

Call for Proposals

Genre 2012--Rethinking Genre Twenty Years Later:

An International Conference on Genre Studies

Carleton University, Ottawa, Ontario, Canada

June 26-29, 2012

Website: www.carleton.ca/genre2012

Genre 2012 will continue the tradition and scholarly conversation that originated with the first international colloquium on Genre Studies, "Rethinking Genre," held at Carleton University in 1992.

The goals of Genre 2012 are the following:

- To create a dialogue among the three major traditions of Genre Studies: (a) English for Specific Purposes (ESP), (b) North American/New Rhetorical Studies, and (c) Australian Systemic Functional Linguistics (the Sydney School);
- To present the most recent research developments in each of these three traditions with respect to writing in academic, workplace, and community settings;
- To explore possible convergences among the three traditions; and
- To provide a communicative space for discussion of other possible approaches to Genre Studies.

Keynote speakers: Charles Bazerman (University of California, Santa Barbara, USA), Vijay Bhatia (City University of Hong Kong), Ken Hyland (University of Hong Kong), James Martin (University of Sydney, Australia), Carolyn Miller (North Carolina State University, USA), David Russell (Iowa State University, USA), Catherine Schryer (Ryerson University, Canada), John Swales (University of Michigan at Ann Arbor, USA).

Special session presenters: Anis Bawarshi (University of Washington, USA), Heidi Byrnes (Georgetown University, USA), Amy Devitt (University of Kansas, USA), Ann Johns (San Diego State University, USA), Anthony Paré (McGill University, Canada), David Rose (University of Sydney, Australia), Clay Spinuzzi (University of Texas at Austin, USA), Christine Tardy (DePaul University, USA).

Proposals: We invite research-informed papers of any theoretical or methodological orientation on any aspect of Genre Studies related to the goals indicated above. Accordingly, papers might address topics such as these:

- The roles and functions of genres in different linguistic and social contexts.
- Genre proficiencies in different contexts.
- Learning and teaching genres in specific contexts.
- The broad range of methodologies used to study non-literary written genres.
- Genres and new technologies.

We also invite proposals on any other topics related to the study of non-literary written genres.

Proposals should identify the preferred format (20-minute individual presentation or 90-minute panel with several presenters). Students are encouraged to submit proposals for either individual presentations or posters. The registration fee for the conference will be waived for all student presenters and for Carleton University students.

Proposals for individual presentations, panels, and posters should include a title, an abstract of 300 words or less, and contact information. Panel proposals should, in addition, include the names of all presenters and the titles of their papers. (In all cases, the 300-word limit excludes the list of references).

Proposals should situate the topic in the research literature identify one or more research questions; describe the theoretical approach and the method(s) of data collection and analysis; and where applicable, discuss the findings. Theoretical explorations of relevant topics are also welcome.

The deadline for proposals is **October 15, 2011**. Please send proposals as an email attachment in .doc or .rtf format to genre2012@connect.carleton.ca, including the words "Genre 2012 proposal" in the subject line. Updated conference information will be available at www.carleton.ca/genre2012.

Language Statement: Genre 2012 is open to all interested researchers. Given the wide range of international participants that we expect to attend the conference, the organizing committee believes that the communal conversation will be facilitated if English is used for presentations. However, if there are presenters who wish to deliver their papers in a language other than English, they will be welcome to do so. In such cases, we will encourage the presenters to provide English support materials, such as detailed handouts, PowerPoint presentations, or extended abstracts in English.

Graduate Course: Connected to the conference, Carleton University's School of Linguistics and Language Studies (SLaLS) will offer an intensive graduate-level course, ALDS 5703: Approaches to Genre Studies, taught by conference co-organizer Dr. Natasha Artemeva. Course registration will be open to graduate students from any institution. In addition to other assignments, students registered in the course will be required to attend conference keynote addresses and Special Sessions and then reflect on these as part of their coursework. Conference presenters will be invited to participate in formal and informal discussions with the students registered in the course. Course registration will be open in the spring of 2012. Further information will be distributed at a later date. For details, please contact SLaLS graduate administrator Ms Joan Grant at joan_grant@carleton.ca. General registration information for non-Carleton students is available at <http://www2.carleton.ca/registrar/special-students/>

Conference co-organizers: Natasha Artemeva, Jaffer Sheyholislami, and Graham Smart (Carleton University).

Local organizing committee: Chloe Fogarty-Bourget, Janna Fox, Guillaume Gentil, Clara John Gulli, Lynne Young (Carleton University).

Sponsorship: The conference is co-sponsored by Carleton University's Office of the Vice-President (Research and International); Office of the Dean, Faculty of Arts and Social Sciences; and Director, School of Linguistics and Language Studies.

- **Why we are applying for SSHRC funding before having selected conference papers**

Although we could wait and apply for SSHRC funding on November 1, 2011, by which time we would know the total number of proposals received and the percentage of proposals accepted, we believe that we cannot wait until February 1, 2012 to know whether we will be receiving financial support from SSHRC. As described in this proposal, our goal is to hold a large international conference with participants from across North America, Asia, Latin America, Europe, Australia and New Zealand, and without SSHRC funding, we might not be able to hold the conference or will have to reduce its scope to a colloquium with invited participants and graduate students only, which would be difficult to do after proposals have been submitted and selected, and within 5-6 months of the conference.

At the moment, Carleton University's Office of the Vice-President (Research and International) has provided us with dedicated funding of \$3,000.00 to support foreign graduate student participation in the conference; the Office of the Dean, Faculty of Arts and Social Sciences, has provided us with \$10,000.00 to support the conference; and the Director of the School of Linguistics and Language Studies has provided us with \$1,000.00 to support the conference. In addition, registration fees will provide us with revenue.

- Based on figures from previous international conferences on Genre Studies, we are expecting approximately 500 proposals (including student submissions), with an acceptance rate of approximately 60%. However, holding an international conference of this scale will clearly depend on an appropriate level of financial support.
- **Dissemination of Call for Proposals**

In mid-October 2010, in order to gauge the level of interest from potential participants we distributed a preliminary Call for Proposals (CFP) (see p. 4 of this file) to various academic listservs, announced it at international conferences, and communicated it to universities and colleagues around the world.

Subject: Preliminary call for Genre 2012
From: Natalia Artemeva <natasha_artemeva@carleton.ca>
Date: Sat, 23 Oct 2010 20:36:18 -0400 (EDT)
To: CASLL@LISTSERV.UNB.CA
CC: Genre2012@carleton.ca

Save the Dates! June 26-29, 2012

The 2012 International Conference on Genre Studies:
Rethinking Genre--Twenty Years Later

Carleton University, Ottawa, Ontario, Canada

The conference aims to continue a long-running discussion that originated with the first international conference on genre studies, "Rethinking Genre," organized by Aviva Freedman and Peter Medway and held at Carleton University in 1992.

The goal of the conference is to

create a dialogue among three prevalent traditions of genre studies: (a) English for Specific Purposes (ESP), (b) North American New Rhetoric Studies, and (c) Australian Systemic Functional Linguistics (the Sydney School);

present recent developments in each of these three traditions, with respect to writing in academic, workplace, and community settings;

explore convergences among the three traditions; and

provide a communicative space for discussion of other possible approaches to genre studies.

The keynote speakers at the conference will be Jim Martin, Chuck Bazerman, David Russell, Cathy Schryer, Ken Hyland, and Vijay Bhatia.

Watch for our call for proposals in the spring of 2011.

Please send any questions you might have about the conference to this e-mail address:

Genre2012@carleton.ca

The organizing group:

Natasha Artemeva
Jaffer Sheyholislami
Graham Smart

Every attempt has been made to distribute the preliminary Call for Proposals to as wide an international audience as possible.

1. Associations and listservs:

Canadian Association for the Study of Discourse and Writing (CASDW)
 Canadian Association for the Study of Language and Literacy (CASLL/Inkshed)
 American Association of Teachers of Technical Writing (ATTW)
 North American Systemic Functional Linguistic Association (NASFA)
 Professional Learning listserv (proflearn)
 Systemic Functional Linguistic Listserv (sys-func)
 University Learning listserv (unilearn)
 Writing across the Curriculum listserv (WAC)
 Writing Research Across Borders mailing list (WRAB)
 Writing Program Administrators Listserv (WPA).

2. Conferences

Brazilian SIGET Genre Studies Conference
 Conference on College Composition and Communication (CCCC)
 CASDW 2012 annual conference
 International Systemic Functional Linguistics Congress
 International Symposium on Second Language Writing 2010
 Writing Research Across Borders II

3. Relevant electronic research communities (CCCC, National Council of Teachers of English [NCTE])

4. Individual blogs supported by prominent genre and Writing Studies researchers

As well, the preliminary CFP was distributed to multiple Canadian and International universities with relevant programs and faculty conducting research on non-literary genre. The final Call for Proposals will be distributed even wider, since the preliminary CFP elicited multiple expressions of interest from individuals and groups. We have started a Genre 2012 mailing list to ensure that we reach as wide an audience as possible. In order to attract graduate students, we have sent the preliminary Call for Papers and will send the final CFP to relevant departments at Canadian Universities: Carleton University, McGill University, Brock University, University of Toronto, University of British Columbia, University of Alberta, Ryerson University; York University;

US Universities: DePaul University; Georgetown University; Iowa State University; North Carolina State University; San Diego State University; University of California, Santa Barbara; University of Kansas; University of Michigan, Ann Arbor; University of Texas at Austin; University of Washington;

Australian Universities: University of Adelaide; University of Sydney; University of Technology Sydney;

New Zealand Universities: Auckland University of Technology; Massey University

Asia: City University of Hong Kong; University of Hong Kong

5. Review of Submissions

Proposals meeting the parameters of the Call for Proposals will be submitted to a committee of 11 Canadian and international genre scholars (special session presenters and co-organizers) for peer review and selection in a procedure similar to what is employed by other Genre Studies and Writing Studies conferences.