

TABLE OF CONTENTS

	Page
<i>Abstrak</i>	<i>iii</i>
<i>Abstract</i>	<i>v</i>
<i>Acknowledgements</i>	<i>vii</i>
<i>List of Tables</i>	<i>xiii</i>
<i>List of Appendices</i>	<i>xiv</i>
Chapter 1: INTRODUCTION	1
1.1 The Scenario	1
1.2 The Role of English in the Malaysian Business Community	5
1.3 The Business Community Selected	6
1.4 Profile of Computer-mediated Communication (CmC)	7
1.5 The Rationale and Purpose of the Study	8
1.6 Research Questions	9
1.7 Definition of Relevant Terms	9
1.8 Significance of Study	11
1.9 Limitations of Study	12
1.10 Conclusion	13

Chapter 2:	REVIEW OF RELEVANT LITERATURE	15
2.1	Issues related to English for Specific Purposes	15
2.1.1	ESP and Learners' Needs	16
2.1.2	ESP and Discourse Analysis	19
2.2	Text, Discourse and Discourse Analysis	24
2.3	Discourse Analysis and the Social Perspective	26
2.4	Research on Computer-mediated Communication (CmC)	27
2.4.1	Different Forms and Salient Features of CmC	28
2.4.2	Functions and Text Features of E-Mail Communication in Business	29
2.4.3	Research on E-mail in the Local Business Community	30
2.5	Textbooks on E-mail Communication	32
2.5.1	Advantages of Using E-mail	33
2.5.2	Office E-mail Etiquette	33
2.5.3	Guidelines on Writing E-mail Messages	34
2.5.4	Format for E-mail Messages	34
2.6	Business Communication	36
2.6.1	Textbooks on Business Communication	36
2.6.2	The Nature of Business Communication	37
2.7	Conclusion	39

Chapter 3:	RESEARCH METHODOLOGY	40
3.1	Research Premise	40
3.2	Research Methods	41
3.2.1	Collecting of E-mail Texts from Key Informant	41
3.2.2	Discussions with Key Informant	42
3.2.3	Examining Company Documents	42
3.3	The Business Community Selected	43
3.4	Relationship between Senders and Recipients of the E-mail Messages	45
3.5	Research Procedure	47
3.6	The Corpus	47
3.7	Data Analysis	48
3.8	Conclusion	54
Chapter 4:	DATA ANALYSIS AND FINDINGS	55
4.1	Grammatical Features and Functions of E-mail Messages	55
4.1.1	Main Clauses	56
(i)	Clauses in the Imperative Mood	57
(ii)	Clauses in the Declarative Mood	75
(iii)	Clauses in the Interrogative Mood	85
4.1.2	Subordinate Clauses	87
(i)	Purpose Clauses	87
(ii)	Reason Clauses	89

4.2	Other Discourse Features of E-mail Messages	90
4.2.1	Openings and Closings	91
4.2.2	Paralinguistic Cues	109
4.2.3	Simplifications of Language	110
4.3	Conclusion	114
 Chapter 5: CONCLUSIONS AND RECOMMENDATIONS		116
5.1	Summary of Findings	116
5.1.1	Main Clauses	117
5.1.2	Subordinate Clauses	122
5.1.3	Other Discourse Features	123
5.2	Issues Pertaining to Research Questions	129
5.3	Implications and Recommendations for English for Business Communication	137
5.4	Implications and Recommendations for Further Research	138
5.5	Conclusion	139
 BIBLIOGRAPHY		141
APPENDICES		147

LIST OF TABLES

	<i>Page</i>
1. Table A: Background Information on Senders of the E-Mail Messages	44
2. Table 1: Clauses in the Imperative Mood	58
3. Table 1 (a): Variations of Request with "Please"	59
4. Table 1 (b): Variations of Request in Question Forms	64
5. Table 2: Clauses in the Declarative Mood	76
6. Table 3: Clauses in the Interrogative Mood	85
7. Table 4: Forms of Opening Salutation in the E-mail Messages	92
8. Table 5: Forms of Opening Statement in the E-mail Messages	96
9. Table 6: Forms of Closing Statement in the E-mail Messages	103
10. Table 7: Forms of Closing Salutation in the E-mail Messages	107
11. Table 8: Forms of Abbreviation in the Corpus	111
12. Table 9: Forms of Subject-Pronoun Omission in the E-mail Messages	113
13. Table 10: Use of Contractions in the E-mail Messages	114

LIST OF APPENDICES

Appendix 1: E-mail Messages collected from the Business Community

Appendix 2: Job Description (Training Coordinator)

Appendix 3: Job Description (Technical Instructor)

Appendix 4: Job Description (Sales Engineer / Sales Executive)

Appendix 5: Information on the ASC Group

Appendix 6: Organisation Chart