

Contents

<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>Notes on contributors</i>	xi
Introduction	xvi
Section 1: Approaches to professional communication	1
<i>A. General theoretical frameworks</i>	
1 Analysing discourse variation in professional contexts <i>Vijay Bhatia</i>	3
2 Corpus analyses of professional discourse <i>Winnie Cheng</i>	13
3 A situated genre approach for business communication education in cross-cultural contexts <i>Yunxia Zhu</i>	26
4 Stretching the multimodal boundaries of professional communication in multi-resources kits <i>Carmen Daniela Maier</i>	40
<i>B. Broad disciplinary frameworks</i>	
5 Business communication <i>Catherine Nickerson</i>	50
6 Business communication: A revisiting of theory, research and teaching <i>Bertha Du-Babcock</i>	68

7	Research on knowledge-making in professional discourses: The use of theoretical resources <i>Graham Smart, Stephani Currie and Matt Falconer</i>	85
8	Technical communication <i>Saul Carliner</i>	99
9	The complexities of communication in professional workplaces <i>Janet Holmes and Meredith Marra</i>	112
10	Electronic media in professional communication <i>Michael B. Goodman and Peter B. Hirsch</i>	129
11	The role of translation in professional communication <i>Marta Chromá</i>	147
	<i>C. Specific disciplinary frameworks</i>	
12	Management communication: Getting work done through people <i>Priscilla S. Rogers</i>	165
13	Business and the communication of climate change: An organisational discourse perspective <i>David Grant and Daniel Nyberg</i>	193
14	Professionalising organisational communication discourses, materialities and trends <i>Patrice M. Buzzanell, Jeremy P. Fyke and Robyn V. Remke</i>	207
15	Corporate communication <i>Finn Frandsen and Winni Johansen</i>	220
16	Corporate communication and the role of annual reporting: Identifying areas for further research <i>Elizabeth de Groot</i>	237
	Section 2: Practice <i>A. Pedagogic perspectives</i>	255
17	A blended needs analysis: Critical genre analysis and needs analysis of language and communication for professional purposes <i>Jane Lung</i>	257

18	The changing landscape of business communication <i>Sujata S. Kathpalia and Koo Swit Ling</i>	274
19	Methodology for teaching ESP <i>William Littlewood</i>	287
	<i>B. Disciplinary perspectives</i>	
20	English for Science and Technology <i>Lindsay Miller</i>	304
21	Communicative dimensions of professional accounting work <i>Alan Jones</i>	321
22	Professional communication in the legal domain <i>Christoph A. Hafner</i>	349
23	Communication in the construction industry <i>Michael Handford</i>	363
24	Offshore outsourcing: The need for applicable linguistics <i>Gail Forey</i>	382
25	Media communication: Current trends and future challenges <i>Isabel Corona</i>	400
26	The public relations industry and its place in professional communication theory and practice: Past, present and future perspectives <i>Anne Peirson-Smith</i>	419
	Section 3: Acquisition of professional competence	441
27	Communities in studies of discursive practices and discursive practices in communities <i>Becky S. C. Kwan</i>	443
28	The formation of a professional communicator: A socio-rhetorical approach <i>Natasha Artemeva and Janna Fox</i>	461
29	Collaborative writing: Challenges for research and teaching <i>Stephen Bremner</i>	486

30	Training the call centre communications trainers in the Asian BPO industry <i>Jane Lockwood</i>	501
31	Credentialing of communication professionals <i>Saul Carliner</i>	521
	Section 4: View from the professions	533
32	Banking	535
33	Law	547
34	Accounting	555
35	PR	562
	<i>Appendix: View from the professions – questions</i>	570
	<i>Index</i>	571