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Titolo	Discursive Constructions of Corporate Identities by Chinese Banks on Sina Weibo : An Integrated Sociolinguistics Approach // by Wei Feng
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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Chapter 1 Introduction -- Chapter 2 Literature Review -- Chapter 3 Theoretical Framework and Research Methods -- Chapter 4 Heterogeneous Corporate Identities of Banks on Sina Weibo -- Chapter 5 Framing Who We Are: Impression Management Strategies of Corporate Identity Construction on the Sina Weibo -- Chapter 6 Followers' Co-Constructing Banks' Corporate Identity on Weibo -- Chapter 7 Cross-Bank Variations in Corporate Identity Construction -- Chapter 8 Conclusion -- Bibliography -- Appendix.
Sommario/riassunto	This book addresses the discursive construction of corporate identities in social media on the part of Chinese corporations, particularly highlighting how followers of corporate social media co-create corporate identities during firm-follower interactions. Toward this end, it pursues an integrated sociolinguistics approach combining e.g. thematic analysis, interactional analysis and in-depth interviews. Readers will also find extensive information on the brand-new dialogic framework of corporate identity formation. The book offers an insightful and revealing guide for both practitioners/trainers and teachers in corporate communication who are faced with the challenges of managing public relations and corporate images in the age of social

media. It can also serve as a valuable case study for those readers who are fascinated by the Chinese economy and discourse analysis of the Chinese language.

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