

## **A possible taxonomy of EMC texts**

Given the unprecedented difficulties that arise when we try to classify EMC texts (p. 316), and the novel character of many of its mixed-medium and mixed-participation texts, any attempt to handle electronic texts along the lines of traditional corpus classifications (p. 492) would be premature. A pragmatic perspective will be essential, recognizing the factors that govern text selection of texts, such as the intention that users have in mind or the effect they wish to convey.

A taxonomy such as the one used by the Survey of English Usage (p. 490) can handle only a small proportion of EMC texts, as the additional categories suggest:

### *Speech*

To be heard

now (the norm)

later, e.g. telephone answering messages

To be written down

as if spoken, e.g. police statement

as if written, e.g. letters, dictation

### *Writing*

To be read (the norm)

To be read aloud

as if spoken, e.g. radio/TV drama

as if written, e.g. radio/TV newsreading

To be partly read aloud, e.g. broadcasting

continuity summaries

### *Mixed medium*

To self, e.g. memoranda, shopping lists

To single other, e.g. co-authorship sessions

To many others, e.g. spoken commentary on a handout

### *Electronic text*

As an end in itself

To be read (the norm)

in the displayed language

in another language (if available), e.g. translate

To be read

statically (the norm)

dynamically, e.g. news feeds, incoming results

To be added to, e.g. chatroom, forum, post a comment

To be acted upon: examples include

to obtain information, e.g. contact us, help

to review or evaluate, e.g. consumer reviews

to persuade, e.g. ads, more like this

to purchase, e.g. payment methods

to spread news, e.g. retweets

to titillate, e.g. porn sites

to rouse, e.g. hate sites

As a means to an end

On the same page

to be searched, e.g. advanced search

On a different page

hyperlinks, e.g. permalinks

using another medium, e.g. podcast