The purpose of this study was to investigate importance signaling in the lectures of the fields of social sciences, humanities, medical sciences and physical sciences. The study was conducted based on a corpus-driven and discourse analytic approach. The importance markers in this study were extracted from the 160 English academic lectures of the BASE corpus. The results of the study showed that in importance marking, the field of study of the lectures is not an issue. The results showed that signaling importance in the academic lectures of social sciences, arts and humanities, life and medical sciences and physical sciences is done through (1) dividing the lecture into points and asides, (2) using evaluative language, (3) extensive topic coverage, (4) revealing the contents of the assessment, and (5) audience engagement. The results also indicated that the lecturers in the disciplines of life and medical sciences tend more than other lecturers to have interaction with the audience.

**Key words:** Importance, Evaluation, Academic Lecture, Corpus, Discourse Analysis.

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