

Module Code	AN-2319		
Module Title	Genre Analysis		
Degree/Diploma	Bachelor of Arts		
Type of Module	Major option/ Breadth		
Modular Credits	4	Total Student Workload	8 hours per week
		Contact Hours	3 hours per week
Prerequisite			
Anti-requisite			
Aims: This module aims to familiarise students with the key concepts of genre analysis and to make students aware of the role of context in determining how different genres achieve their communicative purpose. It also aims to enable students to write more effectively in professional and academic settings. In addition, students will also learn how to become independent analysts of unknown genres, both digital and traditional.			
Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none">Identify and group texts based on their communicative purposesDiscuss the co-text and context surrounding the text.	
Middle order :	40%	<ul style="list-style-type: none">Analyse the newer forms of genres in the digital era, such as text messaging, chats etc.Account for the language found in different genres based on contextual features making use of concepts from sociology, psychology, history and economics.Account for differences between digital and traditional texts of the same genre.	
Higher order:	30%	<ul style="list-style-type: none">Produce a range of academic and professional text types, both digital and traditional	
Module Contents <ul style="list-style-type: none">Key concepts of genre analysis including prioritising communicative purpose, discourse community, characteristics and definition of a genre, and the need for a ‘thick description’.Steps in a genre analysis - identify and describe the broad context, identify the purpose(s), refine the contextual analysis; collect a sample of the genre for analysis; determine the moves, identify the essential linguistic features, and relate contextual and linguistic features to their contribution to realising the communicative purpose.Using genre analysis to map historical changes in society and technology (e.g. The Brunei Malay wedding invitation, letters to the editor in the <i>Borneo Bulletin</i>).Using genre analysis as an aid to writing academic genres (abstracts, essays, research article introductions and discussion and conclusion sections).Using genre analysis as an aid to writing professional genres (business correspondence, LinkedIn profiles, proposals, online sales posts, and employment texts).			
Assessment	Formative assessment	<ul style="list-style-type: none">TutorialsClass discussions	
	Summative Assessment	Examination: 40% Coursework: 60% <ul style="list-style-type: none">1 analytical exercise based on digital genre -(15%)1 production exercise - (20%)1 writing assignment- (25%)	

