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Titolo	Role of Language and Corporate Communication in Greater China : From Academic to Practitioner Perspectives // edited by Patrick P.K. Ng, Cindy S.B. Ngai
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Nota di contenuto	Part One: Development of the CC Profession -- The Development of the Corporate Communication Profession in Hong Kong -- A Review of Corporate Communication Practices and Trends in the US and China -- Becoming a Successful Corporate Communication Practitioner in International Business Consultancy -- Part Two: Bilingual Practices in Development of the CC Profession -- Corporate Communication -- Bilingual Practices in Corporate Communication Functions: Verbal Skills in Focus -- Communication Styles Embedded in the Bilingual E-messages of Corporate Leaders in Greater China -- Translation Strategies in Corporate Communication -- Part Three: Corporate Social Responsibility -- Communicating Corporate Social Responsibility in Singapore: Towards More Effective Media Relations -- The High-hanging Fruit: CSR in the Context of the Chinese Food and Beverage Industry.-Corporate Social Responsibility in a U.S. Context -- Part Four: Employee Communications -- Distributions of Conflict Potentials Among Western and Chinese Employees in Multinational Corporations in China -- Can Internal Communication Drive Business? An overview of its strategic values and practice tips -- Media Discourse & Persuasive Communication -- Pragmatist, Evangelist, or Sensualist? Emotional

Branding on Sina Weibo -- Persuasive Communication Skill
Development for Corporate Communication Practitioners in Sino-
American Contexts.

Sommario/riassunto

This book features not only the latest trends but also academic and industry practitioner stakeholders' perspectives on language and functional role issues facing the rapidly developing corporate communication (CC) profession in the Greater China region. The book also explores the implications for Western societies that cross-culturally engage with Chinese partners in CC practices. The book's chapters are oriented on five main themes, namely: Development of the CC Profession, Bilingual Practices in Corporate Communication, Corporate Social Responsibility, Employee Communications, and Media Discourse & Persuasive Communication. The first two cluster themes feature a review of the PR/CC profession's evolutionary path to its current status as a more distinct and diversified CC profession emphasizing the role of language and particularly the bilingualism phenomenon, whereas the other cluster themes, which adopt the perspectives of academics and those of CC practitioners, span from cross-cultural, profession-wide and bilingual communication issues to applications of heuristic knowledge within industry-specific workplace contexts.
