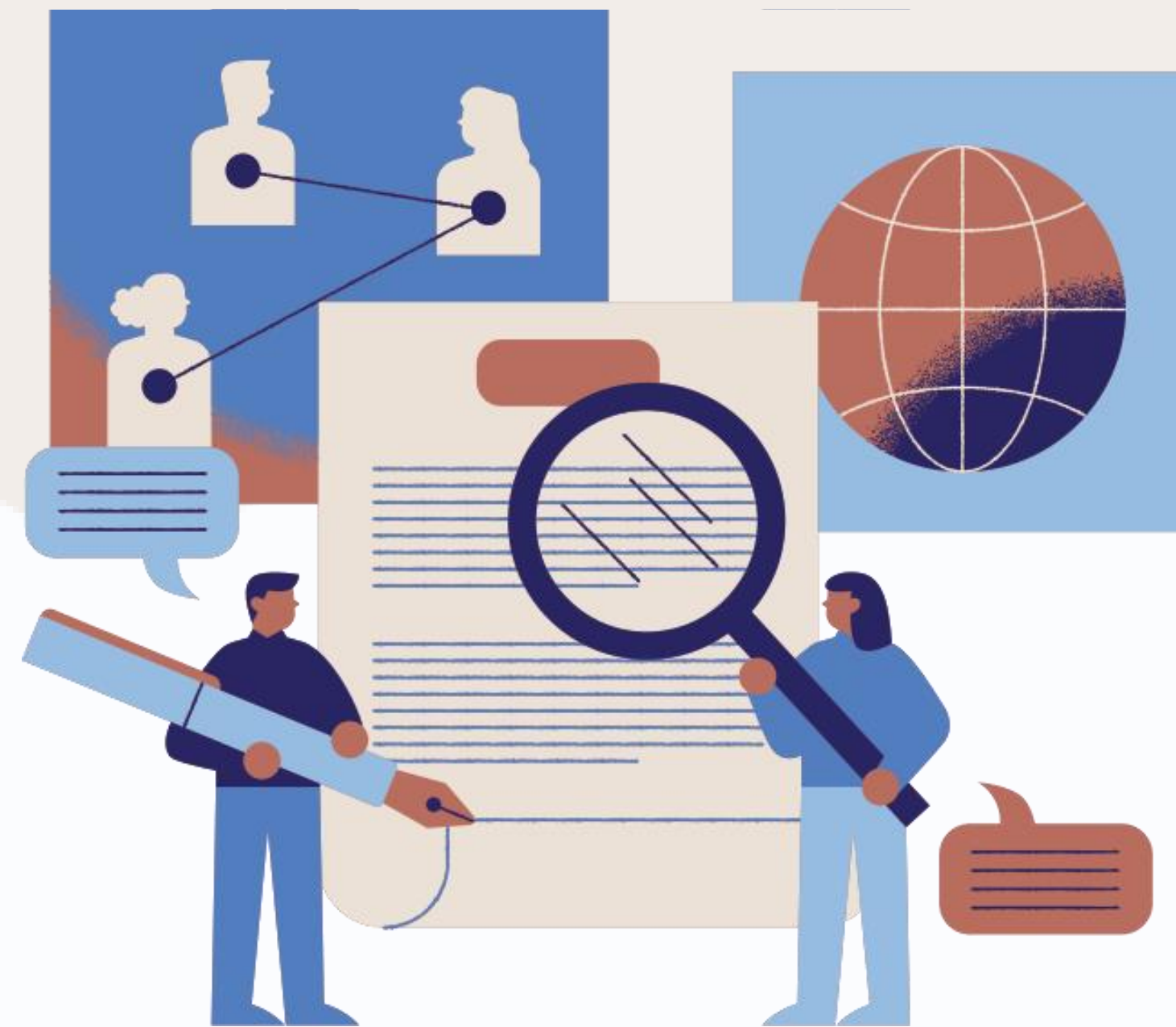


# Analysing genres and competing discourse

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# Analysing genres



genre is a class of communicative events, the members of which share some set of communication purposes which are recognized by the members in the discourse community (Swales, 1990) .

Analysing genres involves more than just analysing the ‘**moves**’ in particular types of texts. It involves understanding how these text types function in social groups, how they reinforce and reflect the concerns of social relationships in these groups. therefore, analysing genres requires as much attention to social context as it does to texts, Part of this context includes other genres that the genre under consideration is related to




# Genre Connections

Genre Chains

Genre  
Networks

Genre  
Ecologies




**Genre Chains:** A sequence of events, refers to genres that are related to one another in a **sequential structure**, One genre follows another in a chronological order of events.

**Example: Academic Research Process.**

**Genre Networks: Non-sequential** relationships where multiple genres are linked together through "intertextuality" (referencing one another).

**Example: A job application process.**





**Genre Ecologies:** Genre ecologies are the largest and most complex level of interaction. They represent the broad environment where many different genres exist and influence each other, even if they aren't directly linked in a specific chain or network.

Much like a biological ecosystem, these ecologies are dynamic. Genres within them can change, evolve, merge ("blend or blend"), or even become "extinct" if they no longer serve the needs of the community.

**Example: Online restaurant reviews.**



○○○○○ Reviewed 2 weeks ago via mobile

Magical!

If you enjoy immersive dining, this restaurant is a must. We took the kids for a celebration and loved the view. We were seated in a lively hall with a great mix of families and groups just there for drinks a good meal.

the prices were decent and the food was delicious, everyone enjoyed the evening very much.

The "Move Structure":

move analysis' identifies the functional steps or "moves" a writer takes to achieve a specific communicative purpose within a genre. In the context of online restaurant reviews, these moves follow a predictable structural pattern.

a typical online review follows this sequence:

1. Headline
2. Description
3. Informing
4. Overall Evaluation



## **Discourse Communities:**

**Trip Advisor Users:** This is the most direct community. It consists of people who use the platform to share personal experiences and provide "authentic" information to help others make consumer decisions.

**Restaurant-goers:** a wider community of people who share a common interest in dining out and rely on specific genres like guidebooks or online reviews to decide where to eat.

**Parents and Families:** a community of parents looking for suitable restaurants to take their children to.






# Competing discourses

Competing discourses are multiple, often contradictory ways of talking about the same thing. Because language is not a neutral mirror of the world, different discourses create different "realities". They are "competing" because they vie for dominance or "common sense" status in society. One discourse might portray a situation as a "crisis," while another portrays it as an "opportunity."

Competing discourses are tied to power and Ideology, there are **dominant discourses**, these are the ways of talking that seem like "common sense" (e.g., the idea that "economic growth is always good"). And there are **alternative discourses**, these challenge the dominant view (e.g., an environmental discourse that questions the cost of that growth).

By choosing one discourse over another, we are often reinforcing a specific ideology a set of beliefs that serves the interests of a particular group.

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- “Tower Hamlets Council is using CCTV **effectively** to create a safer borough. Continuous monitoring by council operators led to over **1,700** arrests across 2011 and 2012. These proactive measures alerting police and identifying suspects make CCTV one of our most powerful tools for **combating crime and disorder.**“
  - "At Newham Monitoring Project, we **doubt** CCTV ensures safety. With over 959 cameras, Newham has more than Birmingham and Liverpool combined, yet less than **1%** of recorded crimes resulted from this network. Surveillance **erodes privacy** and targets specific communities, often exasperating social tensions rather than solving them."

## Three main points of conflict:

- **The Definition of "Safety":** To the Mayor, safety is a statistical result of arrests. To the Volunteer, safety includes the "right to be left alone" and community harmony.
- **The Use of Statistics:** Both use numbers, but for opposite ends. The Mayor uses raw arrest counts "1,700" to show **success**, while the Volunteer uses percentages "less than 1%" to show **inefficiency**.
- **Agency:** In the first text, the government is the "**doer**." In the second text, the government is the "**intruder**," and the "**citizens**" are the ones being acted upon often unfairly.

# Features:

- **Agents:** in the first text the agents are The Council and operators (active, heroic). In the second text it is The CCTV network (ineffective).
- **The "World" portrayed:** in the first text, it is a world of "Crime and Disorder" where authority maintains safety, however in the second text it is a world of "Intrusion and Alienation" where rights are eroded.
- **Indexed Discourse:** in the first text it is a law and order Discourse, safety requires obedience and surveillance, while in the second text it is a civil liberties discourse, safety should not cost privacy or community trust.

# References

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**Thank you**

