

universal vs culture related?  
clear? or are there also universal rules?  
hard to say not knowing all rhetorics/cultures without the "shape" of the own culture in the back of ones head  
what does it say about the judgement of an academic text by others?  
what are the relevant Auswirkungen for social life (globalisation aspect)

Ways of using rhetoric in academia- cultural influence as a potential source of unjust judgment?

Facing the challenges of globalisation, not only in economical areas but also in education and academia, one has to ask themselves where their own rhetoric and academic style come from. Are there general rules about what makes a good essay or academic article? When one takes a look at the different scientific and academic journals, one sees a variety of different styles and different ways of structuring the presentation of research results. Where do these differences come from and are they to be judged against an all valid "general" rule and structure system?

This essay aims to shed some light on the different styles of rhetoric and what they may or may not have to do with the culture the writer comes from. After giving a brief introduction on the topic of cultural identity, the main part of the essay will show the differences between english and arabic/persian rhetorical style markers. Towards the end there will be some further questions that might come up in the context, which cannot be answered in this essay but might give some ideas for further research.

Culture and cultural identity are no strict constructions that can be easily distinguished from one another or separated from the influences from society, social class, education and finally globalisation. But one might agree that there are certain aspects, that are more common in one cultural environment than in another. May it be by the influence of history, political development or geographical parameters. Now, having said that, one might (and should as an academic who mainly works through and with language and rhetoric) wonder which impact the mother tongue can have on the rhetoric on uses. Examples from various anthropologists have shown that there are big differences in the way for example native speakers of english structure their academic writing from the style of an arabic native speaker. While the structure in the english text might be more linear the arabic text puts more emphasis on the coordination of the items mentioned. One might be tempted to say the english text is structured "clearer" but again this can give a hint on the reader's own cultural background.

Now what comes to ones mind as a linguist is that: Is it really due to the cultural environment as a whole? Is it due to the mother tongue of the speaker because every language has a variety of concepts and categories that cannot be translated into another language one to one.

The culture where one does come from definitely plays a role in their perception of the world around them, last not least because of the language one grows up with. Can one really utter something where there is no concept for in their own language? Back to the issue of academic writing. Sure there are cultural differences in the writing style, as the text by Oshima and Hogue indicates, but the important question is not IF there is a difference but HOW it is judged.

Looking at the academic world of today and tomorrow we must make an effort to not only understand one another's arguments, but carefully observe our own prejudice in our judgement of academic texts. Our own cultural background does play a role, not only in our academic writing but also in our judgement of other's academic work.

Coming back to the quotation that preceded this essay; one can agree with Dufrenne's opinion- Aristotle would not have been the same in thinking and behaving, put in the Mexican environment. Would "our" culture be different now? Sure it would, but poorer? Or richer? We have to acknowledge the different cultural achievements more and different styles of rhetoric are one of them. The research on cultural identity and how it is changing (and with it the academic world) is a rich field and much more has to be done there. However, academic and scientific work is MUCH more than finding the "right" words and style to present your research and results to the world- it is about questioning the world and how it works, trying to step back from all presumptions we carry with us (may they be influenced by culture, education or society). This codex also carries the responsibility to not judge fellow scientists and academics by their, culturally determined way of presenting their results, but only truly on basis of the academic and scientific value of their work.