Changing Methodology in Contrastive Rhetoric

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Types of Possible CR Studies

- Theorizing and agenda setting
- Methodological innovations and refinements
- Descriptive studies
  - Discourses in various languages (discourse analysis)
  - Rhetorical traditions (“alternative” rhetorics)
  - Discourses in contact (“alternative” discourses)
- Synthesis of descriptions (theory building)
- Discussion of pedagogical implications
- Metadisciplinary reflections and assessment (e.g., historical studies)

Two Methodological Directions

Micro CR: Situated descriptions of discourse features, practices, and contexts
- Modern philology (Johnstone, 1996)
- Context-sensitive text analysis (Huckin, 1992)
- Critical discourse analysis (Fairclough, 1995)

Macro CR: Systematic comparison of discourse systems, practices, and contexts
- Specialized parallel corpuses for the analysis of discourse-level features
- Comparative rhetorics (Kennedy, 1998; Gray-Rosendale & Gruber, 2001)
- Study of discourses in contact (Schroeder et al, 2002)

Selected Bibliography