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The Language Factor in International Business

New Perspectives on Research,
Teaching and Practice

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The Language Factor in International Business

LIn recent years business communication has come of age as a field of scientific inquiry in its own right. Written, oral and on-line interaction between (non-)profit organizations and their various stakeholder groups is now studied from a wide range of perspectives and on the basis of a great many different methods. This volume is aimed at providing an exploration of what the field has accomplished so far and where it is heading. In addition to presenting new research on business communication, a number of the chapters of this volume address the question of how business communication scholarship may be relevant to education and practice. While the multidimensional nature of the field does not allow a single answer to that question, the contributors generally agree on the notion that the 'language factor' in international business is more than just linguistic competence in a globalized trade environment: it is an intriguing mix of communicative skills that are receiving increased attention across disciplines, in student traineeships and case studies, in newly accredited master programmes and scholarly contributions that are both academic and practice-oriented, in local as well as professional networks and in international edited volumes.

The chapters of this volume deal with a wide spectrum of business settings, including leadership and management situations, gate-keeping encounters in a variety of organizations and through a range of media and cultures, oral interaction in the workplace, marketing and PR discourse, on-line communication, management, organizational and corporate communication, and, finally global aspects of integrated marketing communications.

Methodologically, it includes a broad range of approaches, including work in discourse analysis and ethno-methodology, rhetoric and document design, intercultural pragmatics and writing studies, genre analysis, e-semantics and sociolinguistics.