



DISCOURSES OF GLOBALIZATION

Selected papers of the
13th International
Conference of the
Bulgarian Society for
British Studies
November
7-9th 2008, Sofia

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Edited by
Lilyana Grozdanova and Maria Pipeva

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INTERPERSONAL COMMUNICATION IN INSTITUTIONAL SETTING: AN ANALYSIS FROM THE INTERPERSONAL FUNCTION LANGUAGE PERSPECTIVE

Gabriela Chefneux

Transilvania University of Braşov, Romania

The paper presents some of the results of an on-going CNCSIS financed project that focuses on institutional communication in a multinational company in the area of Braşov, Romania. It analyses modality in a telephone conference with a view to identifying features of oral interaction characteristic of this particular company, where English is used as lingua franca for professional communication.

Key words: multinational company, institutional communication, modality

1. INTRODUCTION

The setting up of multinational companies is a current phenomenon in Romania; such companies bring together Romanian and foreign employees and employers who, irrespective of their mother tongue, use English for professional communication. As a result a new type of institutional culture has developed, reflected at all levels of institutional activities – discourse practices, methods of communication, etc.

2. PROJECT PRESENTATION

The issues related to institutional talk and intercultural communication in these companies are highly relevant for the new economic context in Romania; this paper is part of an on-going project whose aim is to analyse and identify features of such communication.

Starting from the definition that communication as interaction is a phenomenon that has several features – practical ones (as it accomplishes acts through talk), social (as participants interact), and cultural (as the system of shared meanings and practices is learned and taken for granted), the project aims to investigate how workings of different cultures manifest themselves in participants' discourse practices.

3. ASSUMPTIONS

Misunderstandings and difficulties in intercultural encounters are more likely explained by the speakers' different expectations about the communicative event

This volume contains a selection of papers delivered at the 13th International Conference of the Bulgarian Society for British Studies held in Sofia in November 2008. It examines the current discourses of globalization from multiple perspectives, coming from such diverse fields of scholarship as Linguistics, Cultural Studies, Education, Literary theory and criticism, and Translation studies. The volume demonstrates the active engagement of a multinational academic community with a wide variety of theoretical and practical issues stemming from the processes of globalization that are rapidly remodeling contemporary perceptions and realities.