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
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
   3.2.5.1 Physical Setting
   3.2.5.2 Times Of Observation
   3.2.5.3 Periods Of Data Collection
   3.2.5.4 Field Notes

3.2.6 Tape Transcriptions
3.2.7 Documents

CHAPTER 4 THE BUSINESS ENVIRONMENT

4.1 INTRODUCTION

4.1.1 Social Structure
   4.1.1.1 Social Context
      4.1.1.1.1 Organizational Structure
      4.1.1.1.2 Task Environment – The Executive Secretary’s Office
      4.1.1.1.3 General Features Of The Physical Setting
      4.1.1.1.4 Impact Of Technology
   4.1.1.2 The Social Organization
      4.1.1.2.1 Participant – The Executive Secretary
         4.1.1.2.1.1 Experience
         4.1.1.2.1.2 Designation
      4.1.1.2.2 Role
      4.1.1.2.3 Status
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
  5.3.9.5.1 Turn Taking
  5.3.9.5.2 Back Channel Cues
  5.3.9.5.3 Markers
  5.3.9.5.4 Violations

5.4 RELATIONSHIP WITH EXTERNAL CONTACTS

  5.4.1 Setting
  5.4.2 Features of Setting
  5.4.3 Situated Cognition – Shared Goal
  5.4.4 Textual Evidence
  5.4.5 Features of Shared Goal
  5.4.6 Situated Cognition – Individual Purpose
  5.4.7 Textual Evidence
  5.4.8 Features of Individual Purpose
  5.4.9 Sociolinguistic Components
    5.4.9.1 Language Choice & Variety
    5.4.9.2 Style Shifting
    5.4.9.3 Code Switching
    5.4.9.4 Lexical Choice
    5.4.9.5 Interaction Management
      5.4.9.5.1 Turn Taking
      5.4.9.5.2 Back Channel Cues
      5.4.9.5.3 Markers
      5.4.9.5.4 Violations
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