Subject Code	ENGL567
Subject Title	Discourse and Management
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	N/A
Objectives	1. To analyse and discuss a range of text-types constructed by management in professional settings. The text-types analysed will include spoken, written, and multimodal texts. 2. To understand and apply theoretical and analytical tools which can be used to understand how language constructed by management and professionals makes meaning. 3. To investigate the discourse of management with a particular focus on the way in which power, status, and identity are construed through choices in the lexico-grammatical features in a range of genres.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A: Professional/academic knowledge and skills** Upon completion of the subject, students will be able to: a. apply analytical tools to analyse a range of professional and managerial genres to understand how meaning is made b. critically discuss language and meanings made in professional contexts, by investigating the core socio-cultural and professional meanings constructed within managerial discourse c. interpret and understand multimodal texts in a systematic account of what multimodality is in relation to contemporary professional identity. **Category B: Attributes for all-roundedness** d. apply analytical skills studied throughout the subject to their own contexts and professional life. e. reflect and discuss the construction of the discourse of management with respect to the individual, organizational and institutional levels of meaning.

Subject Synopsis	The indicative syllabus will focus on the following areas
	  i. Introduction
	    • Analysing the discourse of management
	    • The aims of discourse from a management perspective.
	    • Language and the managerial context
	    • What makes a manager? What does a manager do?
	  ii. Discourse & Leadership
	    • The importance of interpersonal meaning, power, status, and identity in

	the discourse of management • Interpersonal interaction in the organisation • Interpersonal meaning and text –APPRAISAL analysis. The Appraisal framework is a particular approach to exploring, describing and explaining the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positioning and relationships iii. Image and the Management of Discourse • Analysing multimodal texts and the construction of professional identity through internet and web resources • Tools for analysing image and the construction of meaning iv. Discourse & Conflict Resolution • Conflict resolution styles across organisations and culture • How to avoid conflict and not answer questions.
Teaching/Learning Methodology	Teaching and learning will take the form of input within interactive lectures and seminars. Students will be involved in brainstorming, sharing experiences, leading seminars and presenting case studies which directly relate the theoretical points studied. Students will be expected to read and critically reflect on the readings set. In addition, students will be expected to synthesize knowledge from the reading material, the discussions in class and area of study in the assignments set, which will include an extended academic paper.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed				
		a	b	c	d	e
1. Paper 1	50%	✓	✓		✓	✓
2. Paper 2	50%	✓	✓	✓	✓	✓
Total	100 %					

Assessment
Continuous Assessment: 100%
Continuous assessment will be based on two assignments carried out during the semester.

- Paper 1 - 50% Analysis of power, solidarity and status in two chosen texts

- Paper 2 - 50%   Analysis of a multi-modal text and the construction of professional image

Many of the students attending this subject work in professional contexts and both assignments draw from the knowledge and experienced gained during their working career. Students will be involved in critically investigating and interpreting meanings made in authentic texts found within the discourse of management.

Student Study Effort Required		
	▪ Lecture	39 Hrs.
	• Seminar	0 Hrs.

	Other student study effort:	
	- Private study	47 Hrs.
	- Study and writing assignments	30 Hrs.
	▪ Total student study effort	116 Hrs.
Reading List and References	**Reading List** Bateman, J.A. 2008. *Multimodality and Genre: A foundation for the systematic analysis of multimodal documents*. London: Macmillan Palgrave. (Kress, G. and van Leeuwen, T. 1996. *Reading images: the grammar of design*. London: Routledge. Fairclough, N. 2001. The Discourse of New Labour: Critical Discourse Analysis. In Wetherall, M., Taylor, S. & Yates, S.J. (eds.) *Discourse as Data: A Guide for Analysis*. Milton Keynes: Sage. 229-266. Flowerdew, J. 2004. The Discursive Construction of a World-Class City. In *Discourse & Society* 15: 579-605. Iedema, R.A.M., 2003. *Discourse of Post-Bureaucratic Organization*. Amsterdam: John Benjamins Publishing Company. **References** Akar, D. & Louhiala-Salminen, L., 1999. Towards a new genre: a comparative study of business faxes. In: F. Bargiela-Chiappini & C. Nickerson, eds. *Writing business: genres, media and discourse*. Harlow: Longman, 207-226. Bell, P. 2001. 'Content analysis of visual images', in van Leeuwen, T and C. Jewit (eds) *Handbook of visual analysis*. London: Sage Chew, K.2005. An investigation of the English language skills used by new entrants in banks in Hong Kong. *English for Specific Purposes*. 24/4. 423-435 Eggins, S. & Slade, D., 1997. *Analysing casual conversation*. London: Cassell. Forey, G & Nunan, D. 2002. The role of language and culture in the workplace. In Barron, C., Bruce, N. & Nunan, D (Eds.). *Knowledge and Discourse: Language Ecology in Theory and Practice*. Singapore: Longman. 204-220 Forey, G. 2004 Workplace texts: Do they mean the same for teachers and business people? In *English for Specific Purposes*. 23 447-469 Halliday, M. A. K. & Matthiessen, C.M.I.M, 2004. An Introduction to Functional Grammar. London: Arnold. Harris, S & Bargiela, F (eds.) 1997a. *Managing language: the discourse of corporate meetings*. Philadelphia: Benjamins. Harris, S & Bargiela, F (eds.) 1997b. *The Languages of Business: An international perspective*. Edinburgh: Edinburgh University Press. Hood, S. & Forey, G. 2005. Presenting a conference paper: Getting interpersonal with your audience. *Journal of English for Academic Purposes*.4. 291-306 Iedema, R Rhodes, C & Scheeres, H. 2005. Presencing Identity: Organisational change and immaterial labour. *Journal of Organisational Change Management* Vol 18, No 4, pp 327-338 Jones, C. & Ventola, E. 2008. (eds). *From Language to Multimodality: New developments in the study of ideational meaning*. London: Equinox. Koller, V. 2005. Critical discourse analysis and social cognition: evidence from business media discourse. *Discourse & Society* 16: 199-224 Kress, G. and van Leeuwen, T. 1996. *Reading images: the grammar of design*.

London: Routledge.

Louhiala-Salminen, L., Charles, M. and Kankaanranta, A. English as a lingua franca in Nordic corporate mergers: Two case companies. *English for Specific Purposes*. 24/4. 401-421

Martin, J.R. & Rose, D. 2003. *Working with Discourse*. London: Continuum.

Martin, J.R. & White, P. 2005. *Language of Evaluation*. London: Palgrave

Nickerson, C. 2005. English as a lingua franca in international business contexts. *English for Specific Purposes*. 24/4. 367-380

Planken, B. 2005. Managing rapport in lingua franca sales negotiations: A comparison of professional and aspiring negotiators. *English for Specific Purposes* 24/4. 381-400

Resche C., 2004. Investigating 'Greenspanese': From Hedging to 'Fuzzy Transparency' *Discourse & Society* 15: 723-744.

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