FEATURES OF E-MAIL DISCOURSE IN AN
IRANIAN ORGANIZATION

By

MITRA MADANCHIAN

Thesis submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Master of Arts

July 2012
DEDICATION

To my beloved Mom and Dad.
Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Arts.

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Chairperson: Associate Professor Shameem Rafik Khan, PhD
Faculty: Modern Languages and Communication

This study investigates features of email discourse in workplace communication. Email exchanges are analyzed in order to clarify how members of an organization interact with each other using emails to achieve specific communicative needs of the organization. Therefore, this study assumes that email discourse is a social action, which is utilized by the employees within the organization and it is part of social practice.

There is a gap in understanding or knowledge about how emails are used in Iranian organization within the business context. Therefore, a study of Iranian business emails may provide insights into Iranian ways of communication via emails.
The data of this study consist of a corpus of email messages (N=112) which are exchanged among members of a selected Iranian organization and collected over a stipulated period. The present study used both quantitative and qualitative methods of analysis with an emphasis on qualitative analysis. The present study drew on the Speech Act theory and Conversational Structure framework as the basis for analyzing and explaining the qualitative data. In addition, data was analysed by using the Nvivo 8 software.

A questionnaire was distributed to the employees of the selected organizations to solicit information on three important variables (email use, Attitude to email and email practice) and to determine the Iranian email practice in their workplace by using SPSS software.

The study concludes that the employees in this Iranian organization adopted a variety of discourse and rhetorical strategies to achieve the specific communicative needs at the workplace. The selected strategies reflect the writer’s interpersonal relationship with their email intractants. Finally, the findings clarified the features of email discourse in the selected Iranian organization by drawing on the theories adopted in this study.
Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi Keperluan untuk ijazah Master Sastera

CIRI-CIRI PENYEBARAN WACANA MELALUI EMEL DALAM SEBUAH ORGANISASI IRAN

Oleh

MITRA MADANCHIAN

Julai 2012

Pengerusi: Profesor Madya Shameem Rafik Khan, PhD
Fakulti: Bahasa Moden dan Komunikasi

Kajian ini menyiasat ciri-ciri penyebaran wacana melalui emel dalam komunikasi di tempat kerja. Pertukaran emel dianalisa untuk menjelaskan bagaimana ahli-ahli sesuatu organisasi berinteraksi antara satu sama lain menggunakan emel untuk mencapai matlamat keperluan komunikasi tertentu organisasi itu. Oleh itu, kajian ini menganggap bahawa penyebaran wacana melalui emel adalah satu tindakan sosial, yang digunakan oleh kakitangan dalam organisasi itu dan ia adalah sebahagian daripada amalan sosial.
Terdapat satu jurang dalam pemahaman atau pengetahuan mengenai bagaimana emel digunakan dalam organisasi orang-orang Iran dari segi konteks perniagaan. Oleh itu, satu kajian mengenai emel perniagaan orang-orang Iran mungkin memberikan satu tinjauan mendalam mengenai cara komunikasi orang-orang Iran melalui emel.


Satu soal selidik telah diedarkan kepada kakitangan organisasi-organisasi terpilih untuk mendapatkan maklumat mengenai tiga pembolehubah penting (penggunaan emel, Sikap terhadap emel dan amalan emel) dan untuk menentukan amalan emel orang-orang Iran di tempat kerja mereka dengan menggunakan perisian SPSS.

Kajian ini membuat kesimpulan bahawa kakitangan dalam organisasi Iran ini telah menggunakan pelbagai kaedah penyebaran wacana dan strategi-strategi berbentuk rhetorik untuk mencapai matlamat keperluan komunikasi tertentu di tempat kerja. Strategi-strategi terpilih itu mencerminkan hubungan sesama insan peribadi penulis dengan penerima emel mereka. Akhirnya, penemuan ini menjelaskan ciri-ciri penyebaran wacana melalui emel dalam organisasi terpilih orang-orang Iran dengan mengaplikasi teori-teori yang digunapakai dalam kajian ini.
ACKNOWLEDGEMENTS

I would like to express my gratitude to all those who helped me to complete this thesis.

I am deeply indebted to my supervisor Associate Professor Dr. Shameem Rafik-Galea for her generous time and commitment. Throughout my work, she encouraged me to develop independent thinking and research skills. She continually stimulated my analytical thinking ability and greatly assisted me with academic writing. I have to thank her particularly for all her encouragement along the long journey of writing this thesis. I would also like to thank Dr. Naresh Kumar of my supervisory committee from the Graduate School of Management for his thought provoking comments on my research and who took the time and effort to read my work.

I would also like to thank the management and staff of Rayan Khodro Andishe for their cooperation in allowing me to collect data for this study. Without their cooperation this study would not have been possible.

Finally, I would like to thank my wonderful family, my lovely sister and brothers, who supported me all the way along the journey.
I certify that a Thesis Examination Committee has met on 2 July 2012 to conduct the final examination of Mitra Madanchian on her Master thesis entitled “Features of E-Mail Discourse in an Iranian Organization” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the candidate be awarded the degree of Master of Arts.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

MITRA MADANCHIAN

Date: 2 July 2012
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