FACULTY OF EDUCATION
UNIVERSITY OF MALAYA

Statement of Original Authorship

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Name of Candidate: .................................................................

Title of Project Paper: ............................................................

Content Analysis of Some Business

English Textbooks - A Case Study

I confirm that the materials contained in this Project paper are my own work. Where the works of others have been drawn upon, whether published or unpublished (such as books, articles, or non-book materials in the form of video and audio recordings, electronic publications and the internet) due acknowledgements according to appropriate academic conventions have been given. I also hereby declare that the materials contained in this Project Paper have not been published before or presented for another programme or degree in any university.

Signed: ............................................................................ Date: 29 APRIL 1998
CONTENT ANALYSIS OF
SOME BUSINESS ENGLISH TEXTBOOKS
- A CASE STUDY

Khor Tsui Pyng

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University of Malaya in Partial Fulfilment
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ABSTRACT

This project paper examined some Business English textbooks to find out the extent of their relevance to a target learner, namely a sales manager of an international corporate pharmaceutical firm in Malaysia. For this purpose a questionnaire was developed and administered together with formal and informal interviews. The questionnaire and interview(s) were aimed at exploring (obtaining information regarding) the needs of the learner. The contents of some Business English textbooks were analysed to identify the type(s) of syllabus and the approach (language-centred, skills centred and/or learning centred) the texts employed, the topics or subject-matter areas covered, the kinds of texts included, the type(s) of language description (structural, functional and/or discourse-based) used and the language points covered (structures, functions and vocabulary areas).

The findings from the questionnaire and interview(s) and materials analysis are both done and compared impressionistically to decide on the most appropriate text(s) for the learner. The results would benefit ESP practitioners which include the learner. They would cast some insights into the role of textbooks in ESP - Business English in particular. They would also indicate the importance of choosing relevant texts. Learning how texts are organised would enable other learners to decide on the appropriacy of texts for their particular situations. Implications on material writers and on the teaching and learning of ESP - Business English in particular, would be discussed. Suggestions regarding teaching methods and materials would be made.

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