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Exploring Professional Communication: Language in Action

By Stephanie Schnurr

Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 230 x 154 mm. Language: English . Brand New Book. Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study. The books take an innovative practice-to-theory approach, with a back-to-front structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Additional features include tasks with commentaries, a glossary of key terms, and an annotated further reading section. Exploring Professional Communication provides an accessible overview of the vast field of communication in professional contexts from an applied linguistics perspective. It explores the nature of professional communication by discussing various fundamental topics relevant for an understanding of this area. The book is divided into eight chapters, each dealing with a specific area of professional communication, such as genres of professional communication, identities in the workplace, and key issues of gender,...


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