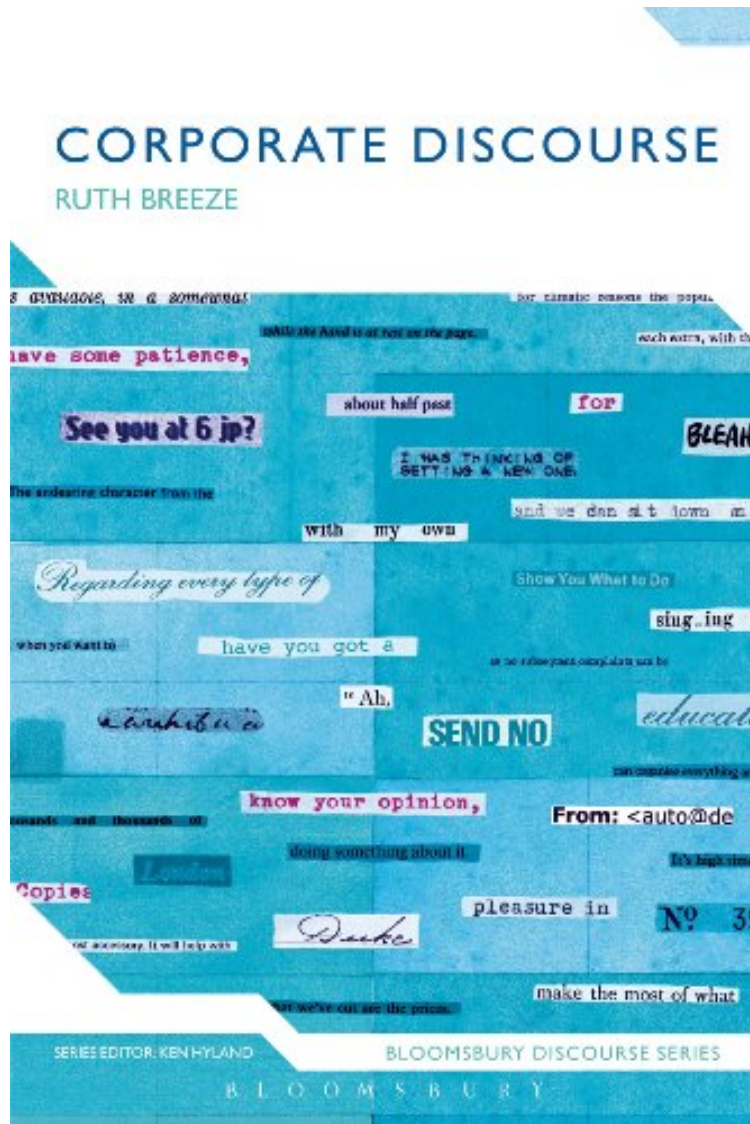


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Corporate Discourse (Bloomsbury Discourse)

Ruth Breeze

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Corporate discourse examines business communication practices from a discourse perspective, looking in detail at the ways in which corporations around the world communicate with individuals, with other collective entities and with the world at large. It is concerned with understanding how language works in business contexts and how corporate identity and personal and professional relationships are configured through discourse. Using a range of analytical techniques to

examine different forms of textual evidence from companies operating in many sectors, this book maps out current developments in corporate discourse against the complex background of globalization.

Corporate Discourse offers a motivating introduction of different areas of business communication in today's world, and can be used as a starting point to explore some areas introduced by the author ... It is, no doubt, a comprehensive account of some discursive interactions in today's firms. -- Juan Carlos Palmer Silveira, Universitat Jaume I Iberica, Vol. 29 The author transcends the traditional, neutral envisaging of business genres and texts as the products of a discursive community to be mastered by newcomers ... In contrast she pushes us researchers and educators out of our comfort zone to tackle the analysis of those genres and texts as sets of social practices, which are not limited to those very genres and texts, but which include new complex realizations that are also conceived as part of the corporate discourse system, in all its complexity and power of reverberation and regeneration. -- Maria Angeles Orts Llopis, University of Murcia, Spain Revista de Lenguas para Fines Especificos Using a range of analytical techniques to examine different forms of textual evidence from companies operating in many sectors, [Ruth Breeze] maps out current developments in corporate discourse against the complex background of globalization. The Year's Work in English Studies As an experienced ESP-teacher, Ruth Breeze manages to offer an excellent and broad introduction to corporate discourse, extremely useful for undergraduate students in business communication. Her review of contemporary research is up-to-date and well documented, offering an olympian point of view on most important contemporary approaches to corporate discourse. In her analyses of job ads, CEO-letters, advertising and web genres, she convincingly discusses recent trends in both the professional world and in academia. -- Paul Gillaerts, Professor of Dutch, KU Leuven, Belgium KU Drawing on some of the most established discourse analytical frameworks, Ruth Breeze in Corporate Discourse offers a comprehensive, insightful, and critical account of some of the typical discursive actions of present-day corporations. -- Vijay Bhatia, President of the LSP and Professional Communication Association of the Asia-Pacific Rim, and Adjunct Professor, University of Malaya, Malaysia About the Author Ruth Breeze is Head of the Institute of Modern Languages at the University of Navarra, Spain.