

BIBLIOGRAPHY

Agar, D. (1986) *Speaking of Ethnography*. California: Sage Publications. Inc.

Angel, D. & Heslop, B. (1994) *The elements of e-mail style : Communicating Effectively via Electronic Mail..* U.S.A. : Addison-Wesley Publishing company.

Asmah, Haji Omar. (1987) *Malay in its sociocultural context*. Kuala Lumpur: Dewan Bahasa dan Pustaka Ministry of Education.

Asmah, Haji Omar. (1992) *The Linguistic Scenery in Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka Ministry of Education.

Bailey, W. R. (1987) The hegemony of information in Language Topics In Threadgold, T. & Steele, R. John (Eds) - *Essays in Honour of Michael Halliday*. Amsterdam/Philadelphia: Benjamins Publishing company.

Benson, D. & Huges, J. (1983) *The Perspective of Ethnomethodology*. New York: Longman.

Bhatia, K.V. (1993) *Analysing Genre: Language use in professional settings* London: Longmans.

Brodley, L. (1987) *Academic Writing as Social Practice*. California: Temple University Press.

Chan, S.H. & Goh, S. (1993) The Use of English by Business Executives in the Commercial Sector of the Malaysian Economy. Paper presented at the ESP seminar at the University of Technology of M Malaysia. Scudai, Johore. Nov. 1993.

Chan, S.K. (1993) Interfacing with end-user institutions and implications for ESP course design. Paper presented at the ESP Conference in UTM Scudai Johore, West Malaysia Nov. 1993.

Christie, F. (1990) Genres as Social Processes. A plenary paper delivered at the Meaning in Reading Council Regional Conference, Brisbane, Australia March 23-25.

Christie, F. (1990) The Changing Face of Literacy In *Literacy for a Changing World*. (Ed.) Christie, F. Victoria: The Australian Council for Educational Research Ltd.

Computerworld. April 1995. Issue 5. IDG Communications (s) Pte. Ltd. Selangor. Malaysia.

Computimes Feb. 24 1994

Computimes, May 15th. 1995

Cuff, E, & Payne, G. 1984 *Perspectives in Sociology*. London: Allen and Unwin publishers.

Culnan, M.J., Markus, L.M. (1987) Information Technologies In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.

Cusella, L.P. (1987) Feedback, Motivation, and Performance In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication: an interdisciplinary perspective*. California: Sage Publications.

Davis, K.A. (1995) Qualitative Theory and Methods in Applied Linguistics Research. TESOL Quarterly Vol. 29, No.3, Autumn. (pages 427-453).

De Beaugrande, R. (1980) *Text, Discourse and Process: toward a multi disciplinary science of texts*. Norwood: N.J. Ablex Publishing Corporation.

Doheny Farina & Odell, L. (1985) Ethnographic research on writing: ✓
Assumptions and Methodology In Odell & Goswami (eds.) *Writing in Non academic Settings*. New York: The Guildford Press.

Donovan, J. (1994) *Business Re- Engineering with Information Technology*. New Jersey: Prentice Hall .

Draft, Richard L. (1989). *Organization Theory and Design* . USA.: West Publishing Company.

Eco, U. (1976) A Theory of Semiotics. In *Advances in Semiotics*, Sebeok, A. T. (series Ed.) Indiana University Press.

Eiler, M.A. (1987) Semiotics of Document Design In Threadgold, T. & Steele, R. John Benjamins (Eds.) *Language Topics - Essays in honour of Michael Halliday*. Amsterdam/Philadelphia. Benjamins Publishing company.

Eisner (1981) On the Difference Between Scientific and Artistic Approaches to Qualitative Research. *Educational Researcher*. Vol. 10 April 1981. (pages 5-9).

Estad, T. & Ferryman, M. (1991) *Singapore Engineers Communicate: What are They saying to Teachers?* Publication of National University of Singapore.

Euske,N.A., Roberts,K.H. (1987) Evolving Perspectives in Organisational Theory: Communication Implications. In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.

- Fairclough, N. (1990) Discoursal Exchange and Language Education. in
Discipline- Dialogue-difference. Proceedings of the Language in Giblett
Rod, O'Carrol John (Eds.) Education Conference. Murdoch University.
Western Australia: 4D. Publication.
- Falcione, R.L., Sussman, L. , Herden, R.P. (1987) Communication Climate in
Organisations In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of
Organisational Communication : an interdisciplinary perspective*.
California: Sage Publications.
- Ferarro, G. (1990) *Cultural Dimension of International Business..* New Jersey:
Prentice Hall.
- Foucault, M. (1974) *The Archaeology of Knowledge*. London: Tavistock
Publication.
- Foucault, M. (1979) *Power, Truth, Strategy*, (ed) Morris, M. and Patton,
London: Tavistock Publication.
- Frost, P.J. (1987) Power, Politics, and Influence In Jablin, Putnam, Roberts
& Porter. (eds.) *Handbook of Organisational Communication : an
interdisciplinary perspective*. California: Sage Publications.
- Green, B. (1988) Subject-specific literacy and school learning. *Australian Journal
of Education*, 32(2), 156-79.
- Green, B. (1993) *The Insistence of the Letter - Literacy Studies and curriculum
Theorising*. London: Palmer Press.

- Gumperz, J. (1982) *Discourse strategies*. Cambridge University Press.
- Halliday, M.A.K. (1978) *Language as social semiotic*. London: Edward Arnold.
- Halliday M.A.K. (1985) *Spoken and Written Language*. Geelong, Victoria: Deakin University Press (republished in 1989 by Oxford University Press London).
- Halliday, M.A.K. and Hassan, R. (1989) *Language, Context and Text: A Social-Semiotic Perspective*. Geelong, Victoria: Deakin University Press.
- Halliday, MAK, (1970) *Language Structure and Language Function In New Horizons in Linguistics*, (Edt. Lyons J.) Penguin.
- Halliday, MAK, (1985) *Language, Context and Text: Aspects of Language in a social semiotic perspective*. Victoria: Deakin University Press.
- Halliday, MAK. (1985) *Introduction to Functional Grammar*,. Edward Arnold.
- Halliday, MAK (1990) On the Concept of 'Educational Linguistics in Giblett Rod, O'Carrol John (Eds.) *Discipline - Dialogue - difference*. Proceedings of the Language in Education Conference. Murdoch University. 4D. Publication. Western Australia.
- Hammer, M. and Champy, J. (1992) *Re engineering the Corporation: A Manifesto for Business revolution*. Hopper Collins.

Herritage, J. (1988) ' Current developments in conversation analysis,' In Roger, D. & Bull, P. (eds), *Interdisciplinary Approaches to Interpersonal Communication*,. Avon: Multilingual Matters.

Hodge and Kress (1988) *Social Semiotics* Cambridge: Polity Press.

Huber, G.P., Daft. R.L. (1987) The Information Environment of Organisations In Jablin, Putnam, Roberts & Porter. (eds.)*Handbook of Organisational Communication : an interdisciplinary perspective*. California:Sage Publications.

Jablin, F.M Putnam, L.L.Roberts & Porter L.W. (eds.) (1987) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.

Jorna, R.J. & Heusden, Van B. (1993) Signs, Search and Communication: Towards an empirical future for semiotics In Jorna,R.J, Heusden, Van B., Posner, R. Walter de Grutyer. (Eds.) *Signs, Search and Communication - Semiotic Aspects of Artificial Intelligence*. Berlin.

Kachru, B. (1990) The Alchemy of English, The spread, functions and models of non-native Englishes. Urbana, Chicago: University of LLinois Press.

King, Mary, (1984) Communications: The interface between education and industry In Swales & Kirkman. J. (Ed.) Common Grounds - Shared Interest in ESP and Communication studies. ELT Doc. 117
England.Pergamon Press.

Knapp, P. (1989) A Context for Genre Theory. From: Papers from the 1989 LERN Conference, University of Technology, Sydney. November 25-26.

Kress, G. (1985) Linguistic Processes in Sociocultural Practices. Reader EC 806 Sociocultural aspects of Language and Education.

Kress, G. (1988) *Communication and Culture: An Introduction*. Victoria: New South Wales University Press

Kress, G. (1989) History and Language: towards a social account of linguistic change. in Journal of Pragmatics, 13, (pages 445-466).

Kress, G. (1990) A Response to 'A Theory of Educational Linguistics' in Giblett Rod, O'Carrol John, (Eds.) Discipline- Dialogue-difference. Proceedings of the Language in Education Conference. Murdoch University. Western Australia. 4D. Publication.

Kress, G. and Hodge, R. (1970) 'Utterances in Discourse' *In Language as Ideology*, Routledge and Kegan Paul

- Krone, K.J. , Jablin, F.M., Putnam, L.L. (1987) Communication Theory and organisational Perspectives In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.
- Le Vasan & Sargunan (1995) Study Mode Negotiation - the interface between the Stakeholder and the ESP Consultant In Crooks, T. (Ed.) *ESP in South East Asia*. Denpasar, Bali: Australia Indonesia Foundation.
- Le Vasan (1995) A semiotic Analysis of one E-Mail transaction In Bruthiaux, Boswood & Du-Babcock. (eds.) *Explorations in English for Professional Communication*. Publication of City University of Hong Kong.
- Le Vasan, (1994) Systems and Networks: An Ethnographic Case Study. Jurnal Bahasa Moden. Journal Pusat Bahasa, Univversiti Malaya. Kel. 8.
- Lemke, J. (1995) Ideology, Intertextuality, and the Notion of Register. In Benson, J.D. and Graves, W.S. (eds.) *Systemic Perspectives on Discourse, vol 1* - Selected Theoretical papers from the 9th. International Systemic Workshop. Norwood, New Jersey. Ablex Publishing Corporation.
- Lemke, J.L. (1987) Social Semiotics and Science Education . The American Journal of Semiotics. Vol. 5 Pages 217-232.
- Lemke, J.L. (1982a) Classroom Communication of Science. (Final report to the U S National Science Foundation.) Arlington, VA: ERIC Documents Reproduction Service No. ED 222 346.

Lemke, J.L.(1982b) Talking physics. *Physics education (UK)*, 17, 263-267.

Lemke, J.L.(1987) Social Semiotics and Science Education. *The American Journal of Semiotics*, 5(2), 217-232.

Lemke, J.L.(1990) *Talking Science Language, Learning and Values*. Norwood, NJ: Ablex Publishing corporation.

Lemke, J. (1983) Thematic Analysis : Systems, Structures, and Strategies in *Recherches Semiotiques/ Semiotic Inquiry*, 3. 159-187.

Lemke, J. (1988) *Genres, semantics, and classroom education in Linguistics and Education*. (81-99) Oxford.

Littlejohn, (1992) *Theories of Human Communication*. California: Wadsworth Publishing Company.

Lutz, W.F. (1981) *Ethnography. The Holistic approach to Understanding Schools*. in (Eds.) Green, J., Wallat, C. *Ethnography and Language in Educational Settings*. New Jersey: Ablex Publishing Corporation.

Malaysia the Way Forward- working paper of the Prime Minister of Malaysia.

Malaysian Industry. April 1995. Vol. 2, No. 22. Kuala Lumpur. Malaysia.
C P Business Publishers Sdn. Bhd.

Martin (1990) *Process and Text: Two Aspects of Human Semiosis*. In Benson, J.D., and Graves, (eds.) *Systemics Perspectives on Discourse* Vol. 1. Selected Theoretical Papers from the 9 th International Systemic Workshop. Norwood: Ablex Publishing Corporation.

McHoul, A. & Watson, D. (1984) Two axes for the analysis of "commonsense" and "formal" geographical knowledge in classroom talk'. *British Journal of Sociology of Education*. 5, 281-302.

Mehan, H. (1983) *The Reality of Ethnomethodology*. Florida:Robert E. Krieger Publication company.

Monge, P.R., Eisenberg, E.M. (1987) *Emergent Communication Networks* In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.

Murray (1991) *Conversation for Action -The computer terminal as a medium of communication* Amsterdam/Philadelphia: Benjamins Publishing Company.

Nystrand, M. (ed.) (1982) *What Writers Know - The language, process, and structure of written discourse*. NY: Academic Press,

- O'Reilly, C.A., Chatman, J.A., Anderson, J.C. (1987) Message Flow and Decision Making In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.
- PeopleSoft, Inc. Document (1995) 1331 North California Boulevard.
- Poyton, C.(1985) *Language and Gender: making the difference*. Victoria: Deakin University Publications.
- Report of the South Commission. (1990) United States: Oxford University Press.
- Rogers, (19 83) *Sociology, Ethnomethodology and Experience; a phenomenological critique*. Cambridge University Press.
- Sacks, H. & Schegloff, E. & Jefferson(1978). A simplest systematics for the organisation of turn-taking for conversation', In Schenkein, J. (ed), *Studies in the Organisation of Conversational Interaction*, New York, Academic Press.
- Saville-Troike, M. (1994) *The Ethnography of Communication -an introduction..* Oxford: Blackwell Publishers.
- Scollon, R. & Wong-Scollon, S. (1995) *Intercultural Communication - a discourse approach*. Oxford: Blackwell Publishers.

Sharrock, W. Anderson, B. (1986) *The Ethnomethodologists*. London:
Tavistock Publication Ltd.

Smircich, L. , Calas, M.B. (1987) *Organisational Culture: A Critical
Assessment'* In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of
Organisational Communication : an interdisciplinary perspective*.
California: Sage Publications.

Stohl, C. , Redding, C.W. (1987) *Messages and Message Exchange Process*
In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational
Communication : an interdisciplinary perspective*. California: Sage
Publications.

Swales John (1990) *Genre Analysis - English in Academic and Research setting*.
USA: Cambridge University Press.

The Gray Sheet- Computer Industry Report. (1994) Volume 29, No. 23
(page 3) International Data Corporation. Framingham.

Threadgold, T.(1987) *Changing the subject* In Threadgold, T. & Steele, R.
John (Eds.) *Language Topics - Essays in honour of Michael Halliday*.
Amsterdam/Philadelphia: Benjamins Publishing Company.

Toffler, A. (1981) *The Third Wave*. London: Pan Books Ltd.

Torrington, D. and Hall, L. *Personnel Management*. quoted in the local daily,
the New Straits Times, April 27th, 1992.

Ventola, E. (1986) *The Structure of Social Interaction*. London: Pinter.

Weick, K.E. (1987) Theorising About Organisational Communication In Jablin, Putnam, Roberts & Porter. (eds.) *Handbook of Organisational Communication : an interdisciplinary perspective*. California: Sage Publications.

Willett, J. (1995) Becoming First Graders in an L2 : An Ethnographic Study of L2 socialisation. TESOL Quarterly Vol. 29, No. 3, Autumn 1995. (pages 473-503).

Yin, R.K. (1989) *Case Study Research - Design and Methods*. California: Sage Publications.