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Analysis head of TESOL at the London University Institute of Education (1991-1998). The Discourse of Advertising by Guy Cook Linguistics - Discourse Analysis. 13. functions is of the kind used as the bases of functional language courses- the ones which use the term in any meaningful way rather

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Here, Guy Cook's (1989) definition of discourse analysis has been employed:

“Discourse analysis examines how stretches of language, considered in their full textual, social and psychological context, become meaningful and unified for their users” (viii) In other

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language in use, for
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search for what gives
discourse coherence
Coherence is a quality
which is clearly
necessary for
communication and
therefore for foreign
language learning, but
which cannot be
explained by
concentrating on the
internal grammar of
sentences.

Guy Cook
"Discourse" by Ira

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Guy Cook is Professor of Language and Education at the Open University, UK. ... He has published extensively on applied linguistics, discourse analysis, English language teaching, literary stylistics, advertising, and the language of environmental debate. He has been an invited speaker in over 30 countries.

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Applied Linguistics by Guy Cook (Executive Summary)

Linguistics - Discourse
Analysis 7 And even in
the wider social world
of adult intercourse,
language clearly has
many more functions
than simply sending
information. (Taken
from: Language
Teaching- Discourse,
Guy Cook ;OUP, 1996,
pages 25-26) You hear

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one side of a telephone call in a foreign language. The speaker says:

Linguistics

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Jump to search. Guy W. D. Cook (born 10 October 1951) is an applied linguist. He is currently Professor of Language in Education at King's College London in the UK and is also Chair of The British Association for

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Applied Linguistics for the period 2009-2012. He teaches and writes about English language teaching, literary stylistics, discourse analysis, advertising, and the language of food politics.

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Guy Cook Part of a series designed to involve language teachers in their own professional development, this book shows how discourse analysis can provide

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important insights for the language teacher. It explains the relevant theory and applies it to classroom activities.

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Discourse analysis is the study of spoken and written language in its social and psychological context. This book explains the relevant theory, and applies it to classroom activities designed to

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improve students' discourse skills. The teacher is then shown how these activities may be further developed in specific teaching situations

**Discourse : Cook,
Guy : Free
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Guy Cook's "Discourse" is a very practical book that not only deals with discourse theory, but also applies some of it

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to the classroom with some activities that teachers can use in very practical ways. The book is divided into three broad sections.

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Two aspects emerged in language and gender research; first, how women and men

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talked (and by extension, wrote), and second, how women/men/boys and girls were represented in language – as a code, as discourse, and in actual texts.

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