methods)

Passive Construction

- When the subject of the sentence has something done to it.
- The ball was thrown by John.

Active Construction

- The subject of the sentence does something.
- John threw the ball.

Passive Construction

- “In general, brands that are widely available across international markets and enjoy high levels of recognition across the world are described as global brands.”

Active Construction

- “In general, researchers define global brands as brands that are widely available across international markets and enjoy high levels of recognition across the world.”

Emphasis

- Statement of emphasis:
- “I will focus on” “I am interested in” “I want to begin”

Emphasis

- Cleft Sentence:

It was Jane who brought the cookies.

It was the cookies that Jane brought.

Emphasis

- Cleft Sentence:
- It was **Brown** who argued that Jungen “represents a new wave of First Nation artists” (185).
- It was **Jungen** who Brown analyzed.

Emphasis

- Anticipatory “it”-end weight principle
- “It is as though Jungen’s work begins to expose a newly animate world, a secret life of things that is irreducible to the object forms with which we have constructed and constricted our world” (207)

- “We approached data collection from the position that it has been established that a belief in academic entitlement exists”
- “It has been argued that...”