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Critical Genre Analysis as interdiscursive performance in public space

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ABSTRACT

Discourses in professional and public space share an important characteristic in that they interdiscursively appropriate rhetorical and other semiotic resources and conventions across genres, practices and cultures, displaying interesting patterns of interdiscursivity (Bhatia, 2010) especially the way they manage socio-pragmatic space. There has been considerable research effort invested in the analysis of professional discourses of various kind, but relatively little research is available on the analysis of discourse in public contexts. Drawing on the analysis of media discourse in public space, I would like to discuss Critical Genre Analysis as an important framework (Bhatia, 2004, 2012, 2017) to investigate and account for interdiscursive performance in media contexts.

References:

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Vijay Bhatia retired as Professor from the Department of English, City University of Hong Kong, and is now a Visiting Professor in Hellenic American University in Athens, and Adjunct Professor at the Chinese University in Hong Kong. He is also the Founding President of the LSP and Professional Communication Association for the Asia-Pacific Rim. His research interests include Critical Genre Analysis, academic and professional discourses in legal, business, newspaper, and promotional contexts; ESP and Professional Communication; simplification of legal and other public documents; intercultural and cross-disciplinary variations in professional genres. He has more than 150 publications to his credit, which include journal articles, books chapters, edited volumes, and individually written books. Two of his books, *Analyzing Genre: Language Use in Professional Settings* and *Worlds of Written Discourse: A Genre-based View*, are widely used in genre theory and practice. His third monograph on Critical Genre Analysis: Investigating Interdiscursive Performance in Professional Communication has just been published by Routledge.