

REVIEW
ACTIVE INFLUENCE DISCOURSES: THEORY AND TYPOLOGY
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PhD Dissertation
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I regard this thesis as a major contribution to discourse analysis and poetics.

It is a highly original, innovative and significant dissertation, which makes a considerable contribution to the literature on discourse analysis in general, and to understanding of three specific genres in particular (avant-garde poetry, public relations discourse, and advertising). As such, it both draws upon and contributes to current major focuses of interest in discourse analysis and poetics, notably the concept of inter-discoursal reciprocity, hybrid discourses, contrastive genre analysis, cognitive poetics, genre analysis, multimodal analysis, and historical critical discourse analysis. While focused primarily upon Russian examples of the three genres, it is highly relevant to global trends within the study of discourse development, and has therefore international significance. Indeed it highlights the cosmopolitan influence of Russian poetic, PR and literary theoretical discourses.

The candidate demonstrates a deep understanding and knowledge of a wide range of relevant literature, from the interaction of which she synthesises important new theoretical insights, and a very useful taxonomy, which can be drawn upon by other scholars. She illustrates each point with a diversity of telling examples. These vary both synchronically (in that they draw upon disparate genres) and diachronically, in that they reach back over a century. In so doing, she uncovers continuities between apparently disparate historical periods and genres. A particular contribution is to highlight formal similarities in the midst of apparent functional difference, showing her chosen genres to be united at a deeper cognitive and communicative level. The categories she evinces in this pursuit will be of use to scholars across a wide range of linguistic sub disciplines, and genre analysis. The overarching term "active influence discourses" summarises and focuses this continuity very effectively, and has potential to become a widely used concept and term.

The theoretical and descriptive achievement of this thesis is therefore considerable, and has implications beyond the scope of its immediate data and cultural context, making it of international significance.



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