

## The Language of Organizational Styling

The ways in which commercial organizations and service providers style themselves – creating the image they wish to portray to their potential consumers – is a long-established area of research in the fields of sociology and business studies. However, language also plays an important role in organizational styling, which until now has been largely overlooked in the literature.

This is the first book-length study of the linguistics of organizational styling, looking at the language and semiotic resources used by holiday resorts, pharmaceutical companies, restaurants and insurance companies in order to project their identities and style themselves. It discusses in detail a number of case studies and presents an innovative take on the notion of style, as well as bringing together work from linguistics, business studies and sociology.

This interdisciplinary book will be of interest to scholars and advanced students in sociolinguistics, and scholars of sociology and business studies.

LIONEL WEE is a professor in the Department of English Language and Literature at the National University of Singapore.

Cambridge University Press  
978-1-107-05480-6 - The Language of Organizational Styling  
Lionel Wee  
Frontmatter  
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University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

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[www.cambridge.org](http://www.cambridge.org)  
Information on this title: [www.cambridge.org/9781107054806](http://www.cambridge.org/9781107054806)

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First published 2015

*A catalogue record for this publication is available from the British Library.*

*Library of Congress Cataloguing in Publication data*

Wee, Lionel, 1963– author.

The language of organizational styling / Lionel Wee.

pages cm

Includes bibliographical references and index.

ISBN 978-1-107-05480-6 (hardback)

1. English language – Business English – Study and teaching (Higher) 2. English language – Rhetoric – Study and teaching (Higher) 3. English language – Style – Study and teaching (Higher) 4. Business writing – Study and teaching. 5. Business writing – Technique. I. Title.

PE1479.B87W44 2014

306.44 – dc23 2014020937

ISBN 978-1-107-05480-6 Hardback

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## Acknowledgments

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In a book about organizational styling, it may be perhaps appropriate for me to first thank the organization with which I am affiliated. I would therefore like to thank the National University of Singapore for providing the financial support and academic leave that made this book possible. I would also like to thank yet another organization, John Benjamins, for giving me permission to reproduce sections of my paper “The ranked list as Panopticon in enterprise culture.” This paper was originally published in 2011 in *Pragmatics & Society* 2/1. Organizations aside, I am greatly indebted to colleagues and friends who through their encouragement and discussion helped shaped and clarify my ideas. In particular, I would like to acknowledge Ann Brooks, Mie Hiramoto, Cindy Ong, Joseph Park, Chris Stroud, Alan Tea, as well as the audiences at the 9th International Symposium on Bilingualism (Nanyang Technological University, Singapore), the 19th Sociolinguistics Symposium (Free University, Berlin), the workshop on Language Practices, Migration and Labor (University of the Western Cape, Cape Town) and the symposium on Orders of Visibility (Stockholm University, Sweden). Any errors that remain are, of course, my own. For technical support, I am extremely grateful to Angeline Ang, Yau Geok Hwa, Fatimah Ahmad and Adeline Koh. A special thanks goes to Junie Yeo, who helped to organize my official appointments so that I would always have time to do some writing. Finally, Helen Barton and Helena Dowson at Cambridge University Press have made the entire process of getting the book out a real pleasure.