

STYLISTICS: TEXT GENRES

Hear about the new restaurant called Karma?

There's no menu: You get what you deserve.

Style:

- The way of using (selection) of language means in the given language expressions both according to their specific goal, form and function, and according to the individualization focus (e.g. emotional, aesthetic, etc.) of the speaker, resp. writer. Arrangement of these resources (hierarchization).
- Paradigmatic and syntagmatic relations

Text genre:

- Stable form and content of a language expression in specific context
- Routinized vehicle for encoding and expressing a particular order of knowledge and experience (Bauman 2000, 80)
- E.g. recipe, personal ad, news article, infomercial – domain-specific text generation
- Acquisition of familiarity with certain norms of language used in particular contexts and for specific functions

Features of text genres

Feature	Value	Example of a text genre
Function	informative, persuasive, directive, expressive, aesthetic...	Sport news, advertisement, fire directives, prayer, text of a song
The sphere of communication	everyday, institutional, professional, school, media, advertising, literary	Small talk, exercise in a textbook, scientific presentation, political speech, invitation for an exhibition in a newspaper, poem
Mode	Spoken / written	Toast / contract
Structure of the text	Standard placement of specific information Firm / free structure	Letter: address, date... Weather forecast Detective story
Specific language features: morphology	e.g. shortened forms (innit = isn't it); literary / colloquial endings in Czech; imperatives	Recipe
syntax	(im)personal constructions, simple / complex sentence structure, exclamative sentences	Scientific article, critical review, personal SMS
vocabulary	professional slang, deminutives, dialect / foreign words, richness of the vocabulary	Nursery rhyme, instructions for use of laboratory equipment, army report, text of a rap opera
phonology	formal / informal pronunciation, features of dialects	Educational program on the radio, usual dialogue in a shop
explicitness / implicitness	omitting words, discourse connectives, unexpressed thoughts...	Description of a plant in an atlas, door inscriptions at public places

TASK: Analyze the texts below from the point of view of the text genre

1.

*Smart Buy
22 Blue Street
Paris
WIB 6DH
Phone: 071 066 429
7 January 2020*

*Susan Fernandez
14 Plowden Road
Torquay
Devon
TQ6 IRS*

Dear Ms. Fernandez

With reference to your order No. 5432 placed on January 2nd, I am writing to apologize for the delay in shipping the item. Unfortunately the specific model of camera you ordered is currently out of stock. It should be in stock by Monday. We are confident that we will be able to ship your order within the next three days.

*Please contact us if you have any questions.
Thanks for being patient with us.*

Yours Sincerely

*Paul Smith
Manager of Smart Buy*

2.

*There was a young lady of Lynn,
Who was so uncommonly thin
That when she essayed
To drink lemonade
She slipped through the straw and fell in.*

(Anonymous)

3.

Coronavirus pandemic: Antarctic outpost hit by Covid-19 outbreak

A Belgian scientific research station in Antarctica is dealing with an outbreak of Covid-19, despite workers being fully vaccinated and based in one of the world's remotest regions.

Since 14 December, at least 16 of the 25 workers at the Princess Elisabeth Polar Station have caught the virus.

Officials say cases remain mild so far.

"The situation isn't dramatic," Joseph Cheek, a project manager for the International Polar Foundation, told the BBC.

"While it has been an inconvenience to have to quarantine certain members of the staff who caught the virus, it hasn't significantly affected our work at the station overall," Mr Cheek said.

"All residents of the station were offered the opportunity to leave on a scheduled flight on 12 January. However, they all expressed their wish to stay and continue their work," he added.

The first positive test was recorded on 14 December, among a team who had arrived seven days earlier.

They and others who tested positive were placed in quarantine but the virus continued to circulate.

Staff arriving at the station must be vaccinated and tested for the virus.

There are two emergency doctors at the station and new arrivals to the outpost have been suspended until the virus dissipates.

Princess Elisabeth station is operated by the International Polar Foundation and went into service in 2009.

It isn't the first time research stations in Antarctica have been affected by a coronavirus outbreak.

Last year, a number of Chilean military personnel based at Bernardo O'Higgins research station were infected after sailors on a supply ship tested positive for the virus.

(BBC)

4.

Three Jewish mothers are sitting on a bench, arguing over which one's son loves her the most. The first one says, "You know, my son sends me flowers every Shabbos."

"You call that love?" says the second mother. "My son calls me every day!"

"That's nothing," says the third woman. "My son is in therapy five days a week. And the whole time, he talks about me!"