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*Genres and language in digital communication: trends and new directions*

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**ABSTRACT**

**Genre Analysis and its New Challenges**

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The traditional move-step analysis (Swales, 1981; Bhatia, 1993) has been around for decades and shows little sign of fading into obsolescence. It has been applied to many academic, professional and commercial written genres and, with perhaps lesser success, to certain spoken genres. such as three-minute theses, advising sessions and committee meetings. Although the vey name "move-step analysis" seems to invoke a kinetic, even terpsichorean analogy, its major appeal has been to analysts of frozen written texts. So far, so good then.

However, as academic authors and publishers become increasingly concerned with "popularizing" their products, via methodological and video abstracts and the like,, it is at present unclear as to how best to analyze such recorded, structured and edited multimodal discourses. The study of paralinguistic features, such as gesture and gaze, as exemplified by the GRAPE group at Castellon, raises issues of whether the insights gained are worth the time and effort expended.. On the other hand, rhetorical move-step analysis operates outside the videographers' craft, both amateur and professional, with their technical arrays of shot selections and editing options. Shot analysis (Nav, 2022) offers a possible resolution, but at present it is unclear whether shots are in isomorphic (i.e. one-to-one) relationships with either moves or steps, or whether shot analysis is better conceived as orchestrating visual frames and transition markers, providing the structural equivalents for items such as "for example" or "more generally". This talk will therefore investigate possible roles of shot analysis from several perspectives, including those of experienced videographers.