

# Table of contents

A multiple invitation to discourse studies <i>Jan Renkema</i>	1
<b>I. Discourse in communication</b>	
1. Doing discourse analysis with possible worlds <i>Andrea Rocci</i>	15
2. Discourses “off course”? <i>Anna Duszak</i>	37
<b>II. Discourse and other communication modes</b>	
3. Discourse across semiotic modes <i>John A. Bateman</i>	55
4. Schemes and tropes in Visual Communication: The case of object grouping in advertisements <i>Alfons Maes and Joost Schilperoord</i>	67
<b>III. Discourse types</b>	
5. Text types and dynamism of genres <i>Sungsoon Wang</i>	81
6. Academic and professional written genres in disciplinary communication: Theoretical and empirical challenges <i>Giovanni Parodi</i>	93

#### **IV. Discourse structures**

7. Why investigate textual information hierarchy? 113  
*Elisabeth Le*
8. Implicit and explicit coherence relations 127  
*Maite Taboada*

#### **V. Stylistics and Rhetorics**

9. Style and culture in quantitative discourse analysis 143  
*Martin Kaltenbacher*
10. Devices of probability and obligation in text types 157  
*Xinzhang Yang*
11. Analysis and evaluation of argumentative discourse 171  
*Frans H. van Eemeren and Bart Garssen*

#### **VI. Discourse and Cognition**

12. Embodied cognition, discourse, and Dual Coding Theory: New directions 187  
*Mark Sadoski*
13. The cognition of discourse coherence 197  
*Ted Sanders and Wilbert Spooren*
14. A computational psycholinguistic algorithm to measure cohesion in discourse 213  
*Max M. Louwerse and Patrick Jeuniaux*

#### **VII. Discourse and Institution**

15. Chinese questions and power relations in institutional dialogue 227  
*Jinjun Wang*
16. Towards a process view of preformulation in press releases 239  
*Geert Jacobs and Tom Van Hout*
17. Media discourse 253  
*Kenneth C.C. Kong*

## **VIII. Discourse and Culture**

18. Critical Discourse Analysis <i>Theo van Leeuwen</i>	277
19. Gendered discursive constructions of bank manager positions: Conflicting social identities <i>Inger Lassen</i>	293
20. The semiotics of racism: A Critical Discourse-Historical Analysis <i>Ruth Wodak</i>	311
<b>Key to the assignments</b>	327
<b>About the authors</b>	355
<b>References</b>	367
<b>Index</b>	389