

THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING  
DEPARTMENTAL RESEARCH WORKSHOP

## **Discourse Analysis and The Society**

By

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Date: Thursday, 15 July 2010

Time: 2:00 p.m. - 5:00 p.m.

Venue: M802

All interested are welcome

# Discourse Analysis and The Society

## Workshop Outline

Much of the debate on organizations is preoccupied with understanding how organizations function and how they can be made to function even 'better'. But what happens when organizations behave in ways which are considered harmful to the broader communities within which they operate? This second workshop will depart from the orthodox analysis of organizations to a critical assessment of a community's response to organizational action.

Participants will be expected to come prepared to challenge their assumptions about 'organizational effectiveness' and discuss the significance of those situations in which rational organizational decision operates contrary to the interests of other stakeholders.

We will focus on how communities construe themselves to resist organizational decisions and how diametrically opposed discourses are sometimes pitted against each other.

### Required reading for the workshop:

Alvesson, M., & Kärreman, D. 2000. 'Varieties of discourse: on the study of organizations through discourse analysis.' *Human Relations*, 53:1125-1149.

Welcomer, S., Gioia, D.A., and Kilduff, M. 2000. 'Resisting the discourse of modernity: rationality versus emotion in hazardous waste siting.' *Human Relations*, 53: 1175-1205.