

University of Portsmouth

School of Languages and Area Studies

English and Linguistics Division

Basic Suggested Reading List for Level 3 Students

Students entering level 3 can prepare for their units of study by doing some advance reading. The list below includes only major texts. Full reading lists will be issued with the start of each unit. Students will be told if it is necessary to buy a textbook. The reading lists below contain useful suggestions for all English Plus degree programmes and will benefit the majority of students. Students of Logistics, Sports Management Electronics, and Social Sciences should contact the relevant departments for further reading.

Independent Project – All Programmes

Encyclopaedia of Language and Education. Vol. 7: Language Testing and Assessment. 1997. Kluwer Academic Publications.

Bell, J. 2005. *Doing Your Research Project* (4th Edition), Maidenhead: OUP.

McNeill, P. 1990. *Research Methods*, London: Routledge.

Oppenheim, P. 1992. *Questionnaire Design, Interviewing and Attitude*, London: Pinter.

Saunders, M, Lewis, P and Thornhill, A. 2004. *Research Methods for Business Students*, Pearson Education.

Schuman, H. and Presser, S. 1996. *Questions and Answers in Attitude Surveys*, London: Sage Publications.

BACES/BAES

Communication Theory and Systems

Chandler D. 2001. *Semiotics*. London:Routledge.

Cobley, P. (ed.) 1996. *Communication Theory Reader*. London:Routledge.

Corner, J. and Hawthorn, J. 2000. *Communication Studies Reader*. London:Arnold.

Sebeok, T. 1994. *Introduction to Semiotics*. London:Pinter.

Intercultural Perspectives on Communications

Hofstede, G. 1994. *Cultures and Organisations*. London.

Managing Organisations in Cross-cultural Contexts

Bennett, R. 1991. *Organisational Behaviour*. London.

Eyre, E. and Pettinger, R. 1999. *Mastering Basic Management*. London.

Managing People in Cross-cultural Contexts

Surridge, M. 2000. People and Organisations. London.
Billsberry, J. 1996. The Effective Manager. London.

Language and the Computer

Landau, J. 2001. Dictionaries. Cambridge.
Haynes, C. 1998. Breaking Down the Language Barrier. London.

Language and Media

Scannell, P. 1991. Broadcast Talk. London.
Manovitch, L. 2001. The Language of the New Media. London.
Myers, G. 1994 Words in Ads. London.

Intercultural Perspectives on Communication

Hall, E. 1976. Beyond Culture. New York.

English in a Historical Perspective

Fennell, B. 2000. A History of English. Oxford.
McArthur, T. 1997. World Englishes. Cambridge.

BAITE/BACES

Companies and Markets

Worthington, I. and Britton, J. 2000. The Business Environment. Harlow.
Technology and Trade in the Global Environment
Dicken, P. 1998. Global Shift. London.
Porter, M. 1998. The Competitive Advantage of Nations. London.

International Trade – general reading

Bartels, F. and Pass, C. 2000. International Business. New York.
Wall, S. and Rees, B. 2001. Introduction to International Business. New York.
Sloman, J. 2003. Economics. London.
Handfield, R. and Nichols, E. 1999. Introduction to Supply Chain Management. New York.
Bradgate, R. 2000. Commercial Law. London.

International Marketing

Usunier, J. 2000. Marketing across Cultures. New York.
Hollenson, S. 2001. Global Marketing. London.

BAES – British and Comparative Institutions

Oakland, J. and Mauk, D. 2002. American Civilisation. London.
Oakland, J. 1995 British Civilisation. London.

English Language Units – all programmes

McCarthy, M. and O'Dell, F. 1999. English Vocabulary in Use. Cambridge.
Sinclair, J. 2000. Collins Cobuild English Grammar. Glasgow.
Freeborn, D. 1993. Varieties of English.. London.

Grade 5 & 6 English Language

Bailey, S. 2003. Academic Writing: a practical guide for students, Cheltenham:
Nelson Thornes.
Cox, K. & Hill, D. 2004. EAP Now!, Australia, Pearson Education.
McCarthy, M. & O'Dell, F. 1999. English Vocabulary in Use: upper-intermediate &
advanced, Cambridge University Press.
Sinclair, J. 2004. Collins Cobuild English Grammar, Glasgow: Harper Collins.

Grade 5 & 6 Business English

Cotton, D. & Robbins, S. 1996. Business Class, London: Longman.
Cotton, D., Falvey, D., Kent, S. 2001. Market Leader Upper Intermediate. London:
Longman.

International Trade and Export Marketing

Albaum, G., Duerr, E., Strandkov, J., (2005). International Marketing and Export
Management. 5e. Harlow: Pearson.
Branch, A. (2006). Export Practice and Management. 5e. London: Thomson. ISBN:
1-84480-081-4.
Cateora, P., & Graham, J. (2007). 13e. New York: McGraw-Hill. ISBN: 0-07-
110594-8.
Doole, I., Lowe, R., (2004), *International Marketing Strategy: analysis, development
and implementation.* 4e. London: Thomson. ISBN: 1-84480-02503.

International Trade & Payments

Heather, K. 2004. Economics: Theory in Action. New York:Prentice Hall
Husted, S & Melvin, M. 2004. International Economics. London:Pearson.
Salvatore, D. 2005. Introduction to International Economics. London: Wiley.

International Trade Physical Distribution

Handfield R B & Nichols E L. 1999. An Introduction to Supply Chain Management,
New York:Prentice-Hall.
Russell R & Taylor B. 2000. Operations Management 3rd Edition. New
York:Prentice-Hall.
Slack N, Chambers S et al. 2004. Operations Management. London: Pitman.

Turban E et al.2002 Electronic Commerce - A Managerial Perspective. New York:Prentice-Hall.

International Trade Law

Bradgate R. 2005. Commercial Law. London:Butterworth Heinemann.

Chuah, JCT. 2005. Law of International Trade. London:Sweet and Maxwell.

Schmitthoff C. 2002. Export Trade: Law & Practice of International Trade.

London:Sweet and Maxwell.