# INTRODUCTION TO DISCOURSE ANALYSIS: THE AREA OF ENGLISH FOR BUSINESS AND TECHNOLOGY
(5 credits)

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## 1 .- COURSE DESCRIPTION:

This course is aimed at graduates in foreign languages and other related degrees who wish to develop their research profile in the area of English for specific purposes oriented to the world of international trade and technological applications to facilitate business. In a preliminary phase, there will be an introduction of students to the key contents of business English to facilitate the understanding of this specialised field. Also, the profile of this course may favour diverse professional approaches, different from those which are conventionally associated with the speciality of English Philology: It is evident that the globalization of the economy and the enormous expansion of international trade are forcing the vast majority of medium and small companies to employ very flexible professionals who can use their proficiency in English to export and/or import activities. In addition to the option of providing support for a professional profile, this course also offers: (1) research-oriented contents and activities, particularly those which facilitate the implementation of new technological profiles, such as knowledge engineering or computational applications to the area of business, and (2): a detailed analysis of the cultural, pragmatic, semantic and syntactic features characterizing LSP genres with a special emphasis on the areas of business and marketing. For that purpose, a selection of relevant documents, academic texts and articles will be offered to the students.

## 2.- SYLLABUS:

### PART I (Topics for research):

**1 .- General language versus specialized languages:** - Parallels and contrasts. - Introduction to terminology.
**2 .- Characteristics of specialized languages:** -Technical (pure sciences). -Semi-technical (social and humanistic sciences). -Informative.
**3 .- English for business purposes:** - Needs analysis. - Course design. - Language variation . - Written and spoken discourse. -- Foundations of register, genre and metadiscourse analysis applied to international business topics.
**4 .- Register and genre analyses activities:** - Application of the contents of the previous sections to a selection of professional texts.
**5.- Technological developments for LSP:** A basic introduction to terminological corpora, terminology extractors and the construction of ontologies. The language of Conceptual Representation: COREL.

**PART II: (Specialized discourse and vocabulary acquisition):**

**Compulsory reading:**
MASCULL, BILL (2008): *Business Vocabulary in Use. (Intermediate)*. Cambridge: Cambridge University Press. **Topics:** 1 .- Key to understand the basic business terminology. 2 .- Key to understand the economic / business terminology in the 4 areas of management: production, finance, human resources and marketing. 3 .- Keys for business communication strategies (Meetings, presentations, negotiations) .

**3.- ASSESSMENT (2 options):**

(1) To search for a portfolio of authentic business material from a company. Then, students will make an analysis of register, genre and metadiscourse of selected documents according to the guidelines established during the course. This activity would amount to 60% of the final grade. (2) To sit an exam (60% of the final grade) for the assessment of theoretical readings and a practical analysis of register, genre and metadiscourse to one or more documents as explained during the course. In both cases, the student must prove, through a series of tests, his mastery of specialized vocabulary and terminology of economics and business English equivalent to 20% of the final grade. The remaining 20% would be obtained from attendance and class participation.

**RECOMMENDED READING:**

ALCARAZ, E. MATEO, J. y YUS, F. [eds.] (2007): *Las lenguas profesionales y académicas*. Serie Ariel Lenguas Modernas. Barcelona: Ariel.
ASHLEY, A. (2003): *Oxford Handbook of Commercial Correspondence*. Oxford: OUP.
BHATIA, V.K. (1993) *Analysing Genre. Language Use in Professional Settings*. Londres: Longman.
CABRÉ, M.T. (1999): *Terminology*. Amsterdam /Philadelphia: John Benjamins.
DUDLEY-EVANS y ST JOHN, M-J. (1998) *Developments in English for Specific Purposes*. Cambridge: Cambridge U.P.
FELICES LAGO, Á (2016): "The Process of Constructing Ontological Meaning Based on Criminal Law Verbs", *Círculo de Lingüística Aplicada a la Comunicación*, 65, 109-148.
FELICES LAGO, Á., UREÑA GÓMEZ-MORENO, P. (2014): "FunGramKB Term Extractor: a key instrument for building a satellite ontology based on a specialized corpus", *Language processing and grammars: The role of functionally oriented computational models (SLCS)*, (Studies in Language Series). Brian Nolan & Carlos Periñán-Pascual (eds.). Amsterdam: John Benjamins, 251-269.
GIMÉNEZ MORENO, R. (2010): *Words for working. Professional and Academic English for International Business and Economics*. Valencia: Universidad.
HERRERA SOLER, H. & WHITE, M. (2012): Metaphor and Mills. Figurative Language in Business and Economics. Berlin: De Gruyter.
JIMÉNEZ BRIONES, R. & LUZONDO OYÓN, A. (2011): "Building ontological meaning in a lexico-conceptual knowledge base". *Onomázein* 23, 11-40.
LASSEN, I. (2003): *Accessibility and acceptability in technical manuals. A survey of style and grammatical metaphor*. Amsterdam: John Benjamins
PERIÑÁN PASCUAL, C. & ARCAS TÚNEZ, F. (2010): "The architecture of FunGramKB", *Proceedings of the Seventh International Conference on Language Resources and Evaluation, European Language Resources Association (ELRA)*, 2667-2674.
PERIÑÁN PASCUAL, C. & MESTRE-MESTRE, E. M. (2015): "DEXTER: automatic extraction of domain-specific glossaries for language teaching". *Proceedings of VII Congreso Internacional de Lingüística de Corpus. Procedia - Social and Behavioral Sciences* 198, 377-385.
SUAU JIMÉNEZ, F. (2010) *La traducción especializada (en inglés y español en géneros de economía y empresa)*.

Madrid: Arco Libros.

SWALES, J. (1990): *Genre Analysis: English in Academia and Research Settings.* Cambridge: Cambridge University Press.

WHITE, M. (2003) ─Metaphor and economics: The case of growth, *English for Specific Purposes.*22, 131-151

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