

ANALYSIS OF EXTRALINGUISTIC LEVELS

Match the SFG CONCEPTS with the SAMPLE TEXT ANALYSIS.

IDEOLOGY	
CONTEXT OF CULTURE	GENRE
	PURPOSE
GENERIC STRUCTURE (STEPS)	
TEXTURE	COHERENCE
	COHESION
CONTEXT OF SITUATION	FIELD
	TENOR
	MODE

Letter of complaint.

To prompt an action that resolves a conflict.

Reference
Endophoric
 - **Anaphoric:** "I have discovered that the soup maker has the following problem: it turns off halfway through the making of the soup."
 - **Cataphoric:** ---
Lexical cohesion
 - **Lexical chains:** words connected to buying and selling stuff (goods, contract, order number bought, received, Consumer Rights Act, quality, cost)
 - **Repetition:** soup, soup maker, contract, letter, date, days (connected to the topic -field- and the genre).
Conjunctions: as (subordinator, used to introduce a reason or cause), and (coordinator, used to link clauses).

It is believed we have the right to complain and obtain a positive response if a product or service we have previously acquired doesn't meet the promised requirements of quality.

Reference
Homophoric: soup maker – January – Consumer Rights Act (we now what she's talking about because we share the same culture)
Exophoric: ---

Complaint about problems with a soup maker.
Commonsense / everyday language (everyday terms – soup -, full names – Consumer Rights Act -, standard syntax – On 4th January, I bought a soup maker... -, identifying processes – The soup maker has the following problem... -)

Interaction between a writer (Mrs Emily Smith) and a reader (manager of the company, probably).

Formal (neutral lexis, titles, full forms, politeness phenomena → an implied term of the contract that goods be as described) **but personal** (I bought / I have discovered / I am entitled).

Written – Language as reflection → Low grammatical intricacy (I look forward to receiving...); ideas and reasons linked by (as you are in breach of contract, I am entitled ...)
Spatial / interpersonal distance → no visual or aural contact, non-immediate feedback (I look forward ... within seven days ...)
Experiential distance → Language as reflection about experience (the problem with the soup maker); written (it's a letter); monologic block (the only person who's communicating is the writer) and context independent (she needs to explain everything in detail – e.g. no use of demonstrative pronouns without previous reference).

Unequal power (the writer has more power in terms of information – she knows about the problem and she's communicating about and asking for a solution → I have discovered ... / I also require ... / I look forward to receiving ...).

1. Salutation → Dear Sir/Madam (fixed salutation when you don't know the recipient of the letter → formulaic language)
2. Introduction (why am I writing?) → I bought ... (complete sentences)
3. Explaining the problem → I have discovered... (complete sentences)
4. Expressing dissatisfaction → Consumer Rights Act, satisfactor quality, breach of contract, entitled to have... (noun phrases, verb phrases)
5. Saying what you want → arrange, reimburse (verb phrases)
6. Closing the letter → I look forward to...; Yours sincerely (fixed way of closing letters → formulaic language).

Infrequent contact (the interactants don't know each other → Dear Sir/Madam).

Low affective involvement (formal given names or no names at all → Dear Sir / Madam).

* Evidence / patterns of language realisation