

Assembling a Specialist Vocabulary: starting points.

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What are the situations?

- Course type :
 - level of specificity/ remit/ status / hours/time and mode of delivery
- Situation
 - degree of 'embeddedness'
- Resources available:
 - access to online material/corpus type/ external books and resources

Starting Points

- What are the situations?
- What are the resources?
- What are the needs and problems?
 - What types of language are useful for the student's specialist course and genres? How are they different from EAP? What do students need when they are close up to their subjects?

Where are you?

In terms of

- Situation
- Embedded-ness
- Resources

What are the resources and how can we use them?

- The corpus
 - Trawling and concordancing
- AWL (Coxhead and AKL Paquot)
- Published books
 - Generic vocabulary could be used for exploring terminology formation conventions, supplementing student's or teacher's own take on the subject
- Professional associations websites and publications
- Online glossaries
- Tame lecturers
- Phone a friend

What types of language would be explicitly identified and studied?

- Language for the conceptual framework
- Technical terminology
- High frequency general academic language (generated by the subject matter or the writing genres and purposes)

Language for the conceptual framework

- The bicycle test

What do you call a bicycle in your discipline?

Economics

Business

Law

Engineering

English teaching

Energy studies/architecture

Film studies

Economics

a good

Business

a product

Law

an item of property

Engineering

a machine

English teaching

a noun phrase

Energy studies/

Architecture

a means of transport

Film studies

an icon?

What can you do with a bicycle?

Business : Product

design/ manufacture/promote/ market

product placement/pricing/ differentiation/

launch/development/line/range / life-cycle

core product/ new product

available

Criticality

Criticality begins with vocabulary

- *Rights* vs *Laws*
- *Model*
- *Width* (pore scale mechanisms: hollow tube or cylinder)

High frequency general academic vocabulary

- *Ensure (AWL sublist 3)*

ensure that

in order to ensure.....

Genre feature: used to justify an action in procedure.

The landscape is fractal



In what ways?

- In terms of genre and level diversity
- In terms of specialisation of institutions
- In terms of diversity within a discipline

IEEE Publications (approx. 150 in this category)

Aerospace & Electronics Systems Magazine, IEEE
Audio, Speech and Language Processing, IEEE Transactions on
Autonomous Mental Development, IEEE Transactions on
Broadcasting, IEEE Transactions on
Computational Intelligence and AI in Games, IEEE Transactions on
Consumer Electronics, IEEE Transactions on
Fuzzy Systems, IEEE Transactions on
Geoscience and Remote Sensing Letters, IEEE
Image Processing, IEEE Transactions on
Information Forensics and Security, IEEE Transactions on
Latin America Transactions, IEEE
Nanobioscience, IEEE Transactions on
Neural Systems and Rehabilitation Engineering, IEEE Transactions on
Nuclear Science, IEEE Transactions on
Oceanic Engineering, IEEE Journal of
Security and Privacy Magazine, IEEE
Terahertz Science and Technology, IEEE Transactions on
Women in Engineering

The fractal classroom

- Masters Course in Visual Imaging and Robotics
- Erasmus Scholarship

Huggies to techies to chessmen

Standing on a moving ship in a fractal landscape

- In terms of genre and level diversity
- In terms of specialisation of institutions
- In terms of diversity within a discipline

People diverge- language diverges-subjects diverge (new subjects are formed)

Technical Terminology

- Is there a terminology of a subject?
- Huggies and techies may have difficulties where their topics stray into other territories

HRM student (Employee motivation) : accused of plagiarism in Literature Review- told to rewrite in her own words

Financial terms (role of remuneration in employee motivation)

Two levels of language competence: basic receptive for your subject and narrow in depth productive vocabulary for your focus.

Generic specialist language

Risk Management and Financial Planning

A manager in the treasury department of a multinational telecoms company talks about the work of his department.

Mitigating risks in operations and in our cash management is an important responsibility of the **treasury department**. One of our important functions is to manage the company's debt requirement, for instance through issuing **bonds**. We are a profitable company, with surplus cash to be managed, so the bank also advises us on investment matters.

Another important part of our **risk management strategy** is **hedging**, that is protecting, future borrowing costs or foreign exchange **exposure**. For example, we might budget to spend dollars in the US later this year. By then, the **exchange rate** will have changed, as currency markets are very **volatile**. So we buy **reserves** of foreign **currency** to mitigate that risk.

(Professional English in Use: Management: CUP 2011)

What can we help students to notice?

- Conventions e.g. how terms are formed and the associated problems
 - Chemistry –ate, ide, ite
 - Petroleum: bottomhole/ bottom-hole pressure?
- Metaphorical basis: Kill Orphans
 - launch a product/ captains of industry
- Foreign borrowings (grammar issues)
- Criticality issues
 - unpacking NPs *consumer focus groups*, everyday words with specialist meanings

Over to you....

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