



# **MACHAKOS UNIVERSITY**

**University Examinations 2022/2023**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF LINGUISTICS AND LANGUAGES**

**DOCTOR OF PHILOSOPHY(APPLIED LINGUISTICS)**

**AEN 901: GENRE ANALYSIS**

**DATE:16/12/2022**

**TIME:9:00 – 12:00P.M**

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**INSTRUCTIONS: ANSWER ANY THREE QUESTIONS**

**QUESTION ONE (20MARKS)**

1. Discuss how the following aspects of the genre analysis theory would inform the analysis of academic genres:
  - i. Rhetorical structure
  - ii. Discourse communities
  - iii. Communicative purposes
  - iv. Versatility
  - v. Genre mixing

**QUESTION TWO (20MARKS)**

Outline any four aspects of Kress & Leeuwen's (2006) multimodal theory and explain how each aspect will apply in the analysis of editorial cartoons.

**QUESTION THREE (20MARKS)**

With reference to any genre drawn from the electronic media, discuss the discrete parts of the genre and its identifying linguistic resources.

**QUESTION FOUR (20MARKS)**

Genres are relatively stable because of their schemata. How does the cognitive theory of reading help apprentice authors to master the schemata of their chosen genres?

**QUESTION FIVE (20MARKS)**

Outline new rhetoric as an offshoot of the genre analysis theory, clearly explaining where and how it can be used.