

1. Record Nr.	UNINA9910410012103321
Titolo	Asian Research on English for Specific Purposes : Proceedings of the First Symposium on Asia English for Specific Purposes, 2017 // edited by Youzhong Sun, Liwen Li, Hong Cai
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2020
ISBN	9789811510373 9811510377
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (1,280 pages)
Disciplina	428.007105
Soggetti	Language and languages - Study and teaching Language Teaching and Learning Language Education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1. Getting Published in Peer-Reviewed Journals: Advice for Beginning Academic Authors -- 2. Using an Outside-Expert, Conversational ESP Stimulus to Motivate Chinese ELL Students -- 3. Developing Four English-in-the-Discipline Courses for University Studies in Hong Kong -- 4. Exploratory Practice in an Intensive English-Language Bridging Course for Foreign Nursing Students: Thinking in English -- 5. "Revenge of the Schwa": A Metaphor for Teaching English Word Stress in Academic Vocabulary -- 6. A Comparative Study of Attitude Resources in English and Chinese Business News Based on Appraisal Theory -- 7. Course Design of EPC from the Perspective of Discursive Competences: A Case in Chongqing University -- 8. Rethinking the Significance of Ma Jianzhong's "Proposal on Establishing a Translation Academy" from the Perspective of ESP Translation Teaching in the 21st Century -- 9. Communication in a Web of Relationship: Evaluation of an ESP Programme with a Blended Teaching Mode -- 10. Exploring the Identity Formation of Chinese ESP Learners -- 11. The Problems Novice Chinese Academic Writers Face in Achieving Complexity in Academic Writing – a Corpus-Driven Approach Focused on Nominal Expressions with Of-Phrases as Post-Modifiers -- 12. The Construction of ESP Teacher Professional Community in Universities -- 13. On the Teaching

Reform of ESP Course: Hotel English -- 14. Non-English Major Undergraduates' Perceptions of Business English Learning and Teaching and Curriculum Adaptation in a Chinese University -- 15. Final Paper as Portfolio: An Academic Writing Assessment for Incipient College Student Writers from Large Classes -- 16. Interaction and Collaboration in International Office's Help Desk Setting.

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#### Sommario/riassunto

English for Specific Purposes (ESP), addressing the communicative needs and practices of particular professional or occupational groups, has developed rapidly in the past fifty years and is now a major force in English language teaching and research. This critical volume helps innovate the theory, practice, and methodology for ESP teaching and research in Asian countries and areas. Promoting communication and enhancing cooperation on ESP research and pedagogy across cultures, it provides ESP scholars, educators and practitioners with an opportunity to benefit from each other's research and expertise in an age of globalization and digitalization. The volume provides an in-depth analysis of the latest scholarship on English teaching and research for general and specific academic and occupational purposes; the intercultural communication in ESP contexts; corpus linguistics and data-driven instruction for ESP; computer-assisted language learning and mobile-assisted language learning; evaluation of English writing courses; and ESP translation strategies.

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