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Titolo	Communicating in Digital Age Corporations // by Anna Danielewicz-Betz
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ISBN	1-137-55813-X
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XVII, 407 p. 52 illus., 13 illus. in color.)
Disciplina	400
Soggetti	Philology Linguistics Communication Public relations Application software Sociolinguistics Discourse analysis Language and Literature Communication Studies Corporate Communication/Public Relations Computer Appl. in Administrative Data Processing Discourse Analysis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	- Chapter 1: Key concepts: an overview -- Chapter 2: Enterprise software or tools: terminology and communication processes -- Chapter 3: A sociological perspective on corporations and tool-mediated business communication -- Chapter 4: Empirical data analysis: the email corpus -- Chapter 5: External corporate communication: Quarterly earnings conference calls -- Chapter 6: Final reflections: patterns of communication in digital age corporations.
Sommario/riassunto	The distinctive point of the book is its innovative interdisciplinary approach to business communication, with interconnections between linguistics, sociology, and critical organisational studies as applied to

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