

MULTIMODAL-
REAL // PROCESS
SAL // LEXI-
CIPANT // DIS-
MODA-
ITY // LANGUAGE
ERS IN LANGUAGE
ATION VOL. 29, 2008.
BN: 978-87-90923-47-1

SYSTEMS LINGUISTICS

NINA NØRGAARD (ED.)

ODENSE WORKING PAPERS IN LANGUAGE
AND COMMUNICATION VOL. 29, 2008.
ISSN 0906-7612, ISBN: 978-87-90923-47-1

THEME // DESIGN // REGIS-
R // MULTIMODALITY // AC-
// FRAME // GIVEN // SFL
// PROCESS // MOOD // SFL
PRODUCTION // REAL //
GRAMMAR // NEW //
GAZE // APPRAISAL
// DISCOURSE //
ARTICIPANT //
MODALITY //
// SENSER
// IDEAL
// DISTRIBUTION // RHEM
THEME // DESIGN // MULTIMODALITY // RE-
GISTER // ACTOR // FRAME // GIVEN // RE-
PROCESS // MOOD // GRAMMAR // NEW // SFL
// LEXICAL // DISCOURSE // SENSER // RE-
PRAISAL // MODALITY // SENSER // RHEM
GENRE // MODALITY // DISTRIBUTION // RHEM
IDEAL // DISTRIBUTION // RHEM

Systemic Functional Linguistics in Use

Nina Nørgaard (ed.)

Odense Working Papers in Language and Communication vol. 29, 2008

ISSN 0906-7612, ISBN: 978-87-90923-47-1

Cover design by Michael Steensen

CONTENTS

(Click on title to read article)

PLENARIES

David Banks

[The Significance of Thematic Structure in the Scientific Journal Article, 1700-1980](#) 1

J.R. Martin

[Tenderness: Realisation and Instantiation in a Botswanan Town](#) 30

Michael O'Toole

[Thinking with Your Own Eyes: Magritte and the Logical Metafunction](#) 63

Michael Toolan

["Around 1990, Corpus Linguistics set in": Combining Systemic Linguistics, Corpus Methods, and Stylistics in the Study of Narrative](#) 85

PAPERS

Thomas Hestbæk Andersen & Morten Boeriis

[Semiotic Cereals](#) 111

Zhila Bahman

[Interpersonal Function and Personality Type](#) 159

Barbara Becker & Karen Malcolm

[Suspended Conversations that Intersect in the Edwardian Postcard](#) 175

Biok Behnam & Robabeh Moshtaghi Zenouz

[A Contrastive Critical Analysis of Iranian and British Newspaper Reports on the Iran Nuclear Power Program](#) 199

Morten Boeriis

[Mastering Multimodal Complexity](#) 219

Morten Boeriis

[A Mode Instantiation Model](#) 237

Inês Conde

[The Role of Multilayering in Evaluation to Construct Youth Gender Identities](#) 251

José Manuel Durán <u>The Analysis of Political Discourse Applied to Bush's and Kerry's Speeches</u>	267
Jing Fang, Zhongwei Song & Canzhong Wu <u>What may be Hidden behind a Translator's Choices: A Comparative Analysis of two Translations of <i>The Art of War</i></u>	283
Iris Marie Gatt <u>A Significant Optimization of Spoken Interaction in the Foreign Language Classroom: Exploring an SFL-driven Curriculum - Three TESOL Research Projects in Florence</u>	307
Helmut Gruber & Birgit Huemer <u>Two Views on Text Structure: Using Rhetorical Structure Theory and Register & Genre Theory in Improving Students' Academic Writing</u>	332
Jorge Arús Hita <u>Teaching Modality in Context: A Sample Lesson</u>	365
Alexandra Holsting <u>Projecting Clause Complexes and the Subjunctive Mood as Means of Projection in German</u>	381
Jingzi Huang & Bruce Normandia <u>Linguistic Resource as Cues Signaling Conceptual Knowledge Crucial for Solving Word Problems</u>	400
Natalia Ignatieva <u>A Systemic Functional Analysis of College Students' Literature Essays in Spanish</u>	420
Bjarne le Fevre Jakobsen <u>News in Global Mass Media Discourse – a Multimodal, Systemic and Sociological Discussion</u>	434
Alireza Jalilifar <u>A Comparative Study of Message Functions in Written and Spoken Reported Speech Produced by Iranian EFL Students</u>	444
Christian Mosbæk Johannessen <u>A Multimodal Approach to Meaning-Making in Trademarks</u>	460
Naomi K. Knight <u>"Still cool...and american too!": An SFL Analysis of Deferred Bonds in Internet Messaging Humour</u>	481

Aleksandra Bizjak Končar Contemporary Sermons: From Grammatical Annotation to Rhetorical Design	503
Li-Fen Lin Interpersonal Engagement in Graduate-Level Classroom Discourse: Researching Gender-Related Patterns	522
Maria Martinez Lirola On the Main Resources Used to Persuade Readers in Multimodal Texts Related to Health in the Local Press	547
Gorete Marques Establishing a Continuum in Spoken and Written Language in Student Emails	564
Maria Goreti Monteiro Mediating Services through the Translation of MOOD in Portuguese Mould Companies	577
Mikako Naganuma A Systemic Functional Approach to Translation Pedagogy in Japan	589
Ayako Ochi Ideational Projection in Japanese News Reporting: Construing Reporter's Experience above Clause Rank	601
Maria Papadopoulou & Maria Poimenidou The Contribution of Play in the Emergence of Hybrid Genres in Kindergarten	621
Pattama Jor Patpong Language of Persuasion: An Analysis of Selected Samples from Talisman Advertisements	633
Xuanwei Peng Evaluative Meanings in Literary Texts: The first step towards Appraisal Stylistics	665
Gong Qionglan Systemic Functional Linguistics in Aviation English Course Book Construction	685
Anke Schulz Tense, Modality and Polarity: The Finite Verbal Group in English and German Newsgroup Texts	697

Hossein Shokouhi <u>A Functional Analysis of the Rhetorical Organization of Recognition and Production Tasks by EFL Learners</u>	717
Carminda Silvestre <u>Mapping Emotions in Multimodal Texts</u>	735
Connie Ssebbunga-Masembe & Geoff Thompson <u>Potential Sources of Comprehension Difficulties in Advanced Secondary School Science Textbooks: The Case of Uganda</u>	749
Sonja Starc <u>The Role of Salience in Newspaper Advertisements with a View to their Development as a Genre</u>	767
Sune Vork Steffensen <u>Reassessing the Systemic Functional Subject - a Hologrammatical Interpretation</u>	782
Orlando Vian Jr <u>Appraisal System in Brazilian Portuguese: Resources for Graduation</u>	807
Yau Ni Wan <u>The Exchange of Interpersonal Meaning in Call Centre Conversations</u>	825
Jonathan Webster & Fung Kan Pun <u>Developing Academic Writing Potential in an E-learning Environment</u>	840