

“Genre Blending: Connecting the Fields of Conceptual Blending and Literacy Studies”

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2020 UK Cognitive Linguistics Conference

Genre Blending

Mike Sinding's Genre Blending

1. Socio-Cognitive Frame — action within a rhetorical setting
2. Rhetorical Situation Frame — communication to an audience in the context of certain social roles and purposes
3. Discourse Structure Frame — discursive features structure language events

Sinding's work focuses on literary genres. My approach focuses on non-literary real-world literacy events.

Genre Uptake

- Genre uptake points to the **(inter)connections** between **genres** and **social languages** in usage events (Reiff and Bawarshi), such as the syllabus genre and the discursive frames in schooling
- Uptake connects the current iteration of a genre to our **prior experiences** with (1) other instances of the same genre, (2) other genres, and (3) social discourses
- Uptake is a site of **agency** that highlights how our material, embodied, memorialized, and sedimented experiences shape our genre use in ways that are informed yet exceed genre knowledge (Bawarshi)

César Chávez

Community and Labor Organizer

- In 1957-8, Chávez worked for the **Community Service Organization** (headed by Saul Allinsky in Chicago) by organizing Latinx community in and around **Oxnard, California** (near Los Angeles).
- The case study is based on **two primary accounts**: Chávez's oral history and an account published by Fred Ross based on a series of taped recordings of Chávez's account



César Chávez

- Apply for referral cards
- Accept referral card
- Present the referral card at worksite
- Take notes on the application/referral card process
- Write narrative of daily activities based on notes
- Present referral cards as evidence
- Write formal written complaint for state/federal officials
- Distribute public flier protesting state refusal to act
- Burn referral cards as nonviolent protest

Conclusion

Genre Uptake in the analysis of actual genre use (i.e. outside the scope of imagined worlds in literary analysis) can help further develop the concept of genre blending and allow us to better understand how principles of conceptual integration theory shape textual practice in the world

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