INTRODUCTION TO DISCOURSE ANALYSIS: THE AREA OF ENGLISH FOR BUSINESS AND TECHNOLOGY

MODULE/Módulo	SUBJECT/Materia	YEAR/ Curso	SEMESTER/ Semestre	ECTS	TYPE/Carácter
Master's Programme in English Literature and Linguistics	Introduction to Discourse Analysis: The Area of English for Business and Technology		2	5	Optional

PROFESSR/ Profesor(es)	CONTACT/ Dirección completa de contacto para tutorías (Dirección postal, teléfono, correo electrónico, etc.)
• Dr Ángel Felices Lago (afelices@ugr.es) • Dr. Ricardo Mairal Usón (rmairal@flog.uned.es) • Pedro Ureña Gómez-Moreno (pedrou@ugr.es)	Departamento de Filologías Inglesa y Alemana Campus Universitario de Cartuja s/n 18071, Granada – España Prof. Ángel Felices Lago Office: B010 (Faculty of Economics and Business Administration) Telf.: 958-244087 email: afelices@ugr.es
	OFFICE HOURS/ Horario de tutorías
	Mondays: 10.30 to 12.30 Tuesdays: 10.30 to 14.30

MASTER WHERE IT IS OFFERED/ Máster en el que se imparte	OTHER MASTERS WHERE IT COULD BE OFFERED / Otros másteres a los que se podría ofertar
Máster en Literatura y Lingüística Inglesas Master in English Literature and Linguistics	

PREREQUISITES AND/OR RECOMMENDATIONS
Prerrequisitos y/o recomendaciones (si procede)

Advanced level in English (C1 or similar)

BRIEF DESCRIPTION OF COURSE CONTENTS
Breve descripción de contenidos (según memoria de verificación del máster)

I (Topics for research):
1 .- General language versus specialized languages.
2 .- Characteristics of specialized languages.
3 .- English for business purposes.

4.- Foundations of register, genre and metadiscourse analysis applied to business topics.

5 .- Register and genre analyses activities.

6.- Technological developments for LSP.

II: (Specialized discourse and vocabulary acquisition):

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) .

GENERAL AND SPECIFIC COMPETENCIES
Competencias generales y específicas del módulo

Basic and general

To develop communicative interpersonal and interlinguistic mediation skills

To acquire the learning skills that will allow the student to continue her / his studies in a proactive, autonomous way.

To search for information (in any sort of format) and turn it into knowledge.

Use new technologies as a learning tool and a resource for research. Use it also as a means of communication and dissemination.

To understand long and complex texts of any sort (technical, narrative, or literary)

To present in a variety of formats (oral presentations, written essays, and any sort of digital format) clear and detailed descriptions of complex subjects, unfolding a specific narrative argument, and reaching relevant conclusions.

To acquire and understand the sort of skills and knowledge that will turn their output into original ideas, through class participation, or in the form of essays or any other sort of output.

To acquire and apply knowledge and skills to new contexts, and be able to engage in problem-solving strategies within interdisciplinary contexts related to their field of study.

To integrate skills and knowledge in a way that enpowers them to reach relevant conclusions based upon the general principles of social and ethic responsibility.

To communicate their knowledge, ideas and arguments in a meaningful and clear way for both specialized and non-specialized audiences.

CB10 - To have the learning skills that allow students to keep studying in a way that will be largel autonomous

Transversal

Training in the respect of fundamental rights and equality between men and women, of Human Rights and the principles of universal accessibility, and the values of a culture of peace and democratic values, as established by the Royal Decree 1393/2007, of October 29, Article 3.5.

Specific

CE1. To know and critically evaluate current theories, methods and current results of research in the field of English literature and English linguistics.

CE2. To identify case studies and the different epistemological approaches available so as to elaborate and defend arguments, as well as to solve problems within the area of English literature and linguistics.

CE4 – To explain and defend clearly the objectives, methodology and results of a research work in the field of literatures in English.

CE7 - To know the different interdisciplinary approaches to the study of literatures in English language, with special emphasis on gender studies, identity politics, political discourse, or postcolonial studies and translation.

CE8. To know the different theoretical approaches as well as the principles of research (planning, sampling, collection, processing and data analysis) in areas of English linguistics such as

lexicography, sociolinguistics and historical linguistics, among others.
– To know the principles of corpus linguistics and its different applications in various interdisciplinary fields.
0. To develop the ability to apply the principles of linguistics beyond theoretical linguistics, such as to pragmatics and discourse analysis, language philosophy, gender studies, literary analysis, film language, or acquisition and bilingual teaching.

OBJECTIVES
Objetivos (expresados como resultados esperables de la enseñanza)

- Understand and critically evaluate theories, methods (planning, collection, sampling, processing and analysis of data) and the current results of research in the area of English linguistics applied to terminology, lexicology and discourse analysis, with a special emphasis in the genre analysis theory.
- Identify basic aspects of corpus analysis and computational linguistics and its different applications in various interdisciplinary fields.
- Explain and apply the objectives, methodology and results of a research work in the field of English for specific purposes, as part of the linguistic areas mentioned above.

DETAILED DESCRIPTION OF THE CONTENTS
Temario detallado de la asignatura

THEORETICAL
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 activity and business language research. In a preliminary phase, there will be an introduction of students to the key contents of business English to facilitate the understanding of this specialized field. Also, the profile of this course may favor diverse professional approaches, different from those which are conventionally associated with the field 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.

PRACTICAL
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 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 relevant applications of knowledge engineering and natural language processing to LSP, 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).* [SECOND EDITION]. 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) .

RECOMMENDED BIBLIOGRAPHY
Bibliografía:

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.

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.

RECOMMENDED LINKS
Enlaces recomendados

EDUCATIONAL METHODS
Metodología docente

Autonomous work.
Oral presentations, discussion and debates
Lectures
Individual work

EVALUATION
Evaluación (instrumentos de evaluación, criterios de evaluación y porcentaje sobre la calificación final, etc.)

uation instruments
   1. Tasks, exercises and problema solving.
   2. Reports

uation Criteria:

(i)   To sit an exam (60% of the final grade) for the assessment of theoretical readings and a practical analysis of register and genre to one or more documents as explained during the course.
(ii) 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.
(iii)   The remaining 20% would be obtained from class attendance, class participation and oral presentation.

tinuous Evaluation: N/A

ADDITIONAL INFORMATION
Información adicional