What role does language play in business communication?

Corporations make use of a wide range of different communicative activities, from company websites, mission statements, and corporate reports to communication on social media sites. People use language to construct and enact corporate images, workplace cultures, and leadership styles. This unit introduces students to linguistic approaches to business language, and explores the role language plays in organizations. Students will gain new insights into the surprising power of workplace discourse.

Classes: Monday 5:00 - 7:00 p.m.

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Linguistics Postgraduate Coursework Advice: