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Constructing credibility in discourse: Modes of knowing, temporality and epistemic control

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Following Jaszczołt's (2009) proposal that temporality is a function of epistemic control (Brisard 2002, Langacker 2009), this paper explores the use of temporal marking in relation to the different modes of knowing involved in wine reviewing, i.e. seeing, hearing, smelling, tasting, feeling and the making of conjectures about the future on the basis of the latter modes. Using data from a corpus of wine reviews from Robert Parker's *WineAdvocate*, I propose that the mode of knowing about the wine and the temporal marking in the recontextualization of this knowledge in the wine reviews are both important pieces of evidence of the writer's epistemic control with implications for the credibility and the rhetorical success of the wine critic (Paradis & Hommerberg 2010; Hommerberg 2011).

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