

March 2016

Call for Papers

INTERNATIONAL JOURNAL OF BUSINESS COMMUNICATION SPECIAL ISSUE:

THE PRAGMATICS OF FINANCIAL COMMUNICATION
Inter-textual dynamics and linguistic strategies
(Open Invitation)

The International Journal of Business Communication (IJBC) is seeking scholarly manuscripts for a special issue on “The Pragmatics of Financial Communication: intertextual dynamics and linguistic strategies”, scheduled for publication in December 2017. IJBC is an international journal that contributes to the knowledge and theory of business communication as a distinct, multifaceted field approached through administrative disciplines, the liberal arts, and the social sciences.

Over the last years, the study of financial communication from a discursive and textual perspective has attracted strong interest not only in finance and accounting but also in the humanities. This special issue intends to enhance the understanding of the pragmatic and rhetorical aspects of financial communication by collecting papers in which the various discourse genres of finance (e.g. corporate announcements, annual and quarterly reports, earnings conference calls, analysts’ recommendations, takeover documents, IPO prospectuses, central banks’ statements, rating decisions) are examined with a inherently discourse-analytic approach (e.g. argumentation, rhetoric, genre analysis, critical discourse analysis).

Specifically, we seek contributions that explore the complex communicative interplay between financial market participants (companies, banks, analysts, specialized press, regulators, and professional investors) and the related textual production by analysing their intertextual dynamics and linguistic strategies.

Possible topics for the special issue include but are not limited to the following:

- How financial market actors adapt their rhetorical strategies to the genre (e.g. earnings release, annual report, conference call, blogs, tweets, etc.)
- The impact of social media on communication to investors
- The linguistic strategies of security analyst in their dialogue with executives
- The use of hedging and modality in forward-looking speeches (e.g. central banks)
- Rhetorical strategies for image restoration and trust recovery in crisis communication
- Polyphony in financial journalism
- Framing strategies in corporate financial communication
- Relationship between communication quality and market bubble, scandals and fraud

The special issue is edited by **Rudi Palmieri** (University of Liverpool), **Daniel Perrin** (Zurich University of Applied Sciences) and **Marlies Whitehouse** (Zurich University of Applied Sciences). For inquiries on potential contributions, feel free to contact the editors.

Manuscripts will be double-blind reviewed, following IJBC's normal review process. Submissions are not limited to ABC members.

1000 word abstracts (word count without notes and references) that include research questions, methods, data, and conclusions should be emailed to daniel.perrin@zhaw.ch, rudi.palmieri@liverpool.ac.uk and marlies.whitehouse@zhaw.ch no later than June 1, 2016.

Contributors will be informed of decisions by June 15, 2016. Deadline for submission of full papers is September 15, 2016.