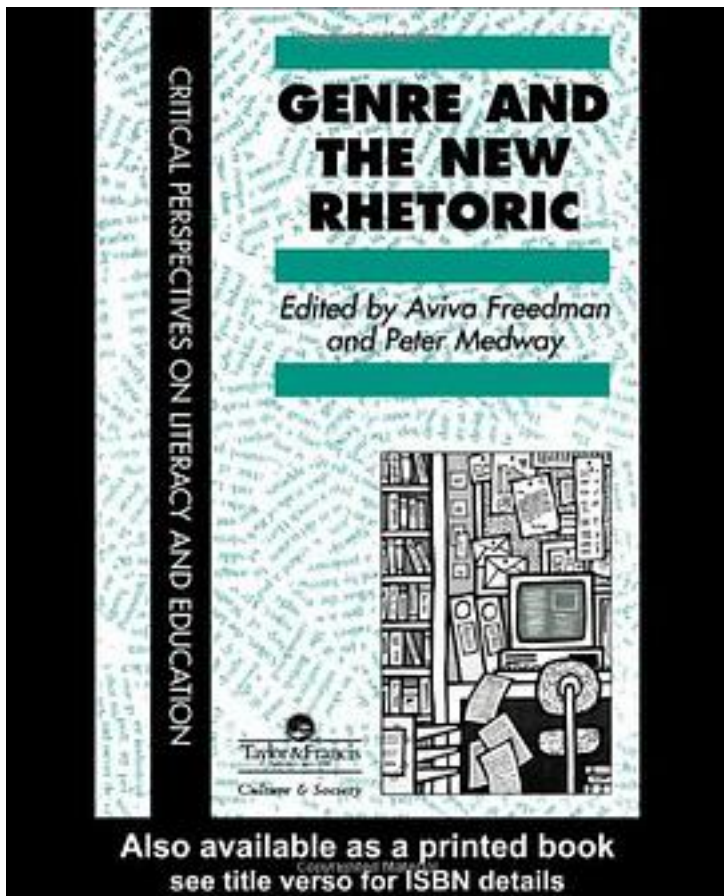


Genre and the New Rhetoric



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Since The Mid-1980s The Notion Of "Genre" Has Been Dramatically Redefined. This redefinition has prompted theorists and scholars alike to analyze the shaping power of language and culture, and the interplay between the individual and the social.; Recent work in genre studies has drawn upon ideas and developments from a wide range of

intellectual disciplines including 20th-century rhetoric, literary theory, sociology and philosophy of science, critical discourse analysis, education and cultural studies. In this text, leading theorists reflect and capitalize on the growing interest in genre studies across these allied fields, and examine the powerful implications this reconception of genre has on both research and teaching.

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