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Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures and tables; Notes on contributors; Acknowledgements; About this book; SECTION 1 KEY CONCEPTS IN APPLIED LINGUISTICS; I Describing English; CHAPTER 1 Three reasons why; CHAPTER 2 English vocabulary and collocation; CHAPTER 3 Grammatical metaphor and success in academic writing; CHAPTER 4 Conversation Analysis in the language classroom; II Teaching and learning a language; CHAPTER 5 What is communicative language teaching?; CHAPTER 6 Six propositions in search of a methodology: applying linguistics to task-based language teaching CHAPTER 7 Researching motivation: from integrativeness to the ideal L2 selfCHAPTER 8 Learning English in a global context; III Applied Linguistics in a wider context; CHAPTER 9 Investigating metaphor and ideology in hard news stories; CHAPTER 10 Who wrote this? The linguist as detective; CHAPTER 11 The translator's choice; CHAPTER 12 Interrogating the concept of stereotypes in intercultural communication; SECTION 2 STUDY SKILLS FOR APPLIED LINGUISTICS

STUDENTS; IV Doing research in Applied Linguistics; CHAPTER 13 Designing a questionnaire; CHAPTER 14 Using interview data in case studies
CHAPTER 15 Transcribing spoken interactionCHAPTER 16 Using a corpus to study spoken language; V Skills of interpretation; CHAPTER 17 Understanding noun phrases; CHAPTER 18 Identifying and reporting other people's point of view; VI Skills of expression; CHAPTER 19 Finding your voice; CHAPTER 20 Organizing an essay; VII Editing skills; CHAPTER 21 Referencing; CHAPTER 22 Editing your own work; Answer key; Index

Sommario/riassunto

Introducing Applied Linguistics provides in-depth coverage of key areas in the subject, as well as introducing the essential study skills needed for academic success in the field. Introducing Applied Linguistics: is organised into two Sections: the first introducing Key Concepts in Applied Linguistics; and the second devoted to the Study Skills students need to succeed. features specially commissioned chapters from key authorities who address core areas of Applied Linguistics, including both traditional and more cutting edge topics, such
