

# CONTENTS

Preface

Acknowledgements

1	Language and Style	1
1.1	Introduction	1
1.2	Style as Deviation	3
1.2.1	Style as Ornamentation: Style in Context	7
1.2.2	Style and Levels of Language	8
1.2.3	Style and Text Convention	10
1.2.4	Summary: What is Style?	15
1.3	Literariness	16
1.4	Styles of Writing in English	19
1.4.1	Style and Ideology	20
1.5	Writing as Process: Text and Composition	24
1.6	Seeing Through Language: The Organization of the Book	26
2	Language, Style and Literariness	29
2.1	Introduction	29
2.2	Literary Language: Some Definitions	30
2.2.1	Speech Acts and Language Functions	33
2.2.2	Literariness in Language	34
2.3	Describing Places: Analysis of Styles I	35
2.4	Describing Cars: Analysis of Styles II	43
2.5	Style and Ideology: The Interested Writer	50
2.5.1	The Interested Reader	57
2.6	Conclusions	58

3 Sample Cases	61
3.1 Newspaper Styles	61
3.1.1 Front Pages	61
3.1.2 Problem Pages	68
3.2 Advertising Talk	77
3.2.1 Titles	78
3.2.2 Advertising Narratives	80
3.3 Prose Devices	86
3.3.1 A Narrative Structure	86
3.3.2 A Dialogic Structure	90
3.3.3 Style in Popular Fiction	99
3.4 Poetic Structures	115
3.4.1 Lexis and Syntax	116
3.4.2 Sounds and Meanings	119
3.5 Ideologies and Metalanguages	129
3.5.1 Political Rhetorics	129
3.5.2 The Language of Criticism	147
4 Style, Composition and Creativeness	174
4.1 The Writer's Motive	174
4.2 Is 'Creativeness' Accessible?	175
4.2.1 Creative Games (1): Pieces of Language	176
4.2.2 Creative Games (2): Parodic Models	181
4.2.3 Creative Games (3): Rewriting	184
4.3 Technical Resources	188
4.3.1 Coherence and Cohesion	189
4.3.2 The Sentence: Discourse Functions	190
4.3.3 How to Make a Statement	192
4.3.4 How to Point an Emphasis	196
4.3.5 Complex Sentences	199
4.4 A Postscript	203
Exercises	205
1 Language, Style and Literariness	205
2 Stylistic Samples	217
3 Composition	226
Further Reading	233
Bibliography	236
Glossarial Index	240
Index of Extracts	266