**Exploring Genres**

The texts below are examples of texts from a range of genres.

**Pre-reading task**

1. Skim through each text and identify the genre
2. Select at least three reasons for assigning the selected genres

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| **Texts** | **Comments** |
| **Text A****KEY HEADLINES** **PROFIT**Gross sales and revenue across the business increased. Operating profit growth recovered strongly in Waitrose & Partners, mainly due to improved gross margin. Operating profits were substantially down in John Lewis & Partners due to weaker Home sales, gross margin pressure, higher IT costs, the property impact of new shops and lower profit on sale of assets. **OUTLOOK** Given the current level of uncertainty, we expect 2019 trading conditions to remain challenging with slower sales growth and margin pressure still affecting John Lewis & Partners. However we are confident in our strategic direction and customer offer across both brands and have built up a strong liquidity position at nearly £1.5bn at January 2019 so that we have the financial headroom to mitigate future risks and make sure we can continue investing for the future. |  |
| **Text B**Incidental exposure to news is a concept familiar to communication scholars. Most printed publications aiming for a mass audience package news alongside non-news content, and studies from as early as the 1940s noted that some people read newspapers for reasons that had little to do with news (e.g. [Berelson, 1949](https://journals.sagepub.com/doi/full/10.1177/1461444817724170)). Later, television news bulletins formed part of linear schedules that meant people often found themselves watching news if they had tuned in early to entertainment programmes or carried on watching afterwards ([Neuman et al., 1992](https://journals.sagepub.com/doi/full/10.1177/1461444817724170)). Some public service broadcasters deliberately scheduled news programmes at peak viewing times, creating media environments where incidental exposure was more likely, thus offering better ‘information opportunities’ for citizens ([Esser et al., 2012](https://journals.sagepub.com/doi/full/10.1177/1461444817724170)) and potentially reducing knowledge gaps ([Aalberg and Curran, 2012](https://journals.sagepub.com/doi/full/10.1177/1461444817724170)). |  |
| **Text C****Up to a fifth of the workforce may be off sick during the peak of a coronavirus epidemic in the UK, the government says in**[**its latest plans.**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/869827/Coronavirus_action_plan_-_a_guide_to_what_you_can_expect_across_the_UK.pdf)Police may need to focus on only the most serious crimes and maintaining public order if the virus spreads.The military could also provide support to emergency services if needed.The government's response is in its first stage - containing the outbreak - with the number of UK cases rising from 39 to 51 on Tuesday.It is "highly likely" the UK will see further infection than at present, Prime Minister Boris Johnson has warned, and the next phase of government contingency plans will be to do with delaying the spread of the virus.If the coronavirus, which causes Covid-19, becomes widespread, some non-urgent hospital care may be delayed to focus on treating those who are infected, while recently retired doctors and nurses may be called back to work. |  |
| **Text D****1. [StreetArtNews](http://www.streetartnews.net/%22%20%5Ct%20%22_blank)**There’s no change to the number one spot with StreetArtNews staying at the top of the ranking. The blog was created back in 2009 by Rom Levy, who wanted to start a publication for urban art that would cater to ‘art geeks’. Now a trusted source for art news, exhibition updates and reviews, StreetArtNews explores street art from around the world. Rom shares updates from the exciting world of street art, including pop-up exhibitions and brand-new creatives from respected artists as well as up and coming creatives. Art lovers can buy prints of their favourite pieces from StreetArtNews, bringing this number one blog from the screen to their walls.**2.**[**StreetArt360**](https://streetart360.net/)Rapidly climbing the ranking to second place is StreetArt360. A relative newcomer to the blogging world, Laurent Jacquet founded StreetArt360 back in 2015 when he discovered his love for street art in Paris. Now with a team of contributors stretching across continents from the US to Serbia, StreetArt360 shares the latest news in the local street art scene, providing detailed and handy guides for where to find the best art, together with helpful interactive maps. |  |

**Explore the texts according to genre:**

1. How formal is the text?
2. Does the text have examples of subjective language? If so, what?
3. Does the text seem to be written by a discipline expert?
4. Can the main purpose of the text be identified?
5. Are there characteristics in the texts that match a particular genre? If so, what?

Text extracts taken from:

<https://www.johnlewispartnership.co.uk/content/dam/cws/pdfs/financials/annual-reports/john-lewis-partnership-annual-report-and-accounts-2019.pdf>

<https://journals.sagepub.com/doi/full/10.1177/1461444817724170>

<https://www.bbc.co.uk/news/uk-51718917>

<https://www.vuelio.com/uk/social-media-index/top-10-uk-art-blogs/>