TABLE OF CONTENTS

Acknowledgements *xi*

Abstract *xii*

Abstrack *xiv*

List of Tables *xvi*

List of Figures *xvii*

CHAPTER 1 INTRODUCTION

1.1 STATEMENT OF THE PROBLEM 1

1.2 SCOPE OF THE STUDY 3

1.3 SIGNIFICANCE OF THE PROBLEM 5

1.4 THEORETICAL PERSPECTIVES 6

1.5 METHODOLOGY 7

CHAPTER 2 THEORETICAL FRAMEWORK

2.1 INTRODUCTION 9

2.2 THE SCOPE OF GENRE 9

2.3 GENRE ANALYSIS 12

2.4 GENRE STATUS 14

2.5 TALK 18

2.6 FRAMEWORK FOR ANALYSIS 21

2.6.1 Ethnography of Communication 21

2.6.2 Ethnomethodology 24

2.6.3 Structuration Theory 26

2.7 PERSPECTIVES 30

2.8 FOCUS OF STUDY 31

2.8.1 Social Action 32

2.8.2 Data Selection 33

2.8.3 Face-To-Face Interaction 34

2.8.4 Speech Event 36

2.8.5 Speech Acts 37

2.8.6 Limitations 39

2.9 MODEL FOR ANALYSIS 42

2.9.1 Social Structure 44

2.9.1.1 Organizational Structure 45

2.9.1.2 Social Organization 47

2.9.1.3 Context Of Culture 49

2.9.2 Sociocognitive Factors 50

2.9.2.1 Situated Cognition 50

2.9.2.2 Purpose 52

2.9.3 Sociolinguistic Factors 53

2.9.3.1 Language Choice and Variety 53

2.9.3.2 Style Shifting 56

2.9.3.3 Code Switching 58

2.9.3.4 Lexical Choice 59

PERPUSTAKAAN INSTITUT PENGAJIAN SISWAZAH DAN PENYELIDIKAN

2.9.3.5 Interaction Management 61

2.9.3.5.1 Turn Taking 62

2.9.3.5.2 Back Channel Cues 65

2.9.3.5.3 Markers 66

2.9.3.5.4 Violations 67

2.9.3.6 Settings 69

2.9.3.6.1 Formal Setting 69

2.9.3.6.2 Informal Setting 69

CHAPTER 3 METHODOLOGY

3.1 PILOT STUDY 71

3.1.1 Details Of Respondents 71

3.1.2 Research Instrument 72

3.2 ETHNOGRAPHIC STUDY 73

3.2.1 Criteria For Selection Of Respondents 73

3.2.1.1 Willingness To Participate 74

3.2.1.2 Number Of Years Of Experience 75

3.2.1.3 Type Of Company 75

3.2.2 Method For Data Collection 76

3.2.2.1 Investigative Triangulation 76

3.2.2.2 Methodological Triangulation 78

3.2.3 Participant Observation 79

3.2.4 Audio-Recordings 81

3.2.5 Field Work 82

3.2.5.1 Physical Setting 82

3.2.5.2 Times Of Observation 82

3.2.5.3 Periods Of Data Collection 83

3.2.5.4 Field Notes 84

3.2.6 Tape Transcriptions 85

3.2.7 Documents 85

CHAPTER 4 THE BUSINESS ENVIRONMENT

4.1 INTRODUCTION 87

4.1.1 Social Structure 88

4.1.1.1 Social Context 88

4.1.1.1.1 Organizational Structure 88

4.1.1.1.2 Task Environment – The Executive Secretary's Office 93

4.1.1.1.3 General Features Of The Physical Setting 97

4.1.1.1.4 Impact Of Technology 99

4.1.1.2 The Social Organization 100

4.1.1.2.1 Participant – The Executive Secretary 101

4.1.1.2.1.1 Experience 102

4.1.1.2.1.2 Designation 103

4.1.1.2.2 Role 104

4.1.1.2.3 Status 107

4.1.1.3 The Context Of Culture 109

4.1.1.3.1 Values And Beliefs 109

4.1.1.3.2 Routines And Rituals 112

4.1.1.3.3 Business Practices 114

4.1.2 Communication 116

4.1.3 Patterns 118

4.1.3.1 Hierarchy 119

4.1.3.2 Position 119

4.1.3.3 Empowerment 120

4.1.3.4 Office Environment 121

CHAPTER 5 ANALYZING GENRES

5.1 INTRODUCTION 122

5.2 RELATIONSHIP WITH THE BOSS 123

5.2.1 Setting 123

5.2.2 Features of Setting 129

5.2.3 Situated Cognition – Shared Goal 130

5.2.4 Textual Evidence 131

5.2.5 Features of Shared Goal 133

5.2.6 Situated Cognition – Individual Purpose 136

5.2.7 Textual Evidence 137

5.2.8 Features of Individual Purpose 142

5.2.9 Sociolinguistic Components 143

5.2.9.1 Language Choice & Variety 144

5.2.9.2 Style Shifting 149

5.2.9.3 Code Switching 151

5.2.9.4 Lexical Choice 152

5.2.9.5 Interaction Management 157

5.2.9.5.1 Turn Taking 158

5.2.9.5.2 Back Channel Cues 164

5.2.9.5.3 Markers 167

5.2.9.5.4 Violations 169

5.3 RELATIONSHIP WITH THE COMPANY STAFF 170

5.3.1 Setting 170

5.3.2 Features of Setting 182

5.3.3 Situated Cognition – Shared Goal 183

5.3.4 Textual Evidence 184

5.3.5 Features of Shared Goal 186

5.3.6 Situated Cognition – Individual Purpose 187

5.3.7 Textual Evidence 188

5.3.8 Features of Individual Purpose 191

5.3.9 Sociolinguistic Components 192

5.3.9.1 Language Choice & Variety 192

5.3.9.2 Style Shifting 198

5.3.9.3 Code Switching 201

5.3.9.4 Lexical Choice 204

5.3.9.5 Interaction Management 208

5.3.9.5.1 Turn Taking 208

5.3.9.5.2 Back Channel Cues 212

5.3.9.5.3 Markers 214

5.3.9.5.4 Violations 216

5.4 RELATIONSHIP WITH EXTERNAL CONTACTS 216

5.4.1 Setting 216

5.4.2 Features of Setting 225

5.4.3 Situated Cognition – Shared Goal 226

5.4.4 Textual Evidence 227

5.4.5 Features of Shared Goal 229

5.4.6 Situated Cognition – Individual Purpose 231

5.4.7 Textual Evidence 232

5.4.8 Features of Individual Purpose 234

5.4.9 Sociolinguistic Components 235

5.4.9.1 Language Choice & Variety 235

5.4.9.2 Style Shifting 238

5.4.9.3 Code Switching 240

5.4.9.4 Lexical Choice 240

5.4.9.5 Interaction Management 243

5.4.9.5.1 Turn Taking 244

5.4.9.5.2 Back Channel Cues 248

5.4.9.5.3 Markers 251

5.4.9.5.4 Violations 255

CHAPTER 6 SUMMARY AND CONCLUSION

6.1 INTRODUCTION 256

6.2 RELATIONSHIP 258

6.2.1 Power Differentials 258

6.2.2 Social Cohesion 263

6.2.3 Authority 264

6.2.4 Technology 265

6.3 JOB EXIGENCIES 267

6.3.1 Accountability 267

6.3.2 Efficiency 268

6.4 SHARED SOCIAL REALITY 271

6.5 IMAGE 273

6.6 PROFESSIONALISM 274

6.7 TRAINING 275

6.8 CONCLUSION 276

APPENDICES

Transcript Notation Appendix 1

Interview Schedules I, II and III Appendix 2

Executive Secretaries - Data Obtained From Pilot Study Appendix 3

Information Obtained From The Bosses Appendix 4

Information Obtained From Specialist Informants Appendix 5

On-Site Observational Notes Appendix 6

Interactional Genre of Executive Secretaries Appendix 7

Executive Secretary and the Boss – Speech Acts	Appendix 8
Executive Secretary & Company Staff – Speech Acts	Appendix 9
Executive Secretary & External Contacts – Speech Acts	Appendix 10
Accountability	Appendix 11
Abbreviations	Appendix 12
References	Appendix 13