The Ins and Outs of Business and Professional Discourse Research

Reflections on Interacting with the Workplace

Edited by

Glen Michael Alessi
University of Modena and Reggio Emilia, Italy

and

Geert Jacobs
Ghent University, Belgium
Contents

List of Figures vii

List of Tables ix

Notes on Contributors x

Reflections on the Ins and Outs of Business and Professional Discourse Research 1

Glen Michael Alessi and Geert Jacobs

Part I In

1 Negotiating Positionality in Ethnographic Investigations of Workplace Settings: Student, Consultant or Confidante? 13

Dorte Lønsmann

2 The Physical Environment for Communication in 21st-Century Work Spaces: A Research Model 37

Deborah C. Andrews

3 Getting Access to Language Data in the Workplace: Role Enactment as a Data-Generation Method 63

Annelise Ly

4 Gathering Linguistic Data from Multinational Companies: Inter-cultural Communication in the Workplace 81

Carmela Briguglio

5 "We Never Even Wondered Whether We Trusted Them or Not": From Freedom to Mutuality in a Student Research Project 102

Astrid Vandendaele, Tom Bruyer and Geert Jacobs

6 How Legal Translation Studies Research Might Assist Lawyers with Best Procurement Practice 117

Juliette Scott
Part II  Out

7 Knowledge Management in Multilingual Areas: Practical Recommendations for SMEs 141
  Elena Chiocchetti

8 Evaluating Topical Talk in Interactional Business Settings: When “Testing the Waters” with Customers May Not Be Much of a Gamble 161
  Chiara Ganapini

9 Crafting the Investor Pitch Using Insights from Rhetoric and Linguistics 182
  Peter Daly and Dennis Davy

10 Exhibition Press Announcements: An Evolving or Dissolving Genre? 204
  Cecilia Lazzeretti

11 Standardizing the Language of Corporate Internal Investigative Reports: Linguistic Perspectives on Professional Writing Practices 225
  Glen Michael Alessi

12 Dissociative Identities: A Multi-modal Discourse Analysis of TV Commercials of Italian Products in Italy and in the USA 246
  Laura Di Ferrante, Walter Giordano and Sergio Pizziconi

13 From Business Letters to Emails: How Practitioners Can Shape Their Own Forms of Communication More Efficiently 272
  Franca Poppi

Index 295