

ABSTRACT

This research is a study of the communicative events surrounding the discourse community of the sales and marketing staff in the hotel industry. Focusing on the internal and external communication of one company which is responsible for the sales and marketing of a local chain of hotels, the research is in essence a reality check, a look at text and how it is used in authentic context.

Using the ethnographic approach, the researcher has attempted to expose the norms, values and culture behind the patterns of communication of that particular community through the analysis of its communicative actions. These norms, values and culture are part of communicative competence which enable the members of the community to communicate and function effectively. Like any other ethnographic research, this study utilizes observation as its main tool – both participant and non-participant observation.

ESP practitioners have often been accused of being divorced from the real world and using ‘authentic’ texts blindly without ever really witnessing these texts in action. This research hopes to provide a window to the real world of one particular discourse community. Ultimately it is hoped that the findings will assist in adding a dosage of reality, however small, to ESP course design.