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An analysis of English in the workplace: the communication needs of textile and clothing merchandisers

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Abstract

This paper reports on an investigation into the workplace English needs of textile and clothing merchandisers who communicate in the international marketplace. Through questionnaire surveys, telephone interviews, analysis of authentic correspondence and visits to the workplace, a detailed understanding has been obtained of the communication demands placed on merchandisers working in this business environment. This in-depth knowledge has enabled the authors to develop teaching and learning materials that match the specific workplace needs. The types of communication which differ markedly from those included in traditional business English courses are identified and discussed.



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