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Evaluation of In-House and Global ESP Textbooks: A Genre-Based Approach

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Abstract

In the present article, five ESP textbooks on computer engineering, both in-house and global, have been evaluated using Swales' (1990) ESP-based genre theory. The rationale behind such study was to investigate into features of the global textbooks that make them distinctive from their Iranian in-house counterparts. To achieve this goal, drawing on genre analysis as a theoretical framework, a systematic evaluation of the five textbooks based on an approach proposed by McDonough and Shaw (2003) with modifications in its suitability to the specific situation was conducted and the results tabulated through an assortment of grids for comparability purpose. The findings indicated that, despite a tendency to widen the scope of contemporary computer engineering environments as claimed by the Iranian authors, the dominance of traditional frameworks and textbooks persists and is not responsive to students' needs and advances in genre theory in this field.

Key words: Genre theory, In-house, Global, Textbook evaluation, Grid, ESP.