

COMMUNICATION & LANGUAGE at work

Editorial

Communication and Language at Work

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This Winter Edition 2023 of Communication and Language at Work is, first and foremost, a testimony to the vibrant and diverse field of study that we have labelled “communication and language at work”. The papers of this edition of CLAW span such sites as intranet technology, collegial conversations, knowledge communication, and social media. But the diversity featured here is not merely a matter of what we may look upon as a varied ‘geography’ of sites. It certainly also pertains to the wide variety of methodological approaches employed when examining the field of “communication and language at work”. Needless to say, this abundance of sites and approaches gives rise to applying a bouquet of methods – both in terms methods for gathering as well as for analyzing empirical evidence. And last but certainly not least when it comes to theoretically reflecting on the research processes as well as the outcomes, all papers demonstrate not only breadth but indeed also intellectual depth.

In that sense, too, the papers are testimony to an urge to expand not only the field *per se*, but indeed also our theoretical, methodological, and empirical horizons, i.e., to rigorously put to the test the limits of everything we take for granted as scholars from within the field of “communication and language at work”. On that note, different though the papers may be, what unites them – apart from paying homage to the “at work” part of the title of this journal, is the very laudable fact that the paramount driver behind each and every paper presented here is one of unadulterated, creative curiosity.

In the first paper of this edition, **Exploring the intranet as a change agent: On the sociomaterial entanglement of intranet technology, internal branding and everyday work**, Schönian sets out to critically investigate the intranet, i.e., one of the current cure-alls when it comes to human resource management. En route to that, Schönian examines the branding strategies found on the intranet with a view to exposing the intranet as an – in more ways than one – ambivalent carrier of corporate branding practices. Ultimately, however, the paper also highlights the tendency that the employees – the notorious ‘other’ of any piece of corporate HR communication – seem to be able to navigate the intranet in a way that can not only be labelled ‘emancipated’ but indeed also be evaluated as quite reflective.

With the paper **A practice-based perspective of discursive change in collegial conversations. Explicit and implicit communication at work**, Hedrén contributes to the literature of collegial discourse and communication and the literature on team-based work. In this paper, Hedrén focuses on examining communication at work and especially on how discursive change is enabled in relationships. The paper proposes theoretically well-versed and empirically sound evidence for suggesting that discourses are reproduced along the lines of ‘shallow consciousness’ and ‘intersubjectivity’; and that discursive change – on the other hand – is a function of multivoicing and revisiting events.

In their theoretical paper, **Operationalizing the Autonomy dimension of Legitimation Code Theory: A Hallidayan approach**, Hill-Madsen & Meidel Sigsgaard elaborate on and operationalize core aspects of the educational theory called Legitimation Code Theory (LCT). The paper delves into the ever-present and ever-pressing issue of removing obstacles to knowledge-building for learners. In order to do so, the authors begin by demonstrating that

current LCT theory is lacking, as it were, when it comes to the dimension of Autonomy – both in terms of an absence of concretization and of operationalization. Building on a Hallidayan approach, this lacuna is elucidated and exemplified.

This Winter Edition of Communication and Language at Work ends with **Why Post That? Re-thinking the Problem of Absent Presence within Social Media**. Here, Klok & McClellan present a critical investigation into SoMe communication practices. With a point of departure in the language games of Instagram, Klok and McClellan conduct experiments with real-life, active Instagram users in order to gauge the extent to which self-identification is (merely) involved in or indeed driving SoMe communication. The paper reveals – indeed it empirically confirms – that there is quite a disturbing tendency on SoMe that communication is permeated by “hollow and inconsequential language games that maintain narrow concepts of self and fail to generate interactions necessary to co-create relevant and meaningful social values.”

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