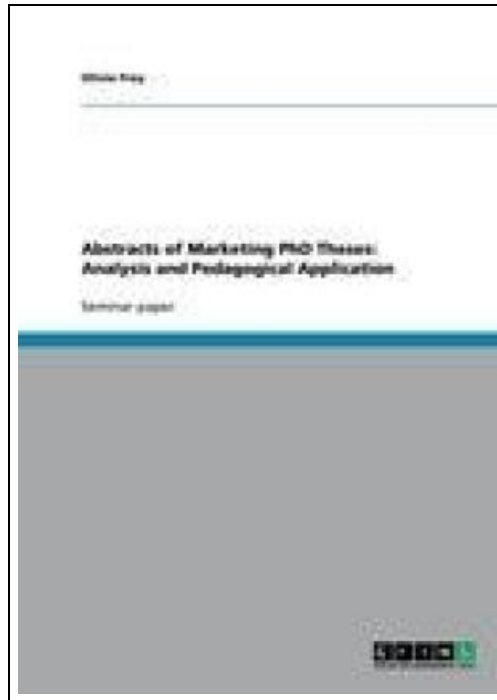


## Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application



Filesize: 5.48 MB

### **Reviews**

*Completely among the finest publication I have possibly read. It really is basic but excitement in the fifty percent from the pdf. Your lifestyle span is going to be convert when you total looking at this publication.*

*(Dr. Curt Harber)*

## ABSTRACTS OF MARKETING PHD THESES: ANALYSIS AND PEDAGOGICAL APPLICATION

DOWNLOAD



To download **Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application** eBook, remember to access the link listed below and download the file or gain access to additional information which might be highly relevant to **ABSTRACTS OF MARKETING PHD THESES: ANALYSIS AND PEDAGOGICAL APPLICATION** book.

GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject American Studies - Linguistics, printed single-sided, grade: 1,0, University of Vienna (Institut für Anglistik & Amerikanistik), course: Advanced Linguistics Course: Approaching ESP Texts, language: English, abstract: An abstract is an important text type of academic and scientific discourse. Basically, it is a condensed version, i.e. a concise summary or description of the content of a longer document, in particular a report of a completed scientific research presented and published, for example, in the form of journal articles, research papers, scientific presentations, as well as MA or PhD theses. Usually following set textual patterns, an abstract briefly presents the major points covered in the paper (e.g. the field, content, purposes/objectives, methods, results and conclusions of the research project), without mentioning any details.[.]In this paper, the focus is on abstracts of PhD theses in marketing.[.]As a first step of my investigative procedure, I selected the genre (i.e. marketing abstracts) and came up with a possible teaching situation (cf. chapter 3) and the potential group of learners (PhD candidates). Moreover, I decided to focus on two sets of such abstracts in order to be able to compare them and find out if there are any significant differences (mainly in terms of move structure, lexico-grammatical features and textual patterns) between abstracts that were at first written in German and then translated into English and abstracts that were originally written in English. Moreover, I found it also worth considering in which way(s) any potential differences could have an impact on the teaching situation.[.]The major work of my project paper consisted in the linguistic analysis. Lastly, I tried to apply my results to the conceived...



[Read Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application Online](#)



[Download PDF Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application](#)



[Download ePub Abstracts of Marketing PhD Theses: Analysis and Pedagogical Application](#)

## Other eBooks



**[PDF] Let's Find Out!: Building Content Knowledge With Young Children**

Click the web link under to download "Let's Find Out!: Building Content Knowledge With Young Children" document.

[Read Book »](#)



**[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Click the web link under to download "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" document.

[Read Book »](#)



**[PDF] Sweet and Simple Knitting Projects: Teach Yourself: 2010**

Click the web link under to download "Sweet and Simple Knitting Projects: Teach Yourself: 2010" document.

[Read Book »](#)



**[PDF] Weebies Family Halloween Night English Language: English Language British Full Colour**

Click the web link under to download "Weebies Family Halloween Night English Language: English Language British Full Colour" document.

[Read Book »](#)



**[PDF] Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Click the web link under to download "Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade" document.

[Read Book »](#)



**[PDF] The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up**

Click the web link under to download "The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up" document.

[Read Book »](#)



**[PDF] Take Better Photos: Teach Yourself 2010 (Mixed media product)**

Access the hyperlink under to read "Take Better Photos: Teach Yourself 2010 (Mixed media product)" file.

[Save eBook »](#)

---



**[PDF] Boost Your Child s Creativity: Teach Yourself 2010**

Access the hyperlink under to read "Boost Your Child s Creativity: Teach Yourself 2010" file.

[Save eBook »](#)

---



**[PDF] New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond**

Access the hyperlink under to read "New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond" file.

[Save eBook »](#)

---



**[PDF] Books for Kindergarteners: 2016 Children's Books (Bedtime Stories for Kids) (Free Animal Coloring Pictures for Kids)**

Access the hyperlink under to read "Books for Kindergarteners: 2016 Children's Books (Bedtime Stories for Kids) (Free Animal Coloring Pictures for Kids)" file.

[Save eBook »](#)

---



**[PDF] Any Child Can Write**

Access the hyperlink under to read "Any Child Can Write" file.

[Save eBook »](#)

---



**[PDF] 101 Snappy Fashions Oodles of One Piece Designs for Babies by Cathie Filian 2010 Paperback**

Access the hyperlink under to read "101 Snappy Fashions Oodles of One Piece Designs for Babies by Cathie Filian 2010 Paperback" file.

[Save eBook »](#)