

Appendix 1**TRANSCRIPT NOTATION****1. Simultaneous Utterances**

Utterances starting simultaneously are linked together with either double or single left-hand brackets:

[[Tom: I used to smoke a lot when I was young
 [[Bob: I used to smoke Camels

2. Overlapping Utterances

When overlapping utterances do not start simultaneously, the point at which an ongoing utterance is joined by another is marked with a single left-hand bracket, linking an ongoing with an overlapping utterance at the point where overlap begins:

[Tom: I used to smoke a lot
 [Bob: He thinks he's real tough

The point where overlapping utterances stop overlapping is marked with a single right-hand bracket:

] Tom: I used to smoke a lot more than this
] Bob: [I see

3. Contiguous Utterances

When there is no interval between adjacent utterances, the second being latched immediately to the first (without overlapping it), the utterances are linked together with equal signs:

= Tom: I used to smoke a lot=
 = Bob: =He thinks he's real tough

The equal signs are also used to link different parts of a single speaker's utterance when those parts constitute a continuous flow of speech that has been carried over to another line, by transcript design, to accommodate an intervening interruption:

Tom: I used to smoke a lot more than this=

[

Bob: You used to smoke

Tom: =but I never inhaled the smoke

When overlapping utterances end simultaneously and are latched onto by a subsequent utterance, the link is marked by a single right-handed bracket and equal signs:

Tom: I used to smoke a lot

[]

Bob: I see

Ann: = So did I

4. Intervals In Utterances

A short untimed pause within an utterance is indicated thus:

(.) Dee: Yes uh (.) I am looking for Peter.

5. Characteristics Of Speech Delivery

In these transcripts, punctuation is used to mark not conventional grammatical units but, rather, attempts to capture characteristics of speech delivery. For example, a colon indicates an extension of the sound or syllable it follows:

co:lon Ron: What ha:ppe ned to you

and more colons prolong the stretch:

co::lons Mae: I ju:ss can't come

Tim: I'm so::: sorry re:::ally I am

The other punctuation marks are used as follows:

- A period indicates a stopping fall in tone, not necessarily the end of a sentence.
- , A comma indicates a continuing intonation, not necessarily between clauses of sentences.
- ? A question mark indicates a rising inflection, not necessarily a question.
- ? A combined question mark/comma indicates a rising intonation weaker than that indicated by a question mark.
- ! An exclamation point indicates an animated tone, not necessarily an exclamation.
- A single dash indicates a halting, abrupt cutoff, or, when multiple dashes hyphenate the syllables of a word or connect strings of words, the stream of talk so marked has a stammering quality.

Emphasis is indicated by underlining:

Ann: It happens to be mine

Capital letters are used to indicate an utterance, or part thereof, that is spoken much louder than the surround talk:

Announcer: an the winner: ↓iz:s (1.4) RACHEL ROBERTS
for Y↑ANKS

A degree sign is used to indicate a passage of talk which is quieter than the surrounding talk:

° ° M: · hhh (.) ° Um::° 'Ow is yih mother
by: th' wa :y.h

6. Transcriptionist Doubt

In addition to the timings of intervals and inserted aspirations and inhalations, items enclosed within single parentheses are in doubt, as in:

- () Ted: I ('spose I'm not)
 (Ben): We all (t-)

When single parentheses are empty, no hearing could be achieved for the string of talk or item in question:

- Todd: My () catching
 (): In the highest ()

Here the middle of Todd's utterance, the speaker of the subsequent utterance, and the end of the subsequent utterance could not be recovered.

(Source: Atkinson and Heritage 1984:ix)

Appendix 2**INTERVIEW SCHEDULE I**

The areas covered in the interview of executive secretaries – Pilot Study – involving 12 companies. 4 companies from the pilot study were identified for further research and investigation.

1. Background Information

Name; age; qualifications; years of service; working hours; company name.

2. Duties and Responsibilities

Routine tasks; work based on instruction; independent work.

3. Forms of Communication

Team work; telephone; one-to-one; networking.

4. Impact of Technology

Faximili; computer work; e-mail.

5. Language

English; Bahasa Malaysia, others.

6. Company Details

Company providing service; company manufacturing products; local; multinational.

INTERVIEW SCHEDULE II

The areas covered at the interview of bosses identified for the study.

1. Boss's expectations of executive secretaries
2. Duties and responsibilities of executive secretaries
3. Preferences in personality traits and character
4. Communication skills

INTERVIEW SCHEDULE III

The areas covered in the interview of specialist informants identified for the study.

The information is based on their several years of experience as company staff.

1. Role of the executive secretary based on their observations.
2. Duties and responsibilities of executive secretaries based on their knowledge and interaction with them.
3. Forms of communication engaged in by executive secretaries.
4. Changes in the duties and tasks of the current day executive secretaries.

RESPONDENT	BACKGROUND INFORMATION			DUTIES AND RESPONSIBILITIES		
	QUALIFICATION/YEAR OF GRADUATION	DESIGNATION/EXPERIENCE	WORKING HOURS	ROUTINE TASKS	WORK BASED ON INSTRUCTION	INDEPENDENT WORK
(a)	(b)	(c)	(d)	(e)	(f)	
1	Diploma Executive Secretarship 2½ years	Personal Assistant 7.30 a.m. – 4.15 p.m.	Maintaining daily diary Checking mail & faxes Documenting Minutes Filing	Preparing agenda for meetings Documenting Minutes (Supervised by boss while working on PC) Taking dictation (rare) Drafting letters & memos	Preparing invoices Attending to mileage claims Making decisions in the absence of the boss	
2	Diploma Executive Secretarship 1988	Confidential Secretary 6 years	Maintaining daily diary Meetings with boss every morning Making reservations (travel/hotel, etc) Checking mail & faxes	Handling correspondence Sending faxes	Handling letters & memos in the absence of the boss Preparing information pack for boss for decision making Sending notices	
3	Diploma Executive Secretarship 1993	Secretary 1 year	Maintaining daily diary Managing delivery orders Preparing invoices Checking mail & faxes Filing Preparing letters Scanning papers for press file	Handling correspondence Sending faxes	Having the authority to do developmental work Organizing symposiums Developing company profile Giving instructions in the absence of the boss	
4	Diploma Executive Secretarship 1992	Secretary 2 years	8.15 a.m. – 5.00 p.m.	Storing daily diary in computer for the boss Preparing letters, memos Attending to family matters Managing leave schedules Managing appointments Handling complaints Organizing monthly meetings Making reservations (travel/hotel, etc)	Drafting letters or memos Preparing documents for presentations Developing transparencies and visuals	Fixing all schedules and appointments
5	Diploma Executive Secretarship 1992	Secretary 2 years	9.00 a.m. – 5.00 p.m.	Compiling client complaints Sending letters to contractors Doing sales reservations Documenting Minutes Organizing functions	Drafting letters	
6	Secretary Course 1970	Personal Assistant Executive Secretary Public Relations Officer 20 years	8.30 a.m. – 5.00 p.m.	Maintaining daily diary Meeting with boss every morning Checking mail & faxes Doing Press Releases Organizing meetings Preparing invoices Managing appointments Making reservations (travel/hotel, etc)	Writing speeches Doing reports	Organizing seminars and conferences Organizing visitors' itinerary Preparing advertising budget Organizing campaign Organizing training programmes Doing Product Advertising Attending to family/personal matters

columns continued on next page....

RESPONDENT	FORMS OF COMMUNICATION						WRITTEN IMPACT OF TECHNOLOGY						COMPANY DETAILS
	TEAMWORK	TELEPHONE CONVERSATIONS	FACE-TO-FACE INTERACTIONS	NETWORKING	FACSIMILE	COMPUTER	E-MAIL	LANGUAGE	(n)	(m)	(l)	(k)	
1	Giving opinions Making decisions when boss is away	15-20 calls 2 hours	Managers Staff Clients	Local contacts Foreign contacts Clients	Sending & receiving faxes locally and overseas 1 hour	Word processing – letters and memos, keying in, correcting and printing out	Sending & receiving messages, memos, notices and correspondence, locally and overseas 2 – 3 hours	English and Bahasa Malaysia	Service oriented Local Company	Product oriented Multinational Company	(o)	(o)	
2	Giving opinions for decision making	15 – 20 calls 2 hours	Managing Director Assistant Personnel Manager	Local contacts Foreign contacts Clients Business contacts	Sending & receiving faxes locally and overseas 1 hour	Word processing – letters and memos 2 – 3 hours	Scanning e-mail for messages that are sent to bosses' terminal. Immediate response to e-mail	English	Service oriented Local Company	Product oriented Multinational Company			
3	Giving opinions Having discussions Making decisions	20 – 25 calls 3 hours	Managing Director Staff	Local contacts Foreign contacts Clients Business contacts	Sending & receiving faxes locally and overseas 2 hours	Word processing – letters and memos 2 – 3 hours	Sending & receiving messages, memos, notices and correspondence, locally and overseas	English	Service oriented Local Company	Product oriented Local Company			
4	Assisting other staff Making negotiations Having discussions Giving opinions Making decisions	20 calls Local Overseas Clients Engineers	Manager Marketing Representatives Staff	Local contacts Foreign contacts Business contacts Clients Sales representatives	Sending & receiving faxes locally and overseas 1 hour	Word processing - letters - memos - notices - messages 2 – 3 hours	Sending & receiving messages, memos, notices and correspondence	English	Service oriented Local Company	Product oriented Multinational Company			
5	Giving opinions	25 – 30 calls 2 – 3 hours	Executive Director Departmental Heads Secretaries Staff	Local contacts Foreign contacts Business contacts Sales Representatives Management Staff Government Departments Embassies Ministry Officers	Sending & receiving faxes locally and overseas 1 hour	Word processing 2 – 3 hours	Sending & receiving messages, memos, notices and correspondence	English	Service oriented Local Company	Product oriented Multinational Company			
6	Preparing budget policy	30 calls 3 hours	Chief Executive Officer Staff Clients Visitors Advertising Agents Sales Representatives	Local contacts Foreign contacts Business contacts Sales Representatives Management Staff Government Departments Embassies Ministry Officers	Sending & receiving faxes locally and overseas 1 – 2 hours	Word processing - letters - memos - reports - budget proposals - speeches 2 – 3 hours	Sending & receiving messages, memos, notices and correspondence, locally and overseas	English	Service oriented Local Company	Product oriented Multinational Company			

RESPONDENT	BACKGROUND INFORMATION			DUTIES AND RESPONSIBILITIES			
	QUALIFICATION/YEAR OF GRADUATION	DESIGNATION/EXPERIENCE	WORKING HOURS	ROUTINE TASKS	WORK BASED ON INSTRUCTION	INDEPENDENT WORK	
(a)	(b)	(c)	(d)	(e)	(f)		
7	Diploma Executive Secretaryship -	Secretary & Head of Personnel (Scope for promotion to Personnel Manager or Administrative Officer)	7.30 a.m. – 4.30 p.m.	Maintaining daily diary Managing appointments Checking mails & faxes Sending letters and memos Documenting Minutes Checking purchase and requisitions Checking overtime hours clocked in by staff Preparing salaries Making reservations (travel/hotel, etc.)	Drafting faxes Keying in reports Carrying out administrative work Preparing Minutes to be approved by the boss	Sending letters to customers Doing cover letters for reports In charge when boss is away	
8	Diploma Executive Secretaryship 1993	Departmental Secretary 1 year	7.30 a.m. – 5.00 p.m.	Documenting reports Taking customer orders Checking mail Making reservations (travel/hotel, etc.)	Drafting letters, memos, faxes Summarizing reports	Sending memos Helping subordinates	
9	Diploma Executive Secretaryship -	Marketing Coordinator	7.30 a.m. – 5.00 p.m.	Meeting Vendors Attending meetings and documenting minutes Doing data compilation	Drafting letters	Organizing exhibitions	
10	Diploma Executive Secretaryship 1972	Executive Secretary 24 years	7.45 a.m. – 6.30 p.m.	Maintaining daily diary Doing briefing Managing appointments Checking taxes and mail Assisting Company Secretary Doing letters and memos Preparing documents for meetings Advising boss on salaries, annual bonus Organizing visits Making reservations (travel/hotel, etc.)	Sending invitations Organizing meetings with Ministers for boss or senior staff	Sending letters to clients, academic staff Making appointments Attending to family matters	
11	Diploma Stenography -	Confidential Secretary & Quality Coordinator 15 years	8.00 a.m. – 5.30 p.m.	Maintaining daily diary Managing appointments Documents for meetings Doing dictation Checking mail and faxes Checking record for annual leave Ensuring deadlines Making reservations (travel/hotel, etc.)	Doing transparencies Drafting memos, letters	Fixing management meetings Fixing quarterly board meetings Fixing Quality council meetings Doing project reports Maintaining quality bankbook system	
12	Diploma Executive Secretaryship 1992	Executive Secretary 2 years	8.00 a.m. – 6.00 p.m.	Maintaining daily diary Managing appointments Checking faxes and mail Ordering office supplies Settling bills Making despatch Handling petty cash Making reservations (travel/hotel, etc.)	Doing computer graphics Doing transparencies Preparing evaluation forms	Organizing seminars and conferences Processing questionnaires Updating database of clients	

columns continued on next page...

RESPONDENT	ORAL			WRITTEN IMPACT OF TECHNOLOGY			COMPANY DETAILS			
	TEAMWORK		FACE-TO-FACE INTERACTIONS	NETWORKING	FACSIMILE	COMPUTER				
	TELEPHONE CONVERSATIONS	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
FORMS OF COMMUNICATION										
7	Fixing price of products Making decisions Part of management team	Local Overseas Staff	General Manager Engineers Staff Visitors	Local contacts Foreign contacts Business contacts Agencies MARA Officers	Sending & receiving faxes locally and overseas 1 hour	Word processing - reports letters - memos	Sending & receiving E-mail locally & overseas	English and Bahasa Malaysia	Product oriented Local Company	
8	Doing presentations Making negotiations	Local/Overseas 10-15 calls a day Group Director & 3 bosses Singapore (2) Philippines (1)	Sales Representatives	Local contacts Foreign contacts	Sending & receiving faxes a day 1 hour	Word processing - reports letters - memos	Sending & receiving E-mail most of the time	English	Product oriented Local Company	
9	Making decisions	Local Overseas Staff	Staff Vendors Director Embassies	Local contacts Foreign contacts Business contacts	Sending & receiving faxes ½ hour	Producing visuals	Sending & receiving E-mail locally and overseas	English	Service oriented Local Company	
10	Making decisions	20 – 30 calls Local Overseas Staff Hotel Personnel	Chief Executive Officer Staff Visitors	Local contacts Foreign contacts Academic contacts Ministry Officers Embassies	Sending & receiving faxes locally and overseas 1 hour	Word processing - reports letters - memos	Sending & receiving E-mail locally and overseas	English & Bahasa Malaysia	Service oriented Local Company	
11	Giving suggestions Making recommendations Handling Quality Control Part of Management Control Team for Quality Control	20 – 30 calls Local Overseas Staff Hotel Personnel	Managing Director Staff Sales Representatives Quality Control Manager Visitors	Local contacts Foreign contacts Business contacts Foreign partnership Contacts	Sending & receiving faxes locally and overseas 1 - 2 hours	Word processing - reports letters - memos - visuals	Sending & receiving E-mail locally and overseas	English	Product oriented Local & Foreign Partnership Company	
12	Making decisions	20 – 30 calls Local Overseas Clients Consultants Hotel Personnel	Managing Director Hotel Personnel Visitors Clients	Local contacts Foreign contacts Business contacts	Sending & receiving faxes locally and overseas 1 hour	Word processing - course notes - reports letters - memos Doing graphics	Sending & receiving E-mail locally and overseas	English	Service Oriented Local Company	

RESPONDENT	BOSS'S EXPECTATIONS OF EXECUTIVE SECRETARIES	DUTIES & RESPONSIBILITIES NEEDED	PERSONALITY TRAITS	COMMUNICATION
1. MD (Local Company with Multinational Partnership) Product oriented	Speed in work Intelligence Quality consciousness Multiple skills Decision making ability Knowledge about all company matters Thoroughness in work Confidentiality Ability to be part of management team	To take dictation To draft correspondence To do word processing To provide secretarial services To make travel arrangements To organize seminars To handle telephone calls	Initiative Willingness to sacrifice Pleasant and polite behaviour	To be good in English To be effective in communication To handle telephone conversations efficiently To send and receive faxes To send and receive e-mail
2. MD (Local Company) Service oriented	Speed in work Interpersonal skills Knowledge about all company matters Knowledge on aspects of change Knowledge in the use of office technology Basic knowledge and skills Interest in personal development Ability to work independently Computer literacy Professionalism in her work Supportive role Ability to handle managerial functions Ability to be part of management team	To take dictation To draft correspondence To do word processing To provide secretarial services To make travel arrangements To organize training programmes To network with other businesses To produce training documents	Open-mindedness Flexibility Pleasant behaviour Willingness to sacrifice Willingness to learn	To be clear and precise To be fluent in English and Bahasa Malaysia High percentage of time on oral communication To handle telephone conversations efficiently To send and receive faxes To send and receive e-mail

RESPONDENT	BOSS'S EXPECTATIONS OF EXECUTIVE SECRETARIES	DUTIES & RESPONSIBILITIES NEEDED	PERSONALITY TRAITS	COMMUNICATION
3 CEO (Local Company) Service oriented	<p>Speed in work</p> <p>Multiple roles and functions</p> <p>Ability to anticipate</p> <p>Confidentiality</p> <p>Proactive</p> <p>Frontliner</p> <p>Thoroughness in work</p> <p>Knowledge about the working style and needs of the boss</p> <p>Knowledge about all company matters</p> <p>Ability to make decisions</p> <p>Ability to work independently</p>	<p>To take dictation</p> <p>To draft correspondence</p> <p>To handle finance matters – salaries, budget</p> <p>To provide secretarial services</p> <p>To make travel arrangements</p> <p>To attend to personal and family matters</p> <p>To screen telephone calls</p> <p>To deal with certain matters in the absence of the boss</p> <p>To protect the boss</p> <p>To do word processing</p> <p>To make good judgements</p> <p>To network with other businesses</p> <p>To possess good knowledge of company matters</p>	<p>Patience</p> <p>Initiative</p> <p>Resourcefulness</p> <p>Confidence</p> <p>Honesty</p> <p>Integrity</p> <p>Pleasant behaviour</p> <p>Independence</p> <p>Willingness to sacrifice</p>	<p>To be fluent in English and Bahasa Malaysia</p> <p>To be clear in communication</p> <p>To handle telephone conversations efficiently</p> <p>To send and receive faxes</p> <p>To send and receive e-mail</p>
4 CEO (Multinational Company) Product oriented	<p>Speed in work</p> <p>Multiple roles</p> <p>Accuracy</p> <p>Decision making ability</p> <p>Knowledge</p> <p>Perfection</p> <p>Confidentiality</p> <p>Ability to anticipate</p> <p>Ability to be one step ahead of the boss</p> <p>Know how the boss reacts</p> <p>Discipline</p> <p>Ability to work independently</p> <p>Ability to handle managerial functions</p>	<p>To draft correspondence</p> <p>To handle finance matters – some budgets</p> <p>To provide secretarial service</p> <p>To screen telephone calls</p> <p>To do in-house publication</p> <p>To protect the boss</p> <p>To make travel arrangements</p> <p>To handle advertising</p> <p>To conduct meetings</p> <p>To do word processing</p> <p>To do managerial work</p> <p>To manage public relations</p> <p>To do Press work</p> <p>To attend to personal matters</p> <p>To organize seminars and conferences</p>	<p>Polite behaviour</p> <p>Intuition</p> <p>Willingness to sacrifice</p> <p>Briskness</p> <p>Firmness</p> <p>Ambition</p> <p>Tact</p> <p>Self esteem</p> <p>Independence</p> <p>Trustworthiness</p> <p>Commitment</p> <p>Discipline</p>	<p>To be fluent in English</p> <p>To know what to say and what not to say</p> <p>To be sensitive to company culture</p> <p>To handle telephone conversations efficiently</p> <p>To send and receive faxes</p> <p>To send and receive e-mail</p>

INFORMATION OBTAINED FROM SPECIALIST INFORMANTS

RESPONDENT	ROLE OF EXECUTIVE SECRETARY	DUTIES & RESPONSIBILITIES	COMMUNICATION	CURRENT CHANGES WITH SKILLS AND RESPONSIBILITIES
1. Executive Officer 21 years of service	Office Manager Administrative Supervisor Organiser of meetings, charities and company functions Public Relations Officer	To manage the budget, to fix appointments, to maintain diary, to make travel arrangements, to network with other departments To do word processing To prepare documents for meetings and conferences	Information sharing by e-mail within the company Computer-mediated communication (all employees have a computer) Less face-to-face communication Telephone an active mode of communication	No shorthand Bosses who are computer literate handle own correspondence Manual filing reduced significantly
2. Human Resource Development Manager 20 years of service	Personal Assistant Public Relations Manager Manager Organizer Administrator Knowledge Worker Adviser Liaison Officer	To fix appointments, to maintain diary, to manage the budgets, to make travel arrangements To network within company and externally To prepare documents To handle company's confidential matters To handle complaints To do word processing To develop skills beyond acquired secretarial skills and knowledge	Interpersonal skills Telephone an active mode of communication Language competency in English and Bahasa Malaysia Interactions at all levels	Does little dictation Prepares all correspondence for the boss Develops documentation for use by the boss Prepares speeches for the boss Advises the boss Less dependent on boss's instruction Manages a wide range of company matters, e.g. advertising, publishing, cultural functions Lliaises with high ranking officials, i.e. embassies, ministries

Appendix 6**ON-SITE OBSERVATIONAL NOTES****14 MARCH**

TIME	ACTIVITY
3.00	She is in the room working on document. Fax to UK. She is keying in dictation taken in shorthand. She goes into boss's room to give documents to the boss who is leaving for a meeting. She rushes back to answer the phone call, finds out who it is and connects line to boss.
3.05	She is rushing to get things done. She looks for her assistant. She goes into office and gives documents to boss who is to attend a meeting in PJ at 4.00 p.m. She returns to work station and looks up for the meaning of "swopping and swapping".
3.10	She advises boss about a meeting. Boss leaves for the meeting. He won't be back. She leaves work station to send a fax which is placed next to her station for general use.
3.15	Researcher interviews her.
3.20	Receives phone call and responds to it. She prepares faxes to be sent locally and some to Japan.
3.23	She makes a phone call to Ida asking for information to send the fax to Japan. She rushes to the boss's room when his phone rings. After answering the phone, she returns to fax.
3.30	She is still organising documents for fax. She retrieves faxes hourly. They are confidential.
3.40	Receives phone call to confirm an appointment. She checks to diary fixing an appointment with head office at Wisma Sime Darby. She fixes an appointment. She books a flight to China, booking on VISA.
3.50	She retrieves faxes. When the boss is not around, she sends it to the persons concerned. She makes a copy for him.
3.55	Receives phone call for appointment. She leaves work station. She is chatting with her colleagues. She comes back. She talks with researcher. Leaves work station.
4.00	The product manager comes to see her. She prepares transparencies for use in general.
4.10	Phone rings. She leaves work station to get transparencies for product manager.
4.30	She is still preparing documents, envelopes for personal bills. Boss's phone rings. He prepares his personal cheques and gives to her to send them off.

Sample 1 : Field Notes (Company C)

Appendix 6B**ON-SITE OBSERVATIONAL NOTES****2 APRIL**

TIME	ACTIVITY
10.55	She makes a phone call to trace the boss. She discusses the Queen's Day advertisement with researcher.
11.00	She makes a phone call to Omar from the advertising agency international regarding the Queen's Day advertisement. She discusses in detail and gives instructions to send the advertisement to Hong Kong.
11.05	She makes a phone call to the King's Personal Assistant regarding the Kindergarten Project.
2.35	She talks to Zaikon. She arranges a meeting with Nestle. She makes a call to Clement of High Tian Lau and arranges the boss's business lunch for tomorrow at 12.30 p.m.
2.40	She types the guarantee letter to Pan Pacific to pay the bill.
2.45	She is keying in the memo to KLM to promote Philips' brochure. Boss comes in and asks for coffee.
2.50	She goes in to make coffee for the boss and the visitors in the conference room. She takes in coffee.
2.55	A Chinese lady delivers a document. She makes a phone call to Mr Marshall. She is waiting on phone. She repeats the phone call. She runs to inform boss of Mr Marshall. Boss runs from the conference to his room for the call.
2.56	She leaves work station and returns. She is moving about. She takes a document to the conference room.
2.58	She asks for events.
3.00	She receives a phone call asking information about Zaikon. She is taking the memo to boss for his signature. She leaves her work station. She is going through a file for updating suara meeting to fax to MIDA.
3.05	She is keying in a letter/memo to New Straits Times
3.06	She makes a phone call to the King's Personal Assistant regarding kindergarten in Negeri Sembilan.

Sample 2 : Field Notes (Company B)

INTERACTIONAL GENRE OF EXECUTIVE SECRETARIES

	BOSS	COMPANY STAFF		EXTERNAL CONTACTS	
A1	Reinforcement	E1	Scheduling	H	Collaboration
	Review	E2	Scheduling	I	Management
B2	Investigation	E3	Scheduling	J	Management
	On-the-job Training	F1	Scheduling	K	Management
D1	Teaming	F2	Policy	G1	Scheduling
				G2	Policy

EXECUTIVE SECRETARY AND THE BOSS SPEECH ACTS

GENRE		A1 - REINFORCE	B1 - REVIEW	B2 - INVESTIGATION	D1 - ON-THE-JOB TRAINING	D2 - TEAMING
S	1. Need	1. Elicit Inform	1. Justification	1. Training	1. Proposal	
P	2. Disappointment	2. Agreement	2. Enquiry	2. Clarification	2. Proposal	
E	3. Rectify Inefficiency	3. Intent	3. Response Assumption	3. Procedure	3. Acceptance	
E	4. Reinforcement	4. Counter Suggestion	4. Suspicion	4. Instruction	4. Clarification	
C		5. Agreement	5. Request	5. Instruction	5. Doubt	
H		6. Reinforce Agreement	6. Accountability		6. Alternative Suggestion	
		7. Caution	7. Decision		7. Agreement	
A		8. Agreement	8. Support		8. Seeking Compliance	
C					9. Decision	
T					10. Agreement	
S						

**EXECUTIVE SECRETARY & COMPANY STAFF
SPEECH ACTS**

E1 - SCHEDULING	E2 - SCHEDULING	E3 - SCHEDULING	F1 - SCHEDULING	F2 - POLICY	G1 - SCHEDULING	G2 - POLICY
1. Enquiry	1. Seeking Approval	1. Suggestion	1. Apology	1. Confirmation	1. Enquiry	1. Enquiry
2. Complaint	2. Denial	2. Evaluation	2. Decision	2. Confirmation	2. Enquiry	2. Policy
3. Seeking Information	3. Explanation	3. Suggestion	3. Acceptance	3. Caution	3. Enquiry	3. Regret
4. Approval	4. Acceptance	4. Evaluation	4. Tact	4. Plan	4. Response	4. Resolve
5. Seeking Information	5. Decision		5. Instruction	5. Acceptance	5. Enquiry	5. Disappointment
6. Approval	6. Compliance		6. Compliance	6. Support	6. Response	6. Decision
7. Control					7. Enquiry	
8. Enquiry					8. Enquiry	
9. Decision					9. Response	
10. Acceptance					10. Permission	

**EXECUTIVE SECRETARIES & EXTERNAL CONTACTS
SPEECH ACTS**

H - COLLABORATION	I - MANAGEMENT	J - MANAGEMENT	K - MANAGEMENT
1. Invitation	1. Doubt	1. Tact	1. Tact
2. Explanation	2. Flattery	2. Tact	2. Request
3. Enquiry	3. Tact	3. Tact	3. Cooperation
4. Explanation	4. Cooperation	4. Tact	4. Request
5. Clarification	5. Opinion	5. Tactful Denial	5. Enquiry
6. Seeking Confirmation	6. Opinion	6. Explanation	6. Cooperation
7. Interruption	7. Agreement	7. Acceptance	7. Enquiry
8. Hospitality	8. Explanation	8. Cooperation	8. Cooperation
9. Confirmation	9. Cooperation	9. Cooperation	9. Cooperation
10. Clarification	10. Suggestion	10. Suggestion	10. Suggestion
11. Assurance	11. Consideration	11. Consideration	11. Consideration
12. Solicit Support			
13. Acceptance			

Appendix 11**ACCOUNTABILITY**

	GENRE	SPEECH ACTS	
A1	Reinforcement	Rectify inefficiency	(3)
B1	Review	Counter suggestion	(4)
D2	Teaming	Doubt	(5)
E1	Scheduling	Seeking Information	(3)
		Approval	(4)
		Seeking Information	(5)
		Approval	(6)
		Control	(7)
		Decision	(9)
		Acceptance	(10)
E2	Scheduling	Denial	(2)
		Explanation	(3)
		Decision	(5)
E3	Scheduling	Evaluation	(2)
F2	Policy	Caution	(3)
		Plan	(4)
		Support	(6)
G1	Scheduling	Enquiry	(3)
		Enquiry	(5)
		Enquiry	(7)
		Enquiry	(8)
G2	Policy	Policy	(2)
		Policy	(4)

APPENDIX 12**ABBREVIATIONS**

PKNS - PERBADANAN KEMAJUAN NEGERI SELANGOR

YAYASAN - FOUNDATION

THESE ABBREVIATIONS REFER TO THE ORGANISATIONAL CHART OF COMPANY B:

APPL	-	Appliances
ASST	-	Assistant
BR	-	Branch
BU	-	Business Unit
CEO	-	Chief Executive Officer
C & P	-	Cost & Production
C/SEC	-	Company Secretary
COM	-	Communications
COMP	-	Company
CON	-	Consumer
CORP	-	Corporate
CSS	-	Communication & Security Systems
CTV	-	Colour TV
CUST SUPP	-	Customer Support
DAP	-	Domestic Appliances Products
DEV	-	Development

DIR	-	Director
EDP	-	Electronic Data Processing
INT	-	Internal
ISA	-	Integrated Systems Analyst
LOG	-	Logistics
MFG	-	Manufacturing
MGR	-	Manager
PA	-	Personnel Assistant
PR	-	Public Relations
PRO	-	Project
QTY	-	Quality
REGION	-	Regional
SECT	-	Section
SEMICON	-	Semiconductor
SERV	-	Service
SR	-	Senior
SPEC	-	Specifications
SUPP	-	Supply
VCR	-	Video Cassette
VP	-	Vice President