Contents

Acknowledgements vii General editor's preface ix Introduction xv

PART ONE Overview 1

- 1 Perspectives on written discourse 3
 - 1.1 History and development 3
 - 1.2 Multi-perspective model of discourse 21
 - 1.3 Genre-based view of discourse 25

PART TWO The world of reality 31

- 2 Genres within specific domains 33
 - 2.1 Registers, genres and disciplines 34
 - 2.2 Disciplinary variation in genres within academic domains 37
 - 2.3 Variation in genres within professional domains 61
- 3 Genres across domains: Genre colonies 65
 - 3.1 Promotional genres 67
 - 3.2 Academic introductions 75
 - 3.3 Reporting genres 92

PART THREE The world of private intentions 97

- 4 Appropriation of generic resources 99
 - 4.1 Invasion of territorial integrity 100
 - 4.2 Philanthropic fundraising 108
 - 4.3 Public discourse: Memorandum of understanding 119

- **5** Generic integrity 129
 - 5.1 Identifying generic integrity 132
 - 5.2 Dynamics of generic integrity 153
 - 5.3 Generic competence and professional expertise 164

PART FOUR The world of analytical perspectives 177

- 6 Integrating research methods 179
 - 6.1 Investigation goals 181
 - 6.2 Towards a multi-perspective model 186
 - 6.3 Integrating perspectives 195

PART FIVE The world of applications 211

- 7 Applications of genre theory 213
 - 7.1 The power and politics of genre 217
 - 7.2 Genres in translation and document design 228
 - 7.3 Genres in applied linguistics 232

References 247 Index 259