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Nota di contenuto	Frontmatter -- Preface to the Handbooks of Applied Linguistics Series -- Acknowledgements -- Table of contents -- 1. Editors' introduction -- 2. The history of the language of economics and business -- 3. Genres in the business context: An introduction -- 4. Business presentations -- 5. Business negotiations -- 6. Business meetings -- 7. Sales talk and sales training -- 8. From business letters to email and mobile communication -- 9. Company websites -- 10. The annual report -- 11. Intercultural business communication: A linguistic approach -- 12. Multilingualism in business: Language needs -- 13. Multilingualism in business: Language policies and practices -- 14. English as a lingua franca in international business contexts: Pedagogical implications for the teaching of English for Specific Business Purposes -- 15. Teaching and learning foreign business languages -- 16. New media in teaching and learning business languages -- 17. The structure of economic and business terms -- 18. Metaphor, metonymy, and euphemism in the language of economics and business -- 19. Language planning and linguistic purism in the business domain -- 20. The language of marketing -- 21. The language of accounting -- 22. Proper names in business -- 23.

Business lexicography -- 24. Corpora and corpus linguistic approaches to studying business language -- 25. Organizational discourse -- 26. Spoken workplace discourse -- 27. Corporate language and design -- 28. The risks of using standardized text modules as communication vehicles -- Subject index

Sommario/riassunto

In spite of the day-to-day relevance of business communication, it remains underrepresented in standard handbooks and textbooks on applied linguistics. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

The book takes a specifically linguistic approach to business communication, drawing together perspectives from various research traditions. These include genre analysis, LSP research, and language teaching. There are 30 chapters organized into five parts: (1) Introduction; (2) genres and media (e.g., presentations, negotiations, meetings, sales talk, e-mail, websites, advertising, annual reports); (3) Foreign languages and culture (e.g., intercultural business communication, language needs and policies, multilingualism and English as a lingua franca in international business contexts, teaching and learning foreign business languages), (4) Lexical phenomena (e.g., structure and semantics of business terms, metaphor, metonymy and euphemism, language planning, the language of marketing and accounting, proper names in business, lexicography, corpora and corpus linguistics), (5) Building bridges across disciplines (e.g., organizational discourse, corporate language and design, standardized text modules).
