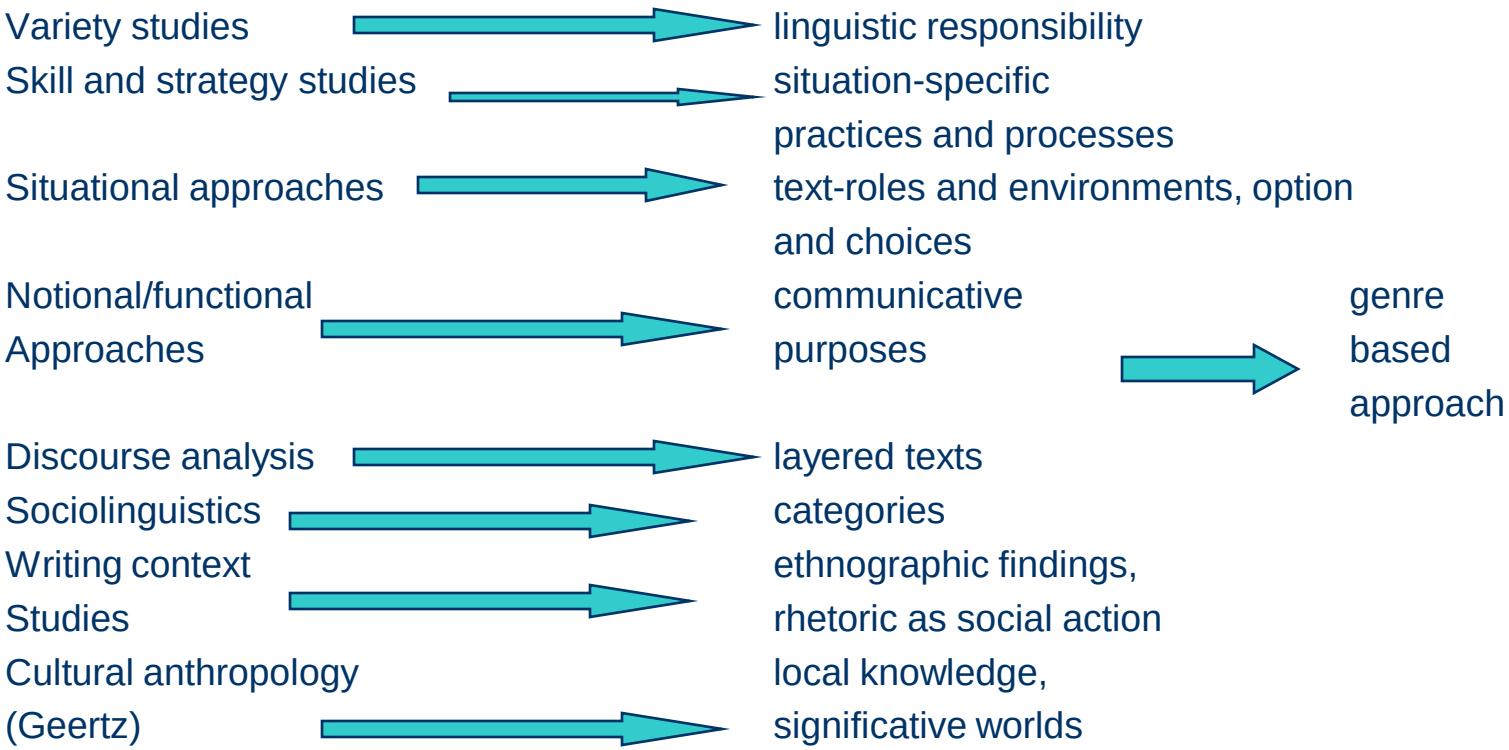
GENRE AND DISCOURSE ANALYSIS
(Bahan Kuliah Saduran dari Internet)

Yoyo Mulyana

PENGARUH GENRE-BASED APPROACH



A Conceptualization of discourse community

- A discourse community has a broadly agreed set of common public goals
- A discourse community has mechanisms of intercommunication among its members
- A discourse community uses its participatory mechanisms primarily to provide information and feedback
- A discourse community utilizes and hence possesses one or more genres in the communicative furtherance of its aims

A conceptualization…

- In addition to owning genrees, a discource community has acquired some specific lexis.
- A discourse community has a threshold level of members with a suitable degree of relevant content and discoursal expertise.

Genre

- Todorov & Fowler:

  Genres are simply assemblies of more-or-less similar textual objects but, instead, are coded and keyed events set within social communicative processes. Recognizing those codes and keys can be a powerful facilitator of both comprehension and composition

Genre (2)

- Hymes:

  Genre often coincide with speech events, but must be treated as analytically independent of them. They may occur in (or as) different events. The sermon as a genre its typically identified with a certain place in a church service, but its properties may be evoked, for serious or humorous effect, in other situations

Genre (3)

- Martin:
- Genres are how things get done, when language is used to accomplish them. They range from literary to far from literary forms: poems, narratives, expositions, lectures, seminars, recipes, manuals, appointment making, service encounters, news broadcasts and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture

Genre (4)

- Campbell and Jamieson:
- A genre is a group of acts unified by a constellation of forms that recurs in each of its members. These forms, in isolation, appear in other discourses. What is distinctive about the acts in a genre is a recurrence of the forms together in constellation.

A Working Definition of Genre

- A genre is a class of communicative events
- The principal criterial feature that turns a collection of communicative events into a genre is some shared set of communicative purposes
- Exemplars or instances of genres vary in their prototypicality

A Framework for Developing Academic Course

Ethnography--------Discourse Commun.
Evaluation &--------Instructional Materials
Validation & Advice
Discource Anal.----Genres

Access
routes for
the designer

Methodology-------Language learning task

Second language acquisition/Acquisition
of literacy