



In considering the case of the Italian vehicle manufacturer, this book tries to answer the following question: What are the key business communication issues facing a multinational aiming to consolidate its position in an intensely competitive global environment? The analysis is carried out within the discipline of business communication, a multidisciplinary area encompassing discourse analysis, applied linguistics, legal, economic and marketing discourse, terminology and translation studies, cross-cultural studies, labour law, and industrial relations.

Pietro Manzella

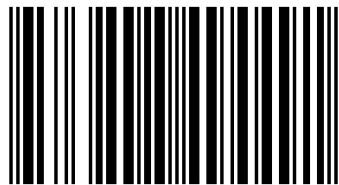
Analyzing corporate discourse in globalized markets: the case of FIAT

Aspects of communication at the corporate level



Pietro Manzella

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Table of Contents

Index	III
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Acknowledgements	VIII
-------------------------	------

Chapter One

The Discourse of Annual Reports: The Case of FIAT

1. Introduction and Theoretical Background	1
2. Bhatia's Approach to Unfamiliar Genres	3
3. FIAT and the Automotive Industry in 2009: An Overview	5
4. FIAT Group 2009 Annual Report: A Closer Reading	7
5. From Text to Images: The Importance of Visuals	19
6. Conclusions	23

Chapter Two

Accounting Practices in the US and Europe: Law and Linguistic Issues in an International Context

1. Introduction and Theoretical Background	25
2. Community Accounting Legislation	28
3. US Accounting Legislation	29

4. Towards a Convergence between IFRS and Third Country GAAPs	30
5. Law and Language in Corporate Reporting	33
6. On the varieties of English and “Plain English”	36
7. Conclusions	42

Chapter Three

The Discourse of Termination of Employment at FIAT: A Conceptual, Legal and Terminological Analysis

1. Introduction and Theoretical Background	44
2. Termination of employment in FIAT around the World: A Conceptual and Terminological Comparison	48
3. Conclusions	61

Chapter Four

The Remaking of Chrysler and the Role of FIAT in the Language of Newspapers: A Cross-Cultural Perspective

1. Introduction and Theoretical Background	64
2. The Crisis at Chrysler	66
3. The FIAT-Chrysler deal in the English Language Media	68
4. Conclusions	89

Chapter Five

The Manufacturing Process at Toyota and FIAT: An Overview

1. Introduction and Theoretical Background	91
2. World Class Manufacturing at FIAT-Chrysler: Organizational and Management Practices	93
3. Implementing the Toyota Production System	101
4. Conclusions	106

Chapter Six

Social Media and the Workplace: The Case of FIAT

1. Theoretical Background	108
2. What's on your Mind? FIAT and Social Networks	111
3. Social Media and Internal Communication: A Closer Analysis	117
3.1 From Public Relations to Industrial Relations Discourse	128
4. Conclusions	129

Chapter Seven

The Discourse of Advertising and Marketing at FIAT: An Overview

1. Introduction and Theoretical Background	130
2. Advertising and Marketing Practices at FIAT Group	134

3. FIAT Group in the TV Commercials: A Closer Analysis	135
4. Beyond TV Commercials: The Multiple Facets of Advertising	143
5. Concluding Remarks	147

Chapter Eight

The Linguistics of Labour Law and Industrial Relations: A Modest Proposal

1. Languages and Concepts in Labour Law and Industrial Relations	149
2. Linguistics of Labour Law and Industrial Relations: The Reasons for a New Strand of Research	152
3. Diachronic Considerations: Some Conceptual and Terminological Issues in Labour Law and Industrial Relations	155
4. Of the Language of Negotiation	160
5. Translation Issues and Cultural Context	162
6. English as a Lingua Franca	166
7. Translation Resources	171
8. Concluding Remarks	174

References	175
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