

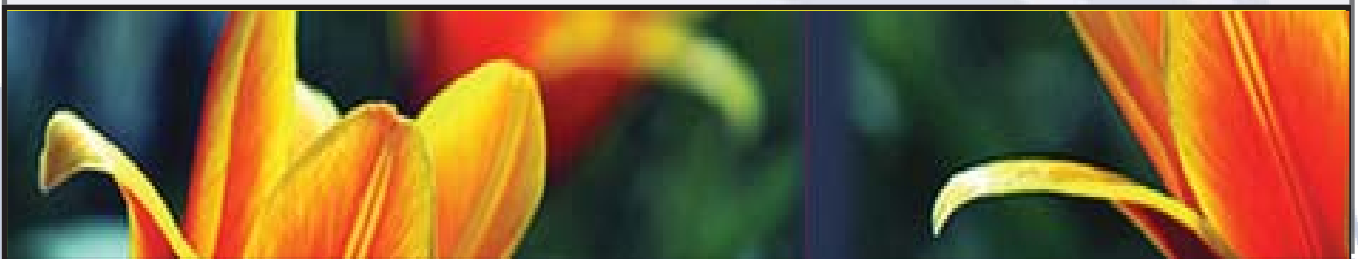
Genre

2012



**Carleton University
Ottawa, Canada**

June 26 - 29, 2012



Genre 2012

Rethinking Genre 20 Years Later

an international conference on genre studies

June 26 - 29, 2012

#genre12 Let's continue the conversation

Follow @genre2012cu on Twitter!

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Carleton
UNIVERSITY

Canada's Capital University

Acknowledgments

We wish to thank the Canadian Social Sciences and Humanities Research Council for a grant provided through its Aid to Research Workshops and Conferences Grant Competition. This grant made it possible for us to invite a slate of internationally renowned guest speakers, including keynote and special-session presenters.

We would also like to acknowledge both the Faculty of Graduate and Postdoctoral Affairs and the Office of the Vice President, Research and International, for the funds that have allowed us to provide conference scholarships to a number of graduate students presenting at the conference. In addition, we are very grateful for the generous financial support of the Dean of the Faculty of Arts and Social Sciences and the Director of the School of Linguistics and Language Studies

As well, special thanks to Susan Maslin, the Conference Coordinator with the Carleton University Housing and Conference Service. Her help has been immeasurable.

Finally, we would like to acknowledge our sponsoring publishers: Equinox Publishing, John Benjamins, Parlor Press, Routledge, Southern Illinois University Press, and Springer Publishing.

Our sincere thanks to the Local Organizing Committee: Mike Barker, Saira Fitzgerald, Chloe-Grace Fogarty-Bourget, Janna Fox, Guillaume Gentil, Jennifer Gilbert, Joan Grant, Clara John Gulli, Susan Maslin, Sharon Palmer, Dragana Polovina-Vukovic, Connie Wall, Tracey Wright, and Lynne Young.

And we totally want to thank our awesome team of volunteers!!! (LOL): Maggie Addison, Norah Alkharashi, Shanda Allard, Rabeea Al-Mubarak, Sarah Becking, Alexander Belikov, Margaret Boucher, Shawn Brown, Anika Cloutier, Stephani Currie, Dalton Derkson, Sara Doody, Matthew Falconer, Renée Fontenelle, Janet Hempstead, Beth Hughes, JiHye Lee, Julie Lepine, Hannah Luke, Lauren Murphy, Ian Perley-Robertson, Sara Potkonjak, Carla Schnitzler-Hall, Alisha Seguin, Judy Senecal, Alizon Thuot, Richard Thompson, Samantha Toffolo, and Sheila Toy.

Welcome to Genre 2012!

Dear Delegates,

On behalf of Carleton University and the School of Linguistics and Language Studies, we would like to welcome you to Genre 2012. As you may well know, Genre 2012 is the latest in a series of international conferences on Genre Studies that was initiated twenty years ago here at Carleton when our now-retired colleagues Aviva Freedman and Peter Medway hosted an international colloquium, "Rethinking Genre." (Please see the welcome message from Aviva Freedman below). We are delighted to have you join us in celebrating this important milestone in the history of our field.

We are pleased to offer you a program that includes eight key-note talks, eight special-session presentations, and over 200 papers—a program you have helped us assemble by accepting our invitations to attend the conference, sending us your proposals, and making the trip, indeed a very long trip for many of you, to join us here at Carleton. We hope your experience at the conference confirms our feelings of excitement about the range and quality of the talks and presentations on the program.

We also hope you have a chance to explore our city. As Canada's capital, Ottawa offers you a wide range of sights and sites, including the Rideau Canal, Canada's Parliament, the National Gallery of Canada, the Canadian Museum of Civ-



lization, the Canadian War Museum, the Canadian Science and Technology Museum, the Canadian Aviation Museum, Rideau Hall (the residence of the Governor General of Canada), the Byward Market, and the Gatineau Park (in Quebec, across the river from Ottawa).

Again, we would like to extend a very warm welcome to everyone. We look forward to sharing an intellectually and socially stimulating four days with you.



Conference Organizing Committee:
Natasha Artemeva, Jaffer Sheyholislami, and Graham Smart



Welcome from Aviva Freedman: "Rethinking Genre"

Sometimes - if you're lucky and if the light is right - a new element/construct/concept is introduced into your field of vision, which suddenly alters the way everything else is, and can be seen. For me, such a moment came when I serendipitously and almost simultaneously read Carolyn Miller's "Genre as Social Action" and heard Chuck Bazerman describe his research-in-progress at the 4C's.

To that point, Susanne Langer's insights about the incessant and powerful human drive to discover and create patterns out of ambient experience had shaped my thinking about composing and its teaching. Vygotsky's emphasis on the social had enriched this. But it was Miller and Bazerman who allowed me to see what I had been staring at for years without being able to formulate or articulate my emerging understanding - in my research into writing in the classroom and the workplace, and in my own life, teaching, and extra-academic



work. Their notion of genre clarified for me the many ways in which textual patternings (rhetorically and socially invented) interact dynamically with the social construal of situation-types (or humanly constructed experiential regularities).

Suddenly, everything was illuminated.

It gives me great pleasure to know that the insights that so captured my imagination and that of my colleague, Pete Medway in the late 80's and early 90's, leading to our joint research and to the hosting of our conference here at Carleton has been able to continue to fuel new research, new thinking, new directions. I wish that I could attend with all of you and I wish to express my gratitude to Natasha Artemeva, Graham Smart and Jaffer Sheyholislami for taking on what I know to be an extremely arduous enterprise. I wish you as much joy from this conference of this as we experienced in ours!

Aviva Freedman

Distinguished Research Professor, Carleton University

Welcome from the President and Vice-Chancellor

Dear Participants in the Rethinking Genre 20 Years Later Conference,

It is both a pleasure and a privilege to welcome you to Carleton University. Our beautiful campus is a fitting site for brilliant discourse and thoughtful discussion. While you bring together three major traditions in Genre Studies, at Carleton we bring together three key elements for scholarly success: brilliant faculty and students from around the world, unique programs which are borne of interdisciplinary insights, and a setting which links a peaceful environment with stimulating opportunities for community outreach.

Two decades ago you began a dialogue which inspired new directions for research and new understanding of text and discourse, communication and comprehension, language and meaning, linguistics and languages. Today I wish you success as you review the work which has stemmed from those juxtapositions and chart new directions for future scholarship.



As Carleton University celebrates its seventieth year, we are eager to encounter new ideas and approaches, to identify new interpretations of ancient truths, and to create new ways of knowing and knowledge systems. Thank you for joining us in our reflections. May your conference be successful and your stay inspiring.

Sincerely yours,

Roseann O'Reilly Runte
President and Vice-Chancellor
Carleton University

Local Organizing Committee

Chairs: Natasha Artemeva, Jaffer Sheyholislami,
Graham Smart

Mike Barker (Webmaster)

Saira Fitzgerald

Chloe-Grace Fogarty-Bourget

Janna Fox

Guillaume Gentil

Jennifer Gilbert

Joan Grant (Credit Course Registration)

Clara John Gulli

Susan Maslin (Registration and Accommodation)

Sharon Palmer (Support)

Dragana Polovina-Vukovic (Conference Program)

Connie Wall (Catering and Off-campus
Accommodation)

Tracey Wright (Finance)

Lynne Young

On-Site Registration

June 25, 2012: noon – 9:00 pm in Residence
Commons lobby

June 26, 2012: 7:30 am – 1:00 pm in Loeb Lobby
6:00 – 9:00 pm in Residence
Commons Lobby

June 27, 2012: 7:30 – 9:00 am in Loeb Lobby
12:00 – 1:00 pm in Loeb Lobby

June 28, 2012: 7:30 – 9:00 am in Loeb Lobby
12:00pm – 1:00 pm in Loeb Lobby

June 29, 2012: 7:30 - 9:30 am in Loeb Lobby

A Note About Sessions Chairs

In each regular session, we would ask the presenter whose last name comes earliest in the alphabet to take on the role of session chair and be responsible for allocating the time among the presenters. Each presenter will have 20 minutes to give their paper, followed by 10 minutes for questions.

General Information

Information Table

An information and registration desk will be located in Residence Commons on June 25, and in the lobby of Loeb Building on June 26 - 29. Delegates who have any questions about the program, special sessions, events or any other questions are welcome to drop by the information table, which will always be staffed by Genre 2012 program committee members and volunteers.

Important Telephone Numbers

From any phone on campus, you can dial the four digit extension to reach the following services:

1. Emergencies: 4444
2. University Safety: 613-520-3612
3. Audio-Visual Services: 613-520-3815
4. Health Services: 613-520-6674
5. Taxis:
 - Blue Line: 613-238-1111
 - Capital Taxi: 613-744-3333
 - DJs Taxi: 613-829-9900; 613-829-9011

Accessibility

Carleton prides itself on being one of the most accessible campuses in the country. Genre 2012 Information Desk, as well as the Paul Mention Centre, 501 University Centre, can provide advice and information to delegates regarding accessibility issues. All buildings on campus are linked by well-lit tunnels which are open all day.

Parking

Parking is available at on-street meters, open lots, and in parking garages. The cost of parking is \$9.00 per day or \$35 per week. Passes can be purchased in Residence Commons (weekly or daily) as well as Parking Services.

Daily parking can also be purchased on a daily basis from the Pay and Display machines in the parking lots. Pay-and-Display machines accept both coin and Visa or MasterCard as payment.

All parking is available on a first-come, first-served basis. Consult the campus map for the location of the parking lots on campus.

Banking

ATMs can be found throughout the University. The Bank of Nova Scotia has a branch on campus, located on the first floor of Paterson Hall. Their office hours are Monday to Friday, 10:00-4:00pm. To contact the bank, please call 613-564-5363.

Food and Drink

Baker's

Fourth floor, University Centre
7:30 a.m. – 2:00 p.m.

The Food Court

Second floor, University Centre
10:30 am – 5:00 p.m (Monday - Thursday)
10:30 am - 3:00 pm (Friday)

Fresh Food Company

Third floor, Residence Commons
Breakfast 6:30 – 8:30 am
Lunch 11:00 am - 2:00 pm
Dinner 4:30 - 6:30 pm

Loeb Café

First floor, Loeb Building
8:00 am – 2:00 pm (weekdays)
Tel: 613-520-2600 Ext. 1172

Starbucks

Fourth floor, University Centre
8:00 a.m. – 3:00 p.m.
Tel: 613-520-2600 Ext. 2105

Tim Horton's

Athletics
8:00 am – 5:00 pm (weekdays)

First floor, University Centre

7:30 am – 6:00 pm (weekdays)

Mike's Place

11:30 am - 11:00 pm

Oliver's

11:00 am - 9:00 pm

Bank Street, a 10-minute walk from campus, offers a variety of restaurants and coffee shops.

Athletics and Recreational Services

Delegates have access to a number of facilities on campus, including:

- The Fitness Centre
- The Ice House
- Squash courts
- Tennis courts
- Swimming pool (during public swimming hours)

For rates and schedule call 613-520-4480

Bookstore

The Carleton University Bookstore is located on the first floor of the University Centre.

Computer Resources

Complimentary use of the wireless network is available on campus.

Network Name (SSID): genre

Password (Shared Key): genre2012

Enable Date: Friday, June 22nd, 2012

Disable Date: Monday, July 2nd, 2012

Available Locations: All locations on campus where there is wireless coverage. Please refer to the CCS website:

<http://www.carleton.ca/ccs/all-services/wireless-and-internet/wireless-services/wireless-coverage>

Health Services

Carleton University's Health Services is not open to the public but does provide care to individuals who require medical care that is of an urgent nature. This is for emergencies only; no appointment is necessary. All Canadian residents are covered; please bring your health card with you. International patients pay Ontario Medical Association rates.

Hours: Monday to Friday, 8:30 a.m. – 4:30 p.m. (last walk-in must arrive by 3:45 p.m.)

Location: 2600 Carleton Technology and Training Centre
Tel: 613-520-6674

OFF-CAMPUS – LOCAL HOSPITAL EMERGENCY ROOMS

Ottawa Hospital – General Campus
Location: 501 Smyth Road, Ottawa
Tel: 613-722-7000

Ottawa Hospital – Civic Campus
Location: 1053 Carling Avenue, Ottawa
Tel: 613-722-7000

Children's Hospital of Eastern Ontario
(must be 18 years of age or younger)
Location: 401 Smyth Road, Ottawa
Tel: 613-737-2328

Pharmacy

The Prescription Shop
1100 Carleton Technology and Training Centre
Hours: Monday to Friday, 9:00 a.m. – 5:00 p.m.
Tel: 613-526-3666

Post Office

Postal services are available in the Unicentre Store on the first floor of the University Centre.

Hours: Monday to Friday, 11:30 a.m. – 5:00 p.m.

The post office is closed on Saturdays and Sundays.
Mailboxes can be found in several locations on campus, including: in the Residence Commons; on Raven Road; and at Dunton Tower.

Printing/Photocopying Services

High speed laser printing and photocopying will be available for a fee. Pre-paid print cards can be purchased by delegates from the following Graphics Services locations:

- Copy Shop, C226 Loeb Building
- Copy Shop, first floor, University Centre
- Copy Shop, 150 MacOdrum Library

Ottawa - Tourism

Tourist information, including maps, downtown guides, etc., can be found at Information Carleton, fourth level, University Centre.

Paul's Boat Cruise

The booth is located across from the Chateau Laurier and the docks are on the canal in front of the Conference Centre

<http://www.paulsboatcruises.com>

Office: (613) 225-6781

Dock: (613) 235-8409

Fax (613) 228-8310

Email: paulcruises@aim.com

Transportation

Airport commuter

Tickets for the commuter service between hotels/residences and the Ottawa International Airport are available for purchase upon arrival at the Airport Desk located in the Arrivals terminal, opposite the baggage carousels at the airport.

Taxis

A number of licensed taxi companies operate in Ottawa. The following are a few of the companies that provide this service:

Blue Line: 613-238-1111

Capital Taxi: 613-744-3333

DJs Taxi: 613-829-9900; 613-829-9011

Public transit

Carleton's main bus terminal is located beside the Minto CASE Building. The O-Train station is located between Campus Avenue and University Drive.

OC-Transpo buses stop at four locations on campus:

- The campus entrance, at Bronson and Sunnyside
- Campus Avenue, in front of the Residence Commons
- Campus Avenue, in front of the Minto CASE Building
- University Drive, in front of the Recreation and Athletic Centre

Safety

In case of an emergency, delegates should call Campus Safety at 4444 from any University or public telephone on campus or by using the yellow Assistance telephones, located across campus.

Washrooms

Accessible washrooms are located in all buildings. Gender-neutral washrooms are available at the following locations (all are wheelchair accessible):

- Fifth floor, University Centre (beside the Paul Menton Centre)
- Fourth floor, University Centre (at stairwell)
- Third floor, University Centre (beside Travel Cuts)
- First floor, Leeds House
- Floors 3-10, Glengarry House
- First floor, Russell House (beside the TV lounge)

Responsibilities of Delegates

Delegates are asked to follow the rules set by the host university (i.e. smoking regulations), to refrain from conversing in the hallways outside the presentations, and to refrain from leaving sessions early, that is, before all presenters have presented.

June 25, Monday

**PRE-CONFERENCE RECEPTION
ROOM: RESIDENCE COMMONS**

6:00 - 8:00 PM

COFFEE

8:15 - 8:30 am

Room: Loeb Building Lobby

WELCOME ADDRESS

8:30 – 9:00 am

Room: Kailash Mital Theatre

The Provost and Vice-President (Academic), *Peter Ricketts*

Dean, Faculty of Arts and Social Sciences, *John Osborne*

Director, School of Linguistics and Language Studies, *Randall Gess*

Conference Organizing Committee: *Natasha Artemeva, Jaffer Sheyholislami, Graham Smart*

KEYNOTE SESSION 1

9:00 – 10:00 am

Room: Kailash Mital Theatre

Texts and Commentaries: Toward a Reception Study of “Genre in Three Traditions” (Hyon, 1996)

John M. Swales, University of Michigan, USA

Kermode (1985) claims that texts only remain extant when they are discussed by others. So, it is that the ideas, wordings and arguments of the originals are reperformed (Frow, 2004, Cherry, n.d.) by the commentaries of those who arrive later in the Burkean parlor. Such reperformances may, of course, vary in length from extensive exegesis to short parenthetical nods of acknowledgment; they may variously involve quotation, paraphrase, summary, cognitive adaptation and deliberate or inadvertent misinterpretation. They may aim at neutrality, praise or criticism. Moreover, these recreations are as old as the hills, or at least as old as Seneca’s “What anyone has said well is mine.”

In the contrastingly short modern history of the study of non-literary genres, commentaries suggest that Sunny Hyon’s 1996 article in TESOL Quarterly, entitled “Genre in three traditions: Implications for

ESL” has attracted a fairly strong citational uptake (292 hits in Google Scholar as of 1/3/2012). As representatives from all three putative traditions have gathered in Ottawa for this conference, it seems worth examining how this paper has intertextually played out over the last fifteen years or so. Does it follow from its subtitle and place of publication that it is the ESP tradition that has adopted it? So who has cited it and for which ostensive reasons? Would a reception study of the Hyon paper in Google Scholar, The Web of Science and Scopus produce the kinds of surprises that Swales & Leeder (2012) found? And what might such a study tell us about the status of the “three traditions” today? For example, is this tripartite division inclusive or exclusive?

COFFEE

10:00 - 10:30 am

Room: Loeb Building Lobby

CONCURRENT SESSIONS D1 - 1

Tuesday June 26, 2012

10:30 - 12:00 noon

D1 1.01.....Kailash Mital Theatre

Special session 1

10:30 am

Organizing and Instantiating Prior Knowledge

Teaching Reading through a Genre Lens

Ann M. Johns, San Diego State University, USA

Bending Genres (or, When is a Deviation an Innovation?)

Christine Tardy, DePaul University, Chicago, USA

D 1.02.....Loeb C264

RGS, CHAT & Pedagogy

10:30 am

CHATing about Literature Pedagogy and Analytical Activity

Meghann Meeusen, Illinois State University, USA

Genre and Cognition in an MBA Program

Nigel A. Caplan, University of Delaware, USA

How Have Genre-based Approaches Informed Communications Materials Development in the Outsourced Call Centre Industry?

Jane Lockwood, City University of Hong Kong

D1 1.03.....Loeb B146

Multimodality & Community Genres

10:30 am

Ekphrastic Narrative: A Genre Focalizing Image and Text

Linda Rader Overman, California State University, Northridge, USA

Audiodescription of Paintings: A Study Based on the Interface between Multimodality and Audiovisual Translation (AVT)

Vera Lúcia Santiago Araújo, State University of Ceará (UECE, Brazil) & Juarez Nunes de Oliveira Junior, State University of Ceará (UECE, Brazil)

Net_Work Genres: Genres That Render an Actor Network Visible and Comprehensible to Stakeholders

Sarah Read, DePaul University, Chicago, USA

D1 1.04.....Tory 447

Different Approaches, Different Genres

10:30 am

Multimodality in Professional Text Genres: Empirical Studies

Rosalice Pinto, Universidade Nova de Lisboa, Portugal

La lettre-testament de Getúlio Vargas (1882 - 1954), président du Brésil généralité organisation textuelle dans le discours politique

Maria das Graças Soares Rodrigues, Universidade Federal do Rio Grande do Norte Brasil, João Gomes da Silva Neto, Universidade Federal do Rio Grande do Norte Brasil, & Luis Passeggi, Universidade Federal do Rio Grande do Norte Brasil

An Investigation into Historical Genre Systems: The Women's Suffrage Movement in British Columbia and Its Genres of Political Activism

Katja Thieme, University of British Columbia, Canada

D1 1.05.....Loeb B243

Academic Writing

10:30 am

Of Cliché and Terror. How is the Student Essay Possible?

Andrew Johnson, Monash University, Victoria, Australia

Genre Transfer in First Year Writing Assessment and Instruction

Laura Aull, Wake Forest University, USA

Genre Instruction as Part of Teacher Education: Analyzing a Science Popularization Writing Task

Bessie Mitsikopoulou, National and Kapodistrian University of Athens, Greece

D1 1.06.....Loeb C164

RGS & Literacy

10:30 am

"No, It's Not Possible": Fusing Theories of Genre and Knowing to Investigate Northern Theoretical Control of Academic

Discourse Communities

Katie Bryant-Moetele, University of Botswana, Gaborone, Botswana

Contact (and) Genre: Accounting for the Difference Cultural Difference Makes

Shurli Makmillen, University of British Columbia, Canada

Reconsidering Connections between Disciplinary Discourses and Knowledge-making Practices in the Use of Academic Genres: The Case of Researchers Working in English and Swedish

Maria Kuteeva, Stockholm University, Sweden

LUNCH

12:00 - 1:00 pm

Room: Loeb Building Lobby

KEYNOTE SESSION 2

1:15 – 2:15 pm

Room: Kailash Mital Theatre

Critical Genre Analysis

Vijay Bhatia, City University of Hong Kong

Genre theory has focused primarily on the analysis of generic constructs, with increasing attention to the contexts in which genres are used to achieve academic, institutional, and professional objectives, often giving the impression as if producing genre is an end in itself, rather than a means to an end. Little attention has been paid to the ultimate outcomes of these genre-based discursive activities, which are more appropriately viewed as essentially non-discursive activities or practices, though achieved through discursive means, often employing genre-mixing, genre-embedding, and genre-bending strategies (Bhatia, 2004). These constructs can be accounted for within the notion of 'interdiscursivity', which can be viewed as 'appropriation of text-external generic resources' (Bhatia, 2010). This paper extends the scope of conventional genre theory to 'professional practices' in an attempt to propose a framework for 'critical genre analysis', which also opens up 'socio-pragmatic space' (Bhatia, 2004) for critical studies of professional practices and culture.

CONCURRENT SESSIONS D1 - 2

Tuesday June 26, 2012

2:30 - 4:00 pm

D1 2.01.....Kailash Mital Theatre Genre Analysis from the Systemic Functional Perspective

2:30 pm

Panel

Genres as a Tool to Promote Academic Literacy

Orlando Vian Jr., Federal University of Rio Grande do Norte, Brazil

Characterizing the Genre 'Drama' on the Coast of Rio Grande do Norte, Brazil

Jennifer Sarah Cooper, Federal University of Rio Grande do Norte/CAPES, Brazil

The Podcast as a Genre for ELT in Academic Contexts: A Systemic-Functional Study

José Mauro Souza Uchôa, Federal University of Rio Grande do Norte & Federal University of Acre, Brazil

D1 2.02.....Loeb C264 ESP

2:30 pm

Using Genre Analysis to Investigate Discipline Specificity in Discussion Sections in Research Articles in Dentistry

Helen Basturkmen, University of Auckland, New Zealand

Can Ambiguity Be a Success Factor for Genre?

Geneviève Bordet, Université Paris 7- Paris Diderot, France

Genre Awareness of Female Immigrants as English Language Learners in Multicultural Context

Hanyun Zhu, Carleton University, Canada

D1 2.03.....Loeb B146 Multimodality

2:30 pm

Looking at Issues of "Identity" in Digital Stories through a Genre Perspective

Mary-Louise Craven, York University, Canada

Web-Mediated Genre and Bank Marketing: Analysing Hong Kong Bank Brochure Websites

Lingwei Kong, Hong Kong Polytechnic University

D1 2.04.....Tory 447

ESP Analysis

2:30 pm

Analysis of English Essays for Scholarship Application by Thai College Students Pimyupa

W. Praphan, Maharakham University, Thailand

Profiling the Textual Properties of Problematic Source Use in Literature Reviews by Chinese Doctoral Students: Implications for Citation Instruction

Becky S.C. Kwan, City University of Hong Kong

A Genre Analysis of Statements of Research Interests by Chinese EAL students

Sibo Chen, University of Victoria, Canada

D1 2.05.....Tory 446

ESL/ESP: Writing

2:30 pm

“It’s the Kind of Thing That They’re Just Learning”: An Exploration of First-year University Students’ Disciplinary Writing Competence

Sarah Lynch, Carleton University, Canada

The Use of Genre Theory for Improving Writing Proficiency Skills in Explanations

María Martínez Lirora, University of Alicante, Spain

ESL Learning on Social Network

Queila B. Lopes, Federal University of Acre, Brasil, and Federal University of Acre – Rio Branco – Brasil

D1 2.06.....Loeb C164

ESP/Corpus

2:30 pm

What’s in a Research Article? A Taxonomy of Research Papers

Réka Futász, Central European University, Budapest, Hungary

The Extent of Disciplinary Difference in Undergraduate Writing from the Humanities and Social Sciences

Karin Whiteside, Warwick University, USA

Nominalization Use and Genre Knowledge: An Exploratory Longitudinal Study

Guillaume Gentil, Carleton University, Canada & Fanny Meunier, Université Catholique de Louvain, Belgium

COFFEE

4:00 - 4:15 pm

Room: Loeb Building Lobby

CONCURRENT SESSIONS D1 - 3

Tuesday June 26, 2012

4:15 - 6:00 pm

D1 3.01.....Kailash Mital Theatre

How Can Genre-based Pedagogies Inform Novice Undergraduate English for Academic Purposes Curriculum Development? A Hong Kong Case Study

4:15 pm

Panel

Implementing a Genre Based Curriculum in the Tertiary Sector: Context and Constructs

Jane Lockwood, City University of Hong Kong

What are the Challenges of Using Genre-based Approaches for Very Low-level English Learners in a University Setting?

Hebe Wong, City University of Hong Kong

What are the Challenges, when Enacting a Genre-based Approach, Faced by Experienced Teachers Who Have Tended to Focus More on Tasks and Skills?

Stephen Bolton, City University of Hong Kong

How can the New Rhetoric School Contribute to Academic Literacy in L2 Writers at City University in Hong Kong?

Christy Chan, City University of Hong Kong

How Can Our Writing Assessment Tools and Processes Best Serve a Genre Based Approach to the Development of Academic Literacy?

Emma Bruce, City University of Hong Kong, Roxanne Wong, City University of Hong Kong, Blair Dunton, City University of Hong Kong, & Liz Hamp-Lyons, City University of Hong Kong

D1 3.02.....Loeb C264

Theoretical Views

4:15 pm

Genre Clusters in Different Theoretical Perspectives

Orlando Vian Jr., Federal University of Rio Grande do Norte, Brazil, & Júlio C. Araújo, Federal University of Ceará, Brazil

Types and Typification: Towards An Integrated Model of/for Genre Analysis

Hunter Stephenson, University of Houston-Clear Lake, Houston, USA

The (Non) Objectification of the Discursive Genre in a Brazilian School

Maria Helena Fávaro, Federal University of Santa Catarina, Brazil, & Valdirene Carpejani, Social Service of Commerce, Paraná, Brazil

D1 3.03.....Loeb B146

Multimodality

4:15 pm

Audiences and the Curator's Agency in the Museum Genre System

Linda Driskill, Rice University, USA

Working Genre: Vocational Genres and Interwar Women Workers

Risa Applegarth, University of North Carolina at Greensboro, USA

Constructing Cosmologies: A Linguistic Description of Linguistic and Conversational Strategies in the Genre of Traditional Public Comforting

Nganga Wanjala Simon, University of Bayreuth, Germany

D1 3.04.....Tory 446

Community Genres

4:15 pm

Purpose in the Unfolding Text: Genre and Metadiscourse in a Medical Genre

Caroline Goodier, University of KwaZulu-Natal, South Africa

The Textual Norms of a Genre: A Multi-Dimensional Approach

Henna Makkonen-Craig, University of Helsinki, Finland

Using SFL-based Text Analysis to Investigate Implicitly Valued Authorial Stances in Student Coursework Genres in the

Disciplines

Zak Lancaster, University of Michigan, USA

D1 3.05.....Loeb B243

Learning and Genres

4:15 pm

Informal Genres as Mediating Discourse: Making Sense of Governing Genres

Nancy Lea Eik-Nes, Norwegian University of Science and Technology, Trondheim, Norway, & Christine Räisänen, Chalmers University of Technology, Gothenburg, Sweden

Genre Identification and Definition in the PUCV-2010 Corpus of Academic Discourse: Exploration across Six Disciplines in Doctoral Studies

Giovanni Parodi, Pontificia Universidad Católica de Valparaíso, Chile, & Romualdo Ibáñez, Pontificia Universidad Católica de Valparaíso, Chile

De-Stabilized for Now: Stasis and Change in Writing Assignments

Roger Graves, University of Alberta, Canada

D1 3.06.....AP 132

ESP

4:15 pm

Revealing Disciplinary Variation in Student Writing: A Multi-Dimensional Analysis of 16 Disciplines

Eric Friginal, Georgia State University, USA & , & Jack Hardy, Georgia State University, USA

A Genre/Discourse Analysis Approach for Teaching Research Article Introductions: A Classroom Experience

Chitra Varaprasad, National University of Singapore, Singapore

English for Specific Purpose in a Sociodiscursive Interactionism Perspective

Ana Paula Marques Beato-Canato, Federal University of Rio de Janeiro, Brazil

D1 3.07.....Loeb C164

Exploring Interdependence: Linguistic and Rhetorical Approaches to Genre Systems and Ecologies

4:15 pm

Panel

Rhetorical Motives, Situations, and Genre Ecologies

Jaclyn Rea, University of British Columbia, Canada & Michelle Riedlinger, University of the Fraser Valley, Canada

Genres, Systems of Genres, and Pragmatic Point Constructions

William Salmon, University of Minnesota, Duluth, USA

Genre Ecologies, Internet Health

Monica Brown, University of British Columbia, Canada

6:30 pm

ORGANIZED SOCIAL ACTIVITIES

BBQ ON THE QUAD WITH STUDENTS REGISTERED IN ALDS 5703 "APPROACHES TO GENRE STUDIES" AND ALDS 5905 "RECENT CURRENT RESEARCH IN GENRE STUDIES"

COFFEE

8:30 - 9:00 am

Room: Loeb Building Lobby

KEYNOTE SESSION 3

9:00 – 10:00 am

Room: Kailash Mital Theatre

Do Genres Evolve?

Carolyn Miller, North Carolina State University, USA

What does it mean to say that genres “evolve”? The language of evolution has been the default vocabulary for genre change in rhetorical studies, literary studies, and linguistics, and the related language of genre emergence is becoming increasingly common, especially in new media environments. Emergence is a concept that has become salient with the development of complexity theory, and evolution, of course, is the model for organic change over time. The vocabulary of evolution, which itself emerged in the century before Darwin, was applied to both language change and literary change even as Darwin was working out his theory in the 19th century. What Daniel Dennett has called “Darwin’s dangerous idea”—an idea that serves as “a universal solvent, capable of cutting right to the heart of everything in sight”—has been used since then to model change in linguistics, literature, rhetoric, social systems, and technology, as well as the organic world. This paper will explore the following questions: Why is evolution such a powerful and pervasive model of change? What do we import to our conceptualization of genres and of large-scale rhetorical action and the rhetorical organization of culture when we adopt the language of evolution? Can the emergence of genres be conceptualized alternatively as a process of large-scale social invention?

COFFEE

10: 00- 10:30 am

Room: Loeb Building Lobby

CONCURRENT SESSIONS D2 - 1

Wednesday June 27, 2012

10:30 - 12:00 noon

**D2 1.01.....Kailash Mital Theatre
Special session 2
10:30 am**

Between Theory and Curriculum
Amy Devitt, University of Kansas, USA

Accounting for Genre Performances: Why Uptake Matters
Anis Bawarshi, University of Washington, USA

**D2 1.02.....Loeb C264
RGS & Pedagogy
10:30 am**

Rhetorical Literacy: Transferability of Genre Analysis Strategies across Disciplines and into the Workplace
Kathryn W. Pieplow, J.D., University of Colorado, Boulder, USA

Becoming an "Expert Outsider": How Genre Knowledge Facilitates Transfer in the Writing Center
Rebecca S. Novacek, Marquette University, Australia

Transfer of Genre Proficiencies from Academia to the Community and Back Again
Stephanie White, University of Wisconsin–Madison, USA

**D2 1.03.....Loeb B146
Multimodality & Pedagogy
10:30 am**

The Multimodal Evolution of Narrator's Types and Roles in Research Genres
Jan Engberg, Aarhus University, Denmark & Carmen Daniela Maier, Aarhus University, Denmark

Multimodal Resources and Genres in Science Classrooms
Monica Axelsson, Stockholm University, Sweden & Kristina Danielsson, Stockholm University, Sweden

A Genre-based Approach Underlying Didactic Sequence for the Teaching of L2
Vera Lúcia Lopes Cristovão, UEL, Brazil

**D2 1.04.....Tory 447
Tertiary Writing
10:30 am**

Genre Change in Academia: Reflective Writing as a New Resource in Academic Genre Repertoires
Anna Solin, University of Helsinki, Finland

Targeting the Imagined Communities Implicit in Genre-Based Academic Writing Portfolios
Martin Andrew, Swinburne University Melbourne, Australia & Zina Romova, Unitec New Zealand

PIBID: An Incentive to Teaching and an Experience with Genres
Angela Paiva Dionisio, Federal University of Pernambuco, Brazil & Leila Janot de Vasconcelos, Health Faculty of Pernambuco, Brazil

**D2 1.05.....Loeb B243
Community Genres
10:30 am**

Reference Processes on Journalistic Genres: From Printed Newspaper to Electronic Newspaper
Jaqueline Barreto Lé, Federal University of Rio de Janeiro, Brazil

Genre and Situation – The Dynamism of a GSP
Suvi Honkanen, University of Helsinki, Finland & University of Vaasa, Finland

Do Enduring Genres Generate New Questions?
Janice Chernelkoff

**D2 1.06.....AP 132
B249
ESP
10:30 am**

Teaching and Assessing Genres of Interaction
Lori Zenuk-Nishide, Kobe City University of Foreign Studies, Japan & Andrea Paul, Monash University, Australia

An Exploration of the Genre Chains of Undergraduate Thesis Writing in the Humanities Practised at Universities in Japan

Kiyomi Yamada, University of New England, Armidale, Australia

Lexical Phrases in ESP Genre-based Academic Writing Classroom in China: An Intervention Study on the Acquisition of Lexical Phrases by Chinese EFL Learners

Cai Jing, Luna, University of Hong Kong, Hong Kong

**D2 1.07.....Loeb C164
Writing to Learn, Learning to Write. Literacy and Disciplinarity in Danish Upper Secondary Education**

Panel

10:30 am

Aims, Design, Methodology and Analytical Models

Torben Spanget Christensen, University of Southern Denmark, Peter Hobel, University of Southern Denmark, Denmark & Ellen Krogh, University of Southern Denmark, Denmark

The Complicated Transition from Secondary to Upper Secondary, the Case of Susan

Torben Spanget Christensen, University of Southern Denmark, Denmark

Patterns of Identification across School Subjects, the Case of Jens

Ellen Krogh, University of Southern Denmark, Denmark

The Development of Writer Identity across Multi Subject Coursework

Peter Hobel, University of Southern Denmark, Denmark

LUNCH

12:00 - 1:00 pm

Room: Loeb Building Lobby

KEYNOTE SESSION 4

1:00 – 2:00 pm

Room: Kailash Mital Theatre

A Genre Based Theory of Literate Action

Charles Bazerman, University of California, USA

This talk will introduce a two volume theoretical work that places gen-

re at the center of understanding literate action. This theory identifies the fundamental problem of writing as creating mutually intelligible communicative spaces where co-alignment to meaning is possible, when documents can travel through space and time--removing attention and interaction from the immediate here and now which has been assumed in prior definitions of rhetorical situation. The theory is grounded in Vygotskian socio-cultural activity theory, Schutzian phenomenology and the social science outgrowths of philosophic pragmatism, to give an account of linguistic, social, interactional, and knowledge orders through the mediation of circulated texts. This theory will be approached both from the perspective of understanding humans as socially situated and socially creative symbolic actors and from the more practical perspective of how we can conceive of acts of writing.

CONCURRENT SESSIONS D2 -2

Wednesday June 27, 2012

2:15 - 3:45 pm

**D2 2.01.....Kailash Mital Theatre
Genre-Based Graduate Pedagogy: Textual Spaces and Scholarly Identifications Pedagogy**

Panel

2:15 pm

Genre, Rhetorical Flexibility, and the Second Language Writing Graduate Course

Missy Watson, Syracuse University, USA

Visually Re/Framing the Genres of Graduate Education

Collin Gifford Brooke, Syracuse University, USA

Genre, Mentorship, and the Liminal Space of Publication

Kate Navickas, Syracuse University, USA

**D2 2.02.....Loeb C264
Theory & RGS**

2:15 pm

Rethinking Evolutionary Metaphors in Rhetorical Genre Theory

Nike Abbott, Independent Scholar, Canada & Ashley Kelly, North Carolina University, USA

Bate-Papo Acadêmico Series – NIG-UFPE-Brazil

Judith Chambliss Hoffnagel, Federal University of Pernambuco, Brazil &

Angela Paiva Dionisio, Federal University of Pernambuco, Brazil

On the So-Called Embedded Questions in Academic and Student Genres

Ma Mikko T. Virtanen, University of Helsinki, Finland

D2 2.03.....Loeb B146

Digital Multimodality & RGS

2:15 pm

Moving Toward a Successful Blog Genre: An Analysis of Top Blog Authors in WordPress and Blogger

Jessica Schlueter, Northern Illinois University, USA

Local Uptakes of a Global Assemblage of Genre: Investigating Emerging Technology in a Glocalization Age

Huatong Sun, University of Washington Tacoma, USA

The Facebook Profile: Genre, Lives, Norms

Laurie McNeill, University of British Columbia, Canada

D2 2.04.....Tory 447

Teaching Writing

2:15 pm

The Effect of Instruction on Native and Nonnative Undergraduates' Learning of Abstracts and Conference Proposals

Rebekha Abbuhl, California State University at Long Beach, USA

What Does It Mean to Write in Academia? Perspectives from Two International Students in Canadian Universities

Heekyeong Lee, Monterey Institute of International Studies, USA

'Let Me Tell You How Much I Did and What I Feel about the Topic, Before I Tell You What I Know': A Case Study of a Group of Singaporean Student Writers' Experience Writing Literature Reviews

Anitha Devi Pillai, Nanyang Technological University, Singapore

D2 2.05.....Loeb B243

Political Genres

2:15 pm

Ethos and Genre: The Discursive Practices of Image Construction in French Politicians' Blogs

Lotta Lehti, University of Turku, Finland

Genres in Political Discourse: The Case of the Parliamentary "Inaugural Speech" of Austrian Chancellors

Helmut Gruber, Vienna University, Austria

The Construction and Reconstruction of Personae

Camilla Thuren, Malmö University, Sweden

D2 2.06.....Loeb C164

RGS/ESP

2:15 pm

Echoes and Reverberations: A Sociohistorical View of Genre in a Specific Disciplinary Context

Janne Morton, University of Melbourne, Australia

Doctoral Writing in the Visual and Performing Arts: Textography as an Approach to the Analysis of Academic Genres

Brian Paltridge, University of Sydney, Australia, Sue Starfield, University of New South Wales, Australia & Louise Ravelli, University of New South Wales, Australia

Learning and Teaching Portuguese Language from Multimodal Genres

Jorge França de Farias Jr., UFRPE, Brazil

COFFEE

3: 45- 4:15 pm

Room: Loeb Building Lobby

CONCURRENT SESSIONS D2 - 3

Wednesday June 27, 2012

4:15 - 5:45 pm

D2 3.01.....Kailash Mital Theatre

Genre Across Borders (GXB): Sustaining Genre

Conversations

Panel

4:15 pm

The Rhetorical Situation for GXB: An Exigence, Some Audiences, and Many Constraints

Carolyn R. Miller, North Carolina State University, USA

The Foundations of GXB

Christopher Minnix, University of Arizona, USA

Genre across Borders (GXB): A Scholarly Repository for the Genre Community

Meagan Kittle Autry, North Carolina State University, USA

A Site about Research-Work in Genre, or a Site about the Genres in Which Researchers Do Work?

Dylan B. Dryer, University of Maine, USA

Genre across Borders (GXB): Integrating Social Networking Tools to Facilitate Collaboration, Connection, and Community

Ashley R. Kelly, North Carolina State University, USA

**D2 3.02.....Loeb C264
ESP**

4:15 pm

Developing a Genre-based Pedagogy to L2 Academic Literacy at Secondary School Level: Which Tradition of Genre Studies Do We Need?

Angel Lin, The University of Hong Kong

How to Analyze Genre Knowledge of Upper Secondary School Students?

Päivi Valtonen, University of Turku, Finland

Right Here/Write Now: Digital Technologies for Collaborative Composing between P-12 and University Writing Instructors

Joyce Walker, Illinois State University, USA, Matthew Kim, Illinois State University, USA & Amy Hicks, Illinois State University, USA

**D2 3.03.....Loeb B146
Different Approaches, Different Genres**

4:15 pm

EFL Writers' Identity Expressions in a Multimodal Genre Participation and Learning in a Disciplinary Community of Practice

Ming-i Lydia Tseng, Fu Jen Catholic University, Taiwan & Su-Jen Lai, Chang Gung University, Taiwan

The Dual Use of Short Stories in Teacher Education

Eliane Segati Rios-Registro, UENP/CCP; UEL/PG, Brazil & Vera Lucia Lopes Cristovão, UEL. Brazil

**D2 3.04.....AP 132
ESP**

Learning and Teaching Genres in a Cross-cultural "English in the Discipline" Course

Lillian L.C. Wong, The University of Hong Kong

Text/Discursive Genres: From Orality to Writing – a Teaching Possibility

Maria Leticia Naime-Muza, PG-UFSC, Brazil

Researching Approaches to Teaching Academic Genres in Diverse University Settings

Helen Drury, University of Sydney, Australia, Susan Thomas, University of Sydney, Australia & Maree Stenglin, University of Sydney, Australia

**D2 3.05.....Loeb B243
Teaching
4:15 pm**

Getting it Write: Developing the Professional Practice Skills of Prospective Interns of International NGOs

Catherine (Kate) Riley, Università degli Studi di Trento, Italy

The Textualization of Concepts in the Academic Didactic Texts

João Gomes da Silva Neto, Universidade Federal do Rio Grande do Norte, Brazil

Autobiography as a Liberating Genre for English Language Learners: An Appraisal Approach

Teresa Castineira, Benemérita Universidad Autónoma de Puebla, Mexico

**D2 3.06.....Loeb C164
Different Approaches, Different Genres
4:15 pm**

Teaching to Write by Text Genres: The Teaching Sequence in the Development of Writing Production

Inês Cardoso, Universidade de Aveiro, Universitário de Santiago, Portugal & Luísa Álvares Pereira, Universidade de Aveiro, Universitário de Santiago, Portugal

Accomplishing Social Goals: Staging and Legitimizing Activities across Generic Boundaries

Inger Lassen, Aalborg University, Denmark

The Problem of General Non-fiction Genres - Bridging the Gap between Everyday and Academic Definitions of Genres
Anne Mäntynen, University of Helsinki, Finland

6:00 - 7:30 pm

ROUNDTABLE DISCUSSION

Room: Kailash Mital Theatre

Supporting Genre Research Dialogues Across Disciplines (via a Website, Journal, International Society, Advisory Board, Conferences, Colloquia...)

Chair: Susan Gerofsky, University of British Columbia, Canada

Participants: *Natasha Artemeva, Meagan Kittle Autry, Céline Beaudet, Vijay Bhatia, Anis Bawarshi, Amy Devitt, Angela Dionisio, Dylan B. Dryer, Janet Giltrow, Ann Johns, Ashley Kelly, J. R. Martin, Carolyn R. Miller, David Russell, Catherine Schryer, Jaffer Sheyholislami, Clay Spinuzzi, Graham Smart, Christine Tardy*

COFFEE

8:30 - 9:00 am

Room: Loeb Building Lobby

KEYNOTE SESSION 5

9:00 – 10:00 am

Room: Kailash Mital Theatre

Genre, Identity and Restorative Justice: Rule and Role in Youth Justice Conferencing

J. R. Martin, University of Sydney, Australia

In this paper I'll present a genre analysis of youth justice conferences in New South Wales, Australia focusing on one of two of its key elemental genres -- the commissioned recount and the police caution. I'll then consider how the mediator and police liaison officers negotiate complementary ideal roles for young offenders, drawing on social realism theory (Maton's legitimation code theory in particular), and address the questions this raises about modeling identity in SFL accounts of genre as social practice.

COFFEE

10:00- 10:30 am

Room: Loeb Building Lobby

CONCURRENT SESSIONS D3-1

Thursday June 28, 2012

10:30 - 12:00 noon

D3 1.01.....Kailash Mital Theatre

Special session 3

10:30 am

Form Alone: Historical Genres in Canadian Supreme Court Decisions

Janet Giltrow, University of British Columbia, Canada

Genre, Knowledge and Pedagogy in the Sydney School

David Rose, University of Sydney, Australia

D3 1.02.....Loeb C264

RGS:Workplace Genres

10:30 am

Police Use-of-Force Policy: Making/Unmaking a Profession
Michael Knievel, University of Wyoming, USA

The Exclusionary Genre - Work of Administrative Procedure
Becky Lentz, McGill University, Canada

The Point System as a Genre: Legitimizing Piecework in Universities
Karen Englander, Universidad Autónoma de Baja California, Mexico & Sedef Uzuner Smith, Indiana University of Pennsylvania, USA

D3 1.03.....Loeb B146
Multimodal Genres
10:30 am

The Multimodal Deconstruction of Commercials in "The Making of..." Video Genre
Carmen Daniela Maier, Aarhus University, Denmark

Drinking Patriotism: A Critical Multimodal Analysis of "I am Canadian"
Jaffer Sheyholislami, Carleton University, Canada

Multimodality, Monomodality and the Power of Genre
Rodney Williamson, University of Ottawa, Canada

D3 1.04.....Tory 447
Academic Writing
10:30 am

The Rhetoric of Psychology Research Article Introductions: A Genre-based, Intercultural Rhetoric Study
Jack Hardy, Georgia State University, USA & Caroline Payant, Georgia State University, USA

Analyzing the Introductory Phase of Applied Linguistics Research Articles: Its Structure and Function
Lin Ling, Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong SAR

Genre and Writing Process in the Academic Writing of Second Year Students of Political Science
Max Pacheco Leal, Universidad de Los Lagos, Chile

D3 1.05.....Loeb B243
RA/Textual Pedagogy
10:30 am

Projecting an Objective Persona: Use of That-Complement Clauses in Two Social Science Genres
Jean Parkinson, Victoria University of Wellington, New Zealand

An Approach to Analyzing Written Genres through Complex Noun Phrases
Vera Lúcia Paredes Silva, UFRJ, Brasil

Textual Genres in Focus: Instruments for Students and Teachers Development
Eliane Lousada, University of São Paulo, Brazil

D3. 1.06.....Loeb C164
Genres of Science
10:30 am

Arguing Science – Contextualising Introduction to Biological Research Article from a Systemic Functional Linguistic Perspective
Jing Hao, University of Sydney, Australia

Les rapports entre la prise en charge et des articles scientifiques et des chapitres de livres théoriques
Maria das Graças Soares Rodrigues, Universidade Federal do Rio Grande do Norte, Brésil

Genre: A Pedagogic Panacea?
Madhav Kafle, Pennsylvania State University, USA

LUNCH
POSTER SESSION
12:00 - 1:30 pm
Room: Loeb Building Lobby

KEYNOTE SESSION 6
1:30 – 2:30 pm
Room: Kailash Mital Theatre

The ESP Version: Genre, Community and Identity
Ken Hyland, University of Hong Kong

ESP regards genre as the recurrent uses of more-or-less conventionalized forms through which we develop relationships, establish communities, and get things done using language. More a heuristic than a systematic model of language use, its analytical flexibility and sensitivity to community language use has been extremely useful in problem solving, teaching, and learning about ourselves and our communities. Its massive impact on teaching and research is largely due to its accessibility, its theoretical eclecticism and its sensitivity to community-based uses of language. In this paper I look at what the ESP version has contributed to our understanding of context and in particular how it has illuminated two key concepts of the social sciences – community and identity.

CONCURRENT SESSIONS D3 -2

Thursday June 28, 2012

2:45 - 4:15 pm

**D3 2.01.....Kailash Mital Theatre
Narrative Approaches to Professional and Academic Genres
Panel
2:45 pm**

Chair: Vijay K. Bhatia, City University of Hong Kong

Isabel Corona-Marzol, University of Zaragoza, Spain, Rosa Lorés-Sanz, University of Zaragoza, Spain, Carmen Sancho-Guinda, Polytechnic University of Madrid, Spain

**D3 2.02.....Loeb C264
RGS:Workplace Genres
2:45 pm**

Genre Knowledge Revisited: Knowing, Doing, Being in Professional Settings

Jennifer Gilbert, Carleton University, Canada & Graham Smart, Carleton University, Canada

Genre Change and Loss: The Discursive and Social Effects of Enduring Struggles at Municipal Sites

Diana Wegner, Douglas College, British Columbia, Canada

“They Come in Wearing Their Rank”: What My Research Has Taught Me about Writing on Inter-professional Teams

Margaret Clow Bohan, Dalhousie University, Canada

**D3 2.03.....Loeb B146
Digital Genres
2:45 pm**

Genre in the Russian Blogosphere

Natasha Rulyova, University of Birmingham, UK

Genre(s) and Teletandem: Towards a Successful Relationship

Solange Aranha, São Paulo State University, Brazil

Audiodescription of Paintings: A Study based on the Interface between Multimodality and Audiovisual Translation (AVT)

Vera Lúcia Santiago Araújo, State University of Ceará, Brazil & Juarez Nunes de Oliveira Junior, State University of Ceará, Brazil

**D3 2.04.....Tory 447
Community Genres
2:45 pm**

Canonical Exigencies: New Rhetorical Genre Theory and the Literary “Sphere of Activity”

Kathryn Grafton, University of British Columbia, Canada

The Literary Anthology and the Making of Meaning: Considering Form and Substance in Divergent Genres

Justine Neiderhiser, University of Michigan, USA

Beyond the Three Traditions in Genre Studies: a Brazilian Perspective

Orlando Vian Jr., Federal University of Rio Grande do Norte, Brazil

**D3 2.05.....Loeb B243
ESP, Media Genres
2:45 pm**

'Genre Profiles' as Intermediate Analytical Level for Cultural Genre Analysis

Martin Luginbühl, Universität Zürich, Switzerland

Social Interactions in Book Reviews: Differences in Men's and Women's Expression of Criticism in Literary Research and Philosophy Book Reviews

Svjetlana Jankovic-Paus, Faculty for Postgraduate Studies, Institutum Studiorum Humanitatis, Ljubljana, Slovenia

Genre Exposure: The Case of a Korean College Composition Student

D3 2.05.....Loeb C164

Medical Discourse

2:45 pm

Mapping Story-telling Genres in Midwifery Healthcare Visits

Philippa Spoel, Laurentian University, Canada & Pamela McKenzie, The University of Western Ontario, Canada

A Hospital Genre from the Patient's Point of View

Judy Z. Segal, University of British Columbia, Canada

The Organ Transplant List as Genre: Insights from an Ethnographic Study

Allan McDougall, The University of Western Ontario, Canada, Catherine Schryer, Ryerson University, Canada & Marlee Spafford, University of Waterloo, Canada

COFFEE

4:15- 4:45 pm

Room: Loeb Building Lobby

CONCURRENT SESSIONS D3 -3

Thursday June 28, 2012

4:45 - 6:15 pm

D3 3.01.....Kailash Mital Theatre

Genre and Language: Rethinking Elementary

Writing through SFL Informed Research

Panel

4:45 pm

Genre Educated Teachers: Enacting Effective Changes to Writing Pedagogy Using SFL Theory

Frank Daniello, Boston College, USA

Teaching the Genre of Explanation in Elementary School Science using SFL

Tracy Hodgson-Drysdale, Boston College, USA

SFL-Informed Instruction: Young ELL's Persuasive Writing Development

Rocío Sánchez Ares, Boston College, USA

Language Demands of Elementary Level Genres

Maria Estela Brisk, Boston College, USA

D3 3.02.....Loeb C264

Teaching Genres in the Classroom and in the

Digital Environment

Panel

4:45 pm

Teaching Academic Genres in a Collaborative Approach in the Web Environment

Antonia Dilamar Araújo, Universidade Estadual do Ceará, Brazil

Genres and Teaching: Building Knowledge in the Digital Environment

Aurea Avam, Universidade Federal do Ceará, Brazil

Genre and Language Teaching: Intertextuality in a Learning Object

Nukácia M. S. Araújo, Universidade Estadual do Ceará, Brazil

Typology of Textbook Activities Involving Digital Genres

Benedito Gomes Bezerra, Universidade de Pernambuco, Brazil

D3 3.03.....Loeb B146

Media Genres

4:45 pm

Evaluation and Identity in Promotional Discourse: Negativity in Personal Advertisements

Tomi Visakko University of Helsinki, Finland

Text Genres as a Chronic Journalistic Intervention

Mariana Jose Santana, Independent Researcher, Cabo de Santo Agostinho, Brazil

Towards a Structure-oriented Evaluative Profile of a Genre

Jaromír Haupt, Masaryk University, Czech Republic

D3 3.04.....Tory 446

Different Approaches, Different Genres

4:45 pm

The Contribution of Genre to Social Justice: Implication from a Chinese Case

Shuwen Li, University of Minnesota at Twin Cities, USA

A Genre Ecology for System Dynamics

Stuart Blythe, Michigan State University, USA

Advanced-Level American Learners of Persian Writing Film

Critiques: An Appraisal Analytic Case Study

Ali R Abasi, University of Maryland, USA & Nahal Akbari-Saneh, University of Maryland, USA

D3 3.05.....Loeb B243

EAP: Teaching Writing

4:45 pm

Principles for Discerning Classroom Curriculum Genres in Japanese Tertiary EFL

Thomas Amundrud, Macquarie University, Australia

Understanding EAP Classroom Lessons Through a Multi-Perspective Genre-Oriented Lens

Joseph J. Lee, Ohio University, USA

Mixing Genres in Master's Thesis Writing

Kathrin Kaufhold, Lancaster University, UK

D3 3.06.....Loeb C164

Genres of Mathematics

4:45 pm

Multimodal Treatment of Pedagogical Practices: The Case of Mathematics

Janna Fox, Carleton University, Canada & Natasha Artemeva, Carleton University, Canada

Chalk Talks: The Generic Effects of Materials and Media in Mathematics Seminars and Research

Michael J. Barany, Princeton University, USA

Pedagogical Genres: The Mathematics Worksheet in Cultural Context

Susan Gerofsky, University of British Columbia, Canada

7:00 pm

**CONFERENCE DINNER
ROOM: RESIDENCE COMMONS**

COFFEE

8:30 - 9:00 am

Room: Loeb Building Lobby

KEYNOTE SESSION 7

9:00 – 10:00 am

Room: Kailash Mital Theatre

The Story of Lists

Catherine F. Schryer, Ryerson University, Canada

This presentation focuses on one genre: the list. It traces that genre from earliest written records to its incarnation in a project that investigates team collaboration on a liver transplant team. Much of the communication and work of this team is, in fact, mediated by the liver transplant list, a list that lives in an online venue. Whether patients get on this list, stay on this list, or move up or down this list depends on “objective” criteria that is both stated and agreed upon but also emergent and contentious. Throughout the presentation I will address issues related to the power and function of lists and listing, and test the limits of genre theory through the lens of carefully examining the evolution of one meta-genre—the list.

COFFEE

10:00- 10:30 am

Room: Loeb Building Lobby

CONCURRENT SESSIONS D4 -1

Friday June 29, 2012

10:30 - 12:00 noon

D4 1.01.....Kailash Mital Theatre

Rethinking Genre through Uptake: Agency and Innovation in Rhetorical Genre Studies

10:30 am

Chair: Anis Bawarshi, University of Washington, USA

Of Fields, Sites, Arenas, and Boundaries: Toward a Spatial Theory of Uptake

Dylan Dryer, University of Maine, USA

Panel

Uptake and Genre Adaptation in the Digital Public Sphere

Melanie Kill, University of Maryland, USA

Innovative Uptakes in the Composition Classroom
Heather Bastian, The College of St. Scholastica, Duluth, USA

D 4 1.02.....Loeb C 264

Theoretical Views

10:30 am

Genre (Problems) in (Political/Public) Discourse

Piotr Cap, University of Łódź, Poland

Situating the Utterance in Bakhtin and Vološinov

Michael Volek, University of British Columbia, Canada

Social Aspect in Genre and Its Teaching

Maria Auxiliadora Bezerra, Federal University of Campina Grande, Brazil & Maria Augusta Reinaldo, Federal University of Campina Grande, Brazil

D4 1.03.....Loeb B146

Different Approaches, Different Genres

10:30 am

The Role of Teacher Feedback and Negotiation in the Development of Genre Knowledge

Yuching Jill Yang, Arizona State University, USA & Matthew J. Hammill, Arizona State University, USA

Selecting Genres for Transfer: The Role of Uptake in Students' Antecedent Genre Knowledge

Angela Rounsaville, University of Central Florida, USA

Exploring Genre Flexibility: Transformations in the New Zealand Tertiary Education Strategy

Derek Wallace, Victoria University of Wellington, New Zealand

D4 1.04.....Tory 447

ESP/PhD

10:30 am

Thesis (Almost) by Publication: A Genre in Transit

Rosemary Clerehan, Monash University, Australia

A Genre Analysis of Introductory Chapters of Japanese and English Ph.D. Theses in Literature with a Focus on the Sequence of Steps

Masumi Ono, University of Essex, UK

Revising Moves Analysis: The Case of PhD History Introductory Chapters that Include Post-modern Personal Anecdotes

Tomoko Sawaki University of New South Wales, Australia

D4 1.05.....Loeb B243

Different Approaches, Different Genres

10:30 am

Genre Approach to the "Big Data"

Estella Qi, University of British Columbia, Canada & Tatiana Teslenko, University of British Columbia, Canada

The Evaluation of Laboratory Reports Written by Astronomy Students: An Interdisciplinary Perspective

Maria Cristina Arancibia-Aguilera, Pontificia Universidad Católica de Chile, Chile

Brazilian Last Wills between Syntactic Aggregation and Integration: the Correlation between Junction Patterns and Discourse Traditions

Alessandra Castilho da Costa, Universidade Federal do Rio Grande do Norte, Brazil

D4 1.06.....Loeb C164

Scientific and Public Genres

10:30 am

The Queen of Sciences: Approaching Mathematics from the Canon of Genre Analysis

Heather Graves, University of Alberta, Canada, Azirah Hashim, University of Malaya, Malaysia & Shahin Moghaddasi Sarabi, University of Malaya, Malaysia and University of Alberta, Canada

The Montreal Declaration: Human Rights and the Social Action of a Meta-genre

Kathryn Alexander, The University of Western Ontario, Canada

Non-Linguistic Semiotic Resources and Genre: Mathematical Symbolism in the Teaching of Physics

Yaegan Doran, University of Sydney, Australia

LUNCH

12:00 - 1:00 pm

Room: Loeb Building Lobby

KEYNOTE SESSION 8

1:00 – 2:00 pm

Room: Kailash Mital Theatre

The Right Tool for the Right Task: Methodological Pluralism and the Need for a Theory of Lying

David Russell, Iowa State University, USA

This paper presents the results of a two-year study of genres of higher education in 14 European nations. Using a framework for analyzing the genres of writing in higher education outlined in my 2002 co-edited collection, researchers from the nations involved collected data on the genres in several disciplines of their higher education systems. This data was analyzed in order to reveal the similarities and differences among the national higher education systems, the languages employed, and the systematic accounts of progress in writing recorded by the EU. Funded by the EU, this study is the first attempt to describe the writing necessary to achieve the "harmonization" of assessment systems under the Bologna Process.

CONCURRENT SESSIONS D4 - 2

Friday June 29, 2012

2:15 - 3:45 pm

D 4 2.01.....Kailash Mital Theatre

Special session 4

2:15 pm

Illness as Exigence: Genres of Health Care

Dawn Allen, McGill University, Canada & Anthony Paré, McGill University, Canada

Are Automated Genres Still Genres?

Clay Spinuzzi, University of Texas at Austin, USA

D 4 2.02.....Loeb C264

Historical Perspectives

2:15 pm

Reading Rhetorical Genre Theory out of Genre Texts and Paratexts

Lindsay Rose Russell, University of Washington, USA

Benzeduras: What Kind of Discourse Genres Are They?

Renato Cabral Rezende, Universidade de Brasília (UnB), Brazil

Les marques de personne dans le genre autobiographique

Alyanne de Freitas Chacon, Universidade, Federal do Rio Grande do Norte, Brésil

D 4 2.03.....Loeb B146

Different Approaches to Genre

2:15 pm

The Discourse of Continuous Improvement: A Common Generic Structure Found in a Range of Applied Disciplines, and Its Implications for Teaching

Tim Moore, Swinburne University of Technology, Victoria, Australia

University Teachers' Negotiating Different Approaches to Students' Difficulties in Acquiring Academic Genres

Lotta Bergman, Malmö University, Sweden

The Research Article Abstract and the IMRD Model: Counter(examples) from Brazilian History Journals

Alessandra Baldo, Federal University of Pelotas, Brazil

D 4 2.04.....Loeb B243

ESP/Teaching

2:15 pm

A Brazilian Experience in EAP Genre-based Courses: Development and Challenges

Rosinda de Castro Guerra Ramos, Catholic University of São Paulo (PUC-SP-GEALIN), Brazil, Maria Aparecida Gazotti Vallim, Federal Institute of Education, Science and Technology of São Paulo (IFSP)/ Technological College of São Paulo (FATEC)/ PUCSP-GEALIN, Brazil & Cynthia Regina Fischer, Federal Institute of Education, Science and Technology of São Paulo (IFSP) / PUCSP-GEALIN, Brazil

Needs Analysis: Identifying Professional Genres in the Legal Context for an ESP Course

Adriana Marroni Z. P. Rossini, Catholic University of São Paulo, Brazil &

Juliana Belmonte, Catholic University of São Paulo, Brazil

**Rethinking Writing Assignments: Learning Peripheral Genres
across One Nursing Curriculum**

Susan Chaudoir, University of Alberta, Canada

D 4 2.05.....Loeb C164

Research Article: A Genre System

2:15 pm

**(Im)politeness in Written Academic Discourse: A Case of a
Reply to Article Genre**

Joanna Nijakowska, University of Łódź, Poland

**The Problem of Genre Membership: The Case of Manuscript
Reviews**

Betty Samraj, San Diego State University, USA

**Integrating Discourse and Ethnographic Approaches to Genre
Analysis: An Investigation of the Rhetorical Structure of
Research Article Results, Discussion and Conclusion Sections
in Soft and Hard Sciences**

Neslihan Onder, Uludag University, Turkey


4:00 - 4:15 pm

CLOSING

ROOM: KAILASH MITAL THEATRE

Campus Map



 Smoking on campus is only permitted in Designated Smoking Areas

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|-----------|-------------------------------------|------------|-------------------------------------|-----------|-------------------------------|-----------|---|
| 60 | Art Structure Building | 68 | Graphic House | 80 | MacDunn Library | SF | S. Path of the Young Carleton University Art Gallery |
| 61 | Civil and Environmental Engineering | 69 | Graphic House | MA | Myerson Faculty Building | 50 | Sciences Research Building |
| 62 | Communications Building | 70 | Human Computer Interaction Building | MB | National Life Research Centre | 51 | Social Sciences Research Building |
| 63 | Computer Science Building | 71 | Herberg Laboratories | MC | Archer Hall | 52 | S. Path of the Young Carleton University Art Gallery |
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