

COMS 780: Corporate Communication

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►► Reading List

- * Berger, Hertog, & Park: The political role and influence of business organization
- * Ashforth & Mael: Social identity theory and organization
- * Cheney & Frenette: Persuasion and organization
- * Albert & Whetten: Organizational identity
- * McMillan: In search of the organizational persona
- * Rowan: Goals, obstacle, and strategies in risk communication
- * Ice: Corporate publics and rhetorical strategies
- * Brinson & Benoit: Dow Corning's image repair strategies in the breast implant crisis
- * Williams & Olaniran: Crisis communication in racial issues
- * Heath: Corporate issues management
- * Coombs: Choosing the right words
- * Seeger, Sellnow & Ulmer: Communication, organization, and crisis
- * Heath: A rhetorical approach to zones of meaning and organizational prerogatives
- * Knott & Natalie: Sex differences, organizational level, and superiors' evaluation of managerial leadership
- * Barge: Putting leadership back to work
- * Barger: Leadership as organizing
- * Parker: African American women executives' leadership communication within dominant-culture organizations
- * Buzzanell: Leadership processes in alternative organization
- * Bunyi & Andrews: Gender and leadership emergence
- * Husband: Toward a grounded typology of organizational leadership
- * Zorn & Violanti: Measuring leadership style
- * Ngwenyama & Lyytinen: Groupware environments as action constitutive resources
- * Kuhn & Poole: Do conflict management styles affect group decision-making?
- * Gigone & Hastie: The common knowledge effect
- * Saka & Shiigi: Groupware
- * Postmes & Lea: Social processes and group decision-making
- * Banks & Banks: Cultural identity, resistance, and "good theory"
- * Fontaine: Managing intercultural effectiveness
- * Lee, Wang, Chung & Hertel: A sociohistorical approach to intercultural communication
- * Zaharna: Intercultural communication and international public relations
- * Fong: Chinese immigrants' perceptions of semantic dimensions of direct/indirect communication in intercultural communication in intercultural compliment interactions with North Americans
- * Benoit: Crisis communication in racial issues