This volume aims to explore what the field of business communication has accomplished so far and where it is heading. In addition to presenting new research, a number of the contributions included 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 that the ‘language factor’ in international business is an intriguing mix of communicative skills that are receiving increased attention across disciplines. The contributions deal with a wide spectrum of business settings, including leadership and management situations, gatekeeping 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.

Priscilla Heynderickx is Assistant Professor at the Department of Applied Language Studies at Lessius Antwerp.
Sylvain Dieltjens is Assistant Professor at the Department of Applied Language Studies at Lessius Antwerp.
Geert Jacobs is Associate Professor at the Department of Linguistics at Ghent University.
Paul Gillaerts is Professor at the Department of Applied Language Studies at Lessius Antwerp.
Elizabeth de Groot is Assistant Professor in the Department of Business Communication Studies at Radboud University Nijmegen.
The Language Factor in International Business
Contents

PRISCILLA HEYNDERICKX / SYLVAIN DIELTJENS / GEERT JACOBS / PAUL GILLAERTS / ELIZABETH DE GROOT
The Language Factor in International Business:
New Perspectives on Research, Teaching and Practice........................ 9

Section 1: State of the Art

BRIGITTE PLANKEN
The Changing Landscape of Business Communication:
Developments and Directions in Research........................................ 17

GIULIANA GARZONE
Text Genres and Text Types in Business Communication:
Theoretical Issues and Pedagogical Applications............................ 41

JO MACKIEWICZ
Strategies for Connecting Research Findings to Business Practice.... 73

Section 2: Intercultural Communication

JUDITH AINSWORTH
The Competitive Advantage of Learning Languages
for Specific Business Purposes ...................................................... 91
CARMELA BRIGUGLIO
Promoting the Development of Intercultural Communication Skills for Multinational Work Settings ............................................................... 113

JOLANTA ARITZ / ROBYN C. WALKER
The Effects of Leadership Style on Intercultural Group Communication in Decision-Making Meetings .............................................. 131

JANTIEN VAN BERKEL / MARINEL GERRITSEN
Patient Information Leaflets in Flanders and the Netherlands: Unnecessary Differences? ................................................................. 151

Section 3: Persuasive Communication

ANDREU VAN HOOFT / TUYET P. TRUONG
Language Choice and Persuasiveness: The Effects of the Use of English in Product Advertisements in Hong Kong ......................... 175

GILIAN NEESSEN / JOS HORNIKKX
The Effect of Communication Modality on the Persuasiveness of Hedges and Pledges in Advertising Claims ................................. 199

Section 4: CSR Communication

PAOLA CATENACCIO
The ‘Value-Orientation’ of Business Discourse: The Role of Corporate Social Responsibility in Business Communication: A Case Study ................................................. 217
DONATELLA MALAVASI
‘The Necessary Balance between Sustainability and Economic Success’: An Analysis of Fiat’s and Toyota’s Corporate Social Responsibility Reports

Section 5: The ‘Grammar’ of Business Communication

DIANNE GOOSSENS / SYLVIE DE COCK
Around Numbers: Combinations of Approximators and Numbers in Business News Reporting and in Academic Business English

PAUL SAMBRE
Blurring Boundaries of the EU (Nano)Future in Italian: Cognitive Grammar as Discourse Analysis

Notes on Contributors