CONTENTS

(Clik on title to read article)

PLENARIES

David Banks
*The Significance of Thematic Structure in the Scientific Journal Article, 1700-1980* 1

J.R. Martin
*Tenderness: Realisation and Instantiation in a Botswana Town* 30

Michael O’Toole
*Thinking with Your Own Eyes: Magritte and the Logical Metafunction* 63

Michael Toolan
*“Around 1990, Corpus Linguistics set in”: Combining Systemic Linguistics, Corpus Methods, and Stylistics in the Study of Narrative* 85

PAPERS

Thomas Hestbæk Andersen & Morten Boeriis
*Semiotic Cereals* 111

Zhila Bahman
*Interpersonal Function and Personality Type* 159

Barbara Becker & Karen Malcolm
*Suspended Conversations that Intersect in the Edwardian Postcard* 175

Biook Behnam & Robabeh Moshtaghi Zenouz
*A Contrastive Critical Analysis of Iranian and British Newspaper Reports on the Iran Nuclear Power Program* 199

Morten Boeriis
*Mastering Multimodal Complexity* 219

Morten Boeriis
*A Mode Instantiation Model* 237

Inês Conde
*The Role of Multilayering in Evaluation to Construct Youth Gender Identities* 251
José Manuel Durán
The Analysis of Political Discourse Applied to Bush’s and Kerry’s Speeches 267

Jing Fang, Zhongwei Song & Canzhong Wu
What may be Hidden behind a Translator’s Choices: A Comparative Analysis of two Translations of The Art of War 283

Iris Marie Gatt

Helmut Gruber & Birgit Huemer
Two Views on Text Structure: Using Rhetorical Structure Theory and Register & Genre Theory in Improving Students’ Academic Writing 332

Jorge Arús Hita
Teaching Modality in Context: A Sample Lesson 365

Alexandra Holsting
Projecting Clause Complexes and the Subjunctive Mood as Means of Projection in German 381

Jingzi Huang & Bruce Normandia
Linguistic Resource as Cues Signaling Conceptual Knowledge Crucial for Solving Word Problems 400

Natalia Ignatieva
A Systemic Functional Analysis of College Students’ Literature Essays in Spanish 420

Bjarne le Fevre Jakobsen
News in Global Mass Media Discourse – a Multimodal, Systemic and Sociological Discussion 434

Alireza Jalilifar
A Comparative Study of Message Functions in Written and Spoken Reported Speech Produced by Iranian EFL Students 444

Christian Mosbæk Johannessen
A Multimodal Approach to Meaning-Making in Trademarks 460

Naomi K. Knight
“Still cool…and american too!“: An SFL Analysis of Deferred Bonds in Internet Messaging Humour 481
Aleksandra Bizjak Končar
Contemporary Sermons: From Grammatical Annotation to Rhetorical Design 503

Li-Fen Lin
Interpersonal Engagement in Graduate-Level Classroom Discourse: Researching Gender-Related Patterns 522

Maria Martinez Lirola
On the Main Resources Used to Persuade Readers in Multimodal Texts Related to Health in the Local Press 547

Gorete Marques
Establishing a Continuum in Spoken and Written Language in Student Emails 564

Maria Goreti Monteiro
Mediating Services through the Translation of MOOD in Portuguese Mould Companies 577

Mikako Naganuma
A Systemic Functional Approach to Translation Pedagogy in Japan 589

Ayako Ochi
Ideational Projection in Japanese News Reporting: Construing Reporter’s Experience above Clause Rank 601

Maria Papadopoulou & Maria Poimenidou
The Contribution of Play in the Emergence of Hybrid Genres in Kindergarten 621

Pattama Jor Patpong
Language of Persuasion: An Analysis of Selected Samples from Talisman Advertisements 633

Xuanwei Peng
Evaluative Meanings in Literary Texts: The first step towards Appraisal Stylistics 665

Gong Qionglan
Systemic Functional Linguistics in Aviation English Course Book Construction 685

Anke Schulz
Tense, Modality and Polarity: The Finite Verbal Group in English and German Newsgroup Texts 697
Hossein Shokouhi  
**A Functional Analysis of the Rhetorical Organization of Recognition and Production Tasks by EFL Learners**  
717

Carminda Silvestre  
**Mapping Emotions in Multimodal Texts**  
735

Connie Ssebbunga-Masembe & Geoff Thompson  
**Potential Sources of Comprehension Difficulties in Advanced Secondary School Science Textbooks: The Case of Uganda**  
749

Sonja Starc  
**The Role of Salience in Newspaper Advertisements with a View to their Development as a Genre**  
767

Sune Vork Steffensen  
**Reassessing the Systemic Functional Subject - a Hologrammatical Interpretation**  
782

Orlando Vian Jr  
**Appraisal System in Brazilian Portuguese: Resources for Graduation**  
807

Yau Ni Wan  
**The Exchange of Interpersonal Meaning in Call Centre Conversations**  
825

Jonathan Webster & Fung Kan Pun  
**Developing Academic Writing Potential in an E-learning Environment**  
840