

R.NI No 26909/75

ISSN 0379-0037

Indian Journal of Applied Linguistics

Vol. 39

No. 2

Jul-Dec 2013

**Special Issue:
FUNCTIONAL LINGUISTICS
AND LANGUAGE TEACHING**

Guest Editor
Sukhdev Singh
Department of English,
Guru Nanak Dev University, Amritsar

Founder Editor
Ujjal Singh Bahri

Editors
Harpreet Kaur Bahri
Deepinder Singh Bahri

© BAHRI PUBLICATIONS (2013)

R.NI No. 26909/75

ISSN 0379-0037

Library of Congress Catalog Card Number-75-097340

Indian Journal of Applied Linguistics

Vol. 39

No. 2

Jul-Dec 2013

Indian Journal of Applied Linguistics - IJOAL, is a peer-reviewed international journal that has been publishing original research papers devoted to Language and Linguistics, since 1975. It is published in March and September every year.

The views expressed herein are those of the authors. The Publishers and the Editors do not guarantee the correctness of facts, and do not accept any liabilities with respect to the matter published in the journal. However, *Indian Journal of Applied Linguistics* reserves the right to edit/remove the material anytime further if the need arises.

© BAHRI PUBLICATIONS (2013). All rights reserved. No part of this publication may be reproduced by any means, transmitted or translated into another language without the written permission of the publisher.

Editors:

Harpreeet Kaur Bahri
Deepinder Singh Bahri

Subscription: Rs. 1699 / US\$ 199

Payments can be made by Cheques/Bank Drafts/drawn in the name of BAHRI PUBLICATIONS, NEW DELHI and sent at:

BAHRI PUBLICATIONS

1749A/5, 1st Floor, Gobindpuri Extn., Kalkaji, New Delhi 110019
Telephones: 011-65810766, (0) 9811204673, (0) 9212794543
E-mails: <bahrius@vsnl.com>; <bahripublications@yahoo.com>
Website: <<http://www.bahripublications.in>>

Printed & Published by BAHRI PUBLICATIONS, New Delhi

Indian Journal of Applied Linguistics

Vol. 39

No. 2

Jul-Dec 2013

CONTENTS

Talking and Writing about Literature: Some Observations based on Systemic Functional Linguistics CHRISTIAN M.I.M. MATTHIESSEN	5-49
Projection in English: The Environment of Quoting CHRISTIAN M.I.M. MATTHIESSEN KAZUHIRO TERUYA	50-81
Genre Variations and the Interpersonal Features: An SFL Study of the Indian and the British Editorials and News-Reports CHARANJIT SINGH SUKHDEV SINGH	82-104
Linguistic Features and Schematic Textual Structure in Look-good Advertisements in the Indian Print Media in English SUKHDEV SINGH NAVKIRAN KAUR BEDI	105-130
BOOK REVIEW <i>Genre, Text, Grammar: Technologies for Teaching and Assessing Writing</i> by Peter Knapp & Megan Watkins Reviewed by NAVKIRAN KAUR BEDI	131-133

Editors

HARPREET KAUR BAHRI, *Delhi University, India*
DEEPINDER SINGH BAHRI

Editorial Board

RAMESH K. MISHRA, *CBCS, Allahabad University, India*
R. MANJULA, *All India Institute of Speech and Hearing, India*
BAXTER JACKSON, *Microsoft Corporation GTCS, USA*
SUKHDEV SINGH, *Guru Nanak Dev University, India*
MAJED AL-QURAN, *Hashemite University, Jordan*
N. J. PEPANDZE, *University of Yaounde 1, Cameroon*
N. SHOKRPOUR, *Shiraz University of Medical Sciences, Iran*
K. S. PREMA, *All India Institute of Speech and Hearing, India*
SAVITHRI. S. R., *All India Institute of Speech and Hearing, India*
R. BETTAGERE, *Southeastern Louisiana University, USA*
BEATRIZ CORTINA PÉREZ, *University of Granada, Spain*
S. ZHAO, *Nanyang Technological University, Singapore*
NILADRI DASH, *Indian Statistical Institute, India*
CHEONGSOOK CHIN, *Inje University, South Korea*
R. K. SINGH, *Indian School of Mines, India*
RAJAI KHANJI, *University of Jordan, Jordan*
GHALEB RABAB'AH, *University of Jordan, Jordan*
MARÍA MORENO JAÉN, *University of Granada, Spain*
CARMEN PÉREZ BASANTA, *University of Granada, Spain*
ANITA PANDEY, *Morgan State University, USA*

Board of Advisors

R. K. SINGH, *Indian School of Mines, India*
RAMESH K. MISHRA, *CBCS, Allahabad University, India*
ANITA PANDEY, *Morgan State University, USA*