



INVENTION, GENRE, AND AUDIENCE: TEACHING AS A RHETORICAL CONSIDERATION

BARBARA SHADDIX

THE CENTRAL QUESTION

What's happening when we teach
an audience about “audience”?



INVENTION & CONSTITUTIVE RHETORIC

WHAT DO HAUSER AND CHARLAND HAVE TO SAY
ABOUT INVENTION?





INTERPELLATION

VOCABULARY OF MOTIVE



How Burke defines the way we use
language to interpret reality



How do we know when it's been
successfully taught?



GENRE OF INSTRUCTION

DOES THE BUSINESS
COMMUNICATION CLASSROOM
REPRESENT A GENRE?



MULTIMODAL MOVES

Answering exigency
with both traditional
teaching methods and
modern methods



INTERDISCURSIVITY & HYBRID GENRES

Bhatia: shots fired!

What happens in the interdiscursive classroom?

THE INSTRUCTOR AS INVENTOR



Interpreting the
indeterminate



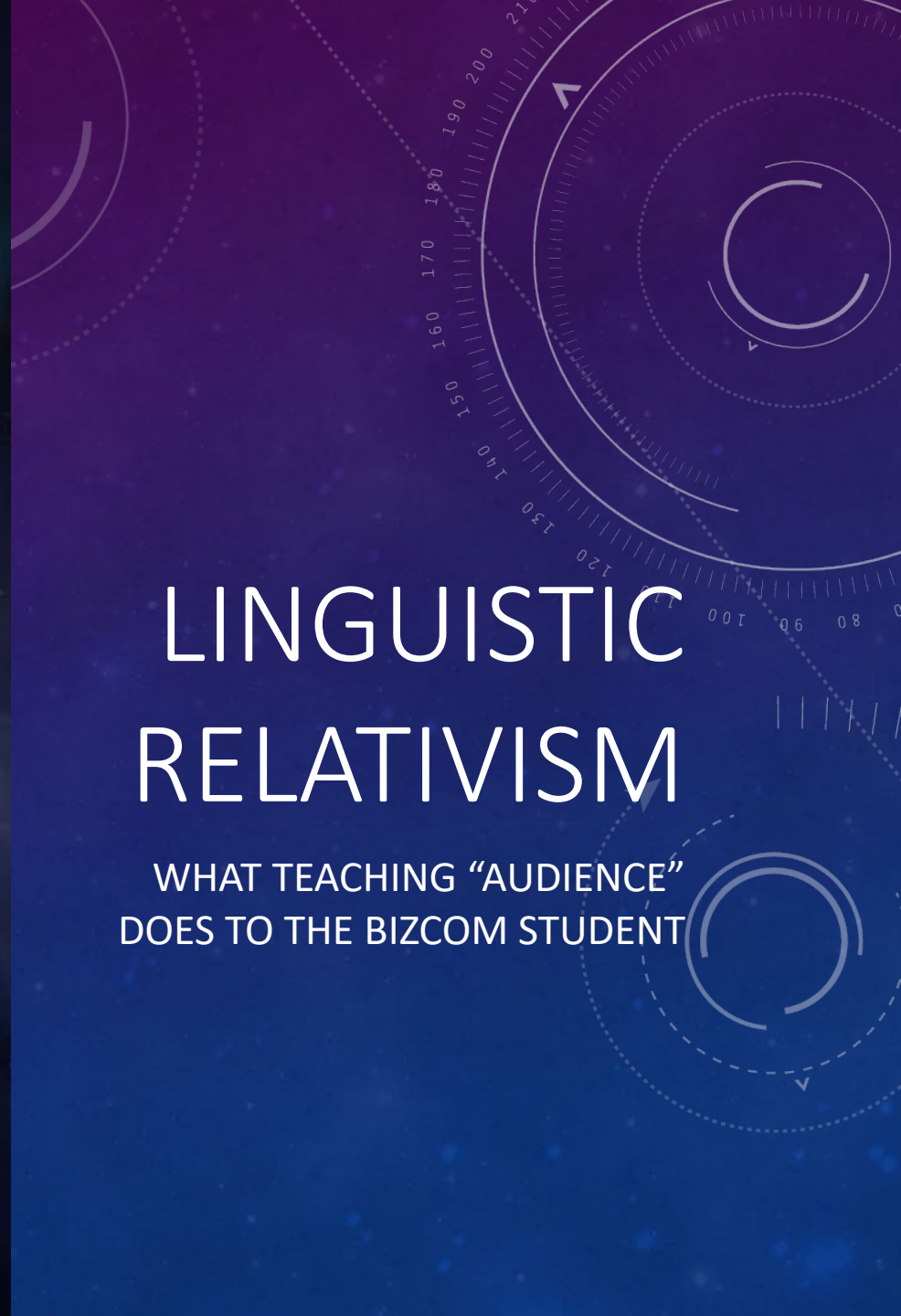
and creating
metaphors





LINGUISTIC RELATIVISM

WHAT TEACHING “AUDIENCE”
DOES TO THE BIZCOM STUDENT





Works Cited

- Barnum, Carol M., and Saul Carliner, editors. "Understanding Readers." *Techniques for Technical Communicators*, by Janice C Redish, Macmillian, 1993, pp. 15–41.
- Bhatia, Vijay K. "Genre as Interdiscursive Performance in Public Space." *Genre & the Performance of Publics*, edited by Mary Jo Reiff and Anis Bawarshi, Utah State University Press, 2016, pp. 25–42.
- Charland, Maurice. "Constitutive Rhetoric: The Case of the People Quebecois." *Quarterly Journal of Speech*, vol. 73, no. 2, May 1987, pp. 133–150.
- Hauser, Gerard A. *Introduction to Rhetorical Theory*. Waveland Press, 2002.
- Johnstone, Barbara. *Discourse Analysis*. John Wiley & Sons, Inc., 2018.
- Miller, Carolyn R. "Genre as Social Action." *Quarterly Journal of Speech*, vol. 70, 1984, pp. 151–167.
- Miller, Carolyn R., et al. "Genre: Permanence and Change." *Rhetoric Society Quarterly*, vol. 28, no. 3, 2018, pp. 269–277.

Q & A

ANY QUESTIONS?