

Student's Name

Professor's Name

Course

Date



| DISCOURSE COMMUNITY

A discourse community entails a group of individuals or community members who have mutual interests and utilize the same language when writing or talking (The National Council of Teachers of English). In a college setting, discourse communities may be groups of people who share a common discipline or an area of study. The interests of various groups of individuals distinguish them as different discourse communities. Discourse communities have various characteristics as described in this paper together with the food discourse as an example.

A discourse community has several characteristics or attributes. First, it has a broad set of mutual goals that unites the members (Swales 7). Second, it has a mechanism for intercommunication between its members. Third, the members use a participatory tool to provide information and feedback for knowledge development. Fourth, the group uses a variety of genres that include debates, lectures, and academic papers to communicate its goals. The fifth characteristic is the presence of an acquired lexis, which entails a full set of all possible words in the language, and these form the terminologies (Swales 7). The sixth attribute



is that the group must have a threshold or a quorum of people with a suitable level of content and expertise. The last characteristic is that the community has a horizon of expectations that sets out the desirable achievements for the group (Swales 7). The above attributes, therefore, make it easy to identify a discourse community.

In the food discourse, the lexis must not be wide because the industry hosts people from various cultures and different languages. Thus, it may be hard to communicate with clients if there is a high use of vocabularies. The reason for the use of simple language is that the food industry is an international business and, hence, serves people across boundaries (Annuk 138). It is, therefore, advisable to address individuals in a language that they quickly understand.

The food discourse has several genres of communication in which the stakeholders exchange information as well as acquire feedback. For instance, the food industry needs to advertise the meals or ingredients to attract buyers. The media is one of the available channels of communication whereby hotels and manufacturers, as well as processors, advertise their food through television and radio among others (Annuk, 137). Hotels also use the menu to communicate with the clients by letting them know the kind of food they sell. There is also the use of cookbooks, magazines and internet portals to advertise or share information related to food (Annuk 139). Concerning the above information, the food discourse has different methods used to convey information.

According to Paltridge, the food discourse requires professionalism and courtesy as it is one component of the hospitality industry (98). The waiters need to conduct themselves in a decent way that entails warm welcoming the clients, responding to their questions in a cheerful manner, and taking the shortest time possible to attend to the clients to improve their satisfaction. The waiters must also have a thorough knowledge of what they sell to make it easy for them to communicate with customers.

In conclusion, a discourse community is a group that has a set of common goals uniting people. A discourse community has various characteristics, and these are a set of targets, intercommunication mechanisms, participatory tools, genres of communication, lexis, a quorum of people as well as the horizon of expectations. In the food discourse, various communication styles include media, menu, newspapers, magazines, web portals, and cookbooks among others. The language employed by attendants in the food industry must depict happiness, thorough knowledge of food and customer orientation. The food discourse is, therefore, a sensitive field.