

# Table of contents

Preface	ix
List of acronyms and abbreviations	xii
List of tables and figures	xiii
CHAPTER 1	
Introduction	1
1.1 Rationale for the study	1
1.2 The university lecture: pros and cons	2
1.3 Aims of the study	4
1.4 Target readership	6
1.5 Overview of the book	6
CHAPTER 2	
Background to the study: The merger of discourses	9
2.1 Introduction	9
2.2 Spoken discourse	9
2.2.1 The linguistic/discursive approach	10
2.2.2 The interactional approach	13
2.3 Academic discourse	15
2.4 Disciplinary discourse: the field of economics	21
2.5 Professional discourse: the world of business	25
2.6 A conceptual framework for analyzing business studies lectures	28
CHAPTER 3	
The business studies lecture corpus: Design, collection and analysis	31
3.1 Introduction	31
3.2 Corpus design	31
3.3 Collecting the data	34
3.4 Transcribing the data	36
3.5 Methodology: an integrated approach	39
3.5.1 Quantitative and qualitative analysis	39

3.5.2	Comparative analysis	41
3.5.3	Behavioural observation	42
3.5.4	Participant feedback	43

#### CHAPTER 4

<b>Speaking to the audience</b>		45
4.1	Introduction	45
4.2	Speech rate	46
4.3	Lecture style	49
4.3.1	Discourse dysfluencies	52
4.3.2	Reduced forms	54
4.4	Lexical informality	57
4.4.1	Vagueness	58
4.4.2	Idioms	62
4.5	Syntactic informality	65
4.5.1	Ellipsis	66
4.5.2	Non-restrictive <i>which</i> -clauses	68
4.6	Lexical density	73
4.7	Summary of findings	76

#### CHAPTER 5

<b>Interacting with the learners</b>		79
5.1	Introduction	79
5.2	Discourse structuring	79
5.2.1	Lecture macrostructure	80
5.2.2	Macromarkers	84
5.2.3	Micromarkers	89
5.3	Evaluation	94
5.3.1	Relevance markers	96
5.3.2	Affect markers	100
5.4	Lecturer-audience interaction	104
5.4.1	Questions	105
5.4.2	Comprehension checks	108
5.4.3	Dialogic episodes	109
5.5	Audience responsiveness and feedback	113
5.6	Summary of findings	115

**CHAPTER 6**

<b>Teaching the discipline and the profession</b>	<b>119</b>
6.1 Introduction	119
6.2 Disciplinary/professional orientations: a descriptive profile	120
6.3 Real vs. hypothetical worlds	122
6.4 Argumentation	125
6.5 Specialized lexis	127
6.5.1 Global analysis	128
6.5.2 Keyword analysis	131
6.5.3 Connections to Business English	135
6.5.4 Compounds and buzzwords	138
6.6 Metaphors	142
6.6.1 Global analysis	144
6.6.2 Comparative analysis	147
6.7 Summary of findings	148

**CHAPTER 7**

<b>Beyond speaking: Multimodal aspects</b>	<b>151</b>
7.1 Introduction	151
7.2 The visual mode	153
7.2.1 The analytical framework	154
7.2.2 The analysis	155
7.2.2.1 Visual typologies in the BSLC	158
7.2.2.2 Comparative analysis	163
7.3 The nonverbal mode	165
7.3.1 Methodology in nonverbal studies	168
7.3.2 The analysis	169
7.3.2.1 Interpersonal episodes	170
7.3.2.2 Nonverbal behaviours of the lecturers	171
7.3.2.3 A microanalysis of one lecturer's nonverbal behaviours	177
7.4 Summary of findings	181

**CHAPTER 8**

<b>Final remarks</b>	<b>183</b>
8.1 Introduction	183
8.2 Aims, findings, pedagogical implications and research prospects	183
8.3 Methodological insights	188
8.4 Business studies lectures and interdiscursivity revisited	189

<b>References</b>	<b>193</b>
<b>Appendix A – Transcript samples from the twelve lectures of the BSLC</b>	<b>213</b>
<b>Appendix B – Specialized lexis in the BSLC ranked according to frequency</b>	<b>227</b>
<b>Name index</b>	<b>231</b>
<b>Subject index</b>	<b>235</b>