

## MASTER'S THESIS

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

Chow, Lai Chun Jenny

*Date of Award:*  
1996

[Link to publication](#)

#### General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

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

**BY**

**CHOW LAI CHUN, JENNY  
STUDENT NO. 94401888**

**A DISSERTATION SUBMITTED IN PARTIAL  
FULFILMENT OF THE DEGREE OF  
MASTER OF ARTS IN LANGUAGE STUDIES**

**HONG KONG BAPTIST UNIVERSITY  
AUGUST 1996**

## 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**）。

## TABLE OF CONTENTS

	Page
<b>Chapter One: Introduction</b>	1
1.1 The Success of Hong Kong's Economy	1
1.2 English Standards	2
1.3 Motivation of the Study	7
1.4 Objective and Scope of the Study	8
<b>Chapter Two: A Theoretical Framework for Communication</b>	10
2.1 Knowledge Required for Communication	10
2.2 Interaction Management	15
<b>Chapter Three: Previous Related Research on Communication in the Workplace</b>	19
3.1 Studies of Written Communication in the Textile Industry	19
3.2 The Present Study	23
<b>Chapter Four: Data Collection</b>	24
4.1 Observation	24
4.2 Collection of Trade Documents	25
4.3 Audio-recording	25
4.4 Interviews	26

<b>Chapter Five: A Study of Communication in a Textile Quality Management Service Company (QAS)</b>	<b>28</b>
5.1 Brief Description of the Company	29
5.2 Communication with Asian Manufacturers	33
5.2.1 Pre-production Meeting	33
5.2.2 In-Line Inspection Meeting	38
5.2.3 Factory Evaluation Meeting	40
5.3 Communication with UK Buyers	47
5.3.1 Company Writing Tasks	49
5.3.2 Strategies Employed by the Company and the Staff to Bring About Effective Communication with UK Buyers	53
5.4 Communication within QAS	70
5.4.1 Strategies for Oral Production	71
5.4.1.1 Self-Correction	71
5.4.1.2 Code-Switching and Borrowing	79
5.4.1.3 Appeal for Assistance	80
5.4.1.4 Foreigner Talk	82
5.4.1.5 Provision of Conversational Support	83
5.4.1.6 Non-Linguistic Strategies	85
5.4.2 Strategies for Comprehension	88
5.4.2.1 Other-Correction	88
5.4.2.2 Request for Clarification	90
<b>Chapter Six: Conclusion</b>	<b>92</b>
<b>Appendices 1 - 7</b>	<b>98</b>
<b>References</b>	<b>105</b>