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**Analysing Genre Language Use in Professional Settings** *Routledge* Genre analysis has a long-established tradition in literature, but interest in the analysis of non-literary genres has been very recent. This book examines the theory of genre analysis, looks at genre analysis in action, taking texts from a wide variety of genres and discusses the use of genre analysis in language teaching and language reform. Discourse in Content and Language Integrated Learning (CLIL) Classrooms *John Benjamins Publishing* The label CLIL stands for classrooms where a foreign language (English) is used as a medium of instruction in content subjects. This book provides a first in-depth analysis of the kind of communicative abilities which are embodied in such CLIL classrooms. It examines teacher and student talk at secondary school level from different discourse-analytic angles, taking into account the interpersonal pragmatics of classroom discourse and how school subjects are talked into being during lessons. The analysis shows how CLIL classroom interaction is strongly shaped by its institutional context, which in turn conditions the ways in which students experience, use and learn the target language. The research presented here suggests that CLIL programmes require more explicit language learning goals in order to fully exploit their potential for furthering the learners' appropriation of a foreign language as a medium of learning. Explorations in Specialized Genres *Peter Lang* Genre analysis has become firmly established as one of the most popular frameworks for the study of specialized genres in academic, professional and institutional as well as other workplace contexts. In recent years, genre theory has also developed in the direction of a more comprehensive and powerful multi-dimensional and multi-perspectived framework to examine not only the text but also the context in a much more meaningful manner than had ever been done earlier. The theoretical perspectives and the individual case studies of this volume testify to the wide range of methodological tools made available by genre theory, enabling researchers to handle problems relating to the description of variations in language use. Moreover, the following relevant issues are addressed: how are specialized genres constructed, interpreted and exploited in the achievement of specific goals in highly specialized contexts? **Analysing Genre Language Use in Professional Settings** *Routledge* Genre analysis has a long-established tradition in literature, but interest in the analysis of non-literary genres has been very recent. This book examines the theory of genre analysis, looks at genre analysis in action, taking texts from a wide variety of genres and discusses the use of genre analysis in language teaching and language reform. The Routledge Handbook of Discourse Analysis *Routledge* Approaches to discourse analysis -- Register and genre -- Developments in spoken discourse -- Educational applications -- Institutional applications -- Identity, culture and discourse. The Routledge Handbook of Language and Professional Communication *Routledge* The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field. The four main sections of the Handbook cover: Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field, but also looks to possible future developments. Contributions from international scholars and practitioners, focusing on specific issues, explore the major approaches to professional communication and bring into focus recent research. This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication. Critical Genre Analysis Investigating interdiscursive performance in professional practice *Taylor & Francis* Genre theory has focused primarily on the analysis of generic constructs, with increasing attention to and emphasis on the contexts in which such genres are produced, interpreted, and used to achieve objectives, often giving the impression as if producing genres is an end in itself, rather than a means to an end. The result of this focus is that there has been very little attention paid to the ultimate outcomes of these genre-based discursive activities, which are more appropriately viewed as academic, institutional, organizational, and professional actions and practices, which are invariably non-discursive, though often achieved through discursive means. It was this objective in mind that the book develops an approach to a more critical and deeper understanding of interdiscursive professional voices and actions. Critical Genre Analysis as a theory of discursive performance is thus an attempt to be as objective as possible, rigorous in analytical endeavour, using a multiperspective and multidimensional methodological framework taking into account interdiscursive aspects of genre construction to make it increasingly explanatory to demystify discursive performance in a range of professional contexts. International Journal of Language Studies (IJLS) □ volume 11(4) *Lulu.com* Images in Law *Routledge* What does 'the law' look like? While numerous attempts have been made to examine law and legal action in terms of its language, little has yet been written that considers how visual images of the law influence its interpretation and execution in ways not discernible from written texts. This groundbreaking collection focuses on images in law, featuring contributions that show and discuss the perception of the legal universe on a theoretical basis or when dealing with visual semiotics (dress, ceremony, technology, etc.). It also examines 'language in action', analyzing jury instructions, police directives, and how imagery is used in conjunction with contentious social and political issues within a country, such as the image of family in Ireland or the image of racism in France. Analysing English in a Global Context A Reader *Psychology Press* This is a groundbreaking Reader which includes specially commissioned pieces as well as classic texts and provides a global perspective on the changing uses and forms of English and its impact on language teaching contexts. Persuasion Across Genres A Linguistic Approach *John Benjamins Publishing* Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on in courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay. This volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials, and news writing. In the final chapter, the editors tie together the two themes □ persuasion and genres □ by proposing an Intergenre Model. This model assumes that a powerful force behind generic evolution is the perennial need for implicit persuasion. The Routledge Handbook of Language and Creativity *Routledge* The Routledge Handbook of Language and Creativity provides an introduction to and survey of a wide range of perspectives on the relationship between language and creativity. Defining this complex and multifaceted field, this book introduces a conceptual framework through which the various definitions of language and creativity can be explored. Divided into four parts, it covers: different aspects of language and creativity, including dialogue, metaphor and humour literary creativity, including narrative and poetry multimodal and multimedia creativity, in areas such as music, graffiti and the internet creativity in language teaching and learning. With over 30 chapters written by a group of leading academics from around the world, The Routledge Handbook of Language and Creativity will serve as an important reference for students and scholars in the fields of English language studies, applied linguistics, education, and communication studies. Genre in Language, Discourse and Cognition *Walter de Gruyter GmbH & Co KG* The study of genre is scattered across research disciplines. This volume offers an integrative perspective starting from the assumption that genres are cognitive constructs, recognized, maintained and employed by members of a given discourse community. Its central questions are: What does genre knowledge consist of? How is it organized in cognition? How is it applied in discourse production and interpretation? How is it reflected in language use? Academic Discourse across Cultures *Cambridge Scholars Publishing* Academic discourse has recently become a blooming field of research for linguists interested in genre and discourse analysis, as well as pragmatics. The methodology and conventions employed in academic discourse, however, vary across cultures to a certain degree, and often represent obstacles for publishing in international journals for authors whose native language is not English, as top journals tend to centre on the Anglo-Saxon academic writing norms. This is one of the major reasons why national academic discourses need to be linguistically profiled and studied and contrastively compared against these norms. This volume contributes to this very objective by shedding light on academic discourse as effectuated in various, mostly Balkan countries, and contrasts it against the corresponding western, English discourse. Furthermore, academic discourse is studied through a variety of genres it can assume, such as research articles, conference proceedings, and university lectures. Through exploring the cultural differences in academic discourse and the standards of international academic writing, this volume offers readers a chance to become better equipped in publishing abroad. Opening with a chapter focusing on the general structure of research articles and national writing habits as a potential hindrance to publishing abroad, the book goes on to study the rhetorical structure of the abstracts, introductions and conclusions of research articles in linguistics, economics and civil engineering. The second part of the book deals with hedging, contrastively studied in international and national journals, with the following chapters studying cohesion as accomplished in academic writing. Part three deals with the syntactic and semantic features of academic discourse. This book will be of particular interest to linguists interested in genre and discourse analysis in general and academic discourse, and will also appeal to scholars from other research backgrounds wishing to familiarise themselves with international and national academic conventions, and thus overcome the hurdles relating to academic writing conventions when publishing abroad. Encyclopedia of Language and Linguistics *Elsevier* The first edition of ELL (1993, Ron Asher, Editor) was hailed as "the field's standard reference work for a generation". Now the all-new second edition matches ELL's comprehensiveness and high quality, expanded for a new generation, while being the first encyclopedia to really exploit the multimedia potential of linguistics. \* The most authoritative, up-to-date, comprehensive, and international reference source in its field \* An entirely new work, with new editors, new authors, new topics and newly commissioned articles with a handful of classic articles \* The first Encyclopedia to exploit the multimedia potential of linguistics through the online edition \* Ground-breaking and International in scope and approach \* Alphabetically arranged with extensive cross-referencing \* Available in print and online, priced separately. The online version will include updates as subjects develop ELL2 includes: \* c. 7,500,000 words \* c. 11,000 pages \* c. 3,000 articles \* c. 1,500 figures: 130 halftones and 150 colour \* Supplementary audio, video and text files online \* c. 3,500 glossary definitions \* c. 39,000 references \* Extensive list of commonly used abbreviations \* List of languages of the world (including information on no. of speakers, language family, etc.) \* Approximately 700 biographical entries (now includes contemporary linguists) \* 200

language maps in print and online Also available online via ScienceDirect - featuring extensive browsing, searching, and internal cross-referencing between articles in the work, plus dynamic linking to journal articles and abstract databases, making navigation flexible and easy. For more information, pricing options and availability visit [www.info.sciencedirect.com](http://www.info.sciencedirect.com). The first Encyclopedia to exploit the multimedia potential of linguistics Ground-breaking in scope - wider than any predecessor An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, sociology, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field *Figurative Language, Genre and Register Cambridge University Press* This volume combines diverse research scenarios to present a solid framework for analysis of figurative language. *Figurative Language, Genre and Register* brings together discourse analysis and corpus linguistics in a cutting-edge study of figurative language in spoken and written discourse. The authors explore a diverse range of communities from chronic pain sufferers to nursery staff to present a detailed framework for the analysis of figurative language. The reader is shown how figurative language is used between members of these communities to construct their own 'world view', and how this can change with a shift in perspective. Figurative language is shown to be pervasive and inescapable, but it is also suggested that it varies significantly across genres. *International Journal of Language Studies (IJLS) - volume 9(2) Lulu.com* *Persuasive Genres Old and New Media Routledge* This book provides an analysis of persuasive genres in the domain of media, ranging from traditional to new media genres on the internet. Kathalia provides a layered analysis of a family of persuasive genres at the functional, semantic, and linguistic levels and a reconceptualization of genres as empowering rather than constraining, enabling rather than binding, and dynamic rather than static. The book leads readers to an understanding of genre that accounts for the way we interpret, respond to, and create genres in different settings whilst shedding light on how genres change and how they evolve into new and unique forms to meet the ever-changing needs of society. This book would be of interest to those studying or researching the topic of genres, and those interested in reconceptualizing the way in which we interpret and understand genres from linguistic and discourse perspectives. *Cross-cultural Genre Analysis Investigating Chinese, Italian and English CSR reports Routledge* This unique monograph provides a theoretical and methodological account on how to do cross-cultural genre analysis with the aids of corpus tools. *Cross-cultural genre analysis* investigates how discourse communities from different cultural backgrounds use language to realize a particular genre. It can shed light on genre nature as well as cultural specificities. The book suggests five specific approaches in doing cross-cultural genre analysis: Investigating genre context; Approaching genre complexity; Exploring genre nature; Exploring culture specificity; and Focusing on specific communicative functions. Each of these approaches is illustrated and demonstrated in a specific chapter with practical analyses of the genre of CSR reports. Covering linguistic analysis of CSR reports in three languages: Chinese, English and Italian, Yu provides insights into implications for both genre theories and CSR communication practice. By applying the cross-cultural perspective in corporate discourse analysis, her book demonstrates how the approach of cross-cultural genre analysis is fruitful and valuable in providing practical insights into the textual practice of CSR reporting in a globalized context. Moreover, in the final parts of the book, Yu illustrates how cross-cultural genre analysis can be applied in the didactic field of writing, translation and cross-cultural studies. This volume is a valuable reference to scholars of genre analysis, corpus-based studies, cross-cultural studies and corporate communication. Moreover, it is also useful for professionals involved in compiling CSR reports. Armed with the knowledge imparted in this book, the reader should be able to analyze other genres from a cross-cultural perspective. In particular, instructions on how to use specific corpus tools are provided in the appendices, which can give scholars basic technical knowledge to approach the field of cross-cultural genre analysis. *Language in Use The Case of Youth Entertainment Magazines Cambridge Scholars Publishing* *Language in Use: The Case of Youth Entertainment Magazines* is a collection of seven studies by several Romanian, Bulgarian and Slovenian linguists on the discourse of entertainment magazines targeted at young readers, and published in their respective countries. The starting point of the seven studies was the idea that the discourse specific to the variety of printed media products selected for analysis was characterized by distinctive features and that these features might exert a manipulative influence on the linguistic and social behavior of the targeted readership. The scholars' initial aim was to validate these hypotheses and to confirm their soundness across countries. However, they hope that, besides suggesting new perspectives on the discourse chosen for analysis and thus filling a gap in the eastern European literature in the field, they may also develop (admittedly, within limits) media literacy in young readers, by equipping them with skills that could transform them from passive media consumers into responsible readers, able to make informed decisions and thus be less vulnerable to the strategies of manipulation employed by those who control information. *The Concise Encyclopedia of Applied Linguistics John Wiley & Sons* Offers a wide-ranging overview of the issues and research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies, examines, and seeks solutions to real-life language-related issues. Such issues often occur in situations of language contact and technological innovation, where language problems can range from explaining misunderstandings in face-to-face oral conversation to designing automated speech recognition systems for business. *The Concise Encyclopedia of Applied Linguistics* includes entries on the fundamentals of the discipline, introducing readers to the concepts, research, and methods used by applied linguists working in the field. This succinct, reader-friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them. This abridged reference work has been compiled from the most-accessed entries from *The Encyclopedia of Applied Linguistics* ([www.encyclopediaofappliedlinguistics.com](http://www.encyclopediaofappliedlinguistics.com)), the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide. Alphabetically-organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism, language policy and planning, language assessment and testing, translation and interpreting, and many others. Accessible for readers who are new to applied linguistics, *The Concise Encyclopedia of Applied Linguistics*: Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language, language use, and contexts of language use Demonstrates the connections among theory, research, and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field, *The Concise Encyclopedia of Applied Linguistics* is ideal for new students of applied linguistics and for researchers in the field. *The Routledge Handbook of Applied Linguistics Taylor & Francis* *The Routledge Handbook of Applied Linguistics* serves as an introduction and reference point to key areas in the field of applied linguistics. The five sections of the volume encompass a wide range of topics from a variety of perspectives: applied linguistics in action language learning, language education language, culture and identity perspectives on language in use descriptions of language for applied linguistics. The forty-seven chapters connect knowledge about language to decision-making in the real world. The volume as a whole highlights the role of applied linguistics, which is to make insights drawn from language study relevant to such decision-making. The chapters are written by specialists from around the world. Each one provides an overview of the history of the topic, the main current issues and possible future trajectory. Where appropriate, authors discuss the impact and use of new technology in the area. Suggestions for further reading are provided with every chapter. *The Routledge Handbook of Applied Linguistics* is an essential purchase for postgraduate students of applied linguistics. Editorial board: Ronald Carter, Guy Cook, Diane Larsen-Freeman and Amy Tsui. *Analyzing English in a Global Context A Reader Routledge* Devised in collaboration with the Open University and Macquarie University, Australia, *Analyzing English in a Global Context* is specifically designed for the postgraduate student market, as well as for teachers of English as a second or foreign language throughout the world. This is a groundbreaking Reader which includes specially commissioned pieces as well as classic texts and provides a global perspective on the changing uses and forms of English and its impact on language teaching contexts. Students' skills in analysing these forms will be developed through an examination of the major functional models and their strengths and weaknesses. *The Routledge Handbook of Forensic Linguistics Routledge* *The Routledge Handbook of Forensic Linguistics* provides a unique work of reference to the leading ideas, debates, topics, approaches and methodologies in Forensic Linguistics. Forensic Linguistics is the study of language and the law, covering topics from legal language and courtroom discourse to plagiarism. It looks at the linguist as expert providing evidence for the defence and prosecution, investigating areas from blackmail to trademarks and warning labels. *The Routledge Handbook of Forensic Linguistics* includes a comprehensive introduction to the field written by the editors and a collection of thirty-seven original chapters written by the world's leading academics and professionals, both established and up-and-coming, designed to equip a new generation of students and researchers to carry out forensic linguistic research and analysis. *The Routledge Handbook of Forensic Linguistics* is the ideal resource for undergraduates or postgraduates new to the area. Malcolm Coulthard is Professor of Forensic Linguistics at Aston University, UK. Author of numerous publications, the most recent being *An Introduction to Forensic Linguistics* (co-authored with Alison Johnson, Routledge, 2007). Alison Johnson is Lecturer in Modern English Language at Leeds University, UK. Previous publications include *An Introduction to Forensic Linguistics* (co-authored with Malcolm Coulthard, Routledge, 2007). Contributors: Janet Ainsworth, Michelle Aldridge, Dawn Archer, Kelly Benneworth, Vijay Bhatia, Ronald R. Butters, Deborah Cao, Malcolm Coulthard, Paul Drew and Traci Walker, Bethany Dumas, Diana Eades, Susan Ehrlich, Fiona English, Tim Grant, Peter Gray, Gillian Grebler, Mel Greenlee, Sandra Beatriz Hale, Chris Heffer, Elizabeth Holt and Alison Johnson, Kate Howarth, Michael Jessen, Krzysztof Kredens and Ruth Morris, Greg Matoesian, Gerald McMenamin, Frances Rock, Laura Felton Rosulek, Nancy Schweda-Nicholson, Roger Shuy, Lawrence Solan, Elizabeth Stokoe and Derek Edwards, Peter Tiersma, Tatiana Tkaèuková, David Walsh and Ray Bull, David Woolls, and Jerome Bruner. *Professional Discourse Cambridge University Press* "Using a wide range of examples such as research papers, business reports, performance commentaries, professional guidebooks and legal documents, this book examines the discourse of professional writing. Employing a number of analytic paradigms including systemic functional linguistics, pragmatics, text analysis and sociological and anthropological linguistics, the author explores a wide range of professional genres. He argues that while professions use different sets of practices, their use of language displays many universals, and demonstrates this through examples and data from a broad cross section of professional settings such as medicine, law, business, mass media, and engineering. This examination of professional discourse, and its important role in society, will be of interest to researchers in linguistics, applied linguists, and those working on the teaching of English for specific purposes"-- *Needs Analysis for Language Course Design A Holistic Approach to ESP Cambridge University Press* An essential toolkit for language teachers who need to design language courses for working professionals, vocational schools, undergraduate and graduate students. *Needs Analysis for Language Course Design* is a handbook for those who prepare and teach courses in ESP. The book shows the reader how needs analysis can be used to create a detailed profile of the professional learner and how this profile can then be used to tailor make a course in language and communication for working professionals and for those studying towards a professional or vocational qualification. *The International Encyclopedia of Language and Social Interaction, 3 Volume Set John Wiley & Sons* "Covers key research topics in the field of Language and Social Interaction with contributions from a team of experienced, global editors"-- *Chinese for Business and Professionals in the Workplace Reaching across Disciplines Taylor & Francis* This volume presents a series of the most up-to-date studies on Chinese for Specific Purposes (CSP), an area that has been underrepresented in Language for Specific Purposes (LSP). Drawing from the insights and trends in mainstream theoretical and methodological LSP research, chapters in this volume explore novelties that CSP has developed to prepare Chinese for professional learners for the global economy. These encompass: needs analysis of less-surveyed high school Business Chinese or CSP academic writing classes developments on internationally oriented engineering and internship programs in China innovations in Chinese for business or legal materials development and review on textbook pragmatics studies on language arts and Chinese language use in specific or business settings technology-driven, project-based learning — or discipline-specific curriculum design. Robustly supported by studies and analysis on the global scale, this volume comprises contributions by professionals from universities across Asia and the United States, each

with decades of expertise in LSP. These chapters offer critical insights necessary to help LSP researchers and educators rethink curricula and develop new initiatives for LSP. They may also serve as transferable operations that enhance the practice of LSP as a crucial component of second language education. Ideas and Options in English for Specific Purposes *Routledge* This volume presents a range of views about language, learning, and teaching in English for Specific Purposes (ESP). Its purpose is to go beyond individual cases and practices to examine the approaches and ideas on which they are based. The aim is for readers to adopt an analytical stance toward the field and to identify current perspectives in ESP and the ideas driving them. Ideas and Options in English for Specific Purposes does not promote any one approach, but rather identifies and illustrates those in evidence today. The main emphasis is on the links between theory and ESP teaching and research. Ideas from linguistics, sociolinguistics, education, SLA, and social theories are described. Links are then made between these ideas and ESP course designs, instructional materials, and research projects. Thus the book moves back and forth between descriptions of theories, teaching practice, and research. Part I introduces the book's approach to description of ESP and the framework used to investigate it. Part II examines ideas of language, learning, and teaching in ESP. Recognizing that ESP is taught in many different countries and contexts, the author draws on a wide range of examples of teaching practice and research from around the world and from different branches of ESP, including English for Academic Purposes, English for Professional Purposes, and English for Vocational Purposes. From Chapter 3 onward, each chapter includes Questions for Discussion and Projects, to encourage readers to research and analyze the practices of ESP in their own contexts and to consider the ideas they draw on in their own teaching. This text is geared toward graduate-level TESOL education courses. Analysing Academic Writing *A&C Black* This volume covers the writing not only of native speakers of the language in which they are being taught, but also that of those to whom the language of pedagogy is secondary. Australian editors. Handbook of Second and Foreign Language Writing *Walter de Gruyter GmbH & Co KG* The Handbook of Second and Foreign Language Writing is an authoritative reference compendium of the theory and research on second and foreign language writing that can be of value to researchers, professionals, and graduate students. It is intended both as a retrospective critical reflection that can situate research on L2 writing in its historical context and provide a state of the art view of past achievements, and as a prospective critical analysis of what lies ahead in terms of theory, research, and applications. Accordingly, the Handbook aims to provide (i) foundational information on the emergence and subsequent evolution of the field, (ii) state-of-the-art surveys of available theoretical and research (basic and applied) insights, (iii) overviews of research methods in L2 writing research, (iv) critical reflections on future developments, and (iv) explorations of existing and emerging disciplinary interfaces with other fields of inquiry. Worlds of Written Discourse A Genre-Based View *Bloomsbury Publishing* Genre theory in the past few years has contributed immensely to our understanding of the way discourse is used in academic, professional and institutional contexts. However, its development has been constrained by the nature and design of its applications, which have invariably focused on language teaching and learning, or communication training and consultation. This has led to the use of simplified and idealised genres. In contrast to this, the real world of discourse is complex, dynamic and unpredictable. This tension between the real world of written discourse and its representation in applied genre-based literature is the main theme of this book. The book addresses this theme from the perspectives of four rather different worlds: the world of reality, the world of private intentions, the world of analysis and the world of applications. Using examples from a range of situations including advertising, business, academia, economics, law, book introductions, reports, media and fundraising, Bhatia uses discourse analysis to move genre theory away from educational contexts and into the real world. Introduction Overview: Perspectives on Discourse The World of Reality The World of Private Intentions The World of Analysis The World of Applications References The Language of Corporate Blogs A Corpus-Based View *Cambridge Scholars Publishing* This book provides a state-of-the-art account of corporate blogs as a new form of corporate communication studied from corpus-based and discourse perspectives. Using a range of analytical techniques to examine a large corpus of 500 randomly selected corporate blog posts, the book examines how language works in the novel and hybrid context of online communication at different levels of linguistic description, including vocabulary use (keywords), phraseology (lexical bundles), stance expression and the generic structure. The findings are interpreted in functional terms in this book in order to provide an overall characterization of this new and evolving corporate genre. The Grammar of Genres and Styles From Discrete to Non-Discrete Units *Walter de Gruyter GmbH & Co KG* The book provides new findings about the grammar of genres and styles. It combines new methods with different kinds of empirical material, from social reports to live TV sports commentaries or 16th century newspapers, in English, French, Latin and Spanish. The study of non-discrete units suggests new ways of seeing the linguistic variation between genres and styles and the ways in which belonging to a genre predetermines linguistic choices. The Routledge Handbook of Corpus Linguistics *Routledge* Provides an overview of a dynamic and rapidly growing area with a widely applied methodology. This handbook covers the historical development of the field and its growing influence and application in other areas. It is suitable for advanced undergraduates and postgraduates. International Arbitration Discourse and Practices in Asia *Routledge* International business exchanges between and with Asian countries have increased enormously over the last few years. As a natural consequence, this has brought about an increasing number of trade disputes that are being resolved through arbitration as an effective alternative to more expensive litigation. This volume offers a variety of perspectives on this important international dispute resolution practice in Asia. Essentially interdisciplinary in approach, it brings together specialists in law, international commercial arbitration and discourse analysis. The contributing authors include practitioners as well as academics. Together they explore the interrelations between discourses and practices in the field of arbitration in Asia. The work also investigates the extent to which the 'integrity' of arbitration principles, typical of international commercial arbitration practice, is maintained in various Asian contexts. The authors focus particularly on arbitration norms and practices as they are influenced by local juridical, cultural and linguistic factors. The book will be a valuable resource for academics and practitioners working in the areas of arbitration and dispute resolution, as well as researchers with an interest in language, communication and discourse analysis. The Language of Work *Psychology Press* The Language of Work examines language use in business and the workplace, representations of work and how people in business interact. Includes many real-world examples and a section on entering the world of work. Routledge Encyclopedia of Language Teaching and Learning *Psychology Press* This reference work deals with all aspects of language teaching and learning and offers a comprehensive range of articles on the subject and its history. Themes covered include: methods and materials; assessment and testing and related disciplines. Technological Innovation in the Teaching and Processing of Lsps: Proceedings of Tislid'10 *Editorial UNED* The present book is a compilation of articles corresponding to the papers presented at TISLID ?10, the First International Workshop on Technological Innovations for Specialised Linguistic Domains, which took place in Spain on October 21-22, 2010. The program of TISLID?10 was established to offer the research and teaching community an opportunity to exchange knowledge and experiences and promote face-to-face academic debate on effective and innovative ways to design and develop CALL systems and NLP systems for sublanguages or specialized linguistic domains. The inclusion of basic research undertaken in educational institutions and research centers, together with the applied research and commercial development undertaken by publishers, e-Learning companies, etc. was considered a priority. Public Information Messages A Contrastive Genre Analysis of State-citizen Communication *John Benjamins Publishing* Public information messages are an important means of state-citizen communication in today's societies. Using this genre, citizens are directed to 'never ever drink and drive', to 'slow down' and to 'learn to say no'. Yet, this book presents the first in-depth analysis of public information messages from a linguistic perspective, and indeed also from a cross-cultural perspective. Specifically, the study, adopting genre analysis, contrasts a corpus of state-run national public information campaigns in Germany and Ireland. A taxonomy of moves is developed inductively and the interactional features of the genre are analysed and related to the context of use. The comprehensive discussion of theoretical and methodological issues, the in-depth analysis and the extensive bibliography make this book of interest to researchers and students in (contrastive) discourse analysis, (cross-cultural) pragmatics, contrastive rhetoric, advertising, social psychology, mass communication and media studies. Copy-writers will also profit from the insights gained, particularly within the context of an increase in Europe-wide public information campaigns.