

TEACHING MATERIALS:

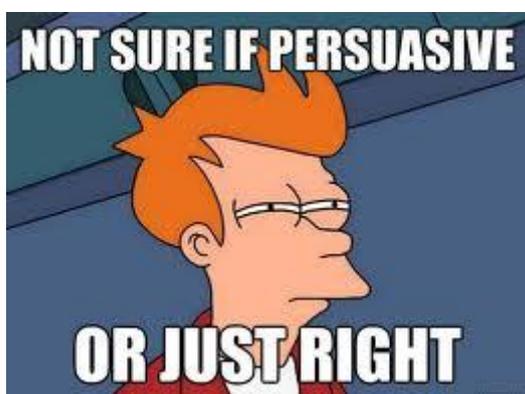
AN http://www.uv.es/anglotic/discourse/interpersonal_markers/index.html GLOTIC PROJECT

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DISCOURSE ANALYSIS: INTERPERSONAL MARKERS

HOW TO ACHIEVE PERSUASION IN WRITTEN TEXTS THROUGH INTERPERSONAL MARKERS

INTRODUCTION



Interpersonal markers are an important tool when writing, especially in genres that aim at persuading the reader. These markers establish a relationship between writer and reader, although they may not be part of the propositional content of the text. This is why they are also called metadiscursive markers. More specifically, it is the writer who decides which markers to use and when, in order to influence the reader, either directly (addressing her/him through personal pronouns or verbs in the imperative –directives-) or indirectly, using adjectives, adverbs or expressions that show her/his attitude or opinion about the topic which is being dealt with. The ultimate purpose is, as stated above, to influence the reader in different ways: by modulating and not imposing ideas, suggesting or showing solidarity, giving opinions, etc. There are different types of markers, each having its own function. Interpersonal markers are never nouns, although they can be verbs, adjectives or adverbs.

Activity 1

HEDGES: they modulate the message, trying not to impose by not imposing ideas but suggesting that the reader/listener carry them out, mostly through modal or auxiliary verbs that accompany the main verb, creating a hedged verbal action. Identify them here:

Choose the correct answer

1. You can book either by visiting the restaurant in person or by telephone.

A. you B. can C. restaurant D. person Answer:

Choose the correct answer

2. All restaurants in the UK are now non smoking areas. If you are a smoker, you may want to enquire if there is anywhere to smoke after your meal.

A. all B. you C. may D. anywhere Answer:

Activity 2

ATTITUDE MARKERS: they reflect the writer's attitude (generally positive) towards the message, by means of adjectives or adverbs. Identify them in these sentences:

Choose the correct answer.

1. The park includes two differentiated scenarios: installations for fish and swimming pool.

A. park B. includes C. differentiated D. installations E. swimming pool ANSWER:

Choose the correct answer.

2. The service received is considered satisfactory, especially in bars and restaurants.

A. service B. received C. satisfactory D. bars E. considered

Activity 3

COMMITMENT MARKERS: they refer directly to the reader by means of personal pronouns or possessives of all types. They are the most direct markers. Identify them here:

Choose the correct answer.

Cinema Jove Internacional Film Festival brings you another year of quality films

A. brings B. you C. another D. quality E. films ANSWER:

Choose the correct answer.

Request your FREE Tourist Pack. A pack with everything.

A. Request B. your C. FREE D. tourist E. everything ANSWER

Activity 4

DIRECTIVES: they address the reader by means of verbs, inviting her/him to do something. Identify them here:

Choose the correct answer.

Learn about animal life at Oceanografic park.

A.Learn B.about C.animal D.oceanografic park ANSWER:

Choose the correct answer.

If you are looking for something special, pay a visit to our city.

A.If B.you C.are looking D.special E.pay F.visit ANSWER:

Activity 5

SELF-MENTION MARKERS: they refer to the writer/s own actions and feelings through personal pronouns (singular or plural), thus transmitting opinions, suggestions, etc. in a more personal way. Identify them here:

Read the paragraph below and fill in the missing words.

Throughout the entire complex, we can stage a variety of open-air events.

A. Throughout B.entire C.we D.can E.stage F.variety ANSWER:

Choose the correct answer.

Discover our recommended routes and activities, and learn about.

A.Discover B.our C.recommended D.learn about ANSWER:

Activity 6

BOOSTERS: they transmit positive qualities of objects or services by means of enhancement adjectives in different forms that influence the reader's opinion. Identify them here:

Choose the correct answer.

Spectacular lighting equipment simulates the light cycles.

A.spectacular B.lighting C.simulates D.light cycles ANSWER:

Choose the correct answer.

People can sit on outside terraces, alongside more modern venues for clubbing and listening to music.

A.People B.can C.sit D.alongside E.modern F.clubbing ANSWER:

Choose the correct answer.

The City of Arts and Sciences is a unique complex devoted to scientific and cultural.

A. City B.is C.unique D.devoted E.scientific F.cultural ANSWER:

Part Two



INTERPERSONAL MARKERS AND ECONOMY

In the following exercises you must provide one interpersonal marker from the boxes, combining it with a suitable verb, adjective or adverb where necessary. THERE ARE MORE WORDS THAN NECESSARY.

HEDGES

can, could, would, might, could, may, should

COMMITMENT MARKERS

I, we, our, my, you

BOOSTERS

more, many

VERBS

extend/become/accelerate/lead/welcome/benefit/earn/trigger

ADJECTIVES

hostile/emerging/competitive

ADVERBS

aggressively/relatively/

Provide the appropriate words.

Many institutions had yet to show they _____ enough profit out of their investments.

ANSWER:

Provide the appropriate words.

The deal _____ an accounting charge of \$1.1bn.

ANSWER:

Provide the appropriate words.

The deadline _____ to allow for further negotiations.

ANSWER:

Read the paragraph below and fill in the missing words.

Such a move _____ the purchase of shares from Telefonica.

ANSWER:

Provide the appropriate words.

The banks could enjoy a _____ advantage with this new government policy.

ANSWER:

Provide the appropriate words.

_____ must say no to this _____ takeover.

ANSWER:

Read the paragraph below and fill in the missing words.

The deal _____ both companies if _____ reach an agreement.

ANSWER:

Provide the appropriate words.

A group of _____ small banks _____ also _____ a systemic crisis.

ANSWER:

Provide the appropriate words.

_____ markets _____ the spark that helps forge a broader economic coalition.

ANSWER:

Provide the appropriate words.

Employees have voted to remove _____ chief executive, many _____ get the position if they apply for the job.

ANSWER: