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The Role of Culture in Corporate Communication and Business

Communication: Negligence vs. Significance

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Corporate Communication and Business Communication are closely related, among other things through the object they study, through their communicative dimension, through their business orientation. In other aspects they differ: their strategic dimension, the reconstruction of their disciplinary history, the intercultural dimension, the role language plays. One of the main differences seems to be the role that culture and language play in the two disciplines (Nielsen, forthcoming). Whereas intercultural business communication may be a (sub)discipline (e.g. Bargiela-Chiappini et al. 2003), it seems difficult to find something called intercultural corporate communication. Although corporate communication acknowledges that internationalization and globalization play a role in the discipline (e.g. Ehrhardt 2014), it still seems to have widely neglected the role of culture. This paper sets out to investigate the different roles that culture (and language) play in corporate communication and business communication, to give an explanation why culture seems to play such a small role in corporate communication when it is deemed so important in business communication, and to evaluate the consequences of the lack of the cultural dimension in corporate communication. In doing so, 'culture' is also critically discussed on the background of 'globalization' as a competing concept (Rittenhofer & Valentini 2015).

References

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