INTRODUCTION TO DISCOURSE ANALYSIS: THE AREA OF ENGLISH FOR COMMERCE (IMPORT-EXPORT) AND MARKETING – 5 creds.

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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. In a preliminary phase, there will be an introduction of students to the key contents of commercial 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 research-oriented contents and activities. A detailed analysis of the cultural, pragmatic, semantic and syntactic features characterising LSP genres (with a special emphasis on the areas of business and marketing) will be made. 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 general business purposes:
   - Needs analysis.
   - Course design.
   - Language variation.
   - Written and spoken discourse.
4. - *English for specific business purposes:*

- Foundations of register, genre and metadiscourse analysis applied to international trade and marketing.

5. - *Register and genre analyses activities:*

- Application to a selection of professional texts.

6. - *Other research areas:*

- Lakoffian cognitive semantics.
- Cross-cultural business communication.
- NLP and the construction of ontologies.

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

**Compulsory reading:**


**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).

4. - Acronyms and abbreviations used in international trade.

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

(1) To search for a portfolio of authentic business material from a company and make a translation into English or Spanish (as appropriate). 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:


OTHER RELEVANT REFERENCES:

ENGLISH FOR SPECIFIC PURPOSES. (Selección de Artículos).

IBÉRICA (Selection of articles).
UNESCO ALSED-LSP NEWSLETTER and LSP AND PROFESSIONAL COMMUNICATION (Selection of articles).