



**UNIVERSITI PUTRA MALAYSIA**

***FEATURES OF E-MAIL DISCOURSE IN AN  
IRANIAN ORGANIZATION***

**MITRA MADANCHIAN**

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**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.*



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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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**July 2012**

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**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

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**Pengerusi: Profesor Madya Shameem Rafik Khan, PhD**

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Kajian ini menyiasat ciri-ciri penyebaran wacana melalui emel dalam komunikasi di tempat kerja. Pertukaran emel dianalisa untuk menjelaskan bagaimana ahli-ahli sesebuah 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.

Data kajian ini terdiri daripada sekumpulan mesej emel (N=112) yang bertukar-tukar di kalangan ahli-ahli sebuah organisasi Iran terpilih dan terkumpul merentasi satu tempoh masa yang ditetapkan. Kajian semasa menggunakan kedua-dua kaedah analisa kuantitatif dan kualitatif dengan satu penekanan terhadap analisa kualitatif.

Kajian semasa ini menggunakan teori Aksi Ucapan dan rangka Struktur Perbualan sebagai asas untuk menganalisa dan menerangkan data kualitatif itu. Sebagai tambahan, data itu dianalisa dengan menggunakan perisian Nvivo 8.

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 retorik 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 digunakan dalam kajian ini.

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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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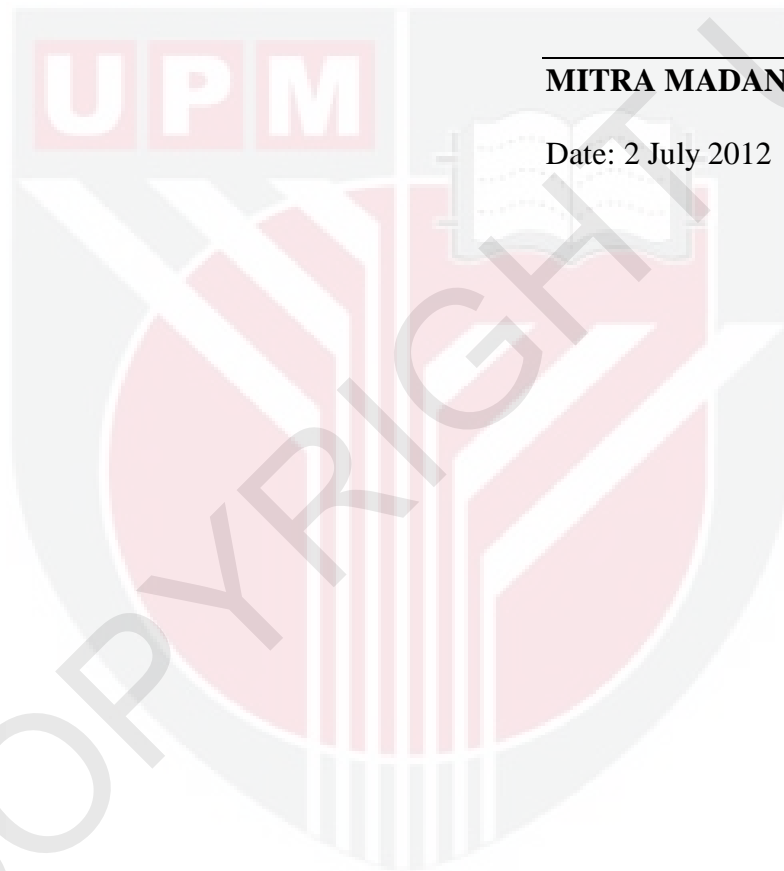
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## DECLARATION

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.



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**MITRA MADANCHIAN**

Date: 2 July 2012

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