

**Garzone, Giuliana/Gotti, Maurizio, eds. (2011): *Discourse, Communication and the Enterprise. Genres and Trends*.** Bern: Peter Lang. (Linguistic Insights: Studies in Language and Communication; Vol. 134). ISBN 978-3-0343-0620-1, 451 pages.

This edited volume falls well within the general aim of *Linguistic Insights*, as it makes valuable contributions to research into language and communication within the specific context of ‘the enterprise’ and corporate setting. There is growing awareness of the role of language in constructing companies’ values and identity. This awareness is also reflected in Garzone & Gotti’s opening chapter, where they state that the focus on discourse implies a constructionist ontology. Significantly, too, they describe discourse as situated and contingent, needing to be understood and interpreted relative to its context – a conception of discourse that is evident in many of the subsequent chapters. The volume includes five sections: “General Issues in Research and Practice”, “Corporate Communication as Professional Discourse”, “Corporate Reporting and Social Responsibility”, “Corporate Communication and the Media”, and “Advertising and Promotion”.

In “General Issues in Research and Practice”, Maurizio Gotti describes how corporate and institutional communication in an age of globalization is affected – or inflected – by many situational factors, including cultural adjustment and the need to meet recipients’ communicative expectations, as well as the impact of new technologies. Against that backdrop, he states that one of the advantages of analyzing documents is that they can contribute to the improved understanding of how texts are constructed and used in multilingual and multicultural contexts (p. 46). Charles, in her chapter, argues convincingly for the importance of research into discourse and communication in an organizational setting, as an organization is “created, shaped, maintained, manipulated, and developed through, and by, its discourse; an organization should not be seen merely as a ‘context’ for language, discourse, and communication” (p. 51). The relevance of discourse studies to businesses, she points out, places demands on discourse analysts to be more explicit about their contributions: this they can only do if they “see the wood for the trees” (p. 51). Charles affirms that a discursive approach to corporate and institutional communication is valuable, as it can help professionals to more fully understand and exploit the resources of discourse and communication, at the same time as furthering an awareness of how such knowledge can benefit society at large (pp. 57 f.).

Whilst the first chapters of the volume are theoretical in orientation, the remaining chapters are primarily empirical, focusing on specific examples of corporate or institutional discourse, language or communication. Under the subheading “Corporate Communication as Professional Discourse”, Dieltjens and Heynderickx identify aspects that affect the readability of internal business communication (specifically, instructions given by management to the work floor) by analyzing text and visual elements, using readability scores and performing surveys. Their study reveals that the usability of the internal communication in question was compromised by long and complex sentences and an impersonal style, whilst the target audience preferred clear instructions. Interestingly, the authors raise the question of motivation on the part of the sender to produce clear information, and motivation on the part of the receiver to get such information. Warren uses discourse to refer to stretches of text, examining a discourse flow, specifically 15 interlinked emails, or “email dialogues” (p. 99). Individual email texts are examined to identify links made to other emails. Warren suggests that the findings may be relevant “for the training of novice professionals and the learning

and teaching of languages for specific purposes” (p. 108). Engelhardt compares corporate language policy in an international company based in the Czech Republic, where Czech, German and English are spoken, with how this policy is actually played out in international business meetings. He concludes that language policies are often difficult to carry out in practice, but that they can help raise awareness and increase sensitivities to multilingualism. Poppi, meanwhile, focuses on corporate identity by examining six European companies’ websites that use English as their lingua franca. He argues that features of lingua franca English (for example subject-verb non-agreement and redundant prepositions) contribute to shaping corporate identity. Poppi suggests that this non-standard English provides evidence that the companies in question ‘adapt’ (p. 146) standard English to meet their communication needs.

Under the subheading “Corporate Reporting and Social Responsibility”, Gillaerts and Van de Velde compare the findings of Hyland’s (1998) research into interactive features of CEO’s letters within annual reports with CEO’s letters produced by a Belgian bank. They note some differences, notably, they find that the interactive strategies employed varied according to the economic performance of the company. Catenaccio takes a diachronic approach to corporate social responsibility (CSR) reports, tracing changes over time. Combining Critical Discourse Analysis (CDA) with genre analysis, she finds that a discourse on the environment has been subsumed under the broader discourse of ‘sustainability’. She also discovers that rhetorical moves are flexibly used in CSR reports, possibly because CSR reports are increasingly published online and the rigidity of their structure is affected by the affordances of the “typically non-linear organization of computer-mediated communication” (p. 187), thereby usefully indicating the impact of new media on discourse. Malavasi conducts a discourse analysis of CSR. She compares Nokia’s and Ericsson’s CSR reports, noting similarities and differences in the ways in which companies present themselves as being socially responsible, with Nokia being more “parental” (p. 210) in its social commitments, whilst Ericsson places emphasis on its environmental credentials. Strafella examines CSR reporting in China, using a genre-analytical perspective to identify characteristic aspects, and linking certain features of its expression to Chinese history and culture. Similarly, Cotta Ramusino compares the mission statements on Russian companies’ websites with “their longer established western counterparts” (p. 236) to investigate whether there are any cultural particularities apparent in the Russian websites. She identifies a “mix of global and local features” (p. 251) in the mission statements of Russian company websites. Goletiani has similar results: She finds that GAZPROM, a global energy company, exploits in its environmental reports in the Russian context some structures and conventions, such as “administrator speak” (p. 275), which she describes as being culturally familiar to Russians. A theme that is common to the chapters in this section on CSR, then, is the impact of context (temporal, technological, cultural) on the expression of CSR.

“Corporate Communication and the Media” is the subheading for the next three chapters. Jacobs and Tobback use a fieldwork-based single case study to investigate the discourse of news management, namely, media coverage of the battle to take over Opel in 2009. They usefully question some of the assumptions that seem to lie behind news management, focusing on the use of images, cutting/editing, and the inclusion of foreign language footage. Degano, in her chapter, analyzes whether one of the effects of the economic crisis is that economic themes have become more prevalent in newspapers, spilling over from economic pages to other more general newspaper articles. Similar to Jacobs and Tobback, the case

chosen for investigation is the press coverage of Fiat's bid for Chrysler and Opel in 2009. The application of corpus linguistics tools indicates that economic journalism has evolved to reflect a widening audience, with the general pages including greater focus on economic matters, and the specialized (economic) pages reflecting more of a political focus. The final chapter on the media written by Paganoni uses genre analysis, CDA and social semiotics to focus on promotional documents of Milan Expo 2015, which were produced after Milan had been chosen in 2008 to host a world trade fair in 2015. Interestingly, Paganoni finds an 'overlapping of the pedagogic, utopian, humanitarian and branding discourses' (p. 337), which she traces to the vague formulation of the Expo objectives. An identification of discourses is very valuable from a constructionist point of view as it helps to indicate how certain ideas become legitimated, which is especially interesting in the case of "new" events.

The final section of the book is on "Advertising and Promotion". Here, in her noteworthy study, Garzone takes a diachronic view on advertising for tobacco-related products, identifying changes in the genre as being reflective of the "various commercial, social and economic factors prompting change" (p. 343). Santulli, on the other hand, examines tourist brochures as a means of conveying corporate image. Again, the approach is diachronic, looking at changes in the brochures produced by a company to reflect a re-branding process, where "brand identity is [...] actively constructed through brochures" (p. 388). Berti, then, uses Speech Act Theory to analyze examples of advertising in order to investigate how persuasion (a perlocutionary effect) may be obtained by the use of two illocutionary acts: advising and promising. An interesting finding is that advising and promising "tend to merge into one another so that the majority of texts can be read in a double perspective" (p. 407). Schmidt argues for the importance of considering the cognitive element in communicating brands. He uses the ideas of image schemata and vectorial logic from cognitive linguistics to help explain the internal logic of branding profiles. Finally, Nava and Pedrazzini challenge English as a Lingua Franca (ELF), materials provided by English language teaching publishers headquartered in the U.K., Australasia or North America. They narrow their focus to the construction of EFL teachers as a target group in corporate websites, finding that the country-specific versions of such websites promulgate a "deficit' view" (p. 439) of non-native teachers of English. In sum, many of the chapters in this section emphasize again the impact of context on discourse, or adopt new approaches which lead to disciplinary contributions.

As a whole, this volume yields interesting insights, providing a valuable window on a range of topics, concerns and methods in research that uses discursive approaches to investigate communication in a corporate setting. As is clear from this review, the word "discourse", which is notoriously polyvalent (Mills 1997, p. 1), is used in this volume to include text (such as email dialogues) as well as more abstract discourses (such as CSR), thus spanning the **D**/**d**iscourse (Gee 1999, p. 6) divide. Having said this, the preponderance of genre and linguistic approaches, associated with **d**iscourse approaches, as opposed to methods of **D**iscourse analysis, such as CDA, is noteworthy. Probably the most interesting statement, made by Charles on p. 51, relates to the need for the field to sharpen its objectives. Formulating bold, reflective, self-aware statements of the specific value of **D**/**d**iscursive approaches to communication in a corporate setting would be particularly advantageous, given the existence of competing paradigms and approaches in corporate communication. •

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### References

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**Hans-R. Fluck/Michaela Blaha, Hrsg. (2010): *Amtsdeutsch a. D.? Europäische Wege zu einer modernen Verwaltungssprache*. Tübingen: Stauffenburg. (Arbeiten zur Angewandten Linguistik 4). ISBN 978-3-86057-228-3, 166 Seiten.**

Der Besprechungsband behandelt die Sprachpraxis. Er vereinigt Beiträge der Tagung „Amtsdeutsch a. D.? – Europäische Wege zu einer modernen Amtssprache“, die 2008 an der Universität Bochum im Rahmen von IDEMA (Internet-Dienst für eine moderne Amtssprache) stattfand. Die Angewandte Sprachwissenschaft stellt grundlegende linguistische Theorien und Methoden in anwendungsbezogene Zusammenhänge und erarbeitet praktikable Lösungen für sprachbezogene Probleme. Darauf zielt auch das vorliegende Werk, das sich in die Forschung über Fachsprachenkommunikation und institutionellen Sprachgebrauch einfügt.

Die konzeptuellen Ursprünge der Angewandten Sprachwissenschaft liegen wissenschaftsgeschichtlich schon im 19. Jahrhundert und nicht – wie vielfach angenommen wird – im Jahr der Erstausgabe der Zeitschrift *Language Learning* von 1948 (Back 1970: 34–41). Anwendungsfelder dieser herausfordernden Disziplin sind zum Beispiel Spracherwerb, Fremdsprachenvermittlung, Terminologie und Fachsprache, aber auch Kommunikation mit neuen Medien und in Institutionen. Vor allem in Schule, Politik, Gesundheitswesen, Technik und Wirtschaft sind anwendungsbezogene Untersuchungen zum sprachlich-kommunikativen Handeln zahlreich (Knapp et al. 2011, Niemeier/Diekmannshenke 2008). Dagegen mangelt es an Arbeiten zur Verwaltungskommunikation, die über system- und registerlinguistische Fragestellungen hinaus den Blick weiten auf die Interaktion zwischen Verwaltung und Bürger.

Hans-Rüdiger Fluck, vormalig Professor für Germanistik an der Universität Bochum, und die Germanistin Michaela Blaha haben dazu das vorliegende Werk herausgegeben. Es steht im „Bemühen von Angewandter Sprachwissenschaft, Politik, Verwaltung und Recht um eine zeitgemäße, adressatenorientierte und verständliche Sprache“ (S. 7), die der Gesetzgeber für Verwaltungsschreiben zunehmend fordert (Dienstleistungs-Informationspflichten-Verordnung vom 12.3.2010. BGBl. I S. 267). Erklärtes Ziel ist, Möglichkeiten und Perspektiven für einen Wandel der Gebrauchstextsorte *Verwaltungstexte* interdisziplinär und länderübergreifend zu erörtern und ein europäisches Netzwerk zu schaffen, das die Optimierung von Bürger-Verwaltungs-Kommunikation Institutionen und Öffentlichkeit plausibel macht (S. 11).

Dazu ist das Buch nach der Einführung (S. 11–19) über Kritik an dem Kanzleistil in Europa und dessen Folgen sowie über verschiedene Optimierungsansätze in drei weitere Kapi-