

## ABSTRACT

### Genre in digitally mediated professional practice

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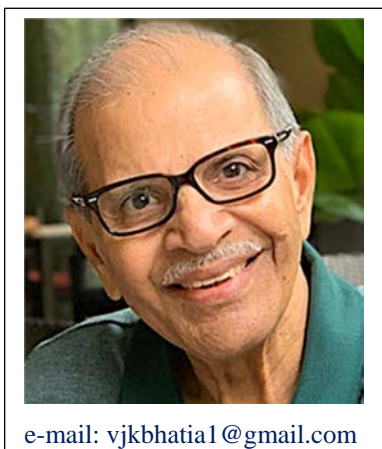
In recent years we have witnessed a developmental shift in genre theory as it has been applied to professional communication particularly focusing on professional practices and disciplinary cultures without undermining the value of formal as well as functional aspects, namely the linguistic realisations and rhetorical or cognitive structures (Bhatia, 2004, 2017). It is an attempt to widen the scope of analysis to account for mixing, embedding, and bending of generic norms and conventions, which can be viewed as interdiscursive appropriation within and across related genres, particularly in web-mediated professional practices. In this presentation, I would like to give more substance to this claim by taking some of the key examples from different professional contexts.

#### References

Bhatia, Vijay K., (2008). 'Genre analysis, ESP and professional practice', *English for Specific Purposes*, 27, 161–174.

Bhatia, Vijay K., (2017). *Critical Genre Analysis. Investigating Interdiscursive Performance in Professional Communication*, London, Routledge.

#### BIO



**Vijay Bhatia** is Adjunct Professor at the Chinese University of Hong Kong and Visiting Professor at the Hellenic American University in Athens (Greece). His research interests include, (Critical) Genre Theory, Analysis of professional discourses, particularly in legal, business, promotional, and new media contexts; ESP and Professional Communication; simplification and easification of legal and other public documents. Three of his monographs on genre theory, *Analysing Genre: Language Use in Professional Settings* (1993), *Worlds of Written Discourse: A Genre-based View* (2004), and *Critical Genre Analysis: Interdiscursive Performance in Professional Practice* (2017) are widely used in genre theory and practice.