Contents

1 Setting the Stage: Context, Concepts, and Theoretical Constructions 1
1.1 Pivotal Events 1
1.2 Why This Book? 4
1.3 Key Concepts 4
1.3.1 Neoliberal Universities 4
1.3.2 English for Academic Purposes 7
1.3.3 Blended EAP Professionals 8
1.4 Critical Grounded Theory 9
1.4.1 Beginning Stage 10
1.4.2 Intermediate Stage 13
1.4.3 Final Stage 14
1.5 Practicing Reflexivity 16
1.5.1 Research Background and Paradigmatic Position 16
1.5.2 Composition Style, Transcription, and Data Collection 17
1.6 Structure of This Book 22

2 EAP in the Third Space of Neoliberal Universities 25
2.1 Introduction 25
2.2 The Shift to Vocationalism 25
2.3 Sociopolitical and Economic Scaffolding 30
2.3.1 Globalization and Higher Education 30
2.3.2 Massification 32
2.3.3 McDonaldization 33
2.4 Institutional Manifestations and Emergent Third Spaces 34
2.4.1 Distinguishing Between Universities: An HEI Typology 34
2.4.2 Enter the Third Space 37
2.5 Reconstructing EAP into Student Processing Units (SPUs) 39
2.5.1 From Collegiality to Command & Control 40
2.5.2 Mechanistic Models 41
2.6 Chapter Summary 43

Hadley, Gregory (DE-588)1137272910
English for Academic Purposes in Neoliberal ...
2015

digitalisiert durch
IDS Basel/Bern, im Auftrag der
Schweizerischen Nationalbibliothek

3 The Emergence of Blended EAP Professionals 45
3.1 Introduction 45
3.2 Blended Ambiguity 45
3.3 Life as a BLEAP 47
3.3.1 Becoming a BLEAP 47
3.3.2 Typical Tasks 49
3.3.3 Types and Trajectories 50
3.3.4 Upwardly Mobile BLEAPs 51
3.3.5 The Transactional BLEAP 52
3.3.6 The Sinking BLEAP 54
3.4 Chapter Summary 57

4 Hunting and Gathering 61
4.1 Introduction 61
4.2 Resource Prospecting 63
4.2.1 Seeking Resource Enhancements 63
4.2.2 Securing Dependable Resource Flows 70
4.2.3 Cultivating Potential Resources 74
4.2.4 TEAP Response to Resource Prospecting 75
4.3 Investment Servicing 76
4.4 Milking the Cash Cow 78
4.4.1 Examples of Overseas Program Milking 80
4.4.2 Role of BLEAPs 82
4.4.3 Response of TEAPs 83
4.4.4 Covariances and Conditions 84
4.5 Resource Leeching 85
4.5.1 Internal Resource Leeching 87
4.5.2 External Resource Leeching 90
4.6 Chapter Summary 93

5 Weighing and Measuring 95
5.1 Introduction 95
5.2 Contextual Factors in the Weighing & Measuring of Higher Education 96
5.2.1 External Factors 97
5.2.2 Internal Factors 98
5.3 Weighing & Measuring Tertiary EAP Programs 99
5.3.1 Challenges to the Weighing & Measuring of EAP Programs 100
5.3.2 Strategies for Weighing & Measuring EAP Programs 100
5.4 Weighing & Measuring TEAPs 104
5.4.1 Challenges to the Weighing & Measuring of TEAPs 107
5.4.2 Strategies for Weighing & Measuring TEAPs 108

5.5 Weighing & Measuring International Students 111
5.5.1 Challenges to Weighing & Measuring International Students 111
5.5.2 Strategies for Weighing & Measuring International Students 116
5.6 Weighing & Measuring BLEAPs 118
5.6.1 Challenges to the Weighing & Measuring of BLEAPs 119
5.6.2 BLEAP Strategies for Weighing & Measuring 121
5.7 Chapter Summary 126

6 Molding and Shaping from on High 127
6.1 Introduction 127
6.2 Seeing the Big Picture 128
6.2.1 BLEAPs and the Big Picture 129
6.2.2 TEAPs in Obscurity: Puzzling Out a Different Picture 131
6.3 Maintaining Control 132
6.3.1 Creating Process Frameworks 132
6.3.2 Owning the Process 133
6.3.3 In-Group Consolidation 136
6.3.4 Green Zone Construction and Bunker Building 139
6.3.5 Flow Management as a Control Maintenance Strategy 141
6.4 Making an Innovative Impact 144
6.5 Consequences of Molding & Shaping for Tertiary EAP 145
6.5.1 Surviving on Administrative Patronage 146
6.5.2 Reshaping Professional Identities 147
6.5.3 Colonial Transformation 151
6.6 Chapter Summary 154

7 Mobbing, Struggling, and Managing: A Story of Professional Disarticulation 157
7.1 Introduction 157
7.2 Professional Disarticulation 158
7.3 Potential Contributions 160
7.4 Further Implications 164
7.5 Final Thoughts 165

References 167