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Hybridization, a Case-study on Maritime Power Point Presentations in the EU context

ABSTRACT

A genre, from Latin genus and Greek genos (γένος) is commonly meant as a set of criteria used to define a category, more specifically in literature and language. A genre is generally formed by sets of conventions, although many texts cross into multiple genres by way of borrowing and recombining these conventions. Whenever someone “writes a text within a genre, he or she is making a connection to previous texts within the community.”\(^1\) As a matter of fact, genre considerations are one of the most important factors in determining the expectations of a reader approaching a text. Many genres even have built-in audiences and corresponding publications that support them, such as magazines and websites. Therefore, the first step of my analysis aims at determining if Power Point Presentations make a genre of their own. But, we can argue that genres are vague categories with no fixed boundaries, since “the constraints are often exploited by the expert members of the community to achieve private intentions within the framework of socially recognised purposes”\(^2\).

Therefore, the second step would be to take into account a number of power point presentations available on the European Commission web site, under the section “Documentation” concerning Maritime Affairs, [http://ec.europa.eu/maritimeaffairs/ppt_pres_en.html](http://ec.europa.eu/maritimeaffairs/ppt_pres_en.html) to understand if it could be possible to argue that Power Point Presentations are the evolution, combination and powerful synergy of written and oral genres hybridization.

Finally, the inquiry will try to find an answer to the following questions: why is the EU using these tools to send out its messages on maritime policies? Is this the case in which a cross-genre is an actual added value to the informative and promotional process of the EU? Is it a new strategy used by the EU to reinforce its corporate-like approach to communicate technical information to its citizens?

Bibliography


