



Business Discourse (Research and Practice in Applied Linguistics)

Francesca Bargiela-Chiappini, Catherine Nickerson, Brigitte Planken

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This book will enable students, researchers and practitioners with some background in applied linguistics and/or (business) communication to engage with most of the issues raised by the multidisciplinary field of business discourse. To applied linguists new to business communication, and to researchers with a business background and with an interest in language and communication, this book offers accessible, varied and well-documented material inspired by practice-shaping research in business contexts.

The latest developments in research methodology are discussed through problem-solving case-studies; issues emerging from the field such as the role of new technology and of globalisation, are showcased to stimulate research projects that reflect the multicultural and multimedial reality of the corporate world. Readers are encouraged to adopt a reflexive, and where possible, multi-disciplinary and collaborative mode of action that is one of the strengths of business discourse research in practice. The book also illustrates the benefits of sustained dialogue and field-led applications across allied disciplines.

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