Communication and Language Analysis in the Corporate World

Part of the Advances in Linguistics and Communication Studies Book Series

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While personal variables like age, education, and gender are often thought to contribute to a person's distinctive speech pattern, corporate environments often develop its own way of communication which include larger scale variables like the economy and organizational traditions.

Communication and Language Analysis in the Corporate World provides insight into the verbiage of the corporate world and the influence of this environment for a person's speech pattern, language, and terminology. This book will provide a guide for language researchers and business leaders alike so that they may find a way to communicate with everyone – customers, colleagues, and CEOs – effectively.

Topics Covered:
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Roderick P. Hart holds the Shivers Chair in Communication and is Professor of Government at the University of Texas at Austin. He is the author or editor of twelve books including Campaign Talk: Why Elections Are Good for Us (Princeton, 2000) and Political Keywords: Using Language that Uses Us (Oxford, 2005). His most recent work (with Jay Childers and Colene Lind) is Political Tone: How Leaders Talk Why (Chicago, 2013). He is the creator of DICTION: The Text-Analysis Program.

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