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**SYSTEM AND PROCESS
IN COMPUTER MEDIATED DISCOURSE:**

**A CASE STUDY OF BUSINESS COMMUNICATION
IN A MALAYSIAN CORPORATION**

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To:

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*"I laugh at the lore and the pride of man,
At the sophist schools and the learned clan;
For what are they all in their high conceit,
When man in the bush with God may meet."*
(Ralph Waldo Emerson).

ABSTRACT

This research is a study of computer technology as it is used for communication in a business community. It attempts to find out what members need to know in order to communicate and function effectively in a technology - driven business community. It is concerned with the ways technology structures and organises communication to transmit the desired social meanings within the community.

The main objective is to study how interaction is organised and realised by technology in the everyday social encounters between members in a business community. This involves the investigation of the technology and the communication network that it supports.

The dissertation addresses this objective by trying to understand the community and the technology by identifying, describing and explaining: the characteristics of the business discourse community, how the system (technology), the brain behind the community, supports and at the same time controls all relevant communication in the community, the communication network and how technology helps in the unfolding of the social processes in this community, other semiotic systems in an attempt to construct "the archaeology" (Foucault 1976) of this community.

As the technology culture evolves in this century, so too does the many forms of communication within which its ways of

thinking, working, negotiating, and dealing with experience are encoded. Knowing how a technology-driven communication network works in such a culture is important because it will throw light on what is contextually appropriate behaviour in such a community. Besides that, these cultural insights will have great implications for the Malaysian workforce and for workplace literacy.

ABSTRAK

Penyelidikan ini ialah satu kajian tentang teknologi komputer sebagaimana yang digunakan untuk berkomunikasi di dalam masyarakat perniagaan. Kajian ini cuba mencari apakah yang perlu diketahui oleh ahli-ahli masyarakat untuk berkomunikasi dan berfungsi dengan lebih berkesan di dalam sebuah masyarakat perniagaan yang didorong teknologi. Kajian ini juga memberi perhatian kepada cara teknologi menstruktur dan menyusun komunikasi untuk menyampaikan makna-makna sosial yang diingini di dalam masyarakat tersebut.

Objektif utama penyelidikan ini ialah mengkaji bagaimana interaksi disusun dan disempurnakan oleh teknologi dalam pertemuan - pertemuan sosial sehari-hari di antara ahli-ahli sesebuah masyarakat perniagaan. Ini melibatkan penyelidikan tentang teknologi dan rangkaian masyarakat yang disokong oleh teknologi tersebut.

Tesis ini menangani objektif di atas dengan berusaha memahami masyarakat serta juga teknologi yang menjadi sebahagian daripada masyarakat tersebut dengan cara mengenalpasti, menghuraikan dan menjelaskan ciri - ciri wacana masyarakat perniagaan, bagaimana proses -proses sosial berkembang dalam masyarakat ini dan peranan yang dimainkan oleh teknologi dalam proses tersebut, bagaimana proses-proses sosial berkembang dalam masyarakat ini dan peranan yang dimainkan oleh teknologi

dalam proses tersebut dan meneroka sistem-sistem semiotik lain dalam usaha membina “arkelogi” (Foucault, 1976) bagi masyarakat ini.

Budaya teknologi semakin berkembang dalam abad ini, begitu juga berkembangnya beberapa banyak bentuk komunikasi yang digunakan untuk berfikir, berkerja, berunding dan berurusan dengan dunia pengalaman. Oleh yang demikian, penting sekali diketahui bagaimana masyarakat yang didorong oleh teknologi berfungsi dalam budaya seperti ini, kerana akan lebih jelas lah apa yang dianggap sebagai kelakuan yang sesuai di dalam masyarakat tersebut. Selain daripada itu, pemahaman budaya tersebut akan membawa implikasi yang besar terhadap tenagakerja Malaysia masa hadapan dan juga kemahiran di tempatkerja.

LIST OF TABLES AND FIGURES

TITLE	CHAPTER	PAGE
IT Industry Evolution Trends 1970-2030 Figure 1A	1	4
Theories contributing to the study of corporate discourse community Figure 2A	2	7
The Process of Triangulation Figure 2B	2	11
Static and Active Perspectives Table 2 C	2	33
Features of Electronic Communication Table 3A	3	8
Participatory Mechanisms of Perdana Figure 3B	3	38
The dynamic Open System of Perdana figure 3C.	3	40
Role of Language in Profit Making Figure 3 D	3	42
Approach to Building the IS strategy Figure 4A	4	14
Perdana Business Functions Figure 4B	4	18
Information Requirements of Group Figure 4C	4	19
Business Functions and Corporate Data Figure 4D	4	20
Interrelations between Functions, Corporate data and Application Figure 4F	4	22
The Applications Environment Figure 4E	4	23
Conceptual View of Application and Technical strategy Figure 4G	4	25
Conceptual View of the Technical Environment Figure 4 H	4	26
Corporate Application Systems Priority Table 4 I	4	28
The Network Figure 4J	4	30
Authority Limits of Subsidiary Company Figure 4K	5	20

Structure of Pineapple's Channels Figure 6A	6	4
Linear Conceptualisation of the different Activity Centres Figure 6 B	6	7
Activity Centre and their Interconnectivity Figure 6C	6	8
Activity Centres of Channels Figure 6 c	6	10
Process Flow at Activity Centre One Figure 6D	6	19
Summary of Processes in Activity Centre One Table 6E	6	22
Process Flow of Events in the Warehouse Figure 6F	6	28
Summary of Processes in Activity Centre Two Table 6G	6	30
Process flow at Activity Centre Three Figure 6H	6	34
Summary of processes at Activity Centre Three Table 6I	6	37
Process Flow at Activity Centre Four Figure 6J	6	40
Summary of Processes in Activity Centre four Table 6K	6	43
World Electronic Data Interchange Forecasts Figure 8A	8	11
Common E-Mail Acronyms Table 8B	8	20
Common E-Mail Abbreviations Table 8C	8	21
Popular Simileys and Emoticons Table 8D	8	22
Common Short Hand Expressions of Emotions Table 8E	8	23

TABLE OF CONTENTS

CHAPTER 1

BACKGROUND TO STUDY.....	1
1.1 Global Perspectives	1
1.2 Malaysian Perspective in relation to technology	5
1.3 Social and Political Perspectives	12
1.4 English Language in Malaysia.....	18
1.4.1 English Language and the school curriculum.....	19
1.5 The Discourse Community Selected.....	22
1.5.1 Perdana's Business Interests	23
1.5.1.1 Telecommunications	23
1.5.1.2 Metal -based industries	23
1.5.1.3 Information Technology	23
1.5.1.4 Others.....	24
1.5.2.. Historical Background.....	24
1.6 Overview of research	26
1.7 Limitations and Scope of Study	28
1.8 Rationale and Significance of.....	29
1.9 Focus of Study.....	31
1.10 Plan of Chapters.....	33

CHAPTER 2

THEORETICAL FRAMEWORK.....	1
2.1 Introduction	1
2.2 Ethnography.....	7
2.3 Management Theories.....	12
2.4 Discourse community / Social Theory.....	16
2.5 Genre theory.....	25
2.6 Social Semiotics.....	35

CHAPTER 3

METHODOLOGY

3.1	Introduction	1
3.2	Preliminaries.....	4
3.3	The site of investigation.....	4
3.4	Computer Mediated Discourse.....	7
3.5	Design	8
3.6	Data.....	14
3.7	Case -Study Protocol	17
3.7.1	Brief outline of the Activities during participant observation	17
3.8	Problems of Validity.....	20
3.9	Ethical Issues	22
3.10	Pilot Studies.....	23
3.10.1	Methodology for Pilot Study One and Two.....	24
3.11	Report on Pilot Study One	25
3.11.1.	Demographic Information.....	25
3.11.2	Technology and Systems Questions.....	27
3.11.3	Purpose.....	29
3.11.4	Hierarchy.....	29
3.11.5	English Language Skills.....	32
3.11.6	Questions on Training.....	33
3.12	Report on Pilot Study Two.....	36
3.12.1	Characteristic one - participatory mechanisms.....	37
3.12.2	Characteristic two - Information Exchange	39
3.12.3	Characteristic three - High level of Expertise.....	40
3.12.4	Characteristic Four - Common goals	41
3.12.5	Characteristic five - Community Specific Genre.....	42
3.12.6	Characteristic six -Highly specialised terminology	43
3.12.7	Findings of the pilot study	43
3.12.8	E-mail- the preferred channel of communication.....	44
3.12.9	Implications.....	47

CHAPTER 4

THE SYSTEM AS A STATIC POTENTIAL (The nerve centre of the business community)

4.1	Introduction - Technology	1
4.2	Logos as an activity system.....	3
4.2.1	History, Values and World view.....	3
4.2.2	Ideology	4
4.3	Logos as a meaning system	7
4.3.1	History	7
4.3.2	Strategic Information System Plan (SISP).....	10
4.3.3	Steps and Rationale for new technology.....	10
4.3.4	Approach to Building the strategic system.....	12
4.3.4.1	Business and Organisation - the first concern	15
4.3.4.2	The creation of an Information Model - the second concern	15
4.3.4.3	The identification of Business Functions - the third concern.....	15
4.3.4.4	Finding out the Information Requirements - the fourth concern.....	19
4.3.5	Application Strategy	21
4.3.6	Technical Strategy	24
4.4	Implementation of logos.....	27
4.4.1	Order and Criteria	27
4.4.2	Logos the 3- Tiered Client /Server.....	33
4.4.3	Advantages of Logos.....	35
4.5	Other issues	39
4.5.1	Quality Control.....	41

CHAPTER 5

OTHER PERSPECTIVES OF THE SYSTEM

5.1	Logos as a political system.....	1
5.1.1	Logos as the Logonomic system.....	2
5.1.2	Logos as a Panopticon.....	5
5.2	Linguistic interpretation of logos	6
5.2.1.	Logos -the discourse system.....	7
5.2.2	Characteristics	8
5.2.2.1.	Characteristic one.....	8
5.2.2.2.	Characteristic two.....	9
5.2.2.3.	Characteristic three	10
5.2.2.4.	Characteristic four	12
5.3	Other semiotic systems	13
5.3.1	Space outside the office building	13
5.3.2	Space inside the office building.....	15
5.4.	System access	16
5.5	Authorisation limits for cash.....	18

CHAPTER 6

THE SYSTEM AS A DYNAMIC PROCESS

6.1.	Communication.....	1
6.2	The activity network	2
6.3	Analysis of one business transaction.....	15
6.3.1	Activity centre one - at the front line	16
6.3.2	Activity centre two - the Ware house.....	23
6.3.3	Activity Centre three - the Accounts department.....	31
	Activity Centre four - the general manager's office.....	38

6.4	The meaning behind the Process Network	45
6.4.1	Technology	45
6.4.2	Technology and Documents/ Genres.....	47
6.5	The Process as a Political network.....	48
6.5.1	The Politics of Genres.....	52

CHAPTER 7

CULTURE, VALUES AND LANGUAGE IN E-MAIL

7.1	Cross - cultural considerations.....	1
7.1.1	Rules of interaction among the Malays	3
7.1.2	Cultural values of the Americans.....	6
7.2	E - mail in Business discourse - Key concepts.....	9
7.3	Analysis and Discussion.....	13
7.3.1	E-mail discoursal characteristics	13
7.3.1.1	Difference between the traditional business letter and e-mail.....	15
7.3.1.2	Formality versus Informality.....	20
7.3.1.4	Grammar.....	24
7.3.1.5	Cohesion and Coherence.....	27
7.4	Cultural filters in e-mail.....	28
7.4.1	The trait of Indirectness.....	28
7.4.2	Surrogate situation	31
7.4.3	Use of Images	33
7.4.4	De-emphasis of the self.....	33
7.4.5	Flattening of the Hierarchy.....	34
7.5	Conclusions	35

CHAPTER 8

MACRO ISSUES FOR WORKPLACE LITERACY

8.1	Literacy.....	1
8.1.1	The Operational Dimension.....	5
8.1.2	The Cultural Dimension.....	6
8.1.3	The Critical Dimension	7
8.2	Information.....	10
8.2.1	Electronic Information.....	10
8.2.1.1	Information is an activity.....	12
8.2.1.2	Information has to move.....	12
8.2.1.3	Information is perishable.....	13
8.2.1.4	Value of information.....	13
8.2.1.5	Being common is a desirable.....	14
8.2.1.6.	Time is a factor.....	16
8.2.1.7.	Information is wealth	16
8.3	Technology	18
8.3.1	Humanising computer mediated discourse.....	19