

Chapter 14: Voices in different types of text

Task 1

In each of the extracts below (Texts 1 and 2), identify:

- The purpose of the text
- The audience of the text
- The number of voices speaking

Text 1

THE PROFIT AND LOSS STATEMENT

The profit is what remains after the expenses of operations have been deducted from the revenue earned.

Revenue represents the amounts earned during a period, usually by selling goods or performing services. The revenue from a retail store comes from the sale of goods. A bus company derives revenue from fares, an accountant from fees charged and a money lender from interest received from clients. The revenue might be received immediately in cash; alternatively, the customer might owe the money so that the revenue is represented initially by an account receivable. (...)

Expenses consist of the outflows of resources that were necessary in order to earn the revenue for the period. In a retail store, a major expense is the cost of goods sold during the period. Other expenses include rent, electricity, wages and salaries, and advertising.

Martin, C. (1994). *An introduction to accounting* (4th ed.) Sydney: McGraw-Hill, p. 14

Text 2

CULTURE IS NOT INNATE: IT IS LEARNED

From infancy on, members of a culture learn their patterns of behaviour and ways of thinking until they have been internalised. The power and influence of these behaviours and perceptions can be



seen in the ways in which we acquire culture. Our culture learning proceeds through interaction, observation and imitation. A little boy in North America whose father tells him to shake hands when he is introduced to a friend of the family is learning culture. The Arab baby who is read the Koran when he or she is one day old is learning culture.

Porter, R., & Samovar, L. (1997). An introduction to intercultural communication. In R. Porter & L. Samovar (Eds.), *Intercultural communication*. Belmont: Wadsworth, p. 13.

Task 2

Select two of your own textbooks and take one chapter from each. Identify the ways that voices are used in each chapter. Explain to a partner why they have been used in this way.

Task 3

Select a textbook and a journal article. Examine the way that voices are expressed in each text.

- Are voices used in the same way in each text?
- What do you notice about the way voices are used in the textbook?
- What do you notice about the way voices are used in the journal article?
- Why do you think there might be differences between the two?
- Read this chapter and chapter 11 and check your ideas against the ideas expressed in these chapters.