

Contents

Introduction	1
<i>Ulla Connor and Thomas A. Upton, Editors</i>	
Section I	
The argument for using English specialized corpora to understand academic and professional language	11
<i>Lynne Flowerdew</i>	
Section II	
Stylistic features of academic speech: The role of formulaic expressions	37
<i>Rita C. Simpson</i>	
Academic language: An exploration of university classroom and textbook language	65
<i>Randi Reppen</i>	
A convincing argument: Corpus analysis and academic persuasion	87
<i>Ken Hyland</i>	
Section III	
// ↘ so what have YOU been WORking on REcently //: Compiling a specialized corpus of spoken business English	115
<i>Martin Warren</i>	
TOOK	
// → did you // ↗ from the miniBAR //: What is the practical relevance of a corpus-driven language study to practitioners in Hong Kong's hotel industry?	141
<i>Winnie Cheng</i>	
"Invisible to us": A preliminary corpus-based study of spoken business English	167
<i>Michael McCarthy and Michael Handford</i>	

Legal discourse: Opportunities and threats for corpus linguistics <i>Vijay K Bhatia, Nicola N. Langton and Jane Lung</i>	203
Section IV	
The genre of grant proposals: A corpus linguistic analysis <i>Ulla Connor and Thomas A. Upton</i>	235
Rhetorical appeals in fundraising direct mail letters <i>Ulla Connor and Kostya Gladkov</i>	257
Framing matters: Communicating relationships through metaphor in fundraising texts <i>Elizabeth M. Goering</i>	287
Pronouns and metadiscourse as interpersonal rhetorical devices in fundraising letters: A corpus linguistic analysis <i>Avon Crismore</i>	307