Contents

总序		孙有中	iv
导读		王立非	vii
Part I Intro	oduo	ction	1
Chapter 1	W	'hat Is Business English?	3
	1	Introduction	3
	2	Three studies of Business English	7
	3	Business English around the world	10
	4	Interconnections in Business English	12
	5	The need for research-based teaching	13
	6	Structure of the book	14
	7	Summary	15
Chapter 2	In	ternational Business English and Business English	
		a Lingua Franca	16
	1	Introduction	16
	2	Defining Business English as a Lingua Franca and	
		International Business English	18
	3	Teaching English as a business lingua franca or	
		international business language	19
	4	Analyzing Business English as a Lingua Franca	22
	5	Business English as a Lingua Franca and International	
		Business English in context	25
	6	Summary	28
Part II Spo	ken	Business English	29
Chapter 3	In	troducing Spoken Business English	31
	1	Introduction	31
	2	Characteristics of spoken Business English	32
	3	The importance of research based on real language data	35
	4	Discourse-based studies of spoken Business English	36
	5	Summary	44

Chapter 4	In	tercultural Business Interactions	45
	1	Introduction	45
	2	The importance of research into spoken Business English in	
		intercultural contexts	45
	3	From intercultural misunderstanding to strategies that work	47
	4	Relational strategies in multicultural meetings	48
	5	Facework strategies in intercultural negotiations	51
	6	Accommodation strategies in international meetings	55
	7	Summary	59
Chapter 5	Те	eaching Spoken Business English	61
	1	Introduction	61
	2	Ritual exchanges in negotiations	63
	3	Essential language in business meetings	68
	4	The key characteristics of workplace discourse	70
	5	Summary	72
Part III Wri	itte	n Business English	73
Chapter 6	Introducing Written Business English		75
	1	Introduction	75
	2	Vijay Bhatia: a genre approach to written Business English	76
	3	The influence of business culture and national culture on	
		written Business English: three early studies	79
	4	Using a genre approach in the teaching of Business English	84
	5	Summary	87
Chapter 7	Uı	nderstanding Written Business English	88
	1	Introduction	88
	2	The creation of texts	89
	3	Context and collaboration in the teaching of written	
		Business English	92
	4	The response to texts	94
	5	Using reader response in the teaching of written Business	
		English	98
	6	Summary	100
Chapter 8		eaching Written Business English	102
	1	Introduction	102
	2	The influence of context and the Business English classroom	102
	3	The response of business practitioners to student texts	111
	4	Summary	114

Part IV	The N	Iodern Business World	117
Chapt	ter 9 I	ntertextuality and Interdiscursivity in Business English	119
	1	Introduction	119
	2	Research in intertextuality and interdiscursivity in Business	
		English	120
	3	Intertextuality and interdiscursivity in the classroom	126
	4	Summary	131
Chapt	ter 10	New Media and Business English	133
	1	Introduction	133
	2	The need for multimedia literacy	134
	3	New media and new technology in the Business English	
		classroom	142
	4	Summary	149
Part V	Learne	ers, Teachers, and Materials	151
Chapt	ter 11	Teaching Approaches and Business English	153
1	1		153
	2	Project-based learning	153
	3	Team-teaching	159
	4	Blended learning	161
	5	Summary	163
Chapt	ter 12	Designing Business English Teaching Materials	165
	1	Introduction	165
	2	Needs analysis surveys and communication audits	167
	3	Corpus-based approaches	170
	4	Surveys of published materials	174
	5	Assessment	180
	6	Summary	181
Chapt	ter 13	Business English Resources	182
	1	Books and textbooks	182
	2	Journals	183
	3		184
	4	Conferences and workshops	184
	5	1	185
	6	Online teaching resources	186
Refere	ences		187
Index			197