

Materials development based on genre awareness

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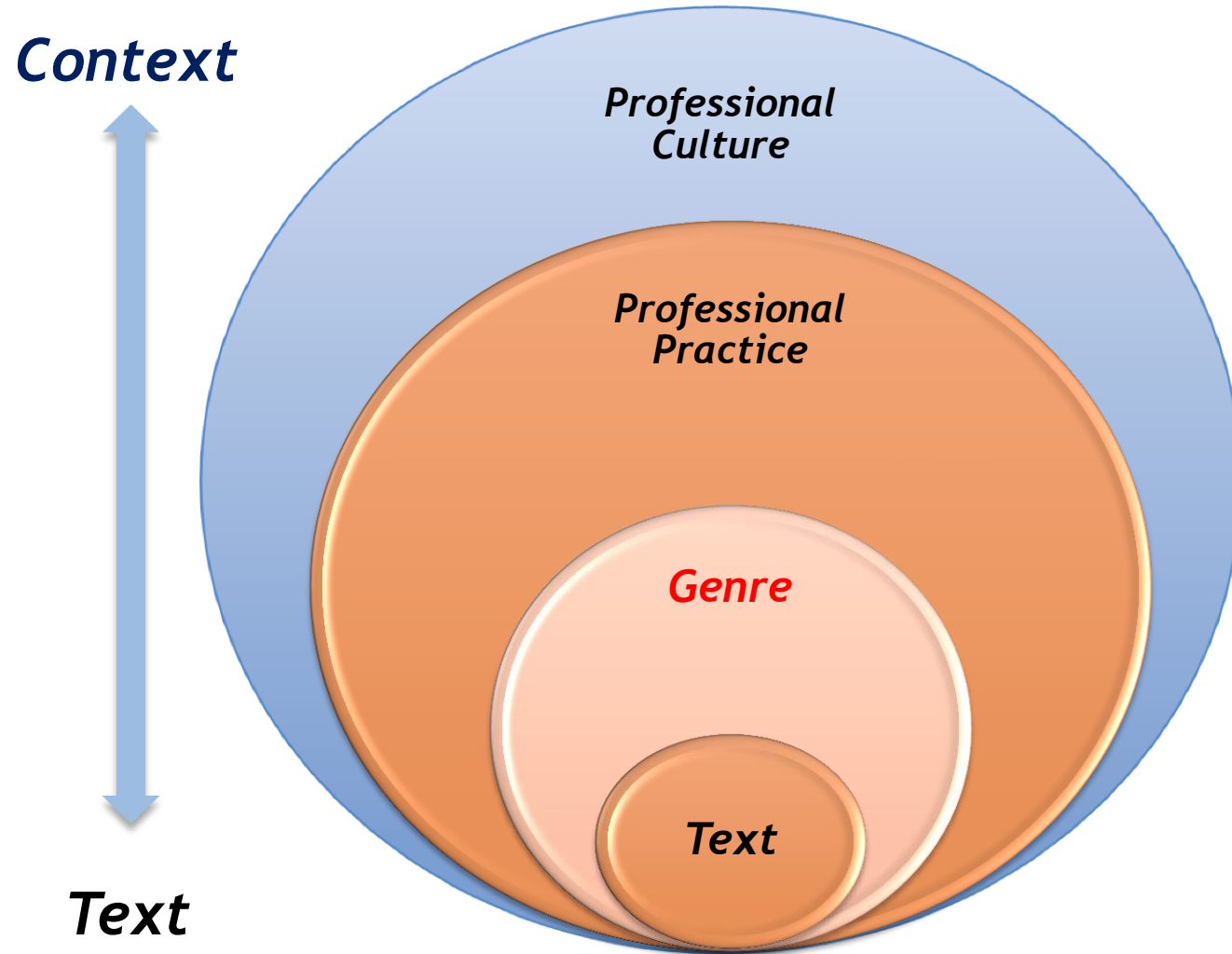
ESP = English for Specific Purposes

- ▶ Targets a specific **discourse community**
- ▶ Focuses on **genres** and **moves**

A discourse community

- ▶ Is a group of people who are connected by discourse
- ▶ Has means of communication
- ▶ Is not bound by location
- ▶ **Constructs knowledge in the relevant field**

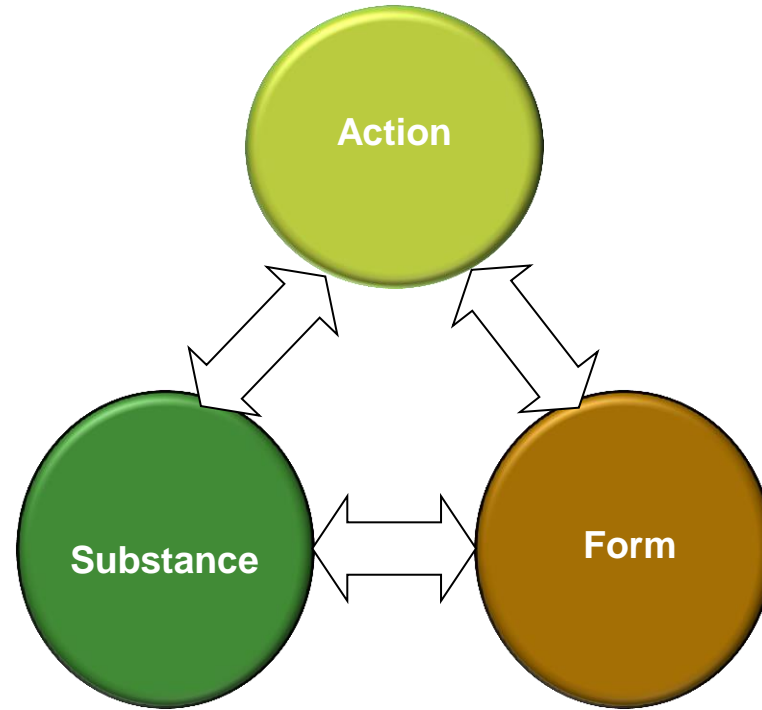
Perspective view of text and its relationship to the profession



Adapted from Bhatia (2011)

Genre: repeatedly used communicative event

Effect on the discourse community



Information for the
discourse community

Linguistic packaging
for genre recognition

Letters on price increase

平成26年4月3日

〇〇〇株式会社

〇〇部長 〇〇〇〇様

〇〇〇株式会社

〇〇 〇〇〇〇

価格改定のご挨拶

拝啓 貴社ますますご繁栄のこととお慶び申し上げます。また、毎々格別のご愛顧を賜わり厚く御礼申し上げます。

さて、今回のご挨拶は、経済情勢の悪化と資材の値上りなどで、弊社は経常収益の苦しい立場になってきました。

これまで、全社を挙げて経費削減・人件費削減・合理化等により、コストの上昇を目指してまいりましたが、ついに商品価格を継続できない状況となりました。

つきましては、誠に不本意ながら、別紙のとおり価格の改定を実施させていただくことになりましたので、あらかじめご通知申し上げます。

新コスト体系の実施は〇〇月〇〇日からで、内容は別紙コスト表をご覧ください。

何卒、事情ご高察のうえ、ご協力賜わりますようお願い申し上げます。

Alpha Motorcycles

6 Birmingham Road

Wolverhampton, UK

April 3, 2014

Dayton Motorcycles Inc.

88 Farr Street

Dallas, Texas

USA

Dear Sirs,

I enclose our new price list which will come into effect from the end of this month.

You will see that we have increase our prices on most models. We have, however, refrained from doing so on some models of which we hold large stocks. We feel we should explain why we have increased our prices.

We are paying 10% more for our raw materials than we were paying last year. Some of our subcontractors have raised their prices by as much as 15%.

As you know, we take great pride in our machines and value the reputation for quality and dependability which we have achieved over the last 40 years. We will not compromise that reputation because of rising costs. We have, therefore, decided to raise the price of some of our machines.

We hope you will understand our position and look forward to your orders.

Yours faithfully,

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今後ともよろしくお願い申し上げます。

Date

Inside address

Sender's address

Title

Politeness expressions

What?

Why?

When?

Closing

Politeness expressions

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April 3, 2014*

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Yours faithfully,

Jim Powers
President

Letterhead

Date

Inside address

Salutation

What? When?

Why?

Politeness expression

Signature line

平成26年4月3日
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〇〇部長 〇〇〇〇様

〇〇〇株式会社
〇〇 〇〇〇〇

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敬具

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Yours faithfully,

Jim Powers
President

OCHA

- ▶ **O**bserve
 - ▶ **C**lassify
 - ▶ **H**ypothesize
 - ▶ **A**pply
- 

PAIL

- P**urpose
- A**udience
- I**nformation
- L**anguage features
 - Rhetorical framework
 - Collocations
 - Grammar & technical points
 - Pronunciation & prosody

Language is composed of patterns

- ▶ **Sound patterns** form words
- ▶ **Word patterns** form phrases and clauses
- ▶ **Phrase and clause patterns** form sentences
- ▶ **Sentence patterns** form texts
- ▶ **Text patterns** form **genres**
- ▶ **Pronunciation**
- ▶ **Collocation**
- ▶ **Grammar**
- ▶ **Rhetorical structure**
- ▶ **Text framework**

Be a Model 21st Century Language User

Hunston 2011

Motivated: understands **ESP** concepts

Self-directed: practices **life-long learning**

Informed: can use **language tools** and **websites**

How can that be realized in an EFL environment?

- ▶ High school: Super Science High School, English for Science, Grades 10, 11, 12
- ▶ University undergraduate: School of Pharmacy, Year 2
- ▶ University graduate: School of Engineering, first year master's degree

High School Super Science English Year 1

Spring

- ▶ Name written out in script
- ▶ Nursery rhyme recitation written out in script with prosody markings
- ▶ Response to nursery rhyme presentation evaluation
- ▶ Unit 1 written out in cursive script with prosody markings
- ▶ Unit 1 vocabulary sentences and analysis of changes
- ▶ Product Specs
- ▶ Unit 2 written out in cursive script with prosody markings
- ▶ Appendix (drafts of above)

Fall

- ▶ Summer Learning and Fall Goals sentences and analysis of changes
- ▶ Fall Goals Essay
- ▶ [Business email request](#) (Unit 2)
- ▶ [Business email response](#) (Unit 2)
- ▶ Operation instructions (Unit 3)
- ▶ Essay on achievement of Fall Goals
- ▶ Unit 2 vocabulary sentences and analysis of changes
- ▶ Unit 3 Reading Focus in cursive script with prosody markings
- ▶ Unit 4 Reading Focus in cursive script with prosody markings
- ▶ Appendix (drafts of above)

High School Super Science English Year 1

Winter

- ▶ My winter event news article
- ▶ [Group newspaper](#)
- ▶ Corporate image web page
- ▶ Corporate image web page sentences
- ▶ Response to evaluation and comments
- ▶ Unit 5 Reading passage with prosody markings
- ▶ Appendix (drafts of above)

High School Super Science English Year 2

Spring

- ▶ “What I learned” sentences with editing notes
- ▶ Spring event sentences with editing notes
- ▶ Spring event essay
- ▶ Unit 5 words/phrase sentences with editing notes
- ▶ Unit 6 reading passage (cursive script with prosody markings)
- ▶ Listening log (preparation for summer homework)
- ▶ Appendix (drafts of above)

Fall

- ▶ Summer learning & fall goals
- ▶ Listening logs (summer work)
- ▶ Listening log oral report (with prosody markings)
- ▶ Listening log presentation evaluation and comments
- ▶ Unit 6 words/phrase sentences (with editing notes)
- ▶ Email message (Unit 6)
- ▶ Appendix (drafts of above)

High School Super Science English Year 2

Winter

- ▶ Essay: *My dreams for the future, What impressed me most in 2013*
- ▶ [Catalog](#)
- ▶ [Sentence construction](#): Unit 7 with responses to editing
- ▶ Unit 8 Reading Passage in script (with prosody markings)
- ▶ Appendix (drafts of above)

High School Super Science English Year 3

Spring

- ▶ Term Paper: first sentences for sections (Word file)
- ▶ [Literature Log](#)
- ▶ Sentences: What I Learned/What I Want To Do (Summary of revisions, Word file)
- ▶ Subscription/Application Form

Fall

- ▶ Term Paper
- ▶ Literature logs
- ▶ Literature log presentation and evaluation with response

Winter

- ▶ [Term Paper Presentation](#)
PowerPoint slides (6 per page)
- ▶ Presentation script
- ▶ Presentation evaluation and response to comments
- ▶ Essay on “What I learned from three years of Science English”

University undergraduate second year

English for Pharmacy II Portfolio

▶ *VOA Special English*

Recitation script (with prosody markings)

Summary of entire text

▶ *Randall's Cyber Listening Lab*

Dialogue (with prosody markings)

Original dialogue (with prosody markings)

▶ *Science Update*

Recitation (with prosody markings)

Science Update analysis

Original Science Update script

▶ *Librivox*

Recitation (with prosody markings)

▶ *JOVE (Journal of Visualized Experiments)*

Recitation (with prosody markings)

Own experiment script

Own experiment PowerPoint slides

▶ *Introduction of Japanese culture*

Presentation visuals

Presentation script

▶ *Presentation on topic of your choice*

Own topic script

Own topic PowerPoint/Prezi slides

Own topic essay

▶ *What I learned from this course*

University graduate school
School of Engineering
First year master's degree

English for Engineering II Portfolio

1. **Cover letter to Editor**
2. **Title page**
3. **Abstract**
4. **Introduction**
5. **Experimental section**
6. **Results**
7. **Acknowledgments**
8. **References**
9. **Figure, table or scheme**
10. **Instructions to Authors for intended journal**
11. **Copy of a sample published paper**
12. **Poster presentation: poster images**
13. **Poster presentation: short presentation PowerPoint slides**
14. **Poster presentation: short presentation script**
15. **My corpus discovery**
16. **Recitation text**
17. **What I learned from this course**

Portfolios of student work can

Motivate students

Encourage self-directed learning

**Inform them about language learning tools
with hands-on experience**