Association for Business Communication (ABC)  
abcSpain 2018

Organize:
Universidad de Alcalá

Sponsors:
Filología Moderna

Abstracts Book 2018 abcSpain

11•13 July
Universidad de Alcalá

abcspain 2018
Association for Business Communication (ABC)

abcSpain

Colegio Santo Tomás
Universidad de Alcalá

11-13 July 2018
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DEAR DELEGATES,

A WARM WELCOME AT THE REGIONAL CONVENTION OF THE ASSOCIATION FOR BUSINESS COMMUNICATION, HERE IN THE HISTORIC TOWN OF ALCALÁ. THE EUROPE, AFRICA AND MIDDLE EAST REGIONAL CONFERENCES HAVE TRADITIONALLY BROUGHT TOGETHER RESEARCHERS AND PRACTITIONERS FROM A WIDE RANGE OF DISCIPLINES, TO DISCUSS AND DEBATE ISSUES RELATED TO BUSINESS DISCOURSE AND BUSINESS COMMUNICATION IN THE REGION AND BEYOND. I AM THRILLED TO REPORT THAT THIS CONFERENCE WILL BE NO DIFFERENT. WITH FOUR PLENARIES, SEVEN PANELS COMPOSED OF 26 TALKS, AND 29 INDIVIDUAL PRESENTATIONS, THE CONFERENCE WILL SHOWCASE THE BREADTH OF THE SCHOLARSHIP CONCERNED WITH ETHICS IN BUSINESS COMMUNICATION.

WHEN WE STARTED PLANNING THIS CONFERENCE WE WERE UNSURE IF THE NARROW THEMATIC FOCUS OF ‘ETHICS’ WOULD GENERATE ENOUGH INTEREST TO FILL A CONFERENCE. WE WERE SURE OF THE IMPORTANCE OF THIS TOPIC, THOUGH. WE WERE CONVINCED THAT IN THIS ERA OF MANAGEMENT FADS HIDDEN UNDER HARD-TO-DECODE MANAGEMENT JARGON, IN THIS ERA RULED BY VISIONARY, RELIGIOUS-LIKE LEADERSHIP GURUS, AND IN THIS AGE OF FAKE NEWS, ECHO CHAMBERS AND UNPRECEDENTED PUBLIC MANIPULATION THE QUESTIONS RELATED TO ETHICS IN AND OF BUSINESS COMMUNICATION HAVE TO BE ADDRESSED. AS THE PRESENTATION PROPOSALS STARTED COMING IN WE WERE PLEASED TO LEARN THAT WE WERE NOT ALONE WITH OUR INTEREST IN ETHICS. THE PROPOSALS REFLECT THE MANY AREAS OF BUSINESS, ORGANISATIONAL, CORPORATE AND PROFESSIONAL LIFE, WHERE ETHICAL COMMUNICATION IS - OR SHOULD BE - KEY.

IN OUR INFORMATION-BASED SOCIETY, TO QUOTE FAIRCOURGH, “KNOWLEDGES ARE CONSTITUTED THROUGH DISCOURSES, SO THOSE WHO EVALUATE AND CHANGE DISCOURSES INFLUENCE KNOWLEDGE AND SOCIAL PRACTICE” (1999, P. 74). THIS GIVES COMMUNICATORS - WHETHER WE TALK ABOUT A MAJOR MEDIA OUTLET OR A TEENAGE YOUTuber - IMMENSE POWER. AS RESEARCHERS AND PRACTITIONERS IT IS OUR DUTY TO EXPLORE HOW ACTS OF COMMUNICATION IN BUSINESS CONTEXTS SUSTAIN AND REPRODUCE VALUES AND IDEOLOGIES, HOW THESE ACTS PROMOTE THE INTEREST OF SPECIFIC INDIVIDUALS OR GROUPS, AND THE WAYS IN WHICH THEY INFLUENCE OUR SOCIETY’S RESPONSE TO SOCIAL AND CULTURAL CHANGE. BUT WE NEED TO GO BEYOND THE MERE EXPOSURE AND TAKE THIS KNOWLEDGE BACK TO COMMUNICATORS - TO OUR STUDENTS, TO THE PRACTITIONERS AND TO OURSELVES - TO RAISE CONSCIOUSNESS OF THE CONSTITUTIVE AND CONSTRUCTIVE POWER OF LANGUAGE. THE RESEARCH SHOWCASED DURING THE DAYS OF THE CONFERENCE WILL DO JUST THAT. THE TALKS WILL EXPOSE HOW COMMUNICATORS MANIPULATE, PERSUADE, GAIN TRUST OR ASSERT CONTROL, BUT CRUCIALLY, THEY WILL RAISE CRITICAL AWARENESS OF HOW DISCOURSE IMPACTS ON THE PUBLIC, ON COMMUNITIES AND ON OURSELVES, AND HOW DISCOURSE IS USED (OR ABUSED) TO NEGOTIATE THE VARIETY OF OFTEN CONFLICTING INTERESTS.

Alcalá de Henares, Madrid (Spain), 11-13 July 2018
I would like to thank the organising committee, the keynote speakers, panel organisers, presenters and attendees for continuing to raise such critical awareness, in the hope that more responsible, ethical communication will prevail.

Dr. Erika Darics,
Aston University
ABC Regional Vice-president for Europe, Africa and Middle East and Conference Co-chair

References:

Committees
Conference Chair:
- Mercedes Díez Prados
  PhD, Universidad de Alcalá, Spain

Conference Co-Chair:
- Erika Darics
  PhD, Aston University
  ABC Regional Vice President of Europe, Africa and Middle East

Scientific Committee members:
- Ana Belén Cabrejas Peñuelas
  PhD, Universidad de Valencia, Spain
- Ana Mª Cestero Mancera
  PhD, Universidad de Alcalá, Spain
- Ana Mª Ducasse
  PhD, RMIT University, Australia
- Andreu van Hooft Nijmegen
  PhD, Radboud University, The Netherlands
- Ángel Sancho Rodríguez
  PhD, Universidad de Alcalá, Spain
- Anne Kankaanranta Aalto
  PhD, Aalto University School of Business, Finland
- Antonio García Gómez
  PhD, Universidad de Alcalá, Spain
- Carmen Santamaría García
  PhD, Universidad de Alcalá, Spain
- Craig Rollo
  PhD, University of Antwerp, Belgium
- Mª Dolores Porto Requejo
  PhD, Universidad de Alcalá, Spain
- Gina Poncini
  PhD, Khalifa University of Science and Technology, Abu Dhabi, United Arab Emirates
- Hanna Skorczynska
  PhD, Universitat Politècnica de València, Spain
- Javier De Santiago Guervós
  PhD, Universidad de Salamanca, Spain
- JoAnne Neff
  PhD, Universidad Complutense de Madrid, Spain
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  PhD, University of Economics in Katowice, Poland
- José Santiago Fernández Vázquez
  PhD, Universidad de Alcalá, Spain
- Lachlan Mackenzie
  PhD, Vrije Universiteit Amsterdam, the Netherlands
- Laura Alba-Juez
  PhD, National Distance-Learning University, Spain
- Lidia Taillefer De Haya
  PhD, Universidad de Málaga, Spain
- Malgorzata Bartosik-Purgat Poznan
  PhD, Poznan University of Economics and Business, Poland
- Paola Catenaccio Sesto San Giovanni (MI)
  PhD, Università degli Studi di Milano, Italy
- Patricia Bou Franch
  PhD, Universidad de Valencia, Spain
- Roberto Carlos Álvarez Delgado
  PhD, Universidad de Alcalá, Spain
- Rosa Muñoz Luna
  PhD, Universidad de Málaga, Spain
- Silvia Molina Plaza
  PhD, Universidad Politécnica de Madrid, Spain
- Sofie Decock
  PhD, Ghent University, Belgium
- Tom Bruyer
  PhD, Gulf University for Science and Technology, Kuwait
- Valery Chistov
  Expert at Insight Foresight Institute (IFI), Spain
- Verónica González Araujo
  PhD, Universidad de Alcalá
Organizing committee

- Ana Belén Cabrejas Peñuelas
  PhD, Universidad de Valencia, Spain
- Ana Mª Cestero Mancera
  PhD, Universidad de Alcalá, Spain
- Ana Mª Ducasse
  PhD, RMIT University, Australia
- Ángel Sancho Rodríguez
  PhD, Universidad de Alcalá, Spain
- Antonio García Gómez
  PhD, Universidad de Alcalá, Spain
- Mª Dolores Porto Requejo
  PhD, Universidad de Alcalá, Spain
- Javier De Santiago Guervós
  PhD, Universidad de Salamanca, Spain
- José Martín Rubio
  Universidad San Pablo-CEU, Spain
- José Santiago Fernández Vázquez
  PhD, Universidad de Alcalá, Spain
- Lidia Taillefer De Haya
  PhD, Universidad de Málaga, Spain
- Roberto Carlos Álvarez Delgado
  PhD, Universidad de Alcalá, Spain
- Rosa Muñoz Luna
  PhD, Universidad de Málaga, Spain
- Rosa Mª Prieto Gallego
  Ministerio de Educación, Cultura y Deporte, Spain
- Teresa Corrales Jiménez
  Colegio San José de Calasanz, Spain
- Valery Chistov
  Expert at Insight Foresight Institute (IFI), Spain
- Verónica González Araujo
  PhD, Universidad de Alcalá, Spain
Programme
**Wednesday, 11 July**

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<tr>
<th>Time</th>
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<td>PLENARY LECTURE, Salón de Actos</td>
<td>Salón de Actos</td>
<td>Matteo Fuoli, University of Birmingham, UK</td>
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<tr>
<td>10.30</td>
<td>Trust management strategies in business communication: discourse</td>
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<td>analytical and experimental perspectives</td>
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<td>Room: Sala de Reuniones</td>
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<td>11.30</td>
<td>Panel 1: Entrepreneurial Discourse and Persuasion: Providing</td>
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<td>Chair: Verónica González Araujo</td>
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<td>12.00</td>
<td>Mercedes Díez Prados &amp; Ana Mª Cestero Mancera</td>
<td>Nonverbal communication in</td>
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<td>12.30</td>
<td>Antonio García Gómez</td>
<td>Engagement and provocation:</td>
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<td>Seeking and resisting compliance</td>
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<td>in entrepreneurial discourse</td>
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<td>13.00</td>
<td>Ana Belén Cabrejas Peñuelas</td>
<td>Inclusion, Community and Brand</td>
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<td>Values: Examining Communication</td>
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<tr>
<td>13.30</td>
<td>Lidia Taillefer</td>
<td>Stakeholder engagement and</td>
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<td>collaboration: a situational</td>
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<td>14.00</td>
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**Association for Business Communication (ABC Spain 2018)**
| Time  | Panel 1: Entrepreneurial Discourse and Persuasion: Providing PROPER Evidence  
Chair: Mercedes Díez Prados & Antonio García Gómez |
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<td>15:30</td>
<td>José Santiago Fernández Vázquez, Roberto Álvarez Delgado &amp; Ángel Sancho Rodríguez</td>
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<td></td>
<td>Perlocutionary effects of reason and emotion in televised entrepreneurial pitches: an intercultural analysis</td>
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<td>15:30</td>
<td>Mary Griffith Bourn</td>
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<td>Using Miscommunication to discuss communication in the field of entrepreneurship.</td>
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<td></td>
<td>Darius Van De Mieroop</td>
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<td>&quot;Identity gatekeeping in performance appraisal interviews&quot;</td>
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<td>Marcel Robles</td>
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<td>Student Activities to Promote Ethical Decision Making</td>
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<td>16.00</td>
<td>Carmen Santamaría García</td>
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<td>Applying analytical approaches to corporate reputation management in a cross-cultural virtual collaboration project</td>
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<td>Donatella Malavasi</td>
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<td>Communicating Corporate Social Responsibility online: A comparison between socially responsible and irresponsible companies</td>
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<td>Erika Darics &amp; Cristina Gatti</td>
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<td>Talking a team into being in online workplace collaborations: the discourse of virtual work</td>
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<td>Mª Dolores Porto Requejo</td>
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<td>Multimodal Persuasion in Corporate Websites</td>
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<td>Seiji Nomura</td>
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<td>Communication Gaps in Investment Chairs: An Analysis from Asset Management Businesses Perspective</td>
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<td>John Fredy Gill Bonilla</td>
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<td>A critical-cognitive analysis of Donald Trump’s discourse across time: Trump as a businessman versus Trump as a president</td>
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<td>Jolanta Aritz &amp; Naomi Warren</td>
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## Thursday, 12 July

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<th>Time</th>
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<th>Location</th>
<th>Presenter(s)</th>
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<tr>
<td>09:00</td>
<td>PLENARY LECTURE: Salón de Actos</td>
<td>Room: Salón de Actos</td>
<td>Ruth Breeze, University of Navarra, Spain</td>
<td>Persuasion and manipulation in professional discourse: the case of health and nutrition</td>
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<td>10:00</td>
<td>Panel 2: Persuasión e imagen de marca en la institución turística</td>
<td>Room: Sala de Reuniones</td>
<td>Carmen Cortés Zaborrás</td>
<td>Individual presentations Chair: Lidia Taillefer</td>
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<td>10:30</td>
<td>Isabel Turci Domingo</td>
<td>Room: Sala de Reuniones</td>
<td>Holly Anderson</td>
<td>Ethical issues within deception research and earning calls</td>
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<td>11:00</td>
<td>María José Torres Navarro</td>
<td>Room: Sala de Reuniones</td>
<td>Jolanta Lacka-Badura</td>
<td>Through the ethical lens: work climates reflected in employee reviews and testimonials</td>
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<td>11:30</td>
<td>Carmen Cortés Zaborras</td>
<td>Room: Sala de Reuniones</td>
<td>Bianca Dijkstra, Matt Coler, Dorte Lonsmann &amp; Gisela Redeker</td>
<td>Navigating the moral map: Multilingual workplace interactions in the European supply chain</td>
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<td>13:00</td>
<td>PLENARY LECTURE. Salón de Actos</td>
<td>Room: Salón de Actos</td>
<td>Laura Alba Juez, National Distance-Learning University, Spain</td>
<td>Sensitive e-mail messages at the workplace: Some discourse strategies used to maintain an ethical e-communication among colleagues</td>
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<td>Antonio García Gómez</td>
<td>Chair: Antonio García Gómez</td>
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<td>13:00</td>
<td>Juan C. Palmer-Silveira &amp; Miguel F. Ruiz-Garrido</td>
<td>Room: Biblioteca</td>
<td>Jane Kassis-Henderson &amp; Linda Cohen</td>
<td>Banking CSR reports: Can they be trusted?</td>
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<td>José Santiago Fernández Vázquez</td>
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| **13.30** | Lise-Lotte Holmgreen  
*Is being right legitimate? Managing public outcries on social media* | Alix Alford & Jane Damron  
*Redefining Work Ethic: Daughters’ social construction of professional intentions and talk of mothers’ memorable messages about career* |
| **14.00** | LUNCH | |
| **15.30** | A SPECIAL SESSION ABOUT ABC’S STRATEGIC PLAN FOR 2020-2025  
*Geert Jacobs & Marcel Robles*  
*Salam de Actos* | Panel 4: Critical language and discourse awareness in business and the professions  
Chair: Erika Darics |
| **16.00** | Panel 3: Discourses of (de-)legitimization in corporate-consumer communication  
Chair: Sofie Decock | Panel 4: Critical language and discourse awareness in business and the professions  
Chair: Erika Darics |
| **16.30** | Rebecca Van Herck, Bridgit Fastrich & Sofie Decock  
*(De-)legitimization strategies in B2C-complaint negotiations on social media* | Annaleena Parhankangas  
*Linguistic style and crowdfunding success among social and commercial entrepreneurs: An example of a language study in the field of entrepreneurship* |
| **16.30** | Bernard de Clerck & Nils Smeuninx  
*If you can’t explain it simply, you don’t want them to understand. Legitimization through readability? A closer look at sustainability reports* | Kate Budd, Darren Kehey, Frank Muller & Andrea Whittle  
*Metaphor, Morality and Delegitimation: A Critical Discourse Analysis of the Media Coverage of the Payday Loan Industry* |
| **17.00** | Ursula Lutzky  
*“We apologise for the current IT systems outage”: British Airways’ use of Twitter in customer services* | Peter Kastberg & Marianne Grove Dittevse  
*Challenging the discourse of newcomer socialization practices in organizations from a critical perspective* |
| **17.30** | Valerie Creelman  
*“Go back to your roots!!”: Customer Involvement in Restoring Brand Legitimacy and Integrity* | Almut Koester & Michael Handford  
*Critical Language Awareness and Business Communication* |
| **18.00** | Paola Catenaecio  
*Seeking legitimation through dialogue in the biotech industry: Monsanto’s “Conversation”* | Erika Darics  
*Critical language/discourse awareness and the soft skill agenda* |
| **20.00** | CONFERENCE DINNER | |
### Friday, 13 July

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<td>Giuseppe Balirano &amp; Margaret Rasulo</td>
<td>Hiromasa Tanaka</td>
<td>Mónica Sánchez Torres</td>
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<td>09.30</td>
<td>Academic Self-Branding: A Multimodal Critical Discourse Analysis</td>
<td>Sharing the value of mixed methods research in a test development project</td>
<td>Conscious writing: non-sexist language and/in ethical business discourse</td>
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<td>Julia Valeiras Jurado</td>
<td>Christina Efthymiadou</td>
<td>Maria Irene Pastor Rodríguez</td>
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<td>10.00</td>
<td>Multimodal Persuasive strategies in product pitches</td>
<td>Researching trust in business partnerships: a discourse analytical perspective</td>
<td>Ecological marketing as a persuasive tool in crowdfunding</td>
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<tr>
<td>10.00</td>
<td>Edgar Bernad Mechó</td>
<td>Tom Bruyer, Geert Jacobs &amp; Astrid Vandendae</td>
<td>Mª Asunción Gómez Lorenzo</td>
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<td>10.30</td>
<td>Structuring discourse in student business presentations. A multimodal approach to metadiscourse</td>
<td>Leveraging student-led interviews on the multilingual workplace</td>
<td>Discourse Analysis on Corporate Social Responsibility Manuals in private companies: Rhetoric and Persuasion</td>
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<td>Julia Valeiras Jurado &amp; Giuditta Caliendo</td>
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<td>Ana Serra Célga</td>
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<td>Legitimation in academic TED talks: a multimodal analysis</td>
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<td>Gender and ethics in leadership communication: the case of the military language</td>
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Communications
Panel 1:

Entrepreneurial Discourse and Persuasion: Providing PROPER Evidence
Nonverbal communication in persuasive business discourse in English and Spanish

Ana Mª CESTERO MANCERA(1), Mercedes DÍEZ PRADOS(2)

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The aim of this presentation is sharing the final results of a research project devoted to the study of persuasion, specifically those derived from the analysis of nonverbal signs used by British English and Peninsular Spanish speakers when delivering their entrepreneurial pitches. Nonverbal signs are a determining factor for effective communication (Cestero, 2014, 2016 and 2017), particularly in pragma-discursive phenomena such as persuasion, since they are implied and strategically used in the production, recognition and interpretation of the whole meaning of a communicative act. The total corpus analyzed comprises 20 pitches from two equivalent TV programs from the U.K. and Spain: Dragon’s Den and Tu Oportunidad, respectively. The research questions that led this study tackled the type and frequency of paralinguistic, kinesic and proxemic non-verbal signs used by 5 male and 5 female English speakers, on the one hand, and 5 male and 5 female Spanish speakers, on the other, when delivering their sales pitches. Thus, the variables of L1 and gender were considered in order to see which one may be more influential in terms of nonverbal signs use. The analytical methodology carried out to identify nonverbal strategies has been developed within a long-term research project and derives from previous work on the field (Cestero Mancera, 2014 and Poyatos, 2002 among others). Results point out to the existence of repeated nonverbal sign patterns whose illocutionary force seems to be persuasion (Cestero Mancera, 2016 and 2017; and Díez Prados, in press).

Works cited
Engagement and provocation: Seeking and resisting compliance in entrepreneurial discourse

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Given the complexity of persuasive effects and the identification of any particular persuasive tactic that is effective in all situations (O’Keefe, 2002), “persuasive practices” is used here as a cover term for any conscious attempt by one individual to change the attitudes, beliefs, and behaviour of another individual through communication (Perloff, 2010). As such, persuasion in general and business persuasive practices in particular are here understood as a psychological phenomenon, which is inexorably bound up with language (Wilson, 2002). This presentation aims to cast more light on how persuasive practices in business are enacted for an audience on television by comparing two versions of the television programme Dragons’ Den.

The main objective is to examine different interactional features of the programme within a cross-cultural analysis. Drawing on data from the Spanish and UK versions of the TV programme Dragons’ Den, I take the prevailing persuasive feature of language use (Dillard & Lijiang, 2013; Tindale, 2004) and try to bring forth the interactive nature of persuasion (Antaki, 1994) in order to conceptualise persuasion as an analytical tool that can give an account of the way(s) persuasive business discourse influences people’s behaviour and thinking (Shotter, 1983) and determines interpersonal relations (Author, 2012). Therefore, this study is placed at the intersection between routine and cross-cultural business practices on the one hand and reality based broadcast on the other. The results show that the analysis of the key structural patterns in exerting interpersonal influence makes it possible to measure the impact and effectiveness of specific social influence tactics in entrepreneurial discourse.
The relationship between evaluative lexis and discourse structure in entrepreneurial pitches: A study of Dragon’s Den

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A wealth of literature (Lyons 1977, Besnier 1993, Halliday 1994, Martin 2003, Conrad and Biber 2003, Thompson and Hunston 2003) has agreed on the fact that spoken and written texts reveal the writer’s and speaker’s attitude and opinion towards the content of the text as well as the ideology of the society that lies behind the text. By expressing opinions, relations between the speaker (or writer) and hearer (or reader) are established or maintained and, thus, the reader (or hearer) may be manipulated to take the writer’s (or speaker’s) perspective, at least partially. This aspect is of vital importance in persuasive discourse, which aims at convincing the audience to support the orator’s point of view (Hoey 2003, Pinna 2004, Authors 2013).

In this study, we concentrate on the entrepreneurship discourse displayed in the reality TV series Dragons’ Den. Specifically, we focus on the role of the evaluative lexis used in obtaining the audience’s consensus to invest their money. For that purpose, we have selected 10 episodes, which last roughly 15 minutes each, and have been transcribed and analyzed for evaluative lexis following Martin and White’s (2005) Appraisal Theory. We have also outlined the structural features of Dragons’ Den pitches, following Daly and Davy’s (2016) framework. This framework serves to find out which of the sections of the pitches present more evaluative items and, thus, are more potentially persuasive. The following research questions will be answered:

– How many lexical items in the texts display an evaluative function?
– Which of the component sections/functions as specified in Daly and Davy’s (2016) framework present more evaluative items?
– How does the evaluative lexis contribute to persuasion?

The preliminary results indicate that Appreciation (i.e. evaluation of things, processes & states of affairs) is the most common evaluative type and Affect and Judgment are the least common. Persuasion mostly relies on Appreciation. There is likely to be more evaluative lexis in the section “Explaining/presenting the product”.

Alcalá de Henares, Madrid (Spain), 11-13 July 2018
Elevator Pitch: An English-Spanish Sociolinguistic Analysis

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Rhetoric has been a universal way of communication in the Western world since Greek times. Therefore, one of the goals of this study is to discover whether business persuasive discourses operate similarly in English and Spanish, analysing them according to the three Aristotelian methods of persuasive argumentation: Ethos, Pathos and Logos.

As the study of persuasion is multidisciplinary, I focused on Communities of Practice. In order to examine Elevator Pitch persuasive resources, examples were taken from Dragon’s Den and Tu Oportunidad, British and Spanish TV programmes in which entrepreneurs pitch their ideas in a couple of minutes to five businesspeople willing to invest. For comparative purposes, monologues of both women and men were observed. Sociolinguistic variables have been measured following a mixed-methodology, where quantitative analysis will lead to a qualitative interpretation of the data. At a first stage, 4 English and 4 Spanish Elevator Pitches were analysed. At a final stage, those preliminary results have been corroborated by examining the same number of Elevator Pitches in each language.

Indeed, another objective of this research has been to verify if some women’s speech features (i.e. using boosters, amplifiers, interrogatives, exclamatives, particular vocabulary, etc.) are similar to those found in the Elevator Pitch. In consequence, these features can be related to persuasive strategies. Even though women and men are supposedly treated similarly in families, schools and jobs, specific gender communication styles continue to persist. The issue is that Western societies still maintain linguistic discriminations, considering female communicative strategies less legitimised. Moreover, female speech features usually carry negative connotations, while men’s language continues to be considered the “neutral” discourse. Although it is challenging to remove linguistic prejudices linked to social roles, it is crucial to revise contemporary gendered discourses, specifically in the corporate world. In fact, women’s communicative style can be more persuasive.
Perlocutionary effects of reason and emotion in televised entrepreneurial pitches: an intercultural analysis

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In his seminal study on speech acts Austin (1962) describes the perlocutionary force of some utterances, which comprises those linguistic and paralinguistic techniques that enable the speaker to elicit a certain response from the listener. Studies on persuasion draw on Austin’s findings to identify the strategies that can be more effective to convince the listeners. Among these strategies, emotional appeals play an important role in the attempt to alter the listener’s behavior. Emotions are also one of the most culturally dependent facets of persuasion, as the expression and understanding of emotion may vary significantly from one cultural context to the other (Mesquita 2003).

This study is concerned with the perlocutionary force of emotional strategies in entrepreneurship discourse. Our intention is to determine to what extent, and under what circumstances, emotional appeals may be effective to convince the conversational partner in entrepreneurship discourse. More specifically, we aim to verify if the perlocutionary force of emotions in entrepreneurship discourse varies depending on the recipient’s cultural background. To examine the interaction between rational and emotional appeals we will analyse a corpus formed by several examples of the “elevator pitch” genre, which have been taken from a TV program called “Tu Oportunidad” (“Your Opportunity”), the Spanish counterpart of the British “Dragon’s Den” and the American “Shark Tank”.

Using the information gathered in the discursive analysis of the corpus, we will establish a template that identifies the main rational and emotional aspects that characterize the entrepreneurial pitch. In a second stage of the research, we will use this template to conduct a quantitative analysis of the persuasive influence of rational and emotional aspects in different cultural backgrounds. To do so, we will use the results of a questionnaire completed by different groups of college students, who belong to different nationalities.
Persuasive sentences: a syntactic approach to persuasion

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The present paper aims to examine the syntactic structure of sentences in persuasive speech. Do persuaders use a more effective syntax? Is this syntax connected, in any way, to the listener’s expectations and reactions? In this regard, the variables under analysis range from the sentence microstructure (i.e. types of verbs) to the sentence macrostructure (i.e. syntactic order of elements in the sentence, sentence length and overall syntactic structure). The language tokens under analysis are the speeches by two female participants in TV show Dragons’ Den. The methodology followed in this paper is quantitative. By using NVivo® software, both speeches are coded according to the linguistic variables aforementioned. NVivo® measures the total number of references of each token analysed, and then provides relative indices which indicate the degree of frequency of an item over the rest in a particular context.

Results show that more persuasive oral discourse contains verbs related to actions and verbs which describe results of those actions. Sentences tend to have similar syntactic patterns (in terms of phrase order: subject, verb and object) and similar medium length. As a consequence, the overall structure of the sequences is balanced and rhythmical. The impact of such discourse on the business terrain can be extrapolated to an academic scenario where students have to participate in classroom discussions and oral exams.
Panel 2:

Persuasión e imagen de marca en la institución turística
Semiosfera turística: crear el acontecimiento

Isabel TURCI DOMINGO

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Si el efecto persuasivo culmina en el plano perlocutivo, la promesa gobierna el plano discursivo y con ello la retórica del discurso promocional turístico. Sobre esta hipótesis fuerte, fundamentada en la observación, que pretende dar cuenta de la instrumentalización de la promesa en aras de la persuasión, se asienta el recorrido teórico que proponemos. Requiere una concepción de la promesa distinta de la tradicional, que resulta ineficaz para abordar la mayor parte de las formulaciones promisivas presentes en el discurso turístico. En efecto, este despliega estrategias elusivas por las que la capacidad de prometer se transfiere al objeto turístico. Se construye así un objeto portador de beneficios, de promesas específicas en busca de notoriedad para generar una imagen de marca particular que lo distinga de otros. Promesas que, en su diversidad, perpetúan y al tiempo legitiman la doxa inherente a la semiosfera turística.

Declinada en diferentes facetas, la felicidad y el bienestar que el viaje proporciona se oponen a una vida cotidiana desemantizada y devaluada, fuente de todos los desasosiegos. Estos contenidos dóxicos explícitos o presupuestos valorizan el acontecimiento del viaje, que, entendido como encuentro con la alteridad, es germen de narratividad. Esta a su vez actúa como principal dispositivo semiótico de generación de valor sobre el objeto turístico. De este modo, ya sea porque la promesa se vuelva narrativa o la narración promisiva, el terreno parece abonado para su interpretación indicial, probable desencadenante de efectos persuasivos. Desde este punto de vista y tomando como punto de partida las conclusiones de ciertos trabajos de semiótica y filosofía, trataremos de trazar el papel del acontecimiento, que el discurso turístico crea y recrea para vehicular la promesa del objeto.
Turismo y voluntariado, en busca de la autenticidad

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El volunturismo o turismo de voluntariado promete ser una modalidad turística idónea para un segmento de mercado muy concreto, jóvenes que acaban de finalizar sus estudios de Bachillerato o su carrera universitaria y buscan vivir una experiencia diferente, antes de decidir el camino que van a emprender y continuar su formación o iniciar su etapa laboral. Muchos jóvenes alemanes sienten Fernweh o anhelo de lo exótico y desean descubrir el mundo de un modo diferente, auténtico. El anhelo de la autenticidad está unido a la voluntad de hacer su aportación para mejorar el mundo. Por ello parece inevitable la creación de unos productos turísticos a medida, diseñados para cubrir estas necesidades y a su vez para desencadenarlas mediante un discurso persuasivo.

El objetivo de este estudio de carácter cualitativo es realizar una descripción de los mecanismos lingüísticos y retóricos utilizados por las agencias de viajes alemanas con el fin de persuadir a los jóvenes a partir de los 17 años para emprender un viaje de volunturismo. Concretamente, se analizan los recursos con los que se presenta el destino de Costa Rica y con los que se construye la imagen que proponen para atraer a estos jóvenes, consumidores potenciales. Más allá de su atractivo per se, la fascinación que ejerce este destino radica en la alta sensibilización ecológica de los jóvenes alemanes y en la proyección de una imagen de marca idílica por parte del propio país.
Sin novedad en el paraíso. Emociones, terrorismo y turismo

Carmen CORTÉS ZABORRAS

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Ante la incertidumbre y el miedo provocados por los ataques terroristas, los agentes del turismo, los habitantes de los destinos turísticos, las instituciones y los políticos, así como los propios turistas reaccionan de forma diferente. La manifestación o el ocultamiento de las emociones y la presentación o no de las medidas preventivas que podrían evitar acciones similares dependen de factores difícilmente medibles, puesto que son subjetivos, si bien se pueden rastrear en los textos.

Experiencias cercanas en el tiempo y el espacio ratifican los espacios turísticos como territorios claramente peligrosos. Esto nos lleva a preguntarnos si la imagen de marca sufre modificaciones y en qué medida se actualiza tras un acto terrorista. Si el descalabro momentáneo del destino como marca se oculta ante la necesidad de mantener la estabilidad de la imagen propuesta y de la imagen percibida, dominada por los intereses económicos y políticos. En qué medida la imagen subjetiva del destino que cada turista construye se encuentra modificada por la actividad terrorista. Para responder a estas preguntas, analizamos en los discursos verbales y visuales de medios que se pueden considerar alternativos (revistas locales, blogs institucionales y privados, periódicos gratuitos) tanto el contenido emocional como el que pretende ser objetivo referido a destinos muy atractivos.

Un primer análisis de estos discursos muestra una tendencia a la ocultación del problema o a la magnificación de las soluciones, sin que se observen cambios sustanciales en cuanto a la imagen del destino y a la imagen de marca del territorio.
Panel 3:

Discourses of (de-)legitimization in corporate-consumer communication
(De-)legitimization strategies in B2C-complaint negotiations on social media

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With the rise of social media, it has become easier for customers to file complaints publicly on the social media pages of B2C-companies. This poses a possible threat but also brings opportunities for companies. They need to respond to these publicly accessible complaints in such a way that their intervention positively influences customer satisfaction and their reputation.

Drawing on legitimacy theory (Suchman 1995), the legitimization strategies identified by Van Leeuwen (2007) and Reyes (2011), and appraisal theory (Martin and White 2005; Fuoli 2012), we analyse a corpus consisting of more than 400 English-language cases of complaint negotiations (e-mails, Facebook messages, live chat, and letters). These customer-company exchanges were made public on Facebook and Twitter by (unsatisfied) customers of UK companies, such as Amazon. This corpus also contains public comments as reactions to these customer posts by other (potential) customers.

We focus on the (linguistic) strategies used by these customers and stakeholders as well as the companies to (de)legitimize the organisation in the context of a perceived lack of customer service.

Our preliminary results suggest that – of the five legitimization strategies Reyes (2011) identifies – the customers and the stakeholders mainly refer to their emotions. Words such as “angry” and “frustrated” and emojis are predominantly present. Contrary to this, the organisations primarily rely on rationality and expertise: we have often found sentences such as “we have investigated this matter”, in which the verb refers to an evaluated procedure and thus legitimizes the choice for the complaint refusal.

The results indicate that the companies mainly use objectivizing strategies to manipulate their customers in believing that the complaint refusal is *the only right choice*, while customers and stakeholders primarily resort to strategies referring to emotions in their efforts to try to convince the companies and the public that the complaint refusals are not legitimate.
If you can’t explain it simply, you don’t want them to understand. Legitimization through readability? A closer look at sustainability reports

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It is a frequent perception that corporate reporting generally makes for difficult, cumbersome reading and contains company-serving bias rather than a balanced assessment of performance. These reputations motivate this study’s interest in one of the prime examples of corporate reporting prone to legitimization i.e. that of the sustainability report.

The extended and diverse audience of sustainability reporting (going from shareholders to local communities) provide a challenge for accessible company reporting as readers may not be as well equipped to deal with linguistic complexity as financial reports’ core audience of investors and analysts. While a company’s awareness of and self-reported need to inform both its direct and indirect stakeholders might impel it towards more accessible writing when addressing them, it still remains to be seen whether that is actually the case. First, there may be a possible bias towards equating complex writing with credible writing, fuelled by the similarity between sustainability reports and financial/annual reports. Secondly, the desire for reputation and impression management might also incentivise companies to tailor their reports’ readability to optimise the impression they leave on the reader; if the latter can more easily decode the favourable news than the unfavourable, that may positively influence their impression of the company. This ‘obfuscation hypothesis’ (Courtis etc.) is one of the cornerstones of research into financial reports’ readability but remains under-examined for sustainability reporting.

In this study, we will further explore these aspects of legitimization through readability by analyzing the readability of sustainability reporting along region, industry and sustainability performance (based on ASSET 4 data) through readability formulae and more advanced natural language processing (NLP), based on a manually assembled 2.75-million-word corpus. Results show that, despite its wider readership, sustainability reporting remains a very difficult to read genre, sometimes more difficult than financial reporting. On a more positive note, little evidence is found to support obfuscation, although we do find indications of self-attribution of positive news that is worthy of further investigation.
“We apologise for the current IT systems outage”. British Airways’ use of Twitter in customer services

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On Saturday, 27 May 2017, the airline British Airways (BA) experienced an IT systems outage that led to cancellations and delays of its normal service provision for several days. The failure that pertained to BA’s booking system, mobile phone apps, check-in and baggage handling caused severe disruptions which affected around 75,000 travellers, mainly flying to or from the two main London airports Gatwick and Heathrow. As a consequence, the long weekend of the spring bank holiday, which also coincided with the beginning of the half-term school holiday, saw many passengers stranded at airports rather than travelling abroad.

This paper studies the interactions evolving on the microblogging platform Twitter due to the IT systems failure. It is based on a customised Twitter corpus comprising all tweets that customers directed at BA between May 27 and 31 as well as the airline’s replies. During this five-day period, a total of 18,312 tweets were exchanged between BA and its customers, with around one third of them tweeted by BA’s social media team and two thirds by customers.

The aim of this talk is to show how customers addressed this incident, which threatened BA’s reputation as a reliable air travel provider, and how the airline responded in order to maintain its legitimacy in the face of crisis. Embedded in the theoretical framework of pragmatics, this study uses a corpus linguistic methodology to discover patterns of language use and investigates their communicative function in the context of customer service exchanges online. This includes the study of keywords to show which topics are mainly discussed (e.g. luggage, compensation) and the study of clusters and collocations to see how dissatisfaction (e.g. appalling service, ruined holiday) or the justification of events (e.g. we’re sorry, we’re working very hard to) are expressed through linguistic means.
“Go back to your roots!”: Customer Involvement in Restoring Brand Legitimacy and Integrity

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Product recall in any retail sector represents a potential threat to an established brand’s image, reputation, and legitimacy. As consumers, we have seen the effects of mass product recalls when they present threats to the public’s health and safety. Such examples are prevalent in the food product industry, most notably Maple Leaf Foods’ August 2008 recall in the face of its listeria outbreak and Kellogg’s 2010 recall of more than 28 million boxes of its popular breakfast cereals. In the technology sector, problems with exploding phone batteries made Samsung’s launch of its Galaxy Note 7 in Fall 2016 a nonstarter. Product recalls in the fashion retail industry, however, are rare. When they do occur, they don’t usually present a physical or imminent threat to a consumer’s health and safety. Nor do they garner the mass media attention that lululemon athletica’s did when in early March 2013 it pulled massive shipments of its signature black luon athletic pants from all its in-store and e-commerce sites when production problems resulted in an uncharacteristically thin fabric quality.

Drawing on Mark Suchman’s (1995) classification of the distinct types of legitimacy strategies institutions and companies can enlist in establishing and repairing legitimacy, I examine the strategies lululemon enlisted to establish its legitimacy when it first introduced its niche product to existing communities in Canada and forged its own brand community in the process. I will then examine the role consumers played in elevating the brand’s legitimacy by adopting the brand into their communities and strengthening its foothold there through positive word of mouth. As a point of comparison, I will then examine the brand backlash that emerged when customers responded to the product recall message lululemon posted to its community blog site. While vocal in voicing their disappointment with the company’s divergence from the product quality, values, and social commitments that had differentiated it from its competitors, their responses provide alternative rectification strategies (Coombs, 1995) to address the company’s crisis, correct the problem, and restore the legitimacy and integrity of their beloved brand.

Key Words:
Brand Integrity and Legitimacy, Customer Response, Product Recall, Crisis Communication Response Strategies
Seeking legitimation through dialogue in the biotech industry: Monsanto’s ‘Conversation’

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Over the last couple of decades, technological advances have brought about huge changes across all sectors of human life. While many of these advances have been viewed favourably, in some cases questions have arisen concerning both the safety and the ethics of novel practices. In the field of agrobiotechnology, for example, fears about the potential effects of genetic manipulation of plants and animals destined to human consumption have been compounded by ethical concerns about the legitimacy of the “tampering with nature” which such manipulation implies. The debate has been raging for years, often taking on highly polarised tones.

One company which has been the target of extreme criticism is the biotech giant Monsanto, one of the major producers of GMO seeds worldwide. Since the early 2000s, Monsanto has been engaging in a massive effort to build and consolidate its “social licence to operate” through extensive strategic action compounded by a massive communication effort. Its “Conversation” (https://monsanto.com/news-stories/conversation/#) – a section of the Monsanto’s corporate website devoted to stakeholder dialogue – is a prime example of stakeholder engagement for legitimation purposes. The “Conversation” features questions and answers on the most disparate topics concerning Monsanto’s core business, including many relating to the issues which have been proved especially controversial, and which have often threatened to tarnish the company’s reputation.

This paper analyses the “Conversation” page on Monsanto’s website with a view to investigating the rhetorical strategies deployed by the company to react to challenging questions. The study is qualitative in nature and focuses on the identification of recurring argumentative patterns, with special attention paid to aspects of strategic manoeuvring in argumentative discourse as outlined in the pragmadialectic theory of rhetorical argumentation (van Eemeren & Houtlosser 1999).

References:
Panel 4:

Critical language and discourse awareness in business and the professions
Linguistic style and crowdfunding success among social and commercial entrepreneurs: An example of a language study in the field of entrepreneurship

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Many entrepreneurs are struggling with the question of how to deliver a successful fundraising pitch on crowdfunding platforms. In this study, we focus on the linguistic style of crowdfunding pitches and how such a style relates to the success in raising funds. Based on the language expectancy theory, we hypothesize that the importance of linguistic style depends on whether an entrepreneur belongs to an emergent category of new ventures (social entrepreneurs) or to an established category (commercial entrepreneurs). In particular, social entrepreneurs need to compensate for their incomplete social categorization and the related ill-formed expectations by relying more extensively on linguistic style to attract funding. Empirical analyses of 656 Kickstarter campaigns demonstrate that linguistic styles that make the campaigns and their founders more understandable and relatable to the crowd boost the success of social campaigns, but hardly matter for commercial campaigns.

This study is a typical example of how an entrepreneurship scholar not trained in linguistics or language studies would approach the question of how language affects business success. After briefly discussing my own study, I will proceed to discuss why language awareness is critical for entrepreneurs more in general. I will end my talk discussing my personal challenges working across disciplinary boundaries and proposing some avenues for future collaboration between entrepreneurship and language scholars.
Metaphor, morality and delegitimation: a critical discourse analysis of the media coverage of the payday loan industry

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In this talk I will present the findings of a study of the discourse of payday loans in the British press. The aim of the talk is to discuss the relevance of critical discourse analysis for the development of language professionals. Drawing on critical metaphor analysis, the study focuses on how metaphors were deployed in the newspapers to create a ‘moral panic’ around payday loans. The study found that four root metaphors were used to undertake ‘moral problematization’ of the industry: warfare, health, nature and orientation.

The authors of the study also expand the analysis by discussing the ideological dimension of language use and the role of the media in legitimating state intervention in the market. We develop a critical analysis that points to the potential ‘scapegoating’ role of the payday loan discourse. We argue that the delegitimation discourse served as a convenient ‘moral crusade’ for the government and other neo-liberal supporters to pursue, while detrouting attention away from the underlying impact of recent economic policies such as austerity and the deregulation of the finance sector. From this critical perspective, payday loan companies can be seen as a ‘folk devil’ through which society’s fears about finance capitalism are articulated, creating disproportionate exaggeration and alarm, while the system as a whole remains untouched.

The relevance of this study for the development of language professionals lies in the use of critical approaches to discourse analysis in teaching and professional development settings. Through exposure to critical perspectives on language use such as CDA, students and professionals can develop reflexivity about their own language practice and can reflect upon the role of the communication practices they engage in for their employing organizations in furthering forms of inequality, exploitation and domination in society. The ideological nature of language may often be hidden or taken-for-granted, but by enabling language professionals to ‘expose’ its workings we can develop practitioners of the future that are able to transform established power relations and engage in emancipatory practice.

Keywords:
Critical discourse analysis, delegitimation, debt, ideology, metaphor, problematization.
Challenging the discourse of newcomer socialization practices in organizations from a critical perspective

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From the point of view of strategic human resource management, employees are a strategic resource. In order to make employees function as such, corporations organize formal organizational socialization programs for newcomers. The purpose of which is the facilitation of newcomer adjustment, i.e. the acquisition of a set of appropriate role behaviors related to the resolution of role demands, the development of work skills, and the integration into the organization’s norms and values.

Based on a critical reception of the extant literature, a critical discourse analysis of instantiations of newcomer socialization discourse was conducted. The aim was to expose dominant discursive constructions of newcomers in organizational socialization processes. Processes discursively constructed as people processing, as molding, as assimilation etc. A discourse, consequently, which is aligned with the tenet of corporate communication, namely that communication is an instrument of management. Viewing communication as an instrument implies that language and discourse are certainly appreciated as assets; it also presupposes, however, an almost Skinnerian ideology.

We present and discuss ethical tensions stemming from organizational socialization practices – as well as their underlying ideology. In doing so, we contribute to theory and practice. Theoretically, we advocate the centrality of a critical language and discourse perspective within corporate ethical responsibility. In terms of business and professional life, we aim to integrate a much needed critical language and discourse awareness into the curricula of the employer brand managers, HR managers etc. of tomorrow.

Our analysis – of newcomer socialization discourse at Novo Nordisk, a global pharmaceutical company – revealed discrete patterns as to the discursive construction of newcomers. A dominant discourse would aim at conflating employee and company identities; subsumed under this, one pattern would construct the company as the core catalyst for employee self-actualization, another would discursively construct altruism as a shared raison d’être of both employee and company.
Critical Language Awareness and Business Communication

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It has been twenty years since Pennycook (1997) called for a critical approach to teaching English for Academic Purposes. The talk takes forward Pennycook’s call in relation to teaching English for Specific Purposes (ESP) in general and Business Communication (BC) at tertiary level in particular. The paper draws on applied linguistics research in ESP/BC teaching, as well as on discourse-based analysis of naturally-occurring workplace and business interactions, to explore the following questions:

What kind of critical language awareness do business practitioners and students need?
How might a critical approach to teaching BC be implemented?

We will begin by reviewing applied linguistic studies published in the journal English for Specific Purposes in the last 10 years in order to explore to what extent Pennycook’s call for a critical approach has been taken up in ESP teaching. Then, we present some key findings from research on spoken business discourse in order to establish what kind of language awareness (including metapragmatic and sociopragmatic awareness) is relevant for business communication students. Finally, we demonstrate some ways in which language awareness skills, such as critical thinking, analytical skills and relational competence, can be taught in Business Communication classes.

By examining a range of evidence types from our own teaching experience (teaching material, video recordings, student presentations and student feedback), we will review to what extent the aim of developing critical language awareness is in fact fulfilled, and what the student views on this facet of the courses are. We argue that, in addition to developing practical and ‘transferable’ skills that prepare students to enter the job market, the remit of BC courses should also be on more ‘humanistic’ aspects of learning, such as developing analytical skills and critical thinking.

References:
Critical language/discourse awareness and the soft skill agenda

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Soft skills/employability skills/people skills -or recently labelled as ‘future skills’- have become a driving agenda of management education, yet our understanding of exactly what skills, attributes or knowledge they entail is lacking. In this introductory talk to the panel on Critical language and Discourse awareness, I provide a brief overview of the attempts to define soft skills, and make a case for a paradigm-change in their conceptualisation: taking a social constructionist perspective I show that several items on the traditional “soft skills shopping list” are constituted in and through linguistic interaction, and should therefore be viewed not as an a priori attribute or personality feature but as a result of joint, in-situ negotiation of intentions and meanings.

Viewed from this perspective, communication is instrumental in creating our social worlds, and consequently the understanding of the linguistic and other semiotic practices and enable this construction - language awareness - should be considered a fundamental skill, both for nurturing effective communicators, both for training management graduates who possess a much needed critical discursive consciousness.
Panel 5:

Multimodality and Interdiscursivity in professional and academic genres
Academic Self-Branding: A Multimodal Critical Discourse Analysis

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The Web has recently become the scholars’ main workplace: a space where involvement in networking practices and the construction of a social presence is no longer a viable choice. Scholars are now reflecting on the importance of defining personal branding tools for the twin purpose of individual advancement and knowledge dissemination. The process of crafting the perception of scholars’ identity-building takes place mainly through self-branding. Although relatively new in the academic workplace, the idea of personal branding has gained force during the past decade due to the rapidly changing world of work and the proliferation of online social media blurring the boundaries between work and personal lives (Duffy et al., 2017). Against this backdrop, the main aim of this paper is to investigate the overlapping processes of social construction of academic identity and disciplinary knowledge dissemination (Hyland, 2012; 2015).

By exploring scholarly knowledge sharing practices of sites, such as Academia.edu, which foreground the entrepreneurial mission of “accelerating the world’s research” (Price, 2013) the main focus of the study is to assess the impact that these practices may have on how discourse is devised and packaged by academics in order to facilitate knowledge dissemination. Our corpus relies on online academic profiles of scholars drawn from the Academia.edu platform including multimodal instantiations of both knowledge dissemination and self-branding resources. The resulting hybrid genre (Eggins and Martin, 1997; Bhatia, 2000; Swales, 2004) seems to highlight new forms of academic social presence construed by and through ad hoc semiotic devices such as videos, gestures, voice pitches, etc. Such multimodal resources can eventually change the perception of the academic world in line with the fast-communicative immediacy of the new media.

References:


Multimodal Persuasive strategies in product pitches

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This paper focuses on the use of persuasion in a particular business genre: product pitches. These are short presentations characterised by a strong persuasive component. They are meant to convince an audience of the value of a product or service. Because they are subjected to strict time constraints, these presentations need to be particularly effective in their persuasive efforts.

The purpose of this study is to probe into the use of persuasive strategies by speakers in product pitches. The study adopts a multimodal approach as theoretical framework. Using a combination of multimodal discourse analysis (MDA) and ethnographic methods, a series of persuasive strategies in a corpus of product pitches are identified.

The results of the study show that these strategies are multimodally realised, i.e. they make use of a variety of semiotic modes. In addition, they suggest a correlation between persuasion, number of semiotic modes used (modal density) and coherence across modes (modal coherence).
Structuring discourse in student business presentations.  
A multimodal approach to metadiscourse

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This paper investigates, from a multimodal perspective, how students structure their speech in academic business presentations through the use of organizational metadiscourse (Ädel, 2010). This type of metadiscourse is often employed by speakers to indicate the directions of the discourse, to foster the cohesion of speech by establishing connections with previous and forthcoming information, and to contextualize the message, among other functions. The aim of the student business presentations analyzed in the present study is to convince the audience of the good value of a product or a company. In this sense, organizational metadiscourse is expected to play a relevant role in the ways in which the message is structured. Although student business presentations have been examined from many different perspectives, research that approaches this genre from a multimodal point of view is very limited (Palmer Silveira, 2015; Valeiras-Jurado, 2017). Against this background, this paper aims to expand the knowledge on the multimodality of student business presentations by exploring how organizational metadiscourse is used both at a linguistic and at a non-verbal level.

The data comes from a collection of 100 video-recorded student business presentations performed by the students in the Master’s Degree in English Language for International Trade (ELIT) at Universitat Jaume I, Spain. Out of these, ten presentations that obtained the highest grades were selected. The videos were transcribed and multimodally annotated using the tool Multimodal Analysis – Video (O’Halloran, Podlasov, Chua, & Marissa, 2012). Through the use of multimodal transcriptions and short video clips, this paper demonstrates how metadiscourse is conveyed as a combination of multiple semiotic resources that emphasize the role of metadiscourse as an organizing tool that engages the audience in the business presentations.

References:
Legitimation in academic TED talks: a multimodal analysis

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TED talks are a series of short popularizing talks addressing a mass audience and delivered by top-level experts in a wide variety of domains. This web-mediated genre provides experts with the chance to disseminate knowledge outside their disciplinary communities to a lay audience, and at two levels: addressing the audience physically present at the TED conference venue and the web-users at home.

As a consequence of this, TED is a hybrid genre at a crossroads between university lectures, conference presentations and TV documentaries. In addition, this genre can be considered as multimodal to the extent that it mixes different semiotic modes (i.e. spoken, written, video and audio). This paper aims to contribute to the existing body of research on TED talks by adding a multimodal perspective to the study of legitimation strategies used in this genre. It is hypothesized that TED speakers resort to a variety of modes to legitimize their claims, and that the effectiveness of their communicative choices is closely bound up with the skilful orchestration of coherent multimodal ensembles.
Panel 6:

What counts as data in business and professional discourse research and training?
Sharing the value of mixed methods research in a test development project

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In this study, I present the case of an intercultural business competency test development project in which both qualitative and quantitative methods are used. Management decisions are often made based on tangible figures and numbers. Human resource (HR) managers are required to present numerical data, typically test scores, to justify decisions in hiring or placement. In addition, recent surveys have uncovered issues in identifying global talents in Japanese corporations.

Demand for a test that converts intangible intercultural business competency to numerical scores has increased. Past research suggests that global talents need to become ambidextrous in working between global and local management systems. Developing a test, which is a quantitative measurement, does not usually require qualitative data analysis, when the test construct (what to test) is clearly defined. However, in this case the test construct is not yet clear because of the limited research in this field.

The present test development project team consists of a qualitative researcher, a testing theorist, a business discourse analyst, a quantitative researcher, testing agent employees and four training and development managers. The team used qualitative and quantitative research techniques to identify test constructs, create test items, and assess the validity, reliability and practicality of the test. Discourse analysis based on interview data employing semantic cluster analysis techniques fits the task of needs identification. This qualitative approach developed a hypothesis of intercultural business competency consisting of a certain set of knowledge, skills and attributes.

Our analysis also indicates issues in the interplay of local and global business practices and what abilities help in solving such issues. The quantitative approach strengthens the hypothesis by synthesizing the findings from an online survey. The quantitative approach also confirms test reliability and validity by using item facility and item discrimination analysis. The presented case highlights the importance of sharing the value of mixed methods by qualitative and quantitative researchers in the project.
Researching trust in business partnerships: a discourse analytical perspective

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Cross-border collaborations seem to become a rule for a growing number of enterprises in post-modern societies, characterised by fluidity and boundary-crossing. In this context, trust is critical for establishing and maintaining strategic partnerships and alliances. This paper reports on my PhD project, which examines the discursive construction and performance of trust between Greek and Turkish business partners involved in cross-border collaboration. Following recent trends in discourse studies, trust in the project is understood as a dynamic construct that operates mainly in the interactional order (Candlin and Crichton, 2013; Pelsmaekers et al, 2014). The project adopts an ethnographic approach and seeks to capture the ways in which trust and trustworthiness is understood and warranted by participants. The data include 56 hours of semi-structured ethnographic interviews with business partners from seven SMEs and audio and video recordings of natural interaction including formal meetings, dinners, visits and everyday talk. The data were analysed from an interactional sociolinguistic perspective, drawing on narrative analysis and positioning theory. This presentation focuses on the data-collection process. I will reflect on how I coped with language barriers I faced during fieldwork, since I am not a speaker of Turkish language and participants were constantly switching codes that were not always identifiable, and how this affected my understanding of the research context. I will also discuss the analytical concerns I experienced while studying and classifying the very diverse material gathered from fieldtrips and deciding on the legitimacy and relevance of parts of it for my study.

References:
Leveraging student-led interviews on the multilingual workplace

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Following up on our earlier case-based explorations of the complex interactions between learning, research, and practice in the field of business and professional communication, this paper raises a number of questions on collective data gathering as part of a wider, multi-site study on the multilingual workplace.

Combining close scrutiny of audio recordings and transcripts of 35 semi-structured student-led interviews with an auto-ethnographic approach documenting the impact of teacher interventions, we reflect on how our graduate students helped us build a data set on communicative practices, with a special focus on multilingualism, in the organizations where they were about to start their traineeship. Through qualitative analysis of the interview transcripts we are able to identify a number of shared professional (ideological) views on and practical applications of multilingualism on the ‘shop floor’.

Moreover, the findings shed light on data collection as an iterative process. In particular, we show how a close reading of the first batch of interviews allowed us to re(de)fine the briefing for those students who were about to conduct the second batch of interviews. Bringing those insights together, we conclude by pointing to implications for how students, scholars and practitioners can work together in researching the multilingual workplace and by providing guidelines to strengthen interaction between them.
Panel 7:

Ethical issues on persuasive business communication
Conscious writing: non-sexist language and/in ethical business discourse

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Sexist language is a topic of broad and current discussion firstly introduced in the 70’s with the second wave of feminism. As a result, in 1987, UNESCO adopted a policy to avoid the use of sexist language. Yet, it was not until 1999 when their guidelines for non-sexist language in English, Spanish and German were finally published. In 2008, the European Parliament published its own guidelines in all the community’s working languages. Despite their recommendatory nature, they have been instrumental in the implementation of non-sexist language strategies in regional and local governments, universities, organisations and newspapers.

The goal of these guidelines is to improve social inequality and avoid discrimination from the bases on someone’s gender (Pauwels, 1998:10). However, these guidelines and their proposals vary greatly not only from language to language but also in different contexts, registers, and types of texts within a language. The changes proposed deal in a greater or lesser extent with the vocabulary, syntax, morphology, discourse, and the writing system of a language. The aim of this paper is to review the theory behind the aforementioned non-sexist guidelines and examine the most important proposals to consider when writing English in order to contextualize the issues dealt with in the panel. In this presentation, the main relevant linguistic changes are reviewed and concrete examples within the field of business communication are analysed to decide which seems the best suited option for each occasion. As Ananda (2007) states “to speak with equality is to think with equality, simultaneously confronting and subverting the dominant paradigm”; thus, it is logical to think that the business ethics of enterprises these days should adhere to the ethics of equalitarian treatment of gender.

References:
Ecological marketing as a persuasive tool in crowdfunding

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The entrepreneurial pitch – also known as “elevator pitch” – is a widely used genre within business discourse to explain an idea or product to potential clients and to try to raise money in order to carry out those projects. Of late, crowdfunding has become a very useful way for entrepreneurs to reach people; for instance, [www.kickstarter.com](http://www.kickstarter.com) is a webpage in which people upload their videos explaining their products and inviting people to collaborate donating money.

The main objective of this study is to analyse the persuasive techniques and mechanisms used by entrepreneurs in their pitches, more specifically, when they are selling eco-friendly products. All the examples analysed have been taken from the aforementioned webpage (www.kickstarter.com) and the methodology followed for the analysis is that proposed by Daly and Davy (2016), who recognize a series of strategies in pitches from the TV program *Dragon’s Den* to appeal to *logos*, *ethos* and *pathos*. Some tentative results about how and why persuasion is used as an ecological marketing tool will be shared in this presentation.

**Works cited:**
Discourse analysis on Corporate Social Responsibility
Manuals in private companies: Rhetoric and Persuasion

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The concept of Corporate Social Responsibility (CSR) arrives in Europe around the 1990’s as a consequence of certain social pressure in which many factors intervene. Firstly, globalization entails an increase in communication and an access to information never seen before. Secondly, as a result, social awareness also increases in matters such as the improvement in working conditions, ethics and egalitarian policies. In the third place, it must be highlighted the scientific community’s shout-out to the need for protecting and caring the environment that has had major changes in the production and logistics of many types of materials and goods.

All these factors have made public and private institutions modify their usual practices and have led them to create the so-called CSR Manuals. These manuals include several claims, such as those related to the legal and ethical behaviour of enterprises. The aim of this research is the contrastive analysis of the discourse used in these manuals in English and Spanish, which imply a declaration of intentions and principles of commitment to society as a whole. These texts use interesting rhetoric and persuasive strategies that are reflected in the lexicon and also, in the way they communicate with the audience. For that reason, the texts are analysed using the Appraisal model developed by Martin and White (2005) and Aristotle’s classical rhetoric appeals of *logos*, *ethos*, and *pathos*.

This contrastive analysis could be an interesting contribution to the study of the way private companies build their discourse from a formal and ethical point of view, adapting to the current demands and canons, and, at the same time, using powerful persuasive strategies aimed to improve their image towards society and potential customers in a national and international setting.
Gender and ethics in leadership communication: the case of the military language

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Language, if used effectively, can fulfil a wide number of purposes, such as motivating and inspiring spirits. These are the main purposes of the language of leadership which, in military contexts, is found in speeches such as military harangues, among others.

To achieve this effectiveness, speakers have to develop some credibility, known as Aristotelian Ethos, through different techniques such as, looking for commonalities and areas of common ground.

Military harangues are a speech subgenre which has been used all over the history. In these ancient times, a common feature between the speaker and the audience was the fact of being men. Due to this, there are lots of gendered conceptual metaphors and conceptualizations in this type of speeches that build very hegemonic masculinities which cannot be easily imitated by women in a military context. Moreover, as Veronika Koller showed in her work Metaphor and Gender in Business Media Discourse, the presence of metaphors based on war and sports, a very frequent linguistic resource, is an additional barrier for women who want to communicate leadership in business (2004).

In my work, I have attempted to identify these conceptualizations from a Cognitive Linguistics framework and to reveal the hidden notion of gender in the language of military leadership. After analysing a corpus of cinematographic and chronicled military harangues and obtaining some tentative results, I have found that through conceptual metaphors such as MEN DEFEND WOMEN or conceptualizations of leaders as MEN, masculinities are built.

Although these speeches are not modern samples, they constitute a great basis for young soldiers who want to learn how to communicate leadership and therefore, the presence of these commonalities and areas of common ground leads to a lack of feminine patterns of behaviour and women cannot learn how to behave as natural leaders.
Individual presentations
Teaching Students to Write Ethical Job Application Materials in the Midst of Systemic Injustice: A Pilot Pedagogical Intervention

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Business communication training materials regularly enjoin students to write ethically. Especially in the context of job application materials, this is often framed simply as a matter of accuracy, of applicants representing their accomplishments truthfully. But there is also a much more challenging component of ethical communication: that we are all embedded in structures of injustice, and that we are liable to perpetuate these structures even without the malice associated with lying. For example, studies of job networking in the US have shown that historical racial discrimination has racialized people’s social networks, such that (absent some action) job networking tends to perpetuate racial wealth inequality. Communicating ethically in a business setting, then, requires recognizing and resisting oppressive structures discursively. This presentation asks how our business communication training can help students incorporate ethical inquiry at a structural level.

To investigate this question, this presentation describes a pilot intervention in a business communication course for students to learn to analyze the racial impact of job networking in the US. This contributes to the wider pedagogical goal of teaching job application documents. Job applications are so laden with urgency and power dynamics for students that extended ethical reflection can seem like a luxury. Moreover, in the US, race is a delicate topic precisely because it’s systemic: white people often view themselves as having no ill intentions toward people of color, and therefore as outside of racism. It thus makes a powerful case study in the possibilities of teaching students to write ethically in the midst of systemic injustice.

The intervention consists of exposure to and discussion of Daria Roithmayr’s concept of racial “lock-in.” In the chapters that students read, Roithmayr uses lock-in to explore how, even in the absence of people’s prejudice, job networking in the US can contribute to white advantage, and alternately how to help dismantle it. To evaluate the intervention, I use pre- and post-activity student response data to analyze how students construct the potential of discursive interventions in systemic injustice in business communication and suggest refinements for the intervention.
To evaluate TV commercials and identify unintended negative messages perceived by viewers

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Advertising influences and communicates cultural and ethical values through its pervasiveness in the media, its repetitive nature, methods of persuasion used by professionals in its development (Pollay, 1986.)

Advertising is global and culture ethics is a very important area it encompasses. Every nation has a culture that defines it and with it many cultural values that play an important part in the acceptance or refutation of advertising. Cultural values are defined as “the governing ideas and guiding principles for thought and action” in a particular culture (Srikandath, 1991, p. 166). For example, cultural values (such as collectivism, respect for elders, and tradition) are more strongly associated with Eastern cultures whereas cultural values of individualism, youth, and modernity are more demonstrative of Western cultures (Cheng & Schweitzer, 1996.)

Viewers are constantly exposed to the commercials presented, which are repeated again and again. Unfortunately, many commercials presented have unintended negative messages within the advertisement. These messages violate the cultural values of the particular culture.

In order to conduct the research, the Office for Human Research Protections at University of Puerto, Rio Piedras Campus equivalent in North American Universities as IRB or Institutional Research Board had to authorize the questionnaire and the process for the investigation.

Methodology: The sample for this study will be selected from students of the University of Puerto Rico. This research will evaluate TV commercials and identify the unintended negative messages perceived by viewers. Four research questions will be used in order to collect the necessary data. The responses will be recorded.

Once the TV commercials are selected, they will be evaluated by a panel of experts (marketing professors from the University of Puerto Rico) to determine the messages conveyed by the TV commercials. From the results of the panel’s evaluation, a rating scale will be prepared.

Data Collection: The recordings will be transcribed and categorized according to the replies of the subjects. The data will be analyzed to examine the effects of by gender and educational level.

Findings: Findings will be presented using percentages and frequencies. Analysis of variance with factorial arrangements of the two factors under study, gender and mayor.
Inclusion, Community and Brand Values: Examining Communication and the Special Olympics IX MENA Games, Abu Dhabi 2018

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The Special Olympics (SO) has aimed to foster acceptance and inclusion of all people since its founding in 1968. It is the world’s largest sporting organization for people with intellectual disabilities, with almost 5 million athletes in 172 countries. The SO encourages participation, with athletes of similar abilities grouped together, thus differing from the Paralympics, which are overseen by a different organization and involve athletes with physical disabilities who must qualify to compete. The host of the 2018 Special Olympics 9th Middle East – North Africa (MENA) Games is Abu Dhabi, United Arab Emirates (UAE), also host of the 2019 Special Olympics World Games.

This research examines the communication of values in occasion of the Special Olympics MENA Games, analyzing Special Olympics materials and websites as well as communication and interactions during the March 2018 event. It takes into account local initiatives promoting unity and inclusion; organizations partnering with Special Olympics; and brand values. The study also explores different configurations of interaction when professionals communicate in the multiple venues characterizing the event.

The study uses qualitative methods, in particular discursive and ethnographic approaches, including participation-observation and semi-structured interviews with organizers, volunteers, participants such as coaches and athletes, and spectators. Data also include text and images in website communication, selected social media posts, news reports, and event-related materials.

Findings provide insights into the communication of values and the interplay of the SO global movement and local initiatives, for example the weekly Walk Unified in Abu Dhabi and the use in the UAE of “People of determination” in English, from the Arabic. The paper discusses the fluid nature of the workplace when multiple venues of a multiday international event come into play. Finally, the paper identifies opportunities for collaboration, including potential community-based projects for university students, and avenues for further research.
Stakeholder Engagement and Collaboration: A Situational Ethical Procedure for Active Responsibility in Corporate Messaging

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Theoretical framework. Although it claims a dialogical strategy, stakeholder engagement and collaboration approach is based on an idealistic conception of dialogue that presupposes the neutralization or symetrization of power between stakeholders and communication practitioners. Dialogue is reduced to a symmetrical two-way interaction while ignoring that it also involves a specific form of content. Finally, the collaborative approach says nothing about the ethical standard that should otherwise prevail.

Objective. It is about 1) identifying the ethical norm that should govern the collaboration and engagement of stakeholders with variable power, 2) to offer and, by doing so, justify a four steps practical ethical communication procedure.

Research methodology. Through a thematic and nodal discourse analysis we disassemble and bring to the surface the possible articulations that research in the perspective of the communicational constitution of organizations (the CCO perspective) and its focus on notions of agency, ditransitive communication, metacommunication, dialogue, situation and organizing process maintains and establishes more or less implicitly with notions of «good communication» and «satisfactory communication».

Preliminary results. The analysis allowed us to see that there is four possible collaborative situations, each corresponding to a power differential. Each of these corresponded in turn to a specific variation of the dialogical dimensions of collaboration (inclusion, transparency). From these variations, we were able to specify and pinpoint the critical element that the ethical standard of active responsibility must meet in each of the given situation of collaborative communication. These correspondences finally allowed the induction of the ethical procedure that we present along with the ten types of abuses that it permits to avoid while collaborating with the stakeholders. We offer some advices on the training of the hierarchical line to meet this ethical challenge.
Using Miscommunication to discuss Communication

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The main objective of this study is to delve into a cross-cultural communicative context. There is something uniquely human about the evolution of knowledge though communication. While this is seemingly a universal concept, our focus will move from what is universal about communication to what is distinctly unique about the way English and Spanish differ in similar contexts. What happens when there is a discursive clash between the languages?

The underlying theories will uncover some of the main ingredients to proper discourse. Grice’s cooperative principle will play a role as will the more cognitive roles regarding the relation between discourse and memory (Bradeley, 2007). Discourse analysts study larger chunks of language as they flow together (Tannen, 2012). So ultimately, this model will frame the relation between discourse and interaction in bilingual settings, such as diplomatic circles, international business, and bilingual university classrooms, to name a few.

The study aims to move beyond description to an action research methodology which is clearly grounded in practice and informed by theory. By presenting examples cross linguistically from several different contexts about how language is created in our imperfect, but highly functional bilingual brains, the discussion will challenge listeners to think not only about their message, but how that message is encoded and decoded.

In the case of this demonstration, we hope to illustrate how many things we take for granted when communicating in a second language, in order to shed some light on how language shapes the way we communicate. Effective communication is putting an idea into someone else’s head, or conversely, it is each individual’s ability to capture an idea. In the globalized world today, this interactivity is key.
Performance appraisal interviews can be defined as interviews between a superior and an employee during which the latter’s performance and development is mainly focused on. Such interviews typically occur periodically within a fixed time frame (e.g. once a year) and they have become an increasingly important aspect of internal organizational communication. This is because they are a typical example of the flattening of organizational hierarchies that has occurred in recent years, resulting in a move away from the straightforward one-way evaluation of employees (viz. traditional evaluation interviews), to a seemingly empowering collaborative two-way discussion of employee and employer performance (viz. performance appraisal interviews).

Yet, at the same time, these interviews are typical media of control during which employers often attempt to ‘regulate’ their subordinates’ professional identities and convince them of the importance of adopting identities that match the organization’s goals. As such, during these seemingly empowering interviews, we can observe processes of manipulation to ensure that dissident professional identities are silenced.

I will illustrate this point by drawing on a corpus of eight authentic performance appraisal interviews that were audio-recorded in various Belgian organizations. The interviews were all Dutch-spoken and they were transcribed using conversation analytical transcription conventions. In particular, I will adopt a discourse analytical approach and I will provide a fine grained analysis of a number of fragments in which the correction of dissident identities can be observed, either by silencing or by the collaborative construction of employee identities that are more acceptable from a corporate perspective. The analyses will thus demonstrate how, behind the veil of more egalitarian organizations, these performance appraisal interviews function as a form of ‘identity gatekeeping’ during which professional identities are interactionally molded so that they match corporate expectations.
An Analysis of Banking, Technology and MSP CEO Open Letters Responding to Crisis

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This presentation analyzes 30 CEO open letters from the banking, technology and mobility service-provider sectors published in response to service and operations-related corporate crisis situations between 2010 and 2017. Utilizing a discursive approach, this presentation explores how they attribute blame and assume, mitigate or avoid responsibility for a crisis through the medium of public apology. A number of taxonomies of apology and image repair and image restoration will be employed as interpretive frameworks in determining how apology is constituted rhetorically in the dataset. CEO responsibilities include the management of relationships with multiple stakeholders and strategies to make their organizations socially responsible and reputationally strong. A perceived trend is for CEOs to take a public role in resolving crises and repairing corporate image through open letters to customers, a channel which has been identified with annual reports and shown to provide accountability explanations, statements of credibility and commitment to customer needs, and insight into the thinking of top management. The dataset was characterized by expressions of regret, frequently with a conciliatory tone in showing alignment with those affected and accounting for service failures, and offers of apology, which were sometimes communicated without transparency and dissociated from specific causes and events. The open letters served a secondary purpose of affirming corporate identity, values and commitment to corporate social responsibility. The analysis therefore also afforded an interpretive framework for parsing CEO language for image repair strategies of bolstering and transcendence and content related to projection of fair operating practices and consumer issues.
Dialogue in Workplace Discourse of the Army Chaplains: Code of Ethics and Communication Boundaries

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Contemporary research literature on dialogue displays both immense diversity and creativity. The studies of dialogue are carried out in the context of competence-in-performance models (Weigand, 2009), in new ritual ethics (Moyaert & Geldhof, 2015), in building spoken dialogue systems (Jokinen & McTear, 2010) etc. However, there has been a lack of cohesive theoretical investigation of dialogue as a natural form of conversational exchange in workplace. Workplace discourse of the Army Chaplaincy is particularly underresearched. Moreover, dialogue in zones of military conflict, communication boundaries in oral language and paralanguage (exceptional surrounding, limited speech genres, hidden sign and body language, secrecy and confidentiality) are still on the research agenda.

Therefore, the purpose of this research is to develop a typological framework for dialogues carried out by chaplains as well as to describe communicative strategies, tactics and techniques, verbal and nonverbal repertoire employed to make effective communication decisions in a professional setting.

The research methodology involves comparative analysis of the workplace dialogue samples, systemic categorization of effective communication interactions, interviewing chaplains as well as the military men who serve in the conflict zone of Eastern Ukraine. The research has resulted in categorizing chaplains’ dialogues based on the following criteria: 1) type of soldier’s personal problem; 2) strategy in realizing a communicative goal; 3) ethical limitations. The study has also enabled determining effective types of dialogues, such as: encouragement, recovering, solace and prevention dialogues in the genres of confession, sermon, blessing and homily.

The outcomes of the research relate to the use of professional chaplains’ language to overcome the communication boundaries for solving specific military problems including panic, combat fatigue, getting used to violence, emotional burnout, separation anxiety.

Key words:
Dialogue, Army Chaplaincy, workplace discourse, communication boundaries, Code of Ethics.
In this presentation, I will explore (im)politeness in teacher-student interaction at higher education from an ethical perspective with reference to its causes and effects in motivation and learning. Politeness theory (Brown and Levinson 1978, 1987) will be extended to include a discursive approach to the management of interpersonal relations (Spencer-Oatey 2008), and further developments towards the expression of impoliteness. (Im)politeness and rapport management will be analysed in combination with self-determination (Deci and Ryan 1985) and appraisal theories (Martin 2000, Martin and White 2005, Hunston and Thompson 2000, Thompson and Alba-Juez 2014) in order to examine the role of motivation and negative evaluative meanings in the construction of impoliteness. E-mail and face-to-face interaction have been explored in a corpus that is being compiled by the author, containing e-mail and face-to-face exchanges in Spanish and English as language of instruction between teachers and students in Alcalá University.

The data have been processed and analysed with Corpus UAM Tools and combines Corpus Linguistics (CL), Conversation Analysis (CA) and systemic functional Discourse Analysis (DA). Results show that the discourse of teaching typically contains many rapport sensitive discourse acts and that their face-aggravating potential increases when conveying negative evaluative language and when students present a challenging orientation to rapport due to different reasons, being lack of intrinsic motivation an important one. From an ethical standpoint, teachers face the challenge to be honest professionals over favouring their students needs for positive face.

Other aspects which can result in face aggravation such as different expectations regarding sociality rights and obligations will be discussed with an ethical perspective. As T-S interaction has effects not only on the relations created among teachers and students but also on the teaching-learning process, it seems essential that the involved parties become aware of the impact of rapport management and of the fact that learning is facilitated by good interpersonal rapport but can be seriously undermined by its absence.
Applying analytical approach to corporate reputation management in a cross-cultural virtual collaboration project

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Companies increasingly try to get consumers engaged in online discussions by including social networking sites like Facebook and Twitter in their communication strategy: 87% of the Fortune Global 100’s companies are active on at least one social media platform, mainly Twitter (82%) and Facebook (74%) (Burson-Marsteller, 2012). The most prevalent motives for companies to use social media are enhancing trustworthiness, brand attitude, and customer commitment (Van Noort & Willemsen, 2011; Weinberg & Pehlivan, 2011). While many companies are in pursuit of pleasing their stakeholders generally with various social corporate responsibility campaigns, many do not provide a sustainable competitive advantage. Conversely, some S&P 1500 companies use social media strategically, especially Twitter, to announce investor-related news to manage public perceptions of their reputation (Jung, Naughton, Tahoun & and Wang, 2016).

The Virtual Business Professional (VBP) project uses a strategy-led normative framework to reputation building (Dowling & Moran, 2012) to teach students critical thinking skills and analyze how different organizations anchor their desired reputation to their vision, values, stakeholder concerns, and strategy. The paper discusses the project task and project design employed in the VBP project where students are placed in cross-cultural teams of management consultants who virtually to perform company analysis (identify an organization with robust online presence; analyze the online communication in terms of building and maintaining the organization’s reputation, and write collaboratively a report on the project with recommendations for improvements for the organization). The project started in 2015 as collaboration between University of Southern California and IBM and included three schools and three universities. It has grown exponentially and in Spring 2018 included almost 600 students and 22 faculty from 7 countries, including Spain, Germany, France, Finland, India, and Canada and 6 states in the USA.
Multimodal persuasion in corporate websites

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Corporate websites are the calling cards of an enterprise in our global, digital world. Increasingly multimodal, business communication has developed fast and wide in the last decades, so in this kind of websites, more and more attention is paid to the different kind of elements presented in them, not only the information included, but also the images displayed, colours and typographies, as well as the linguistic strategies used in order to attract potential customers and convince them of the company reliability, that is, in order to be persuasive. Extensive research has been done on persuasive strategies in language, but far less has been devoted to multimodal persuasion, where the different modes –textual and visual– interact to reach and persuade stakeholders.

This paper addresses two main questions: How do companies use these different modes to construct persuasive meaning? And how can all these modes be handled analytically? For that purpose, several corporate websites, selected on criteria of excellence, international scope and type of business, were examined following a multidisciplinary approach. On the one side, the classical modes of persuasion –ethos, logos and pathos– were considered as the main persuasive strategies to reach the potential audience. On the other, recent findings on the analysis of multimodal discourse (Kress & van Leeuwen 1996, 2001; Jewitt 2009) were applied in combination with those. Finally, Pauwels’ (2011) methodology for analyzing websites provided a more specific approach to the websites as cultural expressions and so revealed the way in which a particular corporate culture is conveyed in them.

We conclude with a discussion of the potentials of multimodal analysis and their strategies for persuasive communication in these websites, which are examples of promotional discourse for companies. Findings presented can be of interest for discourse analysists and researchers working in multimodality and persuasion studies.
Communication Gaps in Investment Chain: An Analysis from Asset Management Business Perspective

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Theoretical framework: I want to analyze intercompany communication issues from Investor Communications perspective.

Objectives: I want to make presentation on intercompany communication issues from a point of Investment Chain in the field of asset management business. Investment products are composed of various participants such as asset manager, administrator, intermediary agency, distributor and end investor, etc. and these participants constitute an investment chain. Communications in the said investment chain have a feature that it constitutes a hierarchical structure, that is to say, from the upstream side to the downstream side (and vice versa). In this regard, the upstream end is asset manager and the downstream end is end investor, and there are administrator, intermediary agency and distributor in the middle of the upstream end and the downstream end. In general, communications in the said investment chain shall be performed only between with either or both of the nearest upstream side and the nearest downstream side.

Research methodology: I want to see the above communication issues as a problem of intercompany communication and analyze the said communication issues from a point of the study of intercompany communication gaps arising from differences in financial regulations and industry practices.

(Preliminary) Results: The said communication issues seem to be related to actualization of intercompany communication gaps as globalization of investment chain progresses. I intend to suggest that it is important for each participant in the investment chain to know and understand differences in financial regulations and industry practices each other. Finally, I want to suggest how smooth intercompany communications should be established.
Ethical decision-making is a critical tool for today’s executives; therefore, students must understand the ethical thinking process for making informed decisions and communicating those decisions to their constituents clearly and concisely.

Students must also be aware of instigators that enable unethical behavior within businesses and organizations. For example, technology is a major force that can be misused to create unethical situations. People misuse technology with e-mail, software piracy, copyright infringement, data stealing, lack of information privacy, electronic misuse of funds, etc.

Even though technology creates the opportunity to facilitate such unethical behavior, technology can also be used to enforce ethical codes of conduct. To promote ethics and goodwill, while raising the awareness of ethical issues, educators can make students aware of tools and processes to support ethical decision-making.

This presentation will provide several activities for students to assist them in determining their own “code of ethics” and how society may react to decisions based upon those ethical values. Through the use of case study and debate, students make choices and develop their own guide to ethical decision making. Students determine the parameters, ethical principles, legal responsibilities, and adequate communication to resolve ethical scenarios.
A critical-cognitive analysis of Donald Trump´s discourse across time: Trump as a businessman versus Trump as a president

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Over the last decades, the way in which strategies of self/other-representation and mystification are combined with conceptual metaphors in the construction of ideological discourse has been an interesting area of research for critical discourse analysis (see Charteris-Black, 2006; Hart, 2014; O´Halloran, 2003; Santa-Ana, 2002). Along this line, this paper aims to analyse the discourse of Donald Trump on immigration and economy at two different periods of time: as a businessman in the 80s and 90s, and as the current president of the US. In particular, I want to shed light on the following questions: (1) how are immigrants and economic issues represented in Donald Trump’s discourse before and after being elected president? (2) What participants and events are mystified? (3) What metaphors are used so as to represent these topics?

Data for this research were gathered from four speeches and four interviews delivered by Donald Trump in the eighties-nineties and four speeches and four interviews after being the president of the United States. The transcripts of these speeches were scrutinized, with special attention to the topics of immigration and economy. It should be furthermore noted that the speeches under analysis were mainly broadcast on American cable and satellite television, such as CNN, NBC and C-SPAN, and the intended listeners were mainly foreigners in the 80s and 90s, however, nowadays, are mainly Americans. The preliminary results show that Trump’s use of metaphors as well as representation and suppressing strategies regarding the themes of immigration and economy in the eighties-nineties are different from those used at the present time. That is to say, regarding immigration Donald Trump seemed to show more empathy and solidarity towards immigrants and the homeless in the past. As a businessman, his view of economy tends to be ambitious before and after being elected president, though it can be argued that today as the president of the United States his views on economy may be regarded as more radical. It should be mentioned that Trump’s discourse also differs depending on the intended listeners, that is, from one targeted audience to another, the way discourse is used changes, for instance, the manner in which Trump concerns immigrants and Americans is distinct.

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Communicating Corporate Social Responsibility online: A comparison between socially responsible and irresponsible companies

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In the age of corporate scandals, the idea that corporations should be economically, environmentally, and socially responsible has gained currency. In response to stakeholders’ increasing demand for transparency and ethical behavior, companies have integrated corporate social responsibility (CSR) as part of their daily business and communication routines (Lantos 2001; Garzone et al. 2007; Nielsen and Thomsen 2007; Dahlsrud 2008; Williams 2008). Notwithstanding a common recourse to CSR as a powerful tool necessary for survival, firms’ motives to engage in corporate social responsibility activity include, in some cases, a sincere interest in the cause and in many others, image-polishing attempts (Yoon et al. 2006). Set against this background, the paper sets out to investigate, in a comparative perspective, how CSR is communicated on the Web by socially responsible vs. irresponsible multinational corporations.

Specifically, the study focuses on two collections of sustainability-related webpages created by two samples of companies which were respectively classified by internationally recognised organisations as socially responsible and irresponsible firms. With the support of corpus linguistics tools (Sinclair 2003, 2004) and the software package WordSmith Tools 5.0 (Scott 2008), the two databases will be analysed both quantitatively and qualitatively in a selection of keywords and their phraseology. The comparative study will highlight similarities and differences both in the type of information released by socially responsible vs. irresponsible companies, and in the language strategies they adopt to promote their integrity or mitigate their bad reputation.
Talking a team into being in online workplace collaborations: the discourse of virtual work

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Digital communication technologies led to a revolution in how people interact at work: relying on computer-mediated communication technologies is now a must, rather than an alternative. This empirical study investigates how colleagues in a virtual team use synchronous online communication platform in the workplace. Inspired by the conceptualisation of web-based communication platforms as tool, place and site of social construction (Markham, 2017) we explore the discursive strategies that contribute to the construction of the team’s shared sense of purpose and identity, a collegial atmosphere and consequently lead to effective collaboration.

The close analyses of real-life data from a multinational workplace provide insights into the everyday communication practices, and expose how team members use their orientation to the digital platform as a way to negotiate ways of working and norms of the group, challenge the boundaries between online and offline as well as their organisational realities. Our findings supplement organizational literature based on etic observations of the effectiveness of virtual work and demonstrate the need for interdisciplinary dialogue between organisational and discourse analytic/applied linguistic work. Such interdisciplinary work, we argue can provide solid basis for further theorisations about how communication technologies affect the ecology of and discourse practices at work - both online or off.
Ethical Issues within Deception Research and Earnings Calls

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Adding to the increasing interest into the legitimacy and veracity of business
disclosure discourse, a current study proposes to analyse the language of deception
that occurs within the genre of earnings conference calls from a qualitative
perspective.

Utilising a hybrid tool comprising of various linguistic strategies of deception
detection, the project seeks to approach earnings calls data through a different lens
than previously attempted. A few hurdles, however, have manifested along the way
within the research processes involved regarding ethical issues and identifying
companies to analyse for deception.

Earnings calls are public data and all analysis conducted can be traced back to the
company through any internet search engine, regardless of best efforts to
anonymise the data. Therefore, should a company be revealed as deceptive through
the language used by the executive members, does the author fear being
potentially sued for defamation of character?

This presentation aims to outline the research processes involved for overcoming
these ethical issues; for example, through the creation of an algorithm as a mechanism
for identifying fraudulent and truthful companies, as well as exploring relevant bodies
and databases for company information regarding alleged/confirmed fraudulent
activity.

These include the Securities mind for further suggestions.
Through the ethical lens: work climates reflected in employee reviews and testimonials

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The paper presents the results of a pilot study comparing the employee perceptions of ethical work climates reflected in two types of electronic word of mouth (eWOM): online employee reviews and testimonials. The former are regarded as belonging to the category of company-independent sources of employment information, whereas the latter can be viewed as combining the characteristics of word-of-mouth with the advantages of company-dependent (and company-controlled) recruitment sources promoting a favourable image of the employing organization.

The two corpora comprise, respectively, 150 online employee reviews of 14 randomly selected companies, and 152 employee testimonials extracted from the corporate websites of the same organizations. The study is methodologically grounded in the Ethical Climate Theory, Employer (and Employee) Branding and linguistic approaches to analyzing organizational values, with the concept of ethical climate being understood (broadly speaking) as shared perceptions among employees of the organizational practices and procedures that have an ethical/moral content.

The paper investigates, in the first place, whether ethical work climate emerges as an important criterion of employer attractiveness in the eyes of existing and former employees evaluating their employing organizations in reviews and testimonials. Secondly, the study examines the degree to which the ethical aspect is emphasized in both corpora, comparing the results with the findings offered by organizational scholars with regard to employee values commonly viewed as having the strongest impact on applicants’ choices. Finally, at a more detailed level, the analysis investigates what types of climates, as proposed by the Ethical Climate Theory (instrumental, caring, independence, rules and law/code) are foregrounded in each corpus, and how the climate types are expressed linguistically. An attempt is also made to reflect on whether and how the way ethical work climate is approached in different categories of eWOM may possibly result from their location on the company-independent-company-dependent continuum.
Navigating the moral map: Multilingual workplace interactions in the European supply chain

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In Europe, international truck drivers need to navigate their way through the diverse (linguistic) landscape to keep the supply chain intact. We present on the outcome of semi-structured interviews performed with 12 Polish truck drivers and Dutch warehouse clients, illustrating how language barriers provide a platform to negotiate language choice. Essentially, individual multilingual practices are influenced by overarching social and historical factors, such as diverging political histories, or negative attitudes arising from stereotypes. These issues are explored within a Nexus Analysis (Scollon & Scollon, 2004), which provides a framework that brings together the aspects of time, place, as well as their joint effects on the individual which shape current discourses, helping us better understand how multilingual customer-contact interactions on a micro level are influenced by macro level phenomena.

We also show that individual preconceptions impact the success of multilingual interactions and sketch out the path ahead to thorough address the question of which discursive strategies the interlocutors draw upon to manage and restore everyday communication in their workplaces. The example of Polish truck drivers in Western Europe serves as an apt case study insofar as it exemplifies the increasing internationalization of Europe, multilingual contact cases, and unique challenges facing different industries within supply chains.

Reference:
Pinkwashing and Greenwashing Reciprocity

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Pinkwashing may now be considered the new greenwashing. Pinkwashing, a form of cause marketing, advertises products or services to consumers with the promise to donate a portion of the proceeds to a breast cancer related organization. In contrast, greenwashing is when companies make unsubstantiated claims that its products or services are environmentally safe. A close examination of both pinkwashing and greenwashing indicates that many companies’ motives for these “washing” campaigns are to impact their (in the black) bottom line.

The objective of this presentation is to compare and contrast pinkwashing and greenwashing. Evidence of how both concepts are interrelated will be discussed. Information and analysis of products from selected companies will be examined to determine the degree to which companies engaged in pinkwashing may be simultaneously involved in greenwashing. A review of specific repercussions and consequences associated with ethical issues related to the reciprocity of the two terms will also be included. This includes an overview of the involvement of advocacy and watchdog groups.

Marketing tactic choices of companies engaged in pink or green campaigns can be categorized by advocacy and watchdog groups as ethical dilemmas or ethical lapses. Companies are accused of ethical lapses during pink or green campaigns when choices are clearly right or wrong, but the company chooses to make a false (the wrong) claim regarding campaign support or product/ service materials. Once a company is grouped within the ethical lapse category, advocacy and watchdog groups publicize that the company is using the emotional state of consumers to support campaigns where specific products may be camouflaged as eco-friendly, when they may in fact be chemically or environmentally harmful.

Business communication faculty can use information discussed in this session to encourage business students to consider ethical issues and consequences related to how products and services are marketed as future business leaders, employees, and consumers.
Responsabilidad Social Corporativa (RSC) en el mundo hispánico: un análisis conceptual de un corpus chileno, español y mexicano

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Con esta investigación pretendemos contribuir a la creación de un nuevo currículo para el español como lengua extranjera con fines económicos y comerciales. Tal como declara la bibliografía especializada, urge la necesidad de investigar las dimensiones sociales, políticas y culturales, además de sociolingüísticas y dialectales, del español de los negocios utilizado en el mundo actual.

De ahí que nos centremos en un tema de una gran relevancia hoy en día como es la Responsabilidad Social Corporativa (RSC).

Trabajamos en tres variantes lingüísticas, el español peninsular, el mexicano y el chileno dado que pertenecen a tres zonas de implementación de RSC diferentes que a su vez coinciden con sendas zonas dialectales.

Metodológicamente nos inscribimos en el enfoque Institutional/Legitimacy theory por un lado y Agency theory por otro. El primero considera el discurso RSC como una herramienta de reputación o legitimación que responde a la presión de los grupos de interés. El enfoque de la Agency theory trata el discurso de la RSC más bien como herramienta informativa y argumentativa para alcanzar una mayor transparencia corporativa.

Al estudiar la expresión de los diferentes actores de la RSC en las cartas de presentación de informes de sostenibilidad constatamos que el corpus mexicano prioriza un estilo inclusivo con el uso mayoritario de la primera persona del plural, mientras que el español y el chileno adoptan un estilo más exclusivo, que hace referencia a una mayor variedad de grupos de interés. Además, si para el corpus chileno estos grupos de interés aparecen perfectamente repartidos entre los consejos de la empresa misma, las instituciones nacionales e internacionales y los demás stakeholders, llama la atención que en el corpus español se presentan más referencias a normas y directivas internas.
In the current climate of customer empowerment, both organizations and consumers see themselves confronted with an exponential growth in customer reviews and complaints, the sheer volume of which is sometimes hard to manage and monitor. The easy access to online platforms has not only given rise to an avalanche of information with consumer feedback, the language with which the information is provided in many cases presents itself as deviant from ‘standard’ language, with blends that include spoken features in written form (emulating pronunciation), flooding, capitalization and colloquial patterns, alongside typical spelling mistakes, typos and bad grammar.

While instances of the latter kind, i.e. ‘incorrect’ language use have amply been shown to have a negative impact on perceptions of source and author credibility and content reliability – even triggering companies to resort ethically questionable practices of cleaning up consumer reviews – much less attention has been devoted to the impact of the more hybrid language features that are typical of chatspeak in (informal) online environments on perceived credibility, reliability and expertise. This reveals an interesting tension between the possibly opposing forces of using ‘correct’ language on the one hand (to sound professional and credible), and the much advocated use of conversational human voice and accommodating language on the other hand, which reflect societal changes such as informalization, democratization and changes in standard language ideologies in Europe.

In this study we pick up on this complex issue and will report on a number of experiments in which we proved into the effect of form (i.e. mistakes, chatspeak and flooding) on the credibility of content in Belgian Dutch consumer reviews and replies. Intermediate results already reveal a negative impact of non-standard language on both consumer and company credibility and professionalism. At the same time, these results also underscore the context-dependent nature of accommodation and language intensity similarity as best practice, and they raise a number of ethical and ideological issues regarding successful reputation management, standard language and the impact both have on how we (should) communicate.
In recent years, companies have felt the need to show their interest to improve their relationship with society and their corporate image. Despite their profit-oriented efforts, firms are also aware of their commitment to society, and they have learned to engage in Corporate Social Responsibility (CSR) activities.

Aspects such as reputation, image and competition are all enhanced when businesses communicate appropriately their commitment to society throughout aspects such as gender empowerment or environmental protection. Moral, ethical, and social obligation are necessary today to offer something else to stakeholders (e.g. customers and investors), and corporate social responsibility communication is one of the main tools to try to increase that positive public image. However, some experts consider that CSR may result skeptical for many potential readers or users (Forehand and Grier, 2003; Pomering and Johnson, 2009). The fact of proving or gaining credibility can even be harder for banking financial providers which “have been involved in frequent financial scandals and questionable accounting and management practices (KPMG, 2008) and, thus, have been considered to trigger off the latest international economic crisis (Bravo et al., 2011)” (Pérez & Rodríguez del Bosque, 2012: 148).

We aim at analyzing how companies offer that commitment to society in their CSR reports, whereas trying to persuade readers to understand the ethical aspects endorsed by the firm. To do so, we have paid attention to a small sample of profit-oriented organizations (namely banks and investment institutions) quoted both in the IBEX 35 (Spanish companies) and in the Dow Jones Industrial Average (US corporations). Our analysis focuses on the content as well as on the discourse used in the statements CEOs of the companies write to initiate the CSR report. We will see the differences and similarities between top-companies from two different cultures.
Is being right legitimate? Managing public outcry on social media

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With the advent of social media, organisations have had to face new realities when it comes to being exposed to public condemnation and ridicule. Thus, social media provide publics with easy and instant access to voicing disapproval of organizational behaviour, potentially leading to long-term negative effects on image and earnings (Author 2015, forthcoming). This realisation forms the background of the paper which discusses the apparent clash between organisational legitimisation strategies, which seek to justify actions through reference to their just, reasonable and appropriate character, and the public evaluation of the very same conduct as being inappropriate and immoral.

Starting with a discussion of what constitutes legitimacy (e.g. Suchman 1995), the paper analyses a case in which the legal actions of a restaurant chain led to the instant development of an organisational crisis as the result of public outcries on social media. The data for analysis consist of a corpus of entries on Facebook collected in 2014 and the reported behaviour of (the owner of) the restaurant in various news media, offering access to a number of salient and consistent frames (cf. Fillmore 1982; Schultz & Raup 2010).

The analysis reveals that the social media frames evoke basic social values and norms which unite publics across social groups, but which are at odds with the legal norms and values that inspire organisational action and frames. Furthermore, the analysis suggests that despite the existence of a shared social system based on the rule of law, public groups on social media may follow legitimation strategies that are guided by sentiments rather than fact, and which are fundamentally different to those of organisations. This insight combined with the instant character of social media calls for vigilance in communicating organisational affairs to the public.
From a lingua-franca to a multi-lingual franca approach: where ethics and performance meet

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Traditionally, educational models for language and intercultural training based on the essentialist, nation-based paradigm have perpetuated an assumption of a homogenous national culture and an associated static linguistic code based on an idealized native-speaker. Although the intention of this language- and culture-specific approach is to prepare individuals to ‘cross borders,’ it reinforces boundaries by silencing an individual’s multiple linguistic and cultural repertoires.

Debate on business and professional communication has focussed on the need for a ‘common’ working language in diverse workplace settings. Although convenient, a lingua-franca solution (often English) raises ethical issues concerning not only power and status but the ramifications on company performance due to marginalizing diverse voices and point of view. Much language and cross-cultural communication training reflects the shortcomings of this simplistic approach. Their objectives are defined in terms of conforming to one specific language and culture, treated in isolation. Rather than solely focussing on learning a specific national linguistic code, training should equally emphasize the competencies of a general nature required for interaction in a multicultural/multilingual workplace.

For effective performance in today’s international - and, increasingly diverse intra-national – work settings, business communication training must be redesigned to embrace, rather than efface, diversity. For changing and unpredictable environments, training must include language and culture-general competencies. Based on a critical and reflexive stance, these include an awareness of context, sensitivity to the interplay of languages, understanding voice and register, ability to adapt to change. A more ethical approach to learning how to interact with others lie at the core of such training.

This theoretical paper is based on research in sociolinguistics, international business, communication studies and cross-cultural management. Our objective is to continue the conversation on how mixed-language – or multi-lingual - realities can inspire new thinking if approached with a diversity driven mind-set.
Redefining Work Ethic: Daughters’ social construction of professional intentions and talk of mothers’ memorable messages about career

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This study investigates the social construction of ‘work ethic’ through adult daughters reports of mothers’ memorable messages pertaining to the workforce. Qualitative interviews with 35 women transitioning from college to career revealed that the next generation of the workforce is redefining ‘work ethic’ by leaning heavily on messages from mom. Guided by the framework of social construction (Berger & Luckmann, 1966) and memorable messages (Knapp, Stohl, & Reardon, 1981), daughters’ talk revealed an understanding of ‘work ethic’ in 4 categories of memorable messages: Work Hard, Maintain Consistency, Carve your own Path, and Prioritize the Personal. These data reveal a rich area for learning how the emergent workforce constructs work ethic within an organizational system, intertwining family and career more than any previous generation.
(Un)ethical leadership: a critical discourse analysis of Wells Fargo’s CEO email to team members

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This study explores leadership discourse in text through analysing then CEO John Stumpf’s email (8 Sep 2016) sent to all Wells Fargo team members (employees). The analysis draws on interdiscursivity theory and the critical importance of context (Bhatia, 2010) to understand how linguistic manipulation, persuasion and power are constructed, interpreted, used and exploited (Llopis, Breeze & Gotti, 2017) to obfuscate Wells Fargo’s unethical practices discovered during the cross-selling scandal.

The analysis uses a critical discourse approach focusing on the dialectic relationship between language and society (Fairclough, 2003). Three aspects of meaning are distinguished in terms of the relations of persons involved in the event: relation to knowledge (control over things), relations with others (power; action on others) and relations with oneself (ethics, and the “moral subject”).

Further, I apply Merkl-Davies and Koller’s (2012) three-level analytical framework – micro-level, meso-level and macro-level – to analyse the CEO’s email. Micro-level analysis focuses on linguistic strategies employed to achieve impersonalisation and evaluation, with emphasis on evaluative forward-looking statements (McLaren-Hankin, 2008). Meso-level analysis focuses on the discourse practice context while macro-level analysis considers the wider social formation including representation of social actors.

The analysis also examines the CEO’s public apology (Battistella, 2014) embedded in the email. The apology received harsh criticism in the media and during Stumpf’s appearance before the United States Senate Committee Hearing on Banking, Housing, & Urban Affairs (16 Oct 2016).

A goal of the research is to contribute to the development of a set of principles for effectively using leadership communication in managing an ethical crisis. The paper aims to promote a better understanding of how agency is assigned in text, to identify social actors and underlying ideologies, and to infer the writer’s communicative goals. These principles can then help students and practitioners analyse texts more systematically, reflect on discursive practices in professional communication and improve their text production.
Client-Architect E-mail interactions in an ELF context: Persuading the client to pay

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The economic crisis, the housing bubble and the real estate crunch have deeply affected the architecture profession in Spain in the past decade (2008-2018). Architects have resorted to finding international clients to cope with the national decrease in the number of commissions. Client-architect communication in this context is a clear example of the use of English as a lingua franca (ELF, henceforth) as “any use of English among speakers of different first languages for whom English is the communicative medium of choice, and often the only option” (Seidlhofer 2011: 7). The present study aims to study a number of communication strategies within the ELF/ESP paradigm (Flowerdew 2015), by analyzing 35 e-mails by 18 architectural firms claiming payment to their clients. Both quantitative and qualitative analyzing methods are used to answer the following research questions:

• What are the discourse patterns used in the discussion of unsettled accounts in this context?
• How do ELF strategies affect architect-client communication about payment?
• How effective were these persuasive strategies? How many e-mails managed to obtain the desired effect?

It is hoped that the results will provide professional writing skills guidelines for architect-client communication in ELF settings, and thus they will contribute to the research and the development of an ELF-aware pedagogical approach to English for Architecture language training.

References:
Implicit primary metaphors as a subliminal advertising strategy

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Metaphor is a powerful tool of rhetoric. It allows speakers in general and professionals working with language as a raw material (i.e. branding and marketing specialists, journalists, etc.) to creatively lead their audiences to envision one thing in terms of another, thus highlighting some of the relevant characteristics of their communicative target. This paper looks deeper into the use of metaphor in advertising narratives.

More specifically, it focuses on the use and potential abuse of a specific type of metaphor, namely, that whose source domain is experientially grounded (i.e. primary metaphors) in human sensory-motor actions and notions (i.e. upward/downward/horizontal movement/location, experience of containment, etc.) and physical feelings (e.g. hunger, thirst, heat, cold, closeness, distance, etc.) The use of non-primary metaphors in advertising has already been given ample consideration in previous works. This is not the case with primary metaphors, which have received little attention to date in the literature. However, as the results of our analysis of a corpus of 500 printed ads shows, primary metaphors are in fact more frequently used in ads than non-primary metaphors.

In addition, our data reveals that they are used in an implicit, submerged manner, so that only the source domain of the metaphor is present, and its full activation does not take place in the advertisement itself, but in the minds of the audience. Since primary metaphors are conceptually basic and experientially grounded, this activation is virtually automatic and inescapable, causing the consumer to make associations that are not explicitly communicated. The results of the analysis should lead to a debate on the ethics and appropriateness of the use of this type of implicit primary metaphors in advertising. Their usefulness is already beyond doubt given the success of some well-known marketing campaigns that have based their narratives on this strategy.
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