

CALL FOR CHAPTERS

Downstream from last January 2020's Naples, Italy, workshop, we are pleased to announce a project for the publication with Cambridge Scholars Publishing, edited by Giuliana Garzone and Walter Giordano. The title is the same of the workshop:

Discursive perspectives on knowledge dissemination in corporate and professional communication: focus on ethical and ideological aspects

We welcome your contributions that may be included in the listed topic areas, which are broadly defined as, but not limited to, the following:

Genres in corporate and professional communication

- Genre variation in intercultural corporate communication
- Intertextuality, interdiscursivity and hybridisation in business genres

ICT and multimodality in business communication

- Multi-modal technologies and corporate/institutional communication
- Rhetorical practices and language use in web-mediated communication

Knowledge, ethics and ideology in corporate communication across languages and cultures

- Multidisciplinarity and business communication research across cultures
- Corporate knowledge popularization and dissemination
- Ideology, bias and power in mixed-culture corporate interactions
- Lingua franca communication
- Discursive strategies in multilingual and interpreter-mediated interactions
- Translation, re-writing and re-telling in the corporate world
- Tourism and local/global issues in tourist promotion
- Issues in Human Resource management

CSR, sponsorship, advertising

- The discourses of Corporate Social Responsibility
- Language and discourse in corporate sponsorship
- Organisational discourses and emerging corporate philosophies
- Ethics in advertising
- Textual analysis in financial and corporate governance reporting

Argumentation, rhetoric, meanings and narrative in corporate documents

- Investigating bias in narrative financial disclosure
- Critical and normative perspectives on financial rhetoric
- Image and reputation restoration
- Ethics in crisis management

Corporate communication and news management

- News management and the enterprise
- Discourses in the corporate newsroom
- Corporate communication to the media
- Corporate image building through the press

Contributions should be 6,000 - 8,000 words and should be formatted complying the guidelines linked here:

<https://www.cambridgescholars.com/policies/M2%20Manuscript%20guidelines.pdf>

<https://www.cambridgescholars.com/policies/M3%20Sample%20-%20format.pdf>

If there are any photos to be included in the article, you should provide a declaration of responsibility that the rights can be used.

The deadline to send your full paper is February 21st 2021.

Contact for further information:

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