ABSTRACTS

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Marianne Grove Ditlevsen & Peter Kastberg

When Corporate Communication Goes Public: Communication Policies in Public Communication

This article deals with communication policies within the public sector. It takes its point of departure within the overall framework of corporate communication and hence exclusively sees communication policies from that perspective. Communication policies are seen as means of corporate communication. As means of corporate communication they feature what we have labelled 'mediational properties' within an organization. As such they – from a communicative point of view – constitute the interface between the strategic and the operational levels of communication management. As policies they should support decision making processes when it comes to ensuring that any instance of communication is in line with the mission, vision and values of an organisation. And they should offer a definite course of communicative action contingent on situational factors. The contextual background of the article is the re-structuring of the Danish regional political landscape, which is to have taken place by January 1st 2007. Communicating the mission, vision and values of the new municipalities is seen as an essential part of re-configurating and maintaining political legitimacy in the transaction period and beyond. The empirical part of the article deals with an extensive corpus analysis of a broad selection of authentic communication policies stemming from Danish municipalities. The analytical framework applied gives rise to a number of new observations regarding the generic heterogeneity of communication policies. The analysis also delivers new input to the theoretical discussion of the status of communication policies within a corporate communication framework in general and within a current Danish municipality setting in particular.

Christa Thomsen

Public Sector CSR Communication: A Dialogical Approach

Public sector organisations have different communication needs from private sector organisations. For example, they quite often have programmes aimed at behaviour changes, challenging their ability to choose the strategy which best suit their purpose. Dialogue is often considered a strategic tool which can lead to organisational gains such as motivation, learning, development, collaboration, etc. This article examines the role of dialogue in Danish public sector Corporate Social Responsibility (CSR) Communication aimed at behaviour change and employer mobilisation. The focus is on central government CSR communication strategies and how these strategies are implemented by a local government. It is argued that public actors' (government departments, State agencies and local bodies) communication with employers on CSR is behaviour change communication and that it is possible to analyse this communication within the framework of a dialogue analysis model developed in linguistics. A theoretical dialogue-change model is proposed as an alternative to how government departments, State agencies and local bodies can mobilize employers.

Birte Asmuß

What Do People Expect from Public Services? Requests in Public Service Encounters

What do customers expect from public services? This question has been addressed in numerous ways, and there are plenty of reasons why this question is worthwhile asking. One of them has to do with service quality: If counsellors in public service encounters know about customer expectations, they may be able to adjust their actions accordingly and thereby increase public service quality. One way to find out about customer expectation is to look closer at the actual encounter between the public and public services. The current study will investigate public service encounters at the Danish Public Employment Service. Here, one specific activity will be investigated in more detail, namely requests. Requests are a common and crucial activity in public service encounters. Research on requests has shown that participants in interaction orient to aspects of entitlement and contingencies in regard to the recipient's ability to comply with the request. The current study will investigate in how far these findings correspond with the customer's orientation to public service encounters at the Public Employment Service. The study will conclude by discussing implications for the workplace.

Finn Frandsen & Winni Johansen

The Apology of a Sports Icon: Crisis Communication and Apologetic Ethics

Apologies are often used strategically in the crisis communication of an individual or an organization. In March 2006, highly celebrated Danish handball coach, Anja Andersen, withdrew her team in the midst of a match watched by a large number of spectators. The incident created immediate consternation, not only among sports officials, but also in the Danish media, representing

a serious threat to the image of both the handball coach and her club. The following day, Anja Andersen apologized in public on television, but without evoking unambiguous forgiveness from all parties involved. This article examines how and why the Danish handball coach did not succeed in performing a correct and effective apology applying and testing Keith Michael Hearit's theory of crisis management by apology, and especially his communication ethic or apologetic ethics which deals with crisis communication after an (alleged) wrongdoing.

Jakob Lauring & Toke Bjerregaard

Language Use and International Business: What Can We Learn from Anthropology?

This article addresses the role of language use in international business. It argues that the impact of linguistic differences on the daily workings of international business activities and communication is shaped by the way in which these differences intersect with the social and professional structures of international firms. Thus, the analysis of management across linguistic variation requires an understanding of the character of the social and professional ties in which international business is embedded. The intensity of cross-linguistic challenges in international management is not given by the formal character and structure of linguistic differences only. While the daily practices of language use in an international firm are shaped by its social and professional structure, linguistic practices may also strengthen the social and professional ties shaping the dissemination of information. The role of linguistic differences in everyday business communication both shapes and is shaped by the character of social and professional groupings and networks in an international firm. For management, this means that handling linguistic variation and challenges also requires a consideration of the specific social as well as professional structure of a given international firm. The dynamics between language use and the social structures in which information and resources are embedded and communicated are multidirectional. This is especially clear in an international context. The article is informed by material obtained through an ethnographic fieldwork in a Saudi-Arabian subsidiary of a multinational corporation.

Birger Andersen

Dictionary Grammars

Based on a number of general proposals for the structure and contents of dictionary grammars, put forward by Mugdan (Mugdan (1989), and reviews of existing dictionary grammars in a number of dictionaries, the article makes proposals for the structure and contents of a dictionary grammar for a particular type of dictionary, namely a bilingual LSP dictionary for L_2 production.

Carolin Müller-Spitzer

Vernetzungsstrukturen lexikografischer Daten und ihre XML-basierte Modellierung

Lexicographic data are normally linked with each other in a complex manner. Especially, within the electronic lexicographic context, the following issues are addressed: How to encode these cross-reference structures so that both the lexicographers' editorial work with the linking-up is easy to handle and the options of the presentation are adequately flexible. The objective of this paper is to elucidate the presentation of an XML-modelling of cross-reference structures as part of a complete modelling concept. Thereby, the modelling potential of the XML-connected standard XLink and a new lexicographic concept will be brought together with cross-project guidelines for the modelling of link-structures.

Ingrid Wotschke

Estuary English: a case of sociophonetic convergence

Coined by David Rosewarne in 1984, the term "Estuary English" describes the trendy usage of the younger generations in the South-East of England, socially ranging from the upwardly mobile to the traditionally educated and linguistically situated in the "middle ground", between Cockney and RP. Sociophonetic convergence not only characterizes the variant's South-of-London origin and its geographical spread to the North but also determines its social functions and accounts for different judgements on its current role and future prospects.

Lotte Dam & Helle Dam-Jensen

Diachronic and Synchronic Analysis
– the Case of the Indirect Object in Spanish[†]

This review article deals with a monograph on the indirect object in Spanish. The book offers a many-faceted analysis of the indirect object, as it, on the one hand, gives a detailed diachronic analysis of what is known as clitic-doubled constructions and, on the other,

a synchronic analysis of both predicative constructions with an indirect object and the relationship between the notion of perspective and the indirect object. The general impression is that the author has produced an impressive analytical work, which, however, is not easily accessible.