

## MASTER'S THESIS

### A study of communication in a textile quality management services company

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**A STUDY OF COMMUNICATION IN A TEXTILE  
QUALITY MANAGEMENT SERVICES COMPANY**

**BY**

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## **ABSTRACT**

In this study, an attempt is made to describe communication in a textile quality management services company (QAS), and to identify the strategies employed by the staff of QAS to bring about effective communication with Asian manufacturers, UK buyers and within the company itself.

Research involved observing communication as it was taking place, and collecting and analysing samples of conversation and writing. Interviews with QAS staff were conducted to bring further light upon the data.

The findings indicate that despite much deviant language, communication takes place effectively in QAS and between QAS and its partners, since the company and staff have developed a wide range of strategies to bring about effective communication and to manage their interactions.

## 《 序 》

Q A S是香港一間成衣品質控制公司，為亞洲廠家和英國買手提供成衣生產管理及技術的意見諮詢服務。在這個過程中，所需語言主要有英文、廣東話和普通話。

這篇論文是研究Q A S對內及對外包括亞洲廠家和英國買手的傳意策略（**Communication Strategies**），以解決英語運用上的傳意問題（**Communication Problems**）。

研究所需的資料來自Q A S的文件檔案、公司內部會議錄音內容、訪問和實地觀察。這些資料透過 Neustupny（1987）的傳意理論來進行分析。

研究結果指出Q A S員工的英語運用有不足之處，但整體上其內部及對外的傳意（**Communication**）是成功的，主要原因是Q A S及其員工能發揮適當的傳意策略（**Communication Strategies**）。

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