



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

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.