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GENRE IN SOCIAL PROCESS : THE EXECUTIVE SECRETARY IN BUSINESS ENVIRONMENT

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DEDICATION

For my beloved parents

Sivasankaran and Narayani

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ABSTRACT

This is a study on genre as a social process in relation to the role of the executive secretary in the business environment. The study examines the way in which linguistics, drawn into the realm of the social sciences, serves as a 'tool' for the analysis of the role of the executive secretary in a business organization.

The study provides evidence on how language, emerging from the context and linguistic symbols, shapes persons and behaviour in the work environment of the executive secretary. The focus is on talk interactions of the executive secretary in naturally occurring circumstances. The main talk interactions are with the head of the organization and the company staff. In addition, there are the 'outsiders' of the organization who are considered as external contacts.

The qualitative analysis enables a holistic interpretation of language use in the work place. The data is drawn from four companies. The methods employed for data collection are face-to-face interviews, periods of observation at the research site, field notes and audio-recordings. The data provides for the ethnographic descriptions. Effort has been made to use methods of triangulation to address the issue of the validity of the data.

The analysis of the genres that evolved in the talk interactions provides substantial evidence that the executive secretary, aligned with the head of the organization, plays a significant role in the social processes of the business organization.

ABSTRACK

Kajian ini adalah kajian genre yang berkaitan dengan proses social yang melibatkan peranan setiausaha eksekutif di persekitaran organisasi perniagaan.

Kajian ini meneliti hubung kait linguistik dengan sains social yang wujud sebagai satu mekanisme, untuk menganalisis peranan setiausaha eksekutif dalam sebuah organisasi perniagaan.

Kajian ini membuktikan bagaimana bahasa menyepadukan konteks dan symbol linguistik dalam membentuk diri individu dan tingkah lakunya dalam persekitaran kerja sebagai seorang setiausaha eksekutif.

Tumpuan kajian ini kepada interaksi perbualan setiausaha eksekutif dalam suasana yang natural. Perbualan interaksi yang penting ialah dengan ketua-ketua eksekutif organisasi dan perkerja-perkerja syarikat. Sebagai tambahan terdapat juga interaksi dengan individu-individu di luar organisasi yang terlibat yang dianggap sebagai kontek di luar organisasi.

Analisis kualitatif ini membolehkan satu pertafsiran yang menyeluruh bagi bahasa yang digunakan di tempat kerja. Data ini diperolehi daripada empat buah syarikat. Kaedah bersemuka, permerhatian dilokasi kajian, catatan catatan semasa dilokasi kajian, dan rakaman audio. Data yang di kumpul mebolehkan satu huraian

ethnografik dibuat. Beberapa usaha telak dilakukan untuk mengunakan kaedah 'triangulation' bagi menentukan kesahan data.

Analisis genre yang terlibat dalam interaksi perbualan telah memberikan bukti yang kukuh bahawa setiausaha eksekutif, sebagai seorang perkerja yang rapat dengan ketua organisasi, memaikan peranan yang penting melalui proses-proses social dalam organisasi perniagaan.

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