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*communication yearbook 30 continues the tradition of publishing rich state of the discipline literature reviews this volume offers insightful descriptions of research as well as reflections on the implications of those findings for other areas of the discipline editor christina s beck presents a diverse international selection of articles that highlight empirical and theoretical intersections in the communication discipline chapters in this volume include reviews of literature on gain framed and loss framed messages conversational topic organizational rhetoric work life research collaboration bullying forgiveness language revitalization latina o representation in the media and television viewing patterns of older adults this volume will be valuable to scholars across the communication discipline communication yearbook 30 will be particularly beneficial to scholars in the areas of interpersonal health organizational family and intercultural communication language and social interaction and media studies*

*communication creates organizations and the ways individuals communicate determines the functions and processes of organizations understanding communication challenges is necessary in order to understand organizational successes and organizational change transformative practice and research in organizational communication is an essential reference publication featuring the latest scholarly*

*research on the practice of organizational communication the chapters cover a range of topics such as business expertise social media and capitalism this book is ideally designed for academicians students professionals and managers seeking current research on organizational communication practices*

*most research on corporate communication has concentrated on positivist approaches leading to a limited view this book reviews extant corporate communication theory from discourse and strategy as practice perspectives expanding the picture by more communicational aspects it proposes an integrative framework of alternative corporate communication as a key contribution to corporate communication theory*

*this book offers a refreshing and engaging overview of the ways some research traditions in organizational communication have unfolded over time and continue to be connected to everyday real events patrice buzzanell purdue university engaging organizational communication theory and research multiple perspectives is a book unlike any in the field each chapter is written by a prominent scholar who presents a theoretical perspective and discusses how he or she engages with it personally examining what it means to study organizations rejecting the traditional model of a reader this volume demonstrates the intimate connections among theory research and personal experience significant theoretical perspectives such as post positivism social construction rhetoric critical theory feminism postmodernism structuration theory and globalization are discussed in terms of their history assumptions development propositions research and applications in addition to editors steve may and dennis k mumby contributors include brenda j allen karen lee ashcraft george cheney steven r corman stanley deetz robert mcphree marshall scott poole cynthia stohl bryan c taylor and james r taylor key features an introduction that addresses the idea of engaged research accessible and cutting edge accounts of important research traditions written by well known leaders in the field personal accounts of each scholar s place in his or her field of study a conclusion that explores the future of organizational communication studies an extensive body of references on each perspective engaging organizational communication theory and research is an indispensable resource for anyone wishing to be familiar with current trends in the field of organizational communication it is recommended as the main text for upper level undergraduate and entry level graduate courses in organizational communication theory it is also an excellent supplementary text for related courses in departments of communication studies business and management sociology and industrial relations*

*the sage handbook of organizational discourse has received the 2004 outstanding book award from the organizational communication division of the national communication association organizational discourse is not a new topic but is one that has grown in significance and citations in recent years thanks to the new the sage handbook of organizational discourse there is now a definitive set of up to the minute resources available by distinguished as well as emergent researchers it should have a prominent place on all organization researchers bookshelves professor stewart clegg university of technology sydney organizational researchers interested in discursive philosophies methods and practices will be grateful for the much needed background and guidance this handbook provides mary jo hatch professor mcintire school of commerce university of virginia co author the three faces of leadership manager artist priest blackwell discourse analysis has become increasingly popular in organizational studies over the past decade or two the sage handbook of organizational discourse will make it even more popular by helping scholars of organizations understand the range of domains methodologies perspectives and focal organizational phenomena available to them within this analytic approach beyond classifying and describing current literature in the various areas the chapters in this important new handbook suggest new directions for research using discourse analysis a valuable service that should help novice and experienced researchers alike joanne yates sloan school of management an increasingly significant body of management literature is applying discursive forms of analysis to a range of organizational issues this emerging arena of research is not only important in providing new insights into processes of organizing it has also informed and influenced the broader fields of organizational and management studies the sage handbook of organizational discourse is the definitive text for those with research and teaching interests in the field of organizational discourse it provides an important overview of the domains of study methodologies and perspectives used in research on organizational discourse it shows how discourse analysis has moved beyond its roots in literary theory to become an important approach in the study of organizations the editors of the handbook all renowned authors and experts in this field have provided an invaluable resource on the application importance and relevance of discourse to organizational issues for use by tutors*

and researchers working in the field as well as providing important reference material for newcomers to this area each chapter written by a leading author on their subject covers an overview of the existing literature and also frames the future of the field in ways which challenge existing preconceptions the sage handbook of organizational discourse is indispensable to the teaching study and research of organizational discourse and will enable readers to develop a level of understanding of organizations commensurate with the most recent state of the art theoretical developments in the broader field of organization studies

organizational rhetoric introduces students to a rhetorical approach to understanding analyzing and creating organizational messages for both internal employees and external customers this textbook provides students a theoretically grounded understanding of the basic building blocks of organizational rhetoric the types of rhetorical situations faced by organizational communicators and the specific strategies used to address six common organizational rhetorical situations such as image management students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages the text is organized in two units in the first unit authors mary hoffman and debra ford introduce the rationale for a rhetorical approach to organizational messages and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies in the second unit the authors cover six specific rhetorical situations commonly faced by organizations image and identity management issue management impression management risk management crisis management and organizational apologia and internal message management each chapter is structured similarly in conjunction with the ideas developed in unit one and each ends with a case study that exemplifies the content presented in that chapter features and benefits the first unit in the text will introduce the details of analyzing situations and identifying strategies the second unit will examine six specific recurring rhetorical situations for organizations organizational schema centered on situations and strategies use of real life case studies focus on careers in organizational rhetoric focus on thinking critically about organizations in society

the communication yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline topics dealt with include communication as process research methodology in communication communication effects taxonomy of communication and european communication theory information systems division mass communication research mapping the domain of intercultural communication public relations feminist scholarship communication law and policy visual communication communication and cross sex friendships across the life cycle television programming and sex stereotyping intercultural communication training leadership and relationships media performance assessment cognitive approaches to communication

covering the fundamental theories of organizational communication studies this collection focuses in particular on the development of the field through articles that influenced agenda setting and charts the course of the research

phillip k tompkins book provides unparalleled longitudinal insight into the organizational successes and failures of nasa in focusing on organizations in trouble tompkins identifies ten communication transgressions

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