# Marthinus Stander Conradie

List of Publications by Year
in descending order

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|---|---|---|---|
| 17 papers | 37 citations | 1937685<br>4 h-index | 1872680<br>6 g-index |
| 17 all docs | 17 docs citations | 17 times ranked | 25 citing authors |

| # | Article | IF | Citations |
|---|---------|-----|-----------|
| 1 | No small irony: A discourse analysis of Zapiro's 2010 World Cup cartoons. Language Matters, 2012, 43, 39-59. | 0.4 | 6 |
| 2 | â€˜I was amazed that there are still people like thisâ€™: first-year studentsâ€™ reflections on experiences of racial discrimination at the University of the Free State. Transformation: Critical Perspectives on Southern Africa, 2014, 84, 81-105. | 0.1 | 6 |
| 3 | Anonymous vs. acknowledged intertexts: A relevance theoretic approach to intertextuality in print advertising. Southern African Linguistics and Applied Language Studies, 2012, 30, 293-310. | 0.5 | 5 |
| 4 | The 2010 FIFA World Cup as a commercial platform in print advertising. African Identities, 2011, 9, 291-305. | 1.6 | 4 |
| 5 | A critical discourse analysis of race and gender in advertisements in the South African in-flight magazineIndwe. African Identities, 2013, 11, 3-18. | 1.6 | 4 |
| 6 | The use of linguistic tokenism to secure brand loyalty: Code-switching practices in South African print advertising. Language Matters, 2015, 46, 117-138. | 0.4 | 4 |
| 7 | The commercial value of history: A relevance theoretical analysis of historical signs in print advertisements. Language Matters, 2013, 44, 164-178. | 0.4 | 3 |
| 8 | (In)civility and online deliberation: readersâ€™ reactions to race-related news stories. Safundi, 2017, 18, 327-348. | 0.3 | 3 |
| 9 | Reason-tickle patterns in intertextual print advertising. Language Matters, 2013, 44, 5-28. | 0.4 | 2 |
| 10 | Co-constructing knowledge in news interviews: An application of Hardy and Palmer's (1998) discourse model. Southern African Linguistics and Applied Language Studies, 2012, 30, 497-509. | 0.5 | 0 |
| 11 | We get you: combining proximisation and the coordinated management of meaning approach to analyse legitimisation in a text on HIV and AIDS. African Identities, 2014, 12, 196-210. | 1.6 | 0 |
| 12 | Strategic Constructions of Diversity in Blame Games Surrounding the Overvaal Furore. Communicatio, 2019, 45, 56-70. | 0.4 | 0 |
| 13 | Due process vs. access: a discourse analysis of topoi in the Overvaal High School incident. African Identities, 2019, 17, 258-276. | 1.6 | 0 |
| 14 | PURE POLITICKING! RACIALISED BLAME GAMES AND MORAL PANIC IN THE CASE OF A SOUTH AFRICAN HIGH SCHOOL. Society Register, 2020, 4, 37-60. | 0.3 | 0 |
| 15 | Scales Off My Eyes: Tutors Teaching about Racism at a South African University. Howard Journal of Communications, 0, , 1-21. | 1.0 | 0 |
| 16 | ACTIVATE! Change Drivers: blame-attribution and active citizenship on a South Africa youth blog. Text and Talk, 2022, . | 0.6 | 0 |
| 17 | Ignite some agency: how teaching assistants engage whiteness at a South African university. Society Register, 2022, 6, 19-40. | 0.3 | 0 |