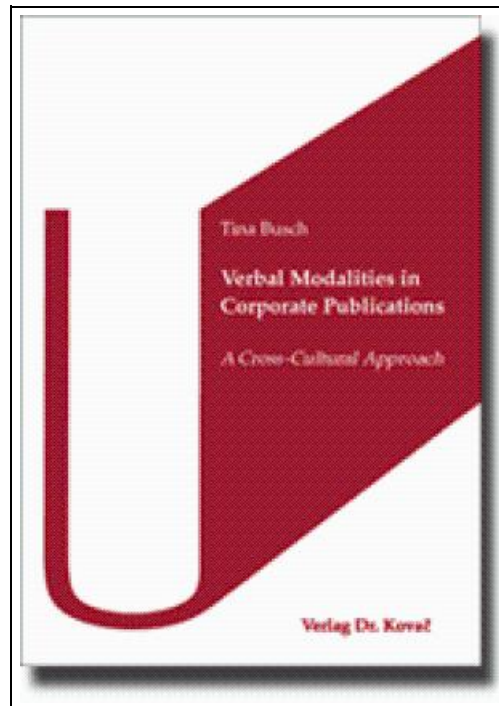


Verbal Modalities in Corporate Publications, A Cross-Cultural Approach



Filesize: 7.92 MB

Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

(Cheyanne Barrows)

VERBAL MODALITIES IN CORPORATE PUBLICATIONS, A CROSS-CULTURAL APPROACH

[DOWNLOAD](#)

Verlag Dr. Kovac, Hamburg, 2009. Softcover. Condition: neu. 1. Auflage. PHILOLOGIA - Sprachwissenschaftliche Forschungsergebnisse, Band 140 268 pages. In a time of globalization, business corporations have expanded their activities to the global market and communicate with local and global audiences competing with one another in terms of market share, financial investments, brand awareness, and audience trust. As national and corporate cultures meet and compete on various levels of business, a consistent corporate identity and a positive public image can be the crucial factors that decide between success or failure of a business plan. This study focuses on linguistic practices that take place on the corporate websites of German and American corporations. The main research focus lies on practices of image work and self-portrayal in online corporate self-portrayal texts. In order to analyze this language material, a comprehensive linguistic model of analysis is introduced, the so-called 3-Layer-Model. This model allows a classification of the data within the broader framework of genre analysis by fundamentally relying on the importance of a multi-dimensional approach to the description and interpretation of linguistic features. In addition, the 3-Layer-Model makes the cross-cultural comparison of linguistic practices of corporate image work possible. It incorporates a variational component that covers language-internal variation as well as variation correlated with external factors such as 'culture'. With this approach, the research project in hand establishes the new field of 'Globalization-Sensitive Genre Research'. Online corporate self-portrayal texts are identified as typical representatives of the emerging genre of infosuasion and are characterized by a typical communicative mode, the 'corporate image mode'. This mode consists of a unique combination of linguistic practices that are typical of texts with an informative communicative purpose and of texts that are characterized by a persuasive function. Accordingly, the genre of infosuasion is a hybrid genre that combines the...

[Read Verbal Modalities in Corporate Publications, A Cross-Cultural Approach Online](#)[Download PDF Verbal Modalities in Corporate Publications, A Cross-Cultural Approach](#)

Other eBooks



Directions for Gentlemen, Who Have Electrical Machines, How to Proceed in Making Their Experiments. Illustrated with Cuts. by John Neale, . (Paperback)

Gale Ecco, Print Editions, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The 18th century was a wealth of knowledge, exploration and rapidly growing technology and expanding...

[Save](#) [Document](#)

»



Capital Theory and Economic Analysis

1987. Hardcover. Condition: New. 160 This study covers the various aspects of the theory of capital from classical to Post-Sraffians and traces the history of basic concepts and important controversies. The limitation of the traditional...

[Save](#) [Document](#)

»



The Business Student's Handbook: Skills for Study and Employment (Paperback)

Pearson Education Limited, United Kingdom, 2016. Paperback. Condition: New. 6th New edition. Language: English. Brand new Book. 'It is very clear and easy to understand and well laid out. A good key text.' Alison Bragg,...

[Save](#) [Document](#)

»



Modern Portfolio Theory: Foundations, Analysis, and New Developments + Website (Hardback)

John Wiley & Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English. Brand new Book. A through guide covering Modern Portfolio Theory as well as the recent developments surrounding it Modern portfolio...

[Save](#) [Document](#)

»



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2)(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth...

[Save](#) [Document](#)

»