Contents

Introduction	1
Chapter 1: Why Innovation?	5
Genre and Convention	6
What Is "Genre Innovation"?	9
Innovating Genres	12
A Case for Studying Genre Innovation	17
Chapter 2: A Theoretical and Methodological Toolkit	21
Theories of Innovation	21
Alternative Discourses	21
Flouting and the Cooperative Principle	22
Discourse Disruptions	24
Language Games and Language Play	25
The Study of Creativity	27
Creativity Research	27
Language and Creativity	29
Creativity and World Englishes	30
Creativity and Discourse in the 21st Century	32
Identity, Ethos, and Legitimacy	34
Summary of Conceptual Tools	37
Types of Innovations	37
Reasons for Innovating	38
Frames and Genre Knowledge	38
Social Environment	39
An Example	40
Researching Innovation	42
Text	43
Social Environment	45
Reception	47

viii contents

Chapter 3: Innovation in Academic Research Genres	5
Functions of Genre Innovation in Academic Research	50
Alternative Ways of Knowing	5:
Self-Expression and Reader Engagement	57
Resistance and Change of Dominant Discourses	61
Critique	65
A Multiplicity of Functions	69
The Role of Intention in Innovation	70
Understanding Academic Genre Innovation Ecologically	72
Accessibility and Availability	74
Roles and Hierarchies	76
Collaboration	79
Novelty and Originality	80
Heterogeneity, Mobility, and Globalization	85
Resources for Innovations	88
Genres	90
	90
Chapter 4: Convention and Innovation in Learning	95
(to Write in) a Discipline	
Environmental Science and ES 350: Research Methods	97
Communicating Values of Creativity and Innovation in Research Methods	101
Creative Thinking	102
Creative Expression	104
Perceiving and Judging Creativity and Innovation in Student Work	104
Brooke's Proposal: "Original Thinking"	108
Eileen's Proposal: "A Completely Novel Question"	111
Frank's Proposal: "Interesting No Matter What the Outcome"	112
Kurt's Proposal: "A Hard Time Telling the Story"	116
Possibilities for Creativity and Innovation in the Science Research Classroom	117
Roles and Hierarchies	119
Access, Availability, and Collaboration	122
Novelty, Originality, and Genre	124
Production and Reception of Innovation as a Situated Process	124
	120

	Contents	1X
Chapter 5: Genre Innovation in the Academic Writing Class	room	128
Key Features of Genre Innovation	100111	130
A Theoretical Rationale for Innovation in the Writing Classroo	om	132
Language Play in Second Language Learning	ym m nego	132
World Englishes, Alternative Discourses, and Writing Insti	ruction	136
Genre Knowledge and Genre Awareness	luction	141
Exploring Genre Innovation in the Classroom		144
Genre Analysis: Convention and Variation		145
Genre Play		149
Bending and Remixing Genres		151
Exploring Emerging Genres		153
New Subject Positions and Identities		155
Parody		157
Critique and Ownership		159
Learner-Appropriate Pedagogy		162
Dearter Appropriate Fedugogy	or been oals	102
Chapter 6: The Centrality of Genre Innovation		169
A Case for Genre Innovation		170
Genres Encompass Convention and Innovation		170
Genre Knowledge Encompasses Convention and Innovation	on	171
Genre Innovation Has a Role to Play in the Academic		172
Writing Classroom		
Looking Ahead		173
References		155
		177
Index make the contract of the		