Contents

总序		孙有中	Þ iii	
导读		邓丽	鸟 vi	
Acknowledgem	ent	S	XV	
Part I Intro	du	ction	1	
Chapter 1	In	Introducing genre in English for Specific Purposes		
	1	What is a genre?	3	
	2	Why genre in ESP?	4	
	3	Early genre work	5	
	4	Preview of the rest of this book	25	
Part II ESP	ge	nre analysis	27	
Chapter 2	Aı	nalyzing genre moves	29	
	1	What are moves?	29	
	2	How to do a moves analysis	32	
	3	Seeking input from specialist informants	41	
	4	Cross-cultural moves comparisons	44	
	5	Using and revising existing move models	51	
	6	Tying it all together: analyzing moves in a TED Talk	53	
Chapter 3	Aı	nalyzing lexicogrammatical features	55	
	1	Methods of lexicogrammatical analysis	55	
	2	Some concordance lines for significant in critique genres		
		in BAWE	63	
	3	Studying linguistic politeness in genres	69	
	4	Cross-cultural lexicogrammatical comparisons	73	
	5	Connecting moves and lexicogrammatical analysis	75	
Chapter 4	Aı	nalyzing genre contexts	80	
	1	The value of analyzing genre contexts	81	
	2	How to study genre contexts	92	
	3	Gaining access to a context	100	

	4	Critical ethnography	104
Part III ESP	g	enre-based learning and teaching	107
Chapter 5	D	esigning genre-based courses	110
	1	The role of instruction in genre learning	110
	2	Needs and rights analysis	112
	3	How to do a needs analysis for a genre-based course	114
	4	From needs analysis to course design	122
	5	Four genre-based course designs	130
Chapter 6	C	reating and assessing genre-based teaching materials	142
	1	Genre-based tasks	142
	2	Sequencing genre-based activities	169
	3	Text selection	170
	4	Assessing the impact of course materials	172
Chapter 7	E	xploring future issues: genre play, learning, and	
	tr	ansfer	177
	1	What is genre play and why study it?	177
	2	Forms of genre play	178
	3	What makes genre play work?	185
	4	Possibilities for future genre play research	189
	5	What is genre learning transfer and why study it?	190
	6	Current observations of genre learning transfer	190
	7	Possibilities for future genre learning transfer research	196
References			202
Index			221