

Dissertation of MPhil Applied Linguistics on

English for Occupational Purposes: Impact on COAOS(Coordination, Operating and Administrative Officers & Staff) of COMSATS, Lahore Campus



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Certificate of Approval

This dissertation entitled “English for Occupational Purposes: Impact on COAOS (Coordination, Operating, Administrative Officers and Staff)of COMSATS, Lahore Campus” submitted by Sadaf Fatima has been accepted in partial fulfillment of the requirements for the degree of Mphil in Applied Linguistics by the Department of English Language and Literature, School of Social Sciences and Humanities, University of Management and Technology, Lahore.

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Abstract

The importance of English Language has been acknowledged in every walk of life in Pakistan. However, EOP (English for Occupational Purposes) is a field on which almost no work has been done in Pakistan and even little work worldwide. Various linguists have worked on EAP (English for Academic Purposes) and treated EOP as a part and parcel of it. However, the increasing demands of the workplace have now directed the focus towards development in the field of EOP as well. Modern linguists like Kim (2008), Candlin & Sarangi (2011), Gholami & Osalu (2012), Haghghi (2012), Marra (2013) have discussed the novel vistas for research and development in EOP.

The purpose of this study was to enhance the perception and need of EOP in the workplace environment of COAOS (Coordination, Operating and Administrative Officers & Staff) at COMSATS Institute of Information Technology, Lahore Campus. Although, the COAOS are educated and experienced but the challenging official correspondence demands them to write for audiences of different age groups, levels of education, job positions, and roles. This makes the situation quite complicated as the knowledge they have of English Language does not meet the needs of their work. Most of them have never received training regarding official correspondence or EOP which is one of the main reasons for both mistakes and errors in their daily official correspondence. The awareness generated by training them via EOP workshop and conducting this study has opened a new chapter for progress and development of the COAOS. Last but not the least, the importance of increasing education at any level or job position has also been emphasized.

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