

Organizational Communication: a critical discourse analysis of the Inter- institutional Agreement for Academic International Cooperation

Abstract

Considering all the efforts towards providing the analytic tools to analyze organizational texts, this work aims at illustrating the analysis of some aspects of organizational texts that provides subsidy in order to explain the interrelationship between language use and its social, political and cultural contexts. In order to do that, Ninety-nine Inter- institutional Agreements for Academic International Cooperation between Brazilian and foreign institutions were analyzed in order to investigate different aspects of texts: 1) The Inter-institutional Agreement for Academic International Cooperation as the representation of reality; 2) The Inter-institutional Agreement for Academic International Cooperation and the representation of its Discourse Participants. 3) Power Relations and the representation of discourse participants, their role prescriptions and their level of commitment in relation to the enactment of the roles prescribed. The approach used for the analysis of organizational texts is based on more than one theoretical perspective, Critical Discourse Analysis (Fairclough, 2005, 2013); Genre Analysis (Hasan, 1985a, 1996, 2004; Meurer, 1998, 2000, 2002); Systemic Functional Grammar (Halliday, 2004); and Structuration Theory (Giddens, 1979, 1984) and Ramos' (1965, 1996) Sociological Reduction. Results show a bi-directionality between the language used in texts and the organizational structure. Organizational texts at the same time represent the organizational reality, represent organizational participants, and establish power relations between and among participants in the organization. This study may be relevant for Business areas, Social Sciences, and applied linguistics.

Key-words: Organizational Communication Analysis; Critical Genre analysis; Power Relations.