Contents

Series Foreword by Diane Belcher and Jun Liu  xiii
Introduction  1

1. Why Genre?  4
   Genre-Based Writing Teaching  5
   Why Genre Is Gaining Attention in L2
      Writing Instruction  6
   Advantages of Genre-Based Writing Instruction  10
   Reservations about Genre Instruction  16
   Genre-Process Connections  20
   Summary  21

2. Perspectives on Genre  24
   Approaches to Genre  24
   Genre as Social Purpose: Systemic Functional
      Linguistics  25
   Genre as Situated Action: The New Rhetoric  35
   Genre as Professional Competence: English for
      Specific Purposes  43
   Summary  50

3. Genre Knowledge  54
   What Is Genre Knowledge?  54
   Genre Knowledge and Schema  55
   Knowledge of Shared Communicative Purposes  57
   Knowledge of Text Conventions  63
   Knowledge of Content and Register  72
<table>
<thead>
<tr>
<th>Knowledge of a Cultural Context</th>
<th>77</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary</td>
<td>83</td>
</tr>
</tbody>
</table>

### 4. Organizing a Genre-Based Writing Course 87

#### Principles of a Genre-Based Writing Course 87

#### Starting Points for a Genre-Based Writing Course 90

- Theme-Focused Courses 90
- Text-Focused Courses 91

#### Stages in Genre-Based Course Design 92

- Identifying Contexts of Learning and Contexts of Use 93
- Developing Goals and Objectives 100
- Collecting and Analyzing Genre Samples 101
- Determining the Sociocultural Knowledge Required 107
- Sequencing Genres in a Writing Course 109
- Developing Units of Work 114

| Summary                           | 117 |

### 5. Texts, Tasks, and Implementation 121

#### Scaffolding and Collaboration 121

- Developing Literacy Skills in Children: Writing Frames 125

#### The Teaching-Learning Cycle: Genre and SFL 128

- Linking Cycles of Teaching and Learning 139

#### Consciousness Raising: Genre and EAP Writing 140

- Starting with Academic Registers 141
- Investigating Variability in Academic Writing 144
- Comparing Texts and Textbooks 146
- Exploring Student Attitudes 149
- Genres and Disciplinary Differences 151
- Genre Features in Different Disciplines 153

| Summary                           | 155 |
6. Genre, Feedback, and Assessment 159

Some Basic Considerations in Writing Assessment 160
  Assessment Purposes 160
  Validity and Reliability 161
  Approaches to Scoring 162

Some Advantages of Genre-Based Writing Assessment 163

Key Principles of Genre-Based Assessment 166

Some Examples of Genre-Based Assessments 168
  Providing Broad Outlines: Writing Frames and Story Plans 168
  Systemic Functional Writing Assessments 170
  ESP Writing Assessments 174
  Portfolio Assessment 177

Diagnostic Assessment and Feedback 179

Assessment Tasks 186

Summary 191

7. Doing Genre Analysis 194

What Is Genre Analysis? 195

Basic Principles for Conducting Genre Analysis 196

Identifying and Analyzing Text Features 197
  Genre Analysis in SFL 198
  Genre Analysis in ESP 202

Researching Genres as Practices 206
  Perceptions and Questions in Researching Practices 207

Methods for Researching Genre Practices 208

Genre and Corpus Analysis 212
  Counting Word and Item Frequencies 213
  Concordancing 216
  Some Practical Notes 220
Summary 223
A Brief Conclusion 224

Bibliography 229
Subject Index 241
Author Index 243