

# GENRE

## AN INTRODUCTION TO HISTORY, THEORY, RESEARCH, AND PEDAGOGY

ANIS S. BAWARSHI AND MARY JO REIFF

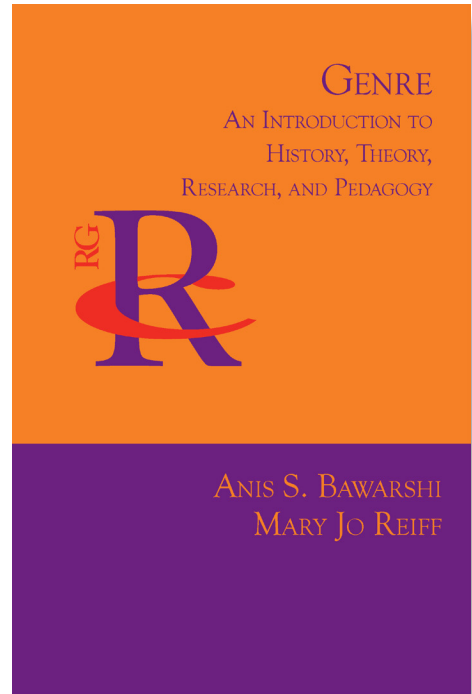
### *Information and Pricing*

978-1-60235-170-7 (paperback, \$30.00; £21; \$32 CAD; €24; \$35 AUD)  
978-1-60235-171-4 (hardcover, \$60.00; £42; \$64 CAD; €48; \$70 AUD)  
978-1-60235-172-1 (Adobe eBook; \$16.00; £12; \$18 CAD; €13; \$19 AUD)  
978-1-60235-173-8 (ePub ebook; \$16.00; £12; \$18 CAD; €13; \$19 AUD)  
© 2010 by Parlor Press and the WAC Clearinghouse. 277 pages, with glossary, bibliographies, illustrations, and index.

REFERENCE GUIDES TO RHETORIC AND COMPOSITION  
Series Editor, Charles Bazerman

GENRE: AN INTRODUCTION TO HISTORY, THEORY, RESEARCH, AND PEDAGOGY provides a critical overview of the rich body of scholarship that has informed a “genre turn” in Rhetoric and Composition, including a range of interdisciplinary perspectives from rhetorical theory, applied linguistics, sociology, philosophy, cognitive psychology, and literary theory. The book presents an historical overview of genre; describes key issues and theories that have led to the reconceptualization of genre over the last thirty years; examines current research and lines of development in the study of genre; provides examples of various methodologies for conducting genre research; and explores the possibilities and implications for using genre to teach writing at various levels and within different disciplines. While the book examines various traditions that have shaped the field’s understanding of and approaches to genre, what connects these various approaches is a commitment to the idea that genres reflect and coordinate social ways of knowing and acting in the world and thus provide valuable means of researching how texts function in various contexts and teaching students how to act meaningfully in multiple contexts.

ANIS S. BAWARSHI is Associate professor of English and Director of the Expository Writing Program at the University of Washington. MARY JO REIFF is Associate Professor of English at the University of Tennessee-Knoxville.



To order by credit card directly from Parlor Press, include your billing information here. If paying by check, make it payable to Parlor Press and include your shipping address below in the billing address area. Or order securely online by credit card at <http://www.parlorpress.com>

\_\_\_ Mastercard \_\_\_ VISA \_\_\_ Discover \_\_\_ American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Security Code (if any) \_\_\_\_\_ (last 3 digits on back of card)

\* Billing Address (must match address on credit card; please print clearly)

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_ State \_\_\_\_\_

Postal Code \_\_\_\_\_ Phone: \_\_\_\_\_

Mail or Fax this form to Parlor Press, 816 Robinson St., West Lafayette, IN 47906, USA. Fax: 1-206-600-5076

\* If your shipping address is different from the billing address, please write it here:

\_\_\_\_\_  
\_\_\_\_\_

Book Price	_____
Quantity	_____
Subtotal	_____
Tax (7 %)	_____
(Indiana residents only)	
Shipping	_____
(\$3 US & £2 UK; any quantity! Int'l orders add \$12 + \$2 for each additional copy)	
Total	_____