

MASTER'S THESIS

Communication strategies for email at work

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COMMUNICATION STRATEGIES FOR EMAIL AT WORK

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ABSTRACT

The study attempts to investigate the use of strategies by Chinese (C) business people in their email communication. It examines how Hong Kong Chinese achieve communicative goal with their counterparts and with non-Chinese (NC) in the workplace. Field data were collected from a trading company in Hong Kong with international customer base. The data were mapped out against the communication strategies that were proposed to be relevant for email at work. The occurrence count of each strategy was made, and the different ways in which strategies were used by C to achieve communicative goals with C (C-C) and NC (C-NC) were examined. A discussion was made on factors affecting the selection of communication strategies for email communication, and implications for business communication. It is hoped that the study can raise the awareness of the importance of email discourse in the business world, and can contribute to business communication, particularly for Chinese who use English as a second language in the workplace.

摘要

這是一個對商業電子郵件的傳意策略研究,對象是以英語為第二語言的香港人。研究資料將從一間位於香港的國際貿易公司中收集。所收集到的電子郵件會被分析並研究當中所運用的傳意策略。每種策略出現的次數,使用的情況,以及對於不同對象(中國人或非中國人)用什麼策略將會作出分析,整合及討論。此外,這項研究還會提出一些選擇傳意策略時所可能考慮的因素。希望研究結果能為電子商業郵件的語文論述帶來多一點啟示,並對香港商業傳意作出一點貢獻。

TABLE OF CONTENTS

| | Page |
|--|-------------|
| Title Page | i |
| Page of Acceptance | ii |
| Acknowledgement Page | iii |
| Abstract | iv |
| Table of Contents | vi |
| Section One: Introduction | 1 |
| <hr/> | |
| Section Two: Literature Review | 3 |
| <hr/> | |
| 2.1. Introduction: The Linguistics of Email | |
| 2.2. Defining Communication Strategies | |
| 2.2.1. The Traditional View | |
| 2.2.2. The Interactional View | |
| 2.2.3. The Cognitive View | |
| 2.3. Distinguishing Communication Strategies from other Events | |
| 2.4. Communication Strategies and Communicative Competence | |
| 2.5. Investigation of Native and Non Native Speakers | |
| 2.6. Typologies of Communication Strategies | |
| 2.6.1. Tarone (1987) | |
| 2.6.2. Varadi (1980) | |
| 2.6.3. Bialystok (1983) | |
| 2.6.4. Færch and Gasper (1983) | |
| 2.6.5. Kellerman (1991) | |
| 2.7. Communication Strategies for Email | |
| Section Three: The Study Design | 35 |
| <hr/> | |
| 3.1. Aims | |
| 3.2. Research Context | |

- 3.3. Sampling
- 3.4. The Data
- 3.5. Research Procedures

Section Four: The Findings **41**

- 4.1. Identification of Communication Strategies
 - 4.1.1. Message Procrastination
 - 4.1.2. Message Avoidance
 - 4.1.3. Paraphrase
 - 4.1.4. Literal Translation
 - 4.1.5. Direct Appeal
 - 4.1.6. Indirect Appeal
 - 4.1.7. Ellipsis
- 4.2. Who Uses What Strategies?

Section Five: Discussion on Communication Strategies for Email **71**

- 5.1. An Overview
- 5.2. Strategies for Email

Section Six: Implications on Business Communication **78**

Section Seven: Problems and Limitations of Study **81**

Section Eight: Conclusion **84**

Appendices **98**

- Appendix I : Record of Data*
- Appendix II : Email Data Analysis*
- Appendix III : Communication Strategies Frequency Count*
- Appendix IV : Communication Strategies Count in C - C Message*
- Appendix V : Communication Strategies Count in C - N C Message*

Appendix VI : Comparison of Communication Strategies Usage by Ratio

Appendix VII : Ellipsis – Frequency of Occurrence

References

104