

Communicating in Digital Age Corporations



The distinctive point of the book is its innovative interdisciplinary approach to business communication, with interconnections between linguistics, sociology, and critical organisational studies as applied to the corporate world. It offers a first-hand insight into primary business discourse with a deeper understanding and analysis of business processes and mechanisms underlying and reflected in enterprise software-mediated communication. It answers the question what doing business in the digital age is about and illustrates business discourse from practitioners point of view. Grounded in the analysis of empirical data, pertaining both to internal and external business communication (with a corpus of Sales emails and transcripts of quarterly results call), the author reflects on the reality of accelerated and pressurised communication in global IT corporations. Following a communication-centred approach, this monograph puts the topic of enterprise software-mediated business discourse into a multi-layered perspective of how global corporations operate, what their primary goals are, and what kind of (political) power they execute. Moreover, it demonstrates how profit-driven corporations can be viewed and interpreted as strategically acting systems within a specific sociological framework.

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