JYVÄSKYLÄ STUDIES IN HUMANITIES
54

Pirjo Alatalo

Directive Functions in Intra-Corporate Cross-Border Email Interaction

JYVÄSKYLÄN YLIOPISTO

JYVÄSKYLÄ STUDIES IN HUMANITIES 54

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Esitetään Jyväskylän yliopiston humanistisen tiedekunnan suostumuksella
julkisesti tarkastettavaksi yliopiston vanhassa juhlasalissa (S212)
kesäkuun 10. päivänä 2006 kello 12.

Academic dissertation to be publicly discussed, by permission of
the Faculty of Humanities of the University of Jyväskylä,
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UNIVERSITY OF JYVÄSKYLÄ

JYVÄSKYLÄ 2006

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Editors
Arja Piirainen-Marsh
Department of Languages / English, University of Jyväskylä
Pekka Olsbo, Marja-Leena Tynkkynen
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URN:ISBN:9513925315
ISBN 951-39-2531-5 (PDF)

ISBN 951-39-2452-1 (nid.)
ISSN 1459-4331

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Jyväskylä University Printing House, Jyväskylä 2006

ABSTRACT

Alatalo, Pirjo
Directive Functions in Intra-corporate Cross-border Email Interaction
Jyväskylä: University of Jyväskylä, 2006, 470 p.
(Jyväskylä Studies in Humanities
ISSN 1459-4331; 54)
ISBN 951-39-2531-5
Finnish Summary
Diss.

This dissertation examines directive language use in English-language cross-border email interaction within a multinational company. Directivity is approached as a social, interactional and linguistic phenomenon in the participants' sequences of email message initiations and responses. The contextual analysis focuses on 147 emails appearing in different message chains initiated by emails conveying a request for action. The study investigates how directives are realized lexico-grammatically and which contextual functions the diverse manifestations serve in different messages. The study also aims to find out how the interactants' roles are established, maintained and re-established through different directive realizations, and how different participants are linguistically engaged in the on-going sequences of interactions. A transmethodological approach is used to analyze the email interaction. The linguistic analysis draws from a functional-dialogic approach and the intaractants' directive behaviour is analyzed through the lens of the grammatical systems of mood and modulation within the interpersonal metafunction. Theoretically, the study aims to test the applicability of and develop two functional networks suggested by previous research. The findings showed that a full variety of congruent and incongruent mood selections were used in realizing directive functions. The two functional networks contributed to identifying, describing, and explaining different contextually nuanced directive functions. The lexico-grammatical realizations conveying the directive functions varied in their functions in different messages and, therefore, it was difficult to pinpoint distinct generalizable tendencies in the use of the mood structures. The in-depth contextual analysis of the nuanced directive functions showed that the identification, description, and interpretation of the different directive functions contributed to positioning the participants interactionally in dynamically shifting roles in the email sequences of initiations and responses. In sum, the functional-dialogic framework used in analyzing directive functions and examining role assignment and role positioning has introduced a new and challenging angle to analyzing naturally occurring email interaction in the business domain.

Keywords: business interaction, directive functions, email interaction, intra-corporate interaction, cross-border interaction, functional-dialogic approach, transmethodological approach

Author's address

Pirjo Alatalo
Unit of Business and ICT
Kemi-Tornio Polytechnic
Kauppakatu 29
95400 Tornio
pirjo.alatalo@tokem.fi

Supervisors

Arja Piirainen-Marsh
Professor
Department of Languages / English
University of Jyväskylä

Mirjaliisa Charles
Professor
Department of Languages and Communication
Helsinki School of Economics

Reviewers

Catherine Nickerson
Professor
Center for Language Studies
University of Radboud, Nijmegen

Eija Ventola
Professor
Department of English
University of Helsinki

Opponents

Catherine Nickerson
Professor
Center for Language Studies
University of Radboud, Nijmegen

Eija Ventola
Professor
Department of English
University of Helsinki

ACKNOWLEDGEMENTS

This study on authentic business email interaction was made possible by those employees of a Finnish multinational company who submitted their email exchanges for research purposes during several years. Therefore, I want to express my warmest appreciation to them for the real-life data and for their unfailing assistance in providing insider insights into the goings on in the email interaction during the process of writing this study.

This dissertation was completed with the support of the Department of Languages/English at the University of Jyväskylä, and it has grown from many years of participation in the work of seminars for post-graduate students in Jyväskylä. I was also privileged to work as a project group member in the research project 'English Voices in Finnish Society: The use of English in media, education and professional settings' at the Department of Languages/English at the University of Jyväskylä. During the project meetings and discussions with the other project group members I have received valuable help and support at the various stages of the process. I wish to thank Professor Sirpa Leppänen, Professor Arja Piirainen-Marsh, Tarja Nikula, Anne Pitkänen-Huhta, Heidi Koskela, Leila Kääntä, Anu Muhonen and Marianne Toriseva for stimulating discussions and supportive feedback during our several project meetings.

I am most grateful to my supervisor Professor Arja Piirainen-Marsh for her unfailing support and reassuring encouragement during the whole process. She always made me feel welcome to meet her to discuss the study. She steered me firmly and patiently during the process and her competent guidance and advice during the discussions were decisive in view of the completion of this study. Most of all, I want to thank her for her reviewing the draft versions of the study and her thorough reading of the manuscript. My sincere thanks and gratitude are also due to Professor Mirjaliisa Charles who was my second supervisor. Thanks to her genuine interest in research into business language use and wide knowledge of research into business language use I was able to benefit from her incisive comments concerning my study on business language use. Her door was always open for discussions during which she gave perceptive feedback, which, for sure, has had positive implications for this study.

My appreciative thanks are due to the two external reviewers of this dissertation, Eija Ventola, Professor of English at the University of Helsinki, and Catherine Nickerson, Associate Professor at Radboud University, Nijmegen. Their detailed feedback and constructive suggestions provided invaluable guidance and helped me improve the dissertation.

My colleagues, i.e. the teachers of Business English at the Department of Business and Culture at the Kemi-Tornio Polytechnic, receive my special thanks for their readiness to work longer hours during my leaves of absence. Teresa Chen's, Eeva-Kaarina Kari's, Paul Nijbakker's and Johanna Päätalo's competent

flexibility in sharing the increased work load has been invaluable for the completion of this work. I will always appreciate that. Further, I thank my colleague Teija Pasma for her help in laying out the manuscript for review and Pirjo Könni for her assistance at the final stages of the layout work.

This study would not have been materialized without the leaves of absence granted by my employer, Kemi-Tornio Polytechnic. I would also like to thank the University of Jyväskylä and the Department of Languages/English for their substantial financial support which has been crucial for the completion of this dissertation. Further, I thank the Foundation for Economic Education (Liikesivistysrahasto) and the Anniversary Fund of the Federation of Business Teachers (Suomen Kauppaopettajien juhlarahasto) for their financial support.

Finally, I would like to extend my special thanks to my family and friends who have helped me through the various stages of this process by engaging me in real-life activities. Pekka's encouraging attitude and support have made it possible for me to write this study full time. Kaisa has continued to be the joy of my life and has delighted me by her frequent phone calls and regular visits home. Pekka and Kaisa are the towers of strength to me. Kiitän vanhempiani heidän ehtymättömästä kiinnostuksestaan työtäni kohtaan. Korkeasta iästään huolimatta he ovat jaksaneet kannustaa minua ja tarjonneet mielenkiintoisia keskusteluhetkiä tutkimustyön lomassa. My special thanks go to my siblings, Ilpo, Alpo and Heljä, and their families. I want to thank them for their unfailing encouragement and their sincere willingness to offer help when it was needed. My sister Heljä has always been present to listen to me and talk with me, whichever was needed. Thanks for that.

Omistan tämän työn vanhemmilleni.

Tornio, April 2006
Pirjo Alatalo

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1 INTRODUCTION

1.1 Orientation

The object of observation in this work is authentic English language use within a multinational business corporation, and more specifically, the language participants use when composing email messages and distributing them across functional and national boundaries. The focus of the linguistic analysis is on the participants' choice making in their language use when conveying task-relevant and role-appropriate directives in different interactional events. The use of language in the business email[1] interaction is approached as a complex and dynamic social activity which is purposeful, goal-oriented and context-dependent.

Directives as used in the contexts under scrutiny are understood as conveying the addressor's authoritative urge or desire to get the addressee or some other intended actor to perform a particular act in compliance with the addressor's expectations. As the directive expressions are situated in on-going contexts of social relations and social activity in joint processes of negotiating meanings in the unfolding of interaction in email message exchanges, their realizations and interpretations are understood to be dependent on both. At the level of the on-going interaction, directive expressions are analyzed in the unfolding of interaction in message chains as they are enacted by the initiators and respondents and not as removed from their interactional contexts in which they are embedded. By studying the participants' directive language use in the chains of initiations and responses, the aim of this explorative study is to introduce a new approach to studying authentic email interaction since previous research has mainly focused on analyzing directives as individual moves or speech acts. Further, by closely studying how lexico-grammar is used

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1 The spelling *email* without the hyphen is used in this study (see Kankaanranta 2005:19 citing Andrews 2003:7-8). However, the original spellings of in the informants' email messages as well as in any quotes from other authors using the hyphenated form are preserved.

in realizing directive functions and how different directive functions have implications for the participants' social and interpersonal relationships in the exchanges, the aim is to offer new insights into how the participants negotiate their situational and contextual roles through their directive behaviour in different exchanges.

As the number of written business documents sent by traditional mail is decreasing, an increasing proportion of business people's working time is spent on writing texts to be forwarded via electronic media (Nikali 1998; Louhiala-Salminen 1995, 1999, 2002). In terms of the choice of medium by which a written message is transmitted in the contemporary business domain, it seems evident that pragmatic significance has overridden stylistic significance. In the 20th century, electronic mail as a means of targeted communication made telefax almost extinct and challenged both mailed business letters and the telephone. Electronic mail has become ubiquitous in contemporary organizations and indispensable for business communication, and is no longer considered as an advanced innovation in the sense that its use in organizational communication is no longer questioned. (van den Hooff & al. 2005:4.) Thus, as more and more work involves writing in contemporary workplaces, writing email messages has become an everyday practice in today's corporations for managing routine and non-routine transactions and interactions. Consequently, the pervasion of electronic mail interaction increases the relevance of studies on business email interaction, including their relevance from the point of view of teaching business interaction. This study focuses on investigating intra-corporate email interaction as a multi-person and multi-point interaction taking place in the electronic world between globally scattered employees of a multinational company. The language use in the written email messages is seen as representing the middle ground between written and oral language use for managing intra-corporate interactions and transactions.

In order to gain a proper perception of experience from the perspectives of the business language users interacting in dynamic business settings (Maykut & Morehouse 1995:44; Bargiela-Chiappini & Harris 1996:658; Nickerson 2002:378, 2003:83), an attempt is made to situate the language use under scrutiny closely in its organizational, business, socio-cultural and situational context by providing socio-contextual information concerning the company under scrutiny. The socio-contextual information was gathered through printed material and personal interviews with a number of company employees before, during and after collecting the data for this work. Thus, the email interaction is situated and interpreted within a corporate context where social roles, overall corporate purposes and goals, professional and organizational preferences and prerequisites, and even cultural constraints are understood to operate in important ways (Bhatia 1991). The notion of 'email interaction' is used here since it is seen as a multi-person collaborative activity realized through sequences of initiating and reacting email messages. Simultaneously, the use of 'interaction', a CA terms in analyzing face-to-face encounters, acknowledges the hybrid nature of email interaction, i.e. the presence of written and spoken language structures (e.g. Kankaanranta 2006:100-109). This study also uses the

notion 'utterance',[2] also used in CA in analyzing oral interaction, in reference to various lexico-grammatical realizations of contextual directive functions (see section 5.3.1).

The multinational corporation and the email interaction in English within the corporation provide an inspiring target for a linguistic analysis of naturally occurring interaction in the business domain. It seems evident that inquiries into the broad issue of business email interaction increase in relevance with the increasing number of business professionals using the latest technology for different purposes at their workplaces. The broad context of use of the English language is a Finnish multinational corporation and its subsidiaries or sub-units for which native and non-native English-speaking participants work in different functional areas in different countries. The English language has become a fact of life for the employees in the company (see e.g. Nickerson 2003). The participants with diverse linguistic backgrounds at different levels of the organizational hierarchy use English in the email interaction under analysis as a shared intra-corporate language in a wide range of different interactional events in order to carry out different communicative goals and purposes. Consequently, the interpersonal features of power and role of both the addressor and the addressee vary in terms of the hierarchical and interactional relationships between the participants as the interaction unfolds in email messages and chains of messages.

The composition, distribution and interpretation of email messages is understood as representing a forum of social construction of action, interaction, and knowledge through a social-dialogic process for generic social ends (Baron 1998b:46). Thus, the starting point for this work is in viewing the multinational corporation and the many dimensions that come with multinational corporations as the wide contextual venue constraining the intra-corporate cross-border email interaction in English. However, despite the multicultural business environment and the diverse linguistic backgrounds of the participants, this work does not pursue an intercultural approach for reasons discussed in section 2.5.2.2 since the focus of this work is elsewhere.

In terms of the language used in email, on-line interaction can be referred to as a hybrid that resembles both speech and writing and yet is neither (see e.g. Kankaanranta 2005). In this study it is understood that email messages are part of a wider intertextual relationship between other forms of communication both spoken and written (Forey 2004:449 citing Devitt 1991; Iedema 1995, 1999, 2000). Writers in the comparably new medium draw from their experience of both oral and written communication, and learn by doing and from others' doings. Thus, writers socialize and are socialized into language use in different on-line environments. In a discussion of features common to most Internet communications, 'Netspeak' (Crystal 2001) is referred to as a hybrid of speech and writing. Further, it is maintained that 'Netspeak' is different enough to be

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[2] The notion of 'utterance' refers to clauses and reduced and elliptical clause structures carrying contextual and situational functions in the on-going email interactions.

referred to as a genuine 'third medium' for communication, or even as a new form of language encouraging net users into creative use of language (Crystal 2001, original quotes). A counter argument (Luukka 2001) proposes that a more relevant notion would be a new language variant rather than a new form of language, since language is not a static constant but in a permanent state of flux. Thus, the new variants used in new media settings can be conceived in terms of a continuum across the different variants in real-life language use contexts, since language users, also in new media settings, are capable of deciding which variant to use in which context.

In opposition to linguistic prescriptivism or the purist view on language forms, it is argued (Crystal 2001; Luukka 2001) that in providing a dynamic venue for language use the new technology does not impoverish the language but rather enriches it with great vigour, since net users are aware of contextual constraints on language use. Further, with some characteristics of writing, some of speech, and some emergent qualities of neither (Baron 1998b:48), email discourse allegedly reflects the on-going trend for writing to approximate the structure and convention of speech rather than functioning as a discrete form of linguistic representation.[3] Further, it is argued that popular discourses about the linguistic exclusivity and impenetrability of technologically-mediated discourse appear greatly exaggerated (Thurlow 2003). In addition, it is popularly suggested that new media forms call for a kind of pared-down language, bending and breaking the established rules. This suggestion may hold to an extent for the new means of written communication, such as email, SMS (Short Message Service on mobile phones) messages, venues like Chat, the Internet-based chat rooms and channels of IRC (Internet Relay Chat), and TV-based real-time discussion channels maintained by TV stations after broadcasting hours, filled with SMS messages sent to a pay number (Ervamaa 2002). However, the kind of pared-down language referred to above is not a totally new creation or a language variant.

In the days of the telegraph, businesses managed to curb costs in communication by using a single word to stand for an entire phrase or sentence, e.g. instead of writing *Shall we ship?,* they used the single code-word *loaza,* or *AREYOUSURE* for *Are you sure?* in order to minimize the number of words, which was the pricing principle in telegraph transmission (Baron 2002:407, 410).

In the context outlined above, this study is concerned with the ways in which participants convey directives through sequences of actions and interactions and joint processes of negotiation in on-going interactions. The linguistic focus of this work, i.e. studying how different directive functions are realized through different lexico-grammar in different interactional events, poses challenges to the linguistic analysis. The challenges derive from the fact that the email message exchanges are approached as sequences of initiations

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[3] See Baron (1998a:150-155) for a characterization of writing versus speech. She suggests in her characterization a prototypical linguistic profile of email in an attempt to lay out the major social and linguistic factors of email when it is used as a communicative system. As this study does not focus on discussing the dichotomy between writing and speech, Baron's genre-based approach is not discussed further.

and responses where different directive functions, or the speech function of commanding, are conveyed by different structural variations as reactions to previous messages or turns or to interactions external to the on-going interactions. In other words, the analysis focuses on message chains where every initiating message or turn conveys the speech function of demanding goods and services, and each speech function involves both a speech role, i.e. giving and demanding, and a commodity choice (Eggins 1994:150). The notion of commodity choice emerges from Halliday's (1994a:68) interpretation of the clause in its function as exchange and the nature of dialogue in making meanings and in establishing and developing social roles. The exchange commodity is non-verbal, i.e. an exchange of goods-&-services. In Halliday's terms, "what is being demanded is an object or an action, and language is brought in to help the process along" (Halliday 1994a:69).

The pragmatic use of the concept of 'interaction' to refer to the electronic mail messages or texts relies on the postulation that as acts of communication, texts have interactive dimensions, since they are situated within contexts of socio-historic environments that participants perceive and apply. The composition of texts is guided by writers' own purposes and their notions of the intended readers' potential to understand, based on the assumed shared knowledge. (Witte 1992.) Further, with reliance on Halliday's (1994a) functional notion of clause as exchange and his dialogic approach to commanding linguistic behaviour, the notions of 'interaction' or 'dialogue' (henceforth without quotes) are used when referring to what is going on in the initiation-response sequences between identified participants in the email messages or message chains where responses are understood to be constrained by prior initiations. Thus, dialogue in functional terms involves a choice between initiations and responses. Dialogue is understood as inherently interactive since in dialogue conveying one of the speech functions by one of the participants very likely involves a reaction by some other participant (Halliday 1994a:68-71; Eggins 1994:150). In addition to offering tools of analysis for dialogic language use in the email interaction, functional linguistics as a general model for analyzing meanings making processes in language use is relevant since it incorporates the notion of language as a social phenomenon and emphasizes the role of lexico-grammar at the level of texts, here email messages, as a unit of meaning (Forey 2004:449).

The concept of 'communication' is not used to avoid looking at what is going on in the email messages from its mechanical and automatic stance, i.e. to avoid the focus on the sender and the recipient roles as well as the encoding and decoding stages of messages (see Louhiala-Salminen 1999). Further, the use of the concept of 'communication' may not aptly emphasize the consequential dynamic aspect of email interaction in different message chains in the data, i.e. identifiable participants interacting via email in a professional setting in an intercultural business environment. (See Yli-Jokipii 1994 and Louhiala-Salminen 1995, 1999 for more discussion of the conception.)

The notion of 'professional' (henceforth without quotes) is used in the intra-corporate email interaction context to convey that the participants, whose

work in the survival-, profit- and growth-oriented business organization aims at contributing to doing global business at the broad corporate level, have expertise either on business or technical topics and issues that they write about (Poncini 2002a: 53 citing Gunnarson et al. 1997 and Bargiela-Chiappini & Nickerson 1999b).[4] In view of the notion of business interaction, the existence of a superordinate business objective differentiates business interaction from most forms of professional discourse. Further, business interaction typically does not involve lay persons and is characterized by individuals who interact for business purposes and whose main responsibilities focus on business. (Poncini 2002a:54 citing Bargiela-Chiappini & Nickerson 1999b.) The technical experts use English in their email interaction in the same broad corporate context as the business professionals, but their specific context of language use in different interactional events is typically more technical in nature. Therefore, professionals working in business organizations are understood as holding task skills, i.e. they know the subject matter they write about. Due to the knowledge of the subject matter and the contextual expertise, a certain amount of power is bestowed on experts in issues of their area of expertise. Business professionals are also seen as possessing appropriate interactional and linguistic competence to enable them to realize their messages in different contexts in terms of appropriate message organization and lexico-grammar, including directive language use. In sum, in the email interaction, the business professionals bestowed with expertise interact in symmetrical or asymmetrical roles and their interaction includes conveying different directive functions through diverse linguistic realizations. As the focus of analysis in this study is on the participants' directive linguistic performance, the following section discusses how the conception of 'directive' is perceived in this study.

1.2 Directive language use

Generally, directives are understood as prescriptive or proscriptive utterances or linguistic maneuverings by means of which speakers aim at influencing, or directing, hearers' subsequent behaviour, i.e. by means of which speakers convey how they intend or desire hearers to behave. Directives typically include verbs or verbal expressions describing actions to be carried out by the named addressee or a third party, and pronouns, nouns or noun groups to denote the intended actor. Directives may be used for such functions as commanding, asking, requesting, prohibiting, instructing or advising readers or third parties to act or not to act in the way prescribed or proscribed by the

[4] For a more detailed discussion of the conception of 'professional' discourse, 'business discourse, 'institutional' discourse, and 'organizational' discourse see Yli-Jokipii (1994:36-38, 49); Louhiala-Salminen (1995:24-30, 100-101, 1999:21-37); Sarangi and Roberts (1999b:16-19); Gunnarsson et al. (1997b:1-11); Poncini (2002a:51-55); Alatalo (2002:14-18).

directive expression, or suggesting or proposing courses of action, in their contexts of use.

In this study the conception of 'directive' is used for the instances of the lexico-grammatical realizations which in their context of use can be interpreted as functioning as conveying that the addressor intends or wants to bring about physical or verbal action or non-action through the expected actor. The analysis of directive functions is mainly based on the resources of the systems of mood and modality within the framework of the interpersonal metafunction (Halliday 1994a). The linguistic analysis draws on the consequential role of the lexico-grammar from a contextually-oriented functional perspective, since through contextual and situational lexico-grammatical choices the addressors can mean what they like and simultaneously they can make several meanings (Halliday 1994a; Eggins 1994:146). Drawing from functional grammar and investigating directive language use and functions means here that directives are approached as functions at the level of discourse semantics and lexico-grammar as congruent or incongruent realizations of these functions (Halliday 1994a:12-16). In real life language use, the same grammatical structures can convey different interactive functions and the clauses of different mood types can achieve equivalent interactive functions. In other words, there is not a one-to-one correspondence between particular mood realizations and particular interactional functions. (Halliday 1994a:69; Eggins & Slade 1997:177.) By drawing on the functional framework it is possible to take into account the different time frames of the past, present and future states of affairs. In sum, in analyzing directive utterances it is possible to examine the participants' directive language use which aims at initiating expected actors' future, changing their past or present, or stopping their current behaviour, physical or verbal.

1.3 Aims and research questions

The aim of this work is two-fold in that it pursues both empirical and theoretical aims. The empirical aim of this work is to draw from two functional accounts (Iedema 1997; Eggins & Slade 1997), amended and elaborated for the purposes of this work, in addressing the primary research question: *How are directives realized lexico-grammatically and which contextual functions do the diverse linguistic manifestations serve in different turns in different interactional events?* This question is put forward in line with the basic questions addressed by functional linguists as it relates to how interactants act linguistically and how they use language for different purposes or functions in different social contexts, what linguistic choices they rely on, what type of contextual variation in linguistic choices there is in their meaning making processes, and which sets of options of meaning potential resources are activated by interactants in different contexts. The functional approach acknowledges multifunctionality in meaning making processes, which is one of the starting points for this linguistic analysis.

This study examines the participants' directive linguistic behaviour in the business email interaction as taking place on three different interconnected levels, i.e. the functional or the meanings level, the socio-pragmatic or contextual level involving participants' linguistic choice making in social contexts of language use, and the lexico-grammatical or formal level. As a result, the primary empirical aim is to identify for functional categorization, describe, interpret and explain the contextual uses and functions of particular lexico-grammatical structures interpreted as serving the role of directive linguistic behaviour in the intra-corporate cross-border email interaction. In other words, the aim of the linguistic analysis is to 'unpack'[5] the sequential email interaction, i.e. to go into the lexico-grammar in order to understand how situational meanings are made.

When seeking to find answers to the primary research question, the following sub-questions or secondary research questions are addressed: *How are the interactants' intertwined roles established, maintained and re-established through different directive utterances in the on-going interactions?* and *How are the addressors, the addressees, and the non-present 'others', who are involved through the on-going email interactions, introduced by linguistic means into the interactions realizing directive functions?* Thus, the analysis addresses the question of how a certain group of interactants, comprising individuals with different backgrounds, in their symmetrical and asymmetrical roles or positions in the corporate hierarchy, construct and reconstruct contexts and participant roles through their interaction, and how contexts and participant roles are actuated in participants' linguistic behaviour when they convey directives. An intermediate position between the given and the constructed context approach is assumed with the introduction of the notion of 'glocal' context. The global context, including the relationship between the subsidiaries and the employees, is seen as being configured a priori and the local context is seen as being activated by the on-going interaction itself. (Auer 1992; Sarangi 1998; Malpas 2002; Sbisà 2002; Akman & Bazzanella 2003; Wiberg 2003.)

To conclude, as will be discussed in more detail in section 5.1, this study aims to investigate how the various participants' particular lexico-grammatical choices and the concomitant functional choices serve to accomplish the functions of email writing as social action in diverse situations and contribute to the overall function of conducting business successfully as corporate employees and, in doing that, achieving the generic corporate goals in the multinational company. In addressing the secondary research questions the aim is to examine the linguistic and interactional realizations of interpersonal relationships in particular social processes of acting and choice and meaning making. As will be discussed in section 5.1, it is understood here that role work, i.e. assigning roles to others and taking on roles, is done through interaction and that interaction is motivated by the social. By analyzing the various directive functions realized through different lexico-grammar it is also possible to examine the ways in

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5 The notion of 'unpacking' the discourse originates from Iedema (1995:134 cited in Forey 2004).

which the participants take on different roles and assign to others different roles in the email interaction.

The first theoretical aim is to test and develop an account of directive functions (Iedema 1997) found previously viable in describing directives in written texts different in nature from the interaction analyzed here. The differences between my email data and the written texts on which the account to be tested and developed is based will pose challenges for identifying, interpreting and labelling the different directive utterance functions as will be discussed further in section 4.7.2. The second theoretical aim is to test and develop an account that would be useful in describing the different functions of the messages, and in assigning different functional interpretations and labels to the different email messages or turns where different directives are realized in the email message chains. The purpose of describing and interpreting different message functions is to examine the possible intertwinedness of message functions and directive utterance functions. The challenge posed by the second functional account derives from the differences between the written email data and the casual conversation data on the basis of which the functional account of moves was originally developed (Eggins & Slade 1997) as will be detailed in section 4.7.1.

1.4 Informants, data and methods

The data consist of individual email messages or message chains written in authentic cross-border business encounters. The English language messages are exchanged between employees within a Finnish multinational group of companies, which is part of a Finnish multinational conglomerate. The employees have different linguistic and national backgrounds and the English language used in the email interaction is referred to as a shared intra-corporate language, since the participants comprise native and non-native writers of English. The messages are collected from one group of companies as it is difficult for researchers to receive authorization from business enterprises to examine authentic interaction within their organizations due to shortage of time, lack of interest in linguistic research and fear of intrusion into corporate practices (see Firth 1991; Loos 1999). The messages submitted for this study were self-selected by the informants for confidentiality during particular periods in the years of 1996, 1999 and 2003. The messages under investigation are from the years of 1994, 1996, 1998, 1999, and 2003. All names and references to the corporation and its customers, the participants and the product names or categories together with product particulars and business terms and conditions have been changed or omitted for confidentiality. However, other original typographical or language choices made by the writers have been preserved. All messages subjected to linguistic analysis are illustrated in full in their edited form in Appendices 5 - 8.

The methodological approach in this explorative study is qualitative in pursuing the aims and in addressing the research questions introduced above. The analytical methodology arises from the aims and research questions of this study in order to make it possible to pull together resources from diverse sources. In this study, qualitative research methods are called for to identify, describe, interpret and explain the linguistic realizations of contextual directive utterance functions in the email data. This study approaches the interaction and directive language use from multiple angles and makes use of previous research mainly carried out in socially, functionally and pragmatically oriented frameworks for describing and interpreting the participants' linguistic behaviour in different contexts of language use. Some argumentation is taken from relevant recent research with social, pragmatic and functional focuses, whereas some argumentation can be regarded as shared acknowledged understanding among linguists and researchers of and practioners in business organizations and organizational communication. My goal in this study as a researcher and teacher of business interaction is to integrate and bridge various methodologies and approaches as they relate to the authentic intra-corporate cross-border email interaction. Thus, the contextually-oriented analysis of email language use in a multinational company contributes to responding to the challenges posed to language teaching and language learning, and teaching materials and methods in the changing society harnessed with technological innovations (Ventola 2005). On the basis of the analysis of the 'goings on' in the real-life email message chains it is possible to revise and develop learning and teaching materials and methods used in courses with a focus on contextual business language use. Chapter 4 will introduce in detail the perspective pursued in this study by referring to it as multi-layered or 'transdisciplinary' (Halliday 1992:60, original quote).

The methodology of identifying the occurrences of directive functions involved a systematic search for the lexico-grammatical occurrences of utterances realizing directives in the sequences of email messages. The data was subjected to manual analysis and no computer software was used. For this work, a decision was made to include into the linguistic analysis the individual messages conveying a request for action eliciting no verbal reaction, and the message chains initiated by a request for action and eliciting at least one verbal email reaction. The notion of 'no verbal reaction' here means that there was no verbal email reaction to the initiating messages in the email data set. However, it is possible, but not known to me, that the interactants corresponded in another way, e.g. by telephone. The number of verbal reactions elicited by the initiating messages in the chains varies between one and ten. After the identification of the initiating messages conveying requests for action, the process proceeded by identifying the reacting messages in the chains with or without occurrences of the lexico-grammatical realization patterns for expressing the socio-pragmatic functions of directing. This method of data selection enabled me to detect the initiation-response chains initiated by requests for action. In view of the messages eliciting no verbal reaction, silence as a meaningful reaction to the previous interaction is subjected to discussion.

Quantitative methods are not totally excluded and simple techniques of quantification will be used to illustrate the frequencies of different mood choices made by the participants in realizing directive utterance functions in different messages or turns conveying different functions.

Particular descriptions and interpretations in terms of the contextual directive functions and their linguistic realizations are contributed to by my knowledge of the business environment in which the email interaction under scrutiny takes place. Consequently, my interpretations draw from contextual information obtained from internal sources before, during and after the compilation of the data. It needs to be stressed that context as all that participants to an extent consider relevant to the interpretation of language use in that situation at the time (Bargiela-Chiappini & Harris 1997a:44) does not fully open up to an analyst not involved in the corporate activities as an insider in a similar way as to the participants in the on-going interactions. However, I aim to provide a deeper than a pure outsider understanding of the goings-on in the interactions in the data by utilizing an ethnographic perspective. This pursuit derives from my knowledge concerning the data, their socio-historic-cultural contexts, the interactional events under scrutiny and their relation to the overall interactional and transactional practices in the corporation. My participation in various training projects in the use of the English language in the multinational corporation in cooperation with its numerous employees in different functional areas over a period of almost ten years opened up a deeper than an outsider understanding of the corporate practices and activities and the individuals' position- and task-related interactional practices and activities. Further, face-to-face, telephone and email interviews of some informants and middle- and senior-level management employees not represented in the data, together with access to ample corporate material devised for both internal and external use have contributed to a better understanding of the on-going instances and sequences of interaction in the data. I aim to achieve triangulation in analyzing the email interaction through utilizing the knowledge derived from my participation as a trainer in the corporation, through interviews of some informants and senior management employees, and through studying corporate literature, for internal and external purposes, in order to gain a better understanding of the participants' linguistic choice and meanings making. Thus, reliance on the socio-contextual information gathered by various means has provided me with a good understanding of the interpretive and inferential resources which the interactants rely on when interacting with each other (Hutchby & Wooffitt 1998:113).

As I am aware of the subjective nature of interpretive research in the qualitative tradition, involving interviewing and observation, I am wary of the dangers of reading subjective interpretations, i.e. re-interpretations or misinterpretations, into the descriptions and explanations of human action and interaction (Garrick 2000:204). This concern is emphasized by Cicourel (1999:208) when he maintains that for example in cognitive/linguistic/socio-cultural studies of health care delivery, the researcher must recognize the importance of accessing medical expertise in order to comprehend the

reasoning and knowledge base employed by the physician. Further, according to Cicourel (1999:208-209), these studies do not always clarify the extent to which the investigator is dependent on and has sought to make expert knowledge both a resource and a topic of inquiry. In other words, he points out that it is the investigators' responsibility to indicate directly or indirectly how they are involved with those being studied or others with similar qualifications (Cicourel 1999:209). In conclusion, Cicourel (1999:216 citing Hak 1999) pinpoints the importance of prior, systematic observation of actual settings in order to understand the meaning of exchanges in professional workplaces. I believe that my university-level education in business administration and economics and English business communication as well as my work experience in businesses together with my previous experience in training several employees in the multinational company have increased my knowledge and understanding of the corporate context in a broad sense. In addition, the opportunities to employees' interviews gave added value to my linguistic analysis with a high reliance on the contextual features of the participants' linguistic behaviour. Thus, this study in contextual corporate linguistics aims to address major issues through its detailed contextual lexico-grammatical analysis by relating the linguistic micro-analysis of different utterance functions conveyed in the sequences of email messages or individual email messages to the macro-analysis of the business enterprise discussed in Chapter 2, as urged in previous research (see e.g. Stubbs 1992:196; Maykut & Morehouse 1995:44; Bargiela-Chiappini & Harris 1996:658; Nickerson 2002:378, 2003:83).

1.5 Outline of the study

This study comprises ten chapters. Chapter 2 is devoted to the discussion of the multinational company as a context for doing global business and as a context of the email interaction under analysis. From the point of view of this study, relevant approaches to business discourse and directive language use are introduced in Chapter 3, with a focus on how directives are understood in this work, how directive language use has been approached in previous research and especially in business emails. Chapter 4 concentrates on outlining and discussing the transmethodological approach drawn from in analyzing the email interaction, including pragmatics, discourse analysis, conversation analysis, functional linguistic, and functional-dialogic perspective by introducing Eggins and Slade's (1997) and Iedema's (1997) functional accounts. The aims, data and methods are discussed in Chapter 5, which includes an elaboration of Eggins and Slade's (1997) and Iedema's (1997) functional accounts used as tools of analysis in this study. Further, illustrations of the categorizations of the messages for analysis are offered in Chapter 5. In Chapter 6 the individual messages eliciting no verbal response are submitted for detailed lexico-grammatical analysis. Message chains comprising initiating

messages eliciting continuing and responding messages are analyzed in Chapter 7, whereas Chapter 8 focuses on analyzing message chains in which initiating messages elicit one responding message. The analysis of message chains continues in Chapter 9, in which chains comprising several responding turns are investigated. Finally, Chapter 10 summarizes and discusses the results and findings, the limitations of the study, and the implications of this study for future research in business email interaction, including a discussion of the development of teaching and learning materials in English business interaction.

2 THE MULTINATIONAL COMPANY AS A CONTEXT FOR DOING GLOBAL BUSINESS

2.1 Introduction

This chapter seeks to provide background for the ensuing linguistic analysis by discussing the multinational company, and the social situations and social relationship between the corporate employees who work in different functional areas in different sub-units in different geographical locations and who have submitted their email messages for research purposes for this study. In an attempt to fill the gap between a contextual, corporate approach and a linguistic text-based approach, previous research on business discourse stresses the importance of investigating the relationship between the business discourse and the subsequent communication tasks that users of English are required to complete, together with the social relationships in doing business as a broad organisational context of the interactional and transactional processes within which business professionals are working (Charles 1996; Nickerson 2000, 2003; Poncini 2002a).

The English language interaction in the email data represents intra-corporate cross-border interaction. Inter-unit or intra-corporate cross-border interaction means interaction between participants from different sub-units located in different countries. It can be defined as comprising both formal and informal interaction across organizational and national boundaries, and it can be described both in terms of direction of interaction and information flows and in terms of the purposes of interaction (Charles 2002:2 citing Stohl 1994). The notion of vertical interaction includes interaction between participants at different hierarchical levels, taking place either upwards or downwards, while the notion of horizontal interaction stands for interaction between participants at the same hierarchical levels in different organizational sub-units in different countries or in the same country.

As a connection between social/organizational practices and interactional practices within the business organization and different business settings is

presupposed here, the aim is to describe, in general terms, the overall business context in which the employees of the Finnish multinational company and the globally scattered sub-units or subsidiaries operate with each other. This discussion aims to contribute to identifying, describing and explaining possible interdependence between the social relationship, corporate context and the email interaction occurring in the email data in English (Charles 1996:20). Thus, the purpose of this chapter is to elaborate on the generic business environment as an overall framework of the wider contextual attributes in the multinational corporation as a setting of the intra-corporate cross-border email interaction under scrutiny.

The company information is based on information contained in diverse corporate literature submitted to me by some members of the management and personnel of the company. Some corporate information contained in this study is from the company's internal newsletters and other information, i.e. information not to be publicized, whereas some corporate information is from sources meant to be public, for example annual reports and other material designated for customers, shareholders and other interest groups. Some information has been acquired through interviewing members of the corporate personnel, including senior and junior management-level and operative-level staff. The corporate information is made public in this study after the scrutiny by a senior management-level member of the company. The email messages shown in Appendices 5 – 8 have been scrutinized for displaying here by the Finnish informants involved in them. The branch of business is not indicated in order not to disclose the company name.

2.2 Changes in ownership and organization through mergers

The target company is a Finnish multinational company, which has gone through a series of mergers and acquisitions during the period of the time of data collection for this study. For confidentiality and the convenience of brevity, the pseudonym Beta will be used to refer to the Finnish company when discussing the time before the merger in the year of 2001. Messages written in the years of 1994, 1996, 1998, and 1999 represent the time before the merger and the interaction in them took place between Finnish informants at the mill in Finland and informants at the Sales and Marketing Offices/Companies (henceforth SMOs) in Chicago and London and the mill in the Netherlands, all subsidiaries of Beta. The company will be referred to as New Beta when discussing it after the 2001 merger. The messages collected in the spring of 2003 represent the time after the 2001 merger and the messages were exchanged between a number of Finnish employees of New Beta at the mill in Finland and a number of employees working in different SMOs and the mills in Britain, the Netherlands and Sweden.

Production started in the late 1960's and a new plant was inaugurated in the 1970's under the ownership of a multinational Finnish Industrial Group

(pseudonym, henceforth FIG). The production plants underwent several expansions in Finland and out of Finland, i.e. in the Netherlands, in the 1980's and the 1990's. Until January 2001, Beta was one of the three corporatized business sectors of a Finnish company Alfa (pseudonym), which in turn was a corporatized Business Area of the multinational FIG, whose parent company is a public limited liability company incorporated and domiciled in Finland. By international standards, Beta and Alfa were considered medium-sized industrial companies in terms of number of employees.

In January 2001, Alfa was merged with a Swedish-British company, which was a subsidiary of a British and Dutch Group of companies. New Beta was born as a result of this merger, and the relative distribution of ownership in New Beta between FIG and the British-Dutch Group was agreed on 55 % and 45 % respectively. In addition to the production plants in Finland, the Netherlands, and North America, production plants in Britain and in Sweden were brought along to New Beta in the merger. Through an acquisition by FIG in June 2002, the British-Dutch ownership discontinued and New Beta became a wholly-owned subsidiary of FIG. In 2003, the number of employees for New Beta exceeded 9, 000 globally, with subsidiaries in several countries, representing managerial, production, sales and marketing, research and service operations.

In terms of organizing marketing and sales functions, the pre- and post-merger subsidiary SMOs were staffed by management- and operative-level employees directly responsible to the Business Area, i.e. the pre-merger Beta and the post-merger New Beta, for the implementation of their marketing strategies. After the merger in 2001, New Beta marketed its products through a network of subsidiary Sales Companies which were created by utilizing the two merged companies' earlier sales networks in order to achieve synergy benefits, as well as through independent distributors and agents. The SMOs responsibilities included ensuring that sales companies and mills comply with the set policies and plans, and they carried sole responsibility for operational matters such as prices, volumes and commercial policy by co-ordinating prices and volumes in their geographical areas and interfacing set policies and plans with sales companies and mills. Further, they were responsible for business structures and for the execution of joint strategies, and in collaboration with the sales and marketing managers at the mills, for co-ordinating operative and commercial policy. SMOs were also responsible for ensuring that sales companies and mills comply with the set policies and plans.

The section to follow will discuss the core statements of mission, vision and value to introduce the generic corporate principles as broad guidelines for its global operations.

2.3 Mission, vision and value statements

In an attempt to place the email interaction under analysis into a broad operational corporate context, Beta's and New Beta's core statements of mission, vision and value are discussed in this chapter in order to illustrate the overall organizational aspirations and motivations under the influence of which the email interaction is realized as part of the company's actions and interactions. Beta's and New Beta's mission, vision, value and other core statements are explicated in their corporate literature, including their Annual Reports. Generally speaking, annual reports comprise two kinds of texts, i.e. the financial and other information exacted by legislation, and any other information that the management aspires to launch to different interest groups (Lampi 1992:127; Hyland 1998:224). Annual reports play a specific role within corporate literature since they fulfil particular requirements enacted upon companies by law in several countries. Further, the management has an opportunity to explain, highlight, and account for any particular aspects of corporate performance. Typically, the mission statement part consists of discussion of vision, strategy, key strengths and values. (Lampi 1992; Hyland 1998; Rogers & Swales 1992; Swales & Rogers 1995.) The mission statement frequently advances the overall purpose for business enterprises' existence, the vision statement specifies their future goals and aspirations, and the value statement specifies their ways of doing business (Kankaanranta 2006:141).

There seems be a certain degree of dynamism in how the core statements of mission, vision, and values have been phrased in the annual reports since the early 1990s by the main company FIG, setting the guidelines for Beta and New Beta in view of the mission, vision, and values statements. In its early 1990's Annual Report, FIG "seeks to grow and consolidate its position" as one of the world's leading corporations in its branch. Generally, the early 1990's Annual Reports explicate that the world needs FIG's products and that FIG's task and mission is to put its expertise to use in responsible (product type omitted for confidentiality) production and thus contribute to meeting the global need for their products. The importance of customers, maintaining good profitability and securing competitiveness, improving competence, and taking into account environmental issues are stressed. The core values statement explicates FIG's pursuit to be perceived as a sound, trustworthy and responsible business partner for which the customer is of crucial importance. Among core values is FIG's endeavour to ensure the continuity and development of their operations and their attractiveness as an investment through good profitability and a strong financial position. Developing employees' competence is emphasized among core values as one of the most crucial contributors to corporate success. Further, working towards reducing the impact on the environment is explicated among core values. The emphasis on profitability and competitiveness can be read as a persuasive strategy from the point of view of the existing shareholders and prospective investors.

Towards the end of the 1990's, the same issues are in the foci in the Annual Reports of FIG, with the explicit addition of the notion of 'strategy', for example in the 2000 Annual Report in "Vision, strategy and values" in its own section. The mission statement is not explicated in the 2000 Annual Report, and the vision is stated as "Our vision – FIG is a leading (line of operation omitted for confidentiality) Group that offers real value added to both its customers and its shareholders." Core values similar to the ones discussed above are expressed in rephrased forms. In addition to the vision statement and the explication of values, the "Vision, strategy and values" section discusses financial objectives and dividend policy in their own subsections, which can be interpreted as conveying the fact that presenting itself as a lucrative investment for shareholders is of consequence for FIG in the phase of restructuring the line of operation.

Since its formation in 2001, New Beta's mission statement articulates that "Our mission is to Make the world (the adjective describing the line of operation omitted for confidentiality)" in their Annual Report and other corporate literature aimed at different interest groups. The vision statement is phrased as "Our vision is to become Best in (the line of operation omitted for confidentiality). As was stated above, New Beta is a corporatized subsidiary of FIG. The basic values of FIG are stated in its 2002 Annual Report, and are embedded in New Beta's operations as umbrella values. The values combine the requirements set by the Group's strategy, the strengths derived from the company's history and the expectations of individuals. The values in their condensed form focus on present and future outstanding performance, superior knowledge, individual achievement, creating success with customers, good leadership, and leading the way, which derive from their vision statement of "We are the leading (Business Area) group that creates real value added for customers and shareholders".

The linguistic emphasis on future collectiveness and unity, expressed for example by the use of the pronouns *we* and *our*, can be seen as a rhetorical tool by the writers in an attempt to contribute to employee 'buy-in' (Rogers & Swales 1992:4-5; Swales & Rogers 1995:239) in orchestrating the international workplace setting and especially the post-merger situation, the subsequent changes influencing the employees work, working environment and culture. A sense of interconnectedness, social cohesion and identification of and a firm commitment to core values as well as beliefs are seen as essential to a sense of community. Communities require that all members of an organization have a feeling of empowerment, of involvement in making and implementing decisions that bear on their lives. The cohesive role of communication and interaction is accentuated since interaction enables individuals to identify themselves with the organization and work to achieve its goals. (Juholin 1999:20-21.)

There seems to be indications in New Beta's contemporary annual reports that financial reporting is increasing and is increasingly colonized by marketing discourse. In other words, it may be asked if New Beta's annual reports display features of repurposing (Askehave & Swales 2001:209) in that they are

increasingly used to represent the company to its present shareholders and prospective investors as a guarantor of positive human values in material form in addition to projecting itself as a qualified and socially responsible business partner and employer. Further, it can be asked if the rhetorical strategies used in New Beta's annual reports, especially in the mission statement and vision parts, aim at building up discourses contributing to the construction of favourable corporate image and in favour of the corporate ethos being primarily persuasive from the point of view of the different interest groups, not least from the point of view of the shareholders whose interest lies in the security and profitability of their investments (Rogers & Swales 1992; Swales & Rogers 1995). Thus, in line with Kankaanranta's (2005:142) interpretation of her data, it is understood here that the activities of Beta and New Beta employees, including their interactional activities via email, are expected to ultimately serve the fulfillment of the core statements. In the present intra-corporate data, dissimilarly to Kankaanranta's (2005:142) data, the email interaction can be seen as being used not only to make the selling possible but also to sell the company products due to the involvement of the SMO employees in the email interaction. This can be seen as being reflected in the email interaction under analysis for example in that some participants emphasize the overall corporate goals of good financial performance and reliability as a business partner in legitimizing their directive behaviour. These aspects are allegedly important for business professionals to bear in mind when interacting in dynamic settings brought about by the increasingly turbulent change development of social and economic structures, particularly the globalization and merger developments as global change trends.

The following section discusses the ways in which the employees of Beta and New Beta get involved in global corporate actions and interactions through email and the English language.

2.4 Global networking through interactional technologies and shared language

This section discusses the relationships between intra-corporate email interaction and intra-organizational collaboration by focusing on the implications of the internationalization and globalization developments for the business professionals' working environments and work, brought about by for example the growing number of cross-ownerships, mergers and acquisitions between corporations based in different countries. As a result of these developments, the implementation of proliferated communication technologies into the multinational company has been vital in order to meet the business professionals' needs for timely and contextually appropriate interactional performance with various interest groups globally. Consequently, today's international business environment as a working environment is becoming

increasingly diverse and exacting due to the perplexities of sophisticated working mechanisms and technologies, which influence business professionals' daily working procedures.

Organizations, including profit-making business organizations, are comprised of human members who interact with each other through diverse technologies by using linguistic means, in order to contribute to the coordination of activities and members' commitment to a shared understanding and appreciation of the importance of accomplishing their organisational and social tasks. The essence of this coordination work in organizations is done through interactional activity or conversational work (Sieler 1998) carried out increasingly in a language that is not the first language for a number of interactants. In sum, in contemporary corporate world characterized by knowledge-orientation, a lean virtual organizational hierarchy enabled by a new form of social interaction, i.e. computer-mediated communication predominantly carried out in English, can be seen as encouraging wide corporate participation, increasing candour and transparency of interaction, and emphasizing the merit of what one says and does over the status one holds (Zachary 1994:1; Delany 1995:218-219; Nantz & Drexel 1995:45).

2.4.1 Interactional technologies

The email interaction in English carried out within Beta and New Beta in contributing to the company's global transactions and interactions through their subsidiaries, can be seen as representing in the written mode the existence of multidimensional networks that have a symmetrical position between the company-based networks and the company management systems that also include a lot of interaction between individual employees. In order to be able to work as an integrated, unified entity and to create a strong sense of achieving a common purpose, employees of multinationals have to interact as individuals with each other to enable the circulation of information, products, and human and financial resources with and between the various subsidiaries of the multinational company. (Marschan 1996; Marschan & Welch & Welch 1997; Juholin 1999; Charles & Marschan 2003.) Thus, in the multinational corporate context networking is not only about plugging into for example the Internet, local area networks or corporate intranets but primarily about sharing information, knowledge, practices, values and beliefs at both an individual and corporate level.

Working across organizational boundaries with participants in companies or units of companies that are dissimilar requires adjustment and flexibility from interactants. Conversing with members of organizations that are made up of divergent participants in terms of age, nationality, work positions, area of expertise, level of knowledge, and numerous other attributes may take place face-to-face or through technology, i.e. telephone, fax, e-mail, video- or computer conferencing systems. The sophisticated technology aids in communicating efficiently in the global business arena and it is a tool in

bridging the gaps that the spatial, temporal, geographical, social and idiosyncratic attributes create between interactants (Boone 2001:115-116).

The email data under scrutiny comprises data from the years of 1994, 1996, 1998, 1999, and 2003, during which time three conversions between different email systems have been made. After the merger in 2001, a single email program was introduced globally to provide access to a number of shared capabilities within the company. During the time span of a decade, employees of Beta and New Beta have become experienced users of email technology with a strong email culture in view of the use of the email for discussing particular topics in the organizational context with particular participants for particular purposes (van den Hooff et al. 2005:8, 10). Thus, email is seen as an empowering interactional technology providing an appropriate device for not only disseminating information and knowledge to the addressees but also for sharing and negotiating meanings and knowledge necessary for maintaining and developing corporate activities and creating and sustaining social relationships between the participants.

Questionnaires were sent out in 1999 and 2000 among eight informants working at the mill in Finland[6] in order to find out the ways in and purposes for which email was used in Beta. One of the informants, who refers to herself as a technical expert, reports that she uses email on a daily basis with the employees at the SMOs in the USA and the UK. She sees email as an ideal means for advising, commenting and negotiating on corporate-internal technical issues since one message can simultaneously be addressed to all concerned. She also uses the telephone with the UK office employees but, due to the time difference, rarely with the USA office employees, which is a reason also reported by some other informants. Two informants report that they use the phone to deal with urgent issues. Operative-level informants use email to interact on diverse day-to-day issues to do with a range of task-related transactions with SMO employees to reply their queries and advise them, with employees at the mill in Finland in different functional areas, forwarding agencies, banks, insurance companies and customers to negotiate issues of consequence. A management-level informant reports that he uses email to deal with issues where there is an unambiguous solution available. When a degree of ambiguity is involved, he uses the telephone to negotiate with customers and the SMO employees. This finding is in line with a suggestion (van den Hooff et al. 2005:17) that the organizational position of email users influence email use in that managers have complex tasks to deal with and thus will use email less than operative-level employees. A supervisor-level technical expert reports that he uses email with SMO employees, and the employees at the mill in the Netherlands, for advising, commenting and negotiating on issues concerning diverse testing and certification processes and other technical requirements by customers. Further, occasionally he may negotiate diverse technical issues with different authorities. In addition to email, he uses the telephone with employees of SMOs except for the USA office employees due to the time difference. The

[6] The email questionnaires with replies in Finnish are at the present writer's disposal.

questionnaire revealed that all informants working in different functional areas see themselves as professionals in terms of their position-related actions and interactions within the broad corporate context. Within the corporate context, knowledge and information sharing through email can be seen as an organizational capability, not just a function, and it can be seen as an integral part of what employees do on a day-to-day basis since email is used as a collaborative technology adding efficiency and effectiveness with a personal touch present through each individual's way of projecting her/himself through language use. In other words, within the multinational corporation email is not only used for noncomplex, information lean tasks (van den Hooff et al. 2005:7).

An easy access to different interactional spaces through email technology has implications for interactional practices in organizations, since initiation of new interactional exchanges and involvement in existing interactional exchanges are virtually limitless across organizational and national boundaries. Iedema and Scheeres (2003) argue that there is a shift away from how those in control of organizations formulate what is to take place at the level of work towards requiring employees to verbalize on their own initiative how they see themselves as being able to contribute to the organization. Iedema and Scheeres (2003) maintain that this shift is a manifestation of a cultural turn in organizations. According to Iedema and Scheeres (2003), as central to such a cultural turn in contemporary organizations for example in the participatory work practices is the development of discursive networks of participation constructed to elicit 'bottom up' initiatives of employee involvement, rather than more traditional 'top down' management commands. Thus, modern technology, including email technology, has accelerated the development of digital on-line interactional networks allowing for and requiring increased participation and initiative making by employees. However, it is worth pointing out that the contemporary work practices are not drastic breaks with the conventions of the past but rather dynamisms that have embedded in them the traces of the past conventions (Rhodes & Scheeres 2004:175). In New Beta, according to some articles of the company's internal Merger Newsletters, among the toughest challenges regarding IT systems integration was the co-ordination of three email systems. Consequently, a decision was made to implement a single email programme throughout the company not only to contribute to cost reductions but also to intensify the efficiency of email use by providing access to shared additional capabilities, such as calendars, booking systems and working group functions.

In sum, in the multinational company interactional technologies provide a vehicle for knowledge- and power-sharing in horizontal and vertical, both upward and downward, interaction by making interactants at different hierarchical and professional levels easily accessible to each other. Consequently, the flattening of hierarchies in organisations and the concomitant shifts in power relations can partly be ascribed to the introduction and extensive use of email as a medium of interaction in the business arena (Nanz & Drexel 1995:45; Boone 2001:46). However, the flattening of organisations can be seen as an indication of the overall democratization

process of society, embraced also by the business arena to varying degrees in different cultures. A call for a leaner organization was made audible in the Merger Newsletter of December 2001 by the Chief Executive Officer (CEO) of the New Beta that was formed after a merger between the Finnish company and a British-Dutch company:

> However, our efforts to achieve savings or cut costs should not just focus on temporary or corrective measures. They should rather be part of a natural process for continuous improvement, which should be embedded in our culture." …"We need a leaner organisation to be better equipped to face the challenges of the future. Everyone must play an active part in developing business unit operations.

The section below will discuss the role of the English language in the multinational company as a contributor to achieving the generic corporate goals.

2.4.2 The English language

The English language is establishing itself as a European lingua franca (Nickerson 2000; Kankaanranta 2005), or even as the global lingua franca, not only of diplomacy, tourism, radio, television and printed media, music and pop culture, but also of science, industry, technology, commerce, modern information exchange media, and communications and interaction networks. As interculturalization is a norm rather than an exception in communication, English seems to be taking over the world in the course of the twenty-first century, becoming a predominant global lingua franca used by more than 500 million people as a second language in a multitude of environments (see Airola 2000). Even though for example Chinese and Spanish may undermine the position of English as the first language in the number of native speakers, English does seem to occupy the first position as the global shared language, particularly in relation to forms of professional communication.

As is evident from the discussion above, the overall context of use of the English language under analysis is Beta and New Beta and their subsidiaries or sub-units for which native and non-native English-speaking participants work in different functional areas in different countries. In its context of use here, the English language can be referred to as an ergolect, or work language, (Rogers 1998, original emphasis) largely disassociated from national culture (Louhiala-Salminen 1995:99-100). In other words, the employees of the multinational corporation with diverse linguistic backgrounds at different levels of the organizational hierarchy use English as an international language in their inter-corporate encounters, and in the email interaction under analysis as a shared intra-corporate language in a wide range of different interactional events in contributing to carrying out different communicative goals and purposes in pursuing the overall corporate goals.

New forces and processes, most prominently technological developments, economic globalization and enhanced communications networks, play a decisive role in the new flows and developments of global English. (Goodman

& Graddol 1996; Graddol 1996; Crystal 1997, 2001.) We live in an international, multicultural and multilingual world, in which increasing cross-border contacts not only in the business domain but in every sphere of our lives, private and public, necessitate intercultural communication competence, including competence in languages shared by individuals interacting with each other, of which English is the most widely used. Therefore, a growing number of people communicate in a non-native language, the choice of the English language being determined by the general social and economic relationship between the partners.

Language as a tool of interaction plays an important and powerful role in institutional and professional settings, as in any sphere of human activities. The role of language as an instrument of control and power in professional and institutional settings is recognized both by linguists and social scientists, especially by social constructionists, according to whom the important role played by language and discourse within the construction and reconstruction of the professions in undeniable (Gunnarsson et al. 2001b:1-11; Sarangi & Roberts 1999b:6-9; Poncini 2002a:49-55). Previous research on organizational communication making use of the disciplines of conversation analysis and ethnomethodology, among others, establishes that in organizations, structuration or 'structure-in-action' (Boden 1994:58, original quote) is achieved through talk. In other words, the social structure brings about talk and is itself constructed by talk (Bargiela-Chiappini & Nickerson 1999b:15). During the past two decades, the emergence of study of business discourse and business interaction, especially English-language discourse and interaction, as a target of study has been significant and the approaches used manifold, acknowledging the existence of different theoretical perspectives, i.e. textual, cognitive and social (see Bargiela-Chiappini & Nickerson 1999b:1-18; Poncini 2002a:49-77; Nickerson 2000:2-5, 11-34; Kankaanranta 2005 for insightful discussions). As a result, the importance of studying the use of language in business writing and talk as an integral part of international business operations has been acknowledged by researchers and business professionals. As was stated above, due to intensification of intercultural encounters between business organizations, in the past few years increasingly frequently due to mergers and acquisitions, the interculturalization of interaction, including business interaction, around the world has proliferated.

To an increasing extent, the implications of the language choice have been the target of research (Marschan et al. 1997; Nickerson 1999, 2000; Charles 2002; Louhiala-Salminen 2002; Charles & Marschan-Piekkari 2002). In multinationals (MNCs), horizontal communication is one of the integrative mechanisms that keeps the organisation from dissolving into anarchy. However, Charles and Marschan-Piekkari's (2002:9) findings from a Finland-based MNC indicate that the choice of the English language as the common corporate language may cause problems not only for non-native speakers but also for native speakers of English, especially in horizontal communication as the demands for communicating across borders are pushed downwards in the organizational hierarchy.

This study, however, does not deal with possible problems in interaction caused by the choice of the English language as the common corporate language. In the email data representing interaction among Beta and New Beta employees, the choice of the English language as the primary tool of interaction is pragmatic and functional since it is globally the most commonly known language among the employees. Therefore, it is the most appropriate choice for the email media since it allows for new speakers to become involved into on-going interactions on their own initiative or on active participants' initiative. After the merger, English is the official language of New Beta. One interactant stated in an email questionnaire that he may occasionally use the Swedish language with Swedish employees, but typically the language of email interaction is English in cross-border encounters. The choice of language in email use complies with the language policy of the multinational with the English language as the official corporate language, since "the most important thing is that we communicate with another, whether in Swedish, English or Finnish" (Merger Newsletter October, 2000). This statement is in line with Nickerson's (2000:175) finding that the choice of the email medium and code, in her study the English language, is embedded within the organizational practices of the corporation, in Nickerson's case within a Dutch division of a multinational corporation

2.5 Corporate context of email interaction in the multinational

2.5.1 Components of interactional events

This section discusses several components of interactional events of the email interaction and the discussion contributes to illustrating how the interpretations of the various directive functions realized through different lexico-grammar in the email data draw from a range of components, or features or constraints of interactional events. The three notions, i.e. components, features and constraints, are used mutually interchangeably in this study. The construct of interactional event comprising different components is used to contribute to describing and interpreting the language use in interaction taking place in different intra-corporate settings among particular employees of Beta and New Beta. The discussion of various components of interactional events aims to increase the reader's understanding of the broad corporate context in which the email messages were exchanged. In other words, by describing a range of interactional event components the aim is to contribute to illustrating the social context in which email interaction takes place between identifiable participants in different interactional events involving the activity of directing among other activities realized through language (see Cameron 2004:53-58 citing Hymes 1972a). In interacting and in conveying directives, the participants take on or are assigned different dynamic roles in on-going interactions with rights and obligations deriving partly from their organizational positions and the

subsequent tasks, and partly from the context of each interactional event. Consequently, roles are not only regarded as processes of being but also as processes of becoming. Thus, the descriptions of the various interactional event components are utilized as contributors to identifying, describing and interpreting the contextual and situational directive functions. These components of interactional events can be perceived as overlapping with and complementary to the elements in the categorization of the context of situation and context of culture, or the register theory[7], suggested by the systemic-functional linguists (see e.g. Ventola 1987; Halliday 1994a; Eggins 1994, Eggins & Slade 1997).

Taking into account a range of components of interactional events in analyzing the consolidated functions of different email messages and the concomitant directive utterance functions, largely originating in the participants' organizational positions and roles, aids in recognizing and interpreting the social rationale of the participants' interactional strategies and linguistic realizations in their attempt to achieve their interactional and transactional goals. In other words, by resorting to the explanatory power of the network of components in different interactional events, contextual and situational meanings are seen as being made available to interactants and that in different interactional events the existing social reality is acted out through language (see Ventola 1987:31).

Real-life business email interaction is practical in nature and on the basis of contextual and situational knowledge it is possible to detect different functions that different lexico-grammatical expressions carry in different situations and to deduce how these expressions carrying different functions jointly contribute to conveying a 'consolidated' (my notion, henceforth without quotes) function of each turn rather than one distinct primary function or primary communicative purpose in Swales' (1990) terms (see Askehave & Swales 2001:209 on repurposing the genres). The notion of consolidated speech function is influenced by Linell et al.'s (2003) conception in their tentative discussion of common communicative function of multi-unit question turns. They maintain in their work that linguistic theory and analysis must be sensitive to differences between communicative activity types, and that communicative functions are properties of situated and contextualized contributions to specific interactions (Linell et al. 2003:539, 564-565). Further, the delicate functional network suggested by Eggins and Slade (1997) and adapted for the purposes of this study provides an adequately nuanced tool for assigning a consolidated function to each turn[8], i.e. each email message. I agree

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7 Askehave and Swales (2001:205, original quotes and brackets) point out that in his register theory, Halliday treats the function of a text as an aspect of the contextual variable 'mode'. As a result, the system has the inherent danger of conflating the important distinction between genre (rhetorical function) and channel (mode). See also Rampton et al. (2002:386) on difficulty in operationalizing the three situational dimensions of field (what is going on), tenor (who are taking part), and mode (role assigned to discourse).

8 See section 4.7.1 for discussion of the construct of 'turn' as referred to by Eggins and Slade (1997).

with the postulation that meanings and functions of linguistic realizations in real-life language are to a high degree retrievable from what interactants do and say and where they do so (Halliday 1994a:95; Iedema 2003:57). In other words, the starting point here is that utterances in individual messages and message chains are sufficiently situated, contextualized and lexico-grammatically or typographically marked to allow them to be assigned a function or multiple functions. However, multifunctionality and ambiguity in the interpretation of the functions are acknowledged.[9] The concepts of turn, clause and utterance and how they are perceived in this study will be discussed in more detail in section 5.3.1.

The choice of the notion of interactional event to describe email interaction can be taken as implying that email exchanges are a form of speech or conversation despite the fact that they are in the written mode. The identifiable participants, the rapidity of transmission and the possibility of virtually instantaneous reaction by the other/s sets email interaction apart from other written interaction. (McElhearn 1996:4.) Consequently, even though the analysis of the whole messages as part of the overall message sequences of prior and posterior interactions helps in understanding what occurs in each interaction, this study does not pursue an analysis within the genre or register theory to find out how language is used at each stage when the unfolding of the social process is manifested in instances which belong to the same type of social encounters (see e.g. Ventola's 1987:23 research on service encounters). In other words, in the scope of this work, the aim is not to identify generalizable patterns or recurrent or typified strategies in terms of different contexts and the concomitant discursive and lexico-grammatical structures and functions. The email interaction is seen as being realized through the initiation and response sequences as instances of interaction jointly created by the interactants building on what was just previously utterance. Thus, the data can be seen as representing interactively created social interaction through a dynamic process of creating interaction in various social contexts. (Ventola 1987:30.) Consequently, a relevant question to be addressed in future studies is how well genre approaches are capable of capturing the nature of interactional dynamism in jointly-produced email sequences. Thus, rather than drawing on the genre approach, this qualitative study focuses on the contextual and social uses and functions of directive utterances in English, and hence draws from the description of interactional events and components of interactional events in contributing to identifying, describing and explaining participants' linguistic behaviour in terms of what they do and why in different social contexts.[10] In other words, this study is not primarily concerned with the overall global

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9 See Forey (2004) for a discussion of the ambiguity and differences in informant interpretations drawn from focus group interviews with business people and EFL teachers.

10 See e.g. Herring (1996b); Ziv (1996); McElhearn (1996); Swales (1998); Sarangi (1998); Lindemannn & Mauranen (2001); Poncini (2002a, 2002b); Alatalo (2002); Cameron (2004) for their approaches drawing on discourse events or speech events.

structures of the email messages or message chains which could be used for suggesting genre typologies.

On the basis of my previous qualitative research partly utilizing the present data, I argue that the data on authentic corporate-internal business email interaction defies clear categorization of the messages into distinct genres due to the dynamic and speech like nature of email interaction (Alatalo 2002). In other words, my previous findings do not substantiate the suggestion that the communicative purpose of a genre, which has been used as a primary means of assigning genre membership, shapes for example the email interaction in the present data and provides it with an internal structure or a schematic structure (see Swales 1990:58 cited in Askehave & Swales 2001:195-198 on communicative purpose). For example Gains (1999) arrived at a similar argument in his analysis of intra-corporate email data. Cameron (2004:67n, original quotes) contends that the conception of genre is used in complicated ways in research and she acknowledges in her work on spoken discourse that speech events might both 'have' a genre themselves, for example 'interview', 'gossip', and be composed of elements of other genres, for example people might repeat proverbs in the course of gossip. Askehave and Swales (2001:209-210, original emphases) maintain that

> While it may remain true that a genre can be *defined* as a 'class of communicative events, the members of which share some set of communicative purposes' (Swales 1990:58) or as 'an aggregation of communicative events that fulfil a common social function' (Bex 1996:137), for the analyst, the *discovery* of those communicative purposes in most putative genres, and the inclusion or exclusion of marginal or odd genre-exemplars, is sufficiently fraught with uncertainties and misapprehensions to be typically 'a matter of prolonged fieldwork'. We thus suggest that purpose (or more exactly sets of communicative purposes) retains the status as a 'privileged' criterion, but in a sense different to the one originally proposed by Swales. It is no longer privileged by centrality, prominence or self-evident clarity, nor indeed by the reported beliefs of users about genres, but by its status as reward or pay-off for investigators as they approximate to completing the hermeneutic circle.

In their study on academic speech Lindemann and Mauranen (2001:460) discuss the difficulties associated with genre definition in general. They maintain that a comprehensive model of genres is still problematic for written corpora and suggest that defining speech genres in an operationalizable way lags far behind (Lindeman & Mauranen 2001:460 citing Mauranen 1998 and McCarthy 1998). Consequently, in their socially-based study they select as the unit of sampling 'speech event type' (original quote). In their corpus, the result of this categorization is a wide range of speech events from lectures to student collaborative writing sessions. In her research on international business meetings in English, Poncini (2002a:11) also uses speech events as the framework for her linguistic analysis. She views each meeting as a series of identifiable speech events, with the most frequent speech events consisting of monologues/presentations and group discussions in different combinations in different contexts.

Lindeman and Mauranen (2001:461) discuss the serial nature of academic speech as one limitation in their approach. In their corpora study it was found

difficult to determine what constitutes a complete discourse event. Another limitation, in their opinion, is the heavy intertextuality of different speech events, making the discourses in different events closely intertwined with each other, or with written texts, either prior or posterior. (Lindeman & Mauranen 2001:461.) Similarly, in his study on interaction in email mailing lists, McElhearn (1996:41) states that typically there is no clear borderline between speech events, just as is the case in face-to-face conversations. In his data, one form of speech event may be embedded in another, or a speech event may branch off to become another kind, i.e. an announcement may engender a request for action, or a request for information may have an announcement as its response (McElhearn 1996:27).

Further, Lindemann and Mauranen (2001:461) point out that, similarly to genre or register categorizations, speech event type categorization is also vague and cannot be given a comprehensive description and a fully satisfactory operationalization in their data.[11] In a similar vein, I am disposed to acknowledge that interactional event type and the subsequent purposes, as much as the contextually interpreted turn functions and functions of directive utterances defy clear-cut categorizations in the present data (Alatalo 2002:67-70) on the problematic nature of categorization) and, consequently, categorizing the events in the email data poses challenges. Thus, the presence of this deficiency in describing the interactional events comprising different contextual constraints for the analysis of the functions in this study is acknowledged and accepted, since a fully-covering and comprehensive model for analyzing real-life language use in the business world is still to be created, especially one that would fulfil then needs of analyzing the dynamic situated email language use (Lindemann & Mauranen 2002:460 on academic speech; Gains 1999 on email interaction; Alatalo 2002:41-42 on email interaction; Cameron 2004:67 on spoken discourse).

As was indicated previously, the sequential, i.e. serial in Lindeman and Mauranen's terms (2001:461), and intertextual or interdiscursive nature of the email interaction is acknowledged here. However, rather than regarding them as limitations or causes of doubt impeding the analysis, they are seen as resources contributing to the analysis when interpreting and explaining the different functions in the sequences of email interaction. Consequently, a decision was made to select as the focus of analysis a range of sequences of email initiations and responses to these initiations. In this study, the sequences range from one to eleven messages exchanged during a sequence, some of which include attached email messages or message exchanges, explicit or implicit references to interaction in previous message/s in the sequence or to written or spoken texts/s outside the sequence. Thus, explicit intertextuality is present in a number of sequences. It is admitted, though, that the inclusion of particular backstage discourses, written or spoken, that allegedly constrain the on-going email dialogue may be a cause of ambiguity when interpreting the

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11 See also Gains (1999) on business email messages, or Poncini's (2002a, 2002b) on business negotiations with references to Goffman's (1974, 1981) frames and participation frameworks.

directive functions. However, the ethnographic knowledge available through various sources is used as an outsider's resource in the interpretation of the participants' ambiguous linguistic performance.

It is assumed that the business professionals' perception and understanding of different interactional events at the local, glocal and global level orient them in implementing their business expertise (Cicourel 1999:186). Different interactional events involving particular participants in different functional areas dealing with particular topics in different spatio-temporal time frames provide the participants with tools for inference making and comprehension of what is going on and what is expected to be realized in what ways and why through particular interactions and transactions in the generic corporate environment. The description of the overall corporate context enables to move from description to explanation, i.e. it is possible to discuss not only how and why a participant was writing a particular email message about a particular topic or issue but also why it was written in a particular way in a particular situation (Bhatia 1993b:156-157). Information and rationale for the participants' interactional behaviour will be sought not only from the on-going interaction but also from the previous and even from posterior interactions, and from the socio-historic-cultural knowledge embracing the community of practice[12] (Cook-Gumperz & Gumperz 1994:380 use the notion of discourse community). The importance of studying contextual aspects of the business environment and the identifiable individuals involved is of consequence, since studying them contributes to the interpretation of the structural, interactional, social and stylistic characteristics of discourse (Swales & Rogers 1995:236-238).

Table 1 below depicts a range of overall components of interactional events identifiable in the email interaction realized by Beta and New Beta employees in my data. As was stated above the discussion here aims to place the intra-corporate cross-border email interaction into a broad operational context for the analysis of the email messages. The components are utilized and referred to in the ensuing linguistic analyses to varying extent as contributors to identifying and explaining what is going on in different interactional events. The table is modified via Collot and Belmore (1996) from Biber (1988), and the additions and modifications are indicated by the statements (added) and (modified). The multidimensional-multi-feature (MD-MF) schema was applied by Collot and Belmore (1996:16, adapted from Biber 1988, 1991), in their study of situationally-determined language variation in Electronic Language used on Bulletin Board Systems. In my previous study of email interaction, with a special reference to interpersonal metadiscourse, I drew from Collot and Belmore's (1996) schema and found it relevant with modifications and

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12 Iedema (2003:66), following Lemke (1985a:5, 1993:246), links the *micro* and *macro* aspects of situation. Micro aspects relate particular situated acts to the types of activities and meanings-makings of a particular community. Lemke refers to aspects such as dialects, institutions, classes and ideologies as *macro*. Lemke conceives a community in terms of practices rather than atomistic individuals. These practices make use of specific resources and manifest a particular order, and comprise the ritualized dimensions of social organizational life. Compare e.g. Hasan (1994:143-144), Fillmore (1994:250), and Wales (1996:26) on discourse community.

adaptations for the purposes of that study with a close contextual focus. Therefore, my previous schema with further modifications and adaptations is drawn from here.

TABLE 1 Components of interactional events in the email interaction.

Channel of interaction (modified)

Keyboarding representing the written mode of interaction, using an electronic mail system; hypertext option.

Nature of interaction between organizational units (added)

English-language interaction, with few occurrences of other languages in use.

Intra-corporate interaction within a group of companies in the manufacturing field.

Dialogic interaction in that email interaction is contextually embedded with more than one identified corporate participant sharing interactional processes of construction and interpretation.

Nature of cultural environment for interaction (added)

Cross-border interaction between members of different sub-units.

Diverse corporate cultures involved due to ownership of globally-scattered subsidiaries, and mergers, and acquisitions, primarily cross-border.

Diverse functional areas in different geographical locations.

Relations of participants to email texts

Type 1 Planned, prepared beforehand, i.e. deliberated texts off line, such as typed memos, extracts of manuals or written standards sent attached, or retrievable via links.

Type 2 Instantaneous texts, i.e. undeliberated texts composed on line.

Participants

Organizational roles and task-derived roles (added)

Roles associated with the organizational setting have pragmatic significance in interaction; participants are vested with certain rights and obligations, and power, within the organizational setting bringing about asymmetries in interaction. Organizational and task-derived roles, or given roles, are activated by the email messages addressed to particular employees within the corporate setting with the presupposition that the addressee is obliged or has the right to deal with the issue.

Interactional roles Addressor, Addressee, non-participating 'Others' (modified).

Interplay between roles determined by the organizational setting and dynamic or negotiated participant roles in social processes of shared creation and negotiation of meanings, partly due to contextually shifting social power relations (see below).

Ascribed or assumed expert or knower roles in functional areas, i.e. production, laboratory and quality assurance, financing, sales and marketing, sales support, invoicing, collections, and information technology, can cut across the hierarchical power asymmetry divide between management-level and operational-level participants e.g. in making decisions and initiating discussion.

Multi-faceted, overlapping and intertwined nature of roles, since different roles are simultaneously at play. (added)

(continues)

TABLE 1 (continues)

National group characteristics
Countries represented through different interactants: Britain, Brazil, China/Hong Kong, Finland, France, Italy, Japan, the Netherlands, Singapore, Sweden, the United States.

Personal characteristics
Information available is scarce.

Nature of spatio-temporal location of participants (modified)
Reorganization of time and place through media technologies, influencing the interpretation of the global and the local.

Spatial location Participants' PCs in the corporate premises scattered globally, or out of the premises, i.e. interaction is independent of spatial limitations due to technology.

Temporal location A dynamic time span within which reciprocal sequences of interaction and transaction are created and interpreted through linguistic choice-making among particular participants, influenced by previous and posterior sequences or instances of interaction.
Physically, interaction is independent of temporal limitations due to technology.

Spatio-temporal location intertwined
Time difference between Europe, the Americas and Asia is reported to increase email use.

Extent to which space and time are shared between participants
Occasional face-to-face meetings and phone calls, depending on the topic or issue, explicated in some email messages, indicating intertextuality.

Nature of social relations between participants

Hierarchical relations (added)
From white-collar operational level to white-collar senior management level with implications for symmetry/asymmetry in role relationships in interaction.
(These characterizations derive from the corporation's intra-corporate report published in 1999, *Profitable Growth through Better Communications. Final Report on Intercultural Intra-Corporate Training Program.*)
Power/status and role relations partly derive from hierarchical relations with concomitant rights and obligations, or from official authority (Cicourel 1999:185 citing Weber 1968), but also from task-derived relations comprising different dynamic rights and obligations.

Task-derived relations and roles (added)
Particular functional areas have organizationally defined goals to achieve and tasks to carry out, and the employees working for different functional areas have specific task-derived duties and rights and subsequent roles emerging in the on-going interaction.
Dynamically shifting roles depending on the interactional event and the purpose of interaction.

Social relations, with the underlined features intertwined (modified)
Social distance (modified)
Equality and non-transparency of hierarchies is inscribed explicitly in corporate policy.
Social power and role relations are challenged and negotiated in interaction, resulting in role switches during the sequences of interaction.
Social distance varies from near-maximal, i.e. the participants have seldom interacted directly before, to minimal, i.e. the participants interact with each other frequently on a regular basis.
Personal relationships
Generally familiar, and informal; with employees of newly merged corporations more formal.
Frequency of interaction (added)
From several contacts per day to a few times per year.

(continues)

TABLE 1 (continues)

	Level of acquaintance From high-level of acquaintance to low-level of acquaintance determined by the frequency and mode of communication via email, phone, and face-to-face.
Degree of shared knowledge of topics interacted	Variable but generally expected to be high. Corporate aim is to disseminate information and generate, enhance and transfer knowledge efficiently with a focus on electronic means of information and knowledge transfer.
Degree of shared values, beliefs, and assumptions (modified)	On corporate level, the aim is to achieve of high level of sharedness to ensure efficiency, effectiveness, and quality of operations.
Degree of shared interactional corporate conventions	On corporate level, the aim is to achieve a high level of sharedness to ensure efficient and effective interaction between the different organizational units.
Topics of interaction	Topics or issues are functional-area-specific and consequently task-derived, interactional-event-specific and purpose-specific and vary accordingly; impact message content. From routine to non-routine topics or issues; impact the nature of interactional events.
Functions of interaction	Functions or purposes vary both at the utterance and turn level and may be multiple in one message.
	Social evaluation of interaction
Attitude towards communicative event	Generally positive, reciprocity of social relationship is acknowledged and for example compliance in terms of directive language use is allegedly in participants' interest in pursuing the overall corporate goals, explicated from the customer's, corporation's, employees', and the owners' point of view.
Attitude towards content	Generally positive, since in intra-corporate interaction the topics of interaction and the message content is mostly relevant for the addressee or the audience in terms of the different functional areas and the shared knowledge concerning the adequate addressee and the intended actor.

Table 1 above offers a selection of interactional event components in order to illustrate the overall corporate environment in which the intra-corporate cross-border email interaction is carried out.

The discussion of these components in the ensuing analysis will contribute to identifying and interpreting the email language use and its functions in different situations and contexts. The discussion of the key concepts of context, culture, roles, and knowledge below aims to provide some explanatory and elaborative instantiations to how they are understood in this work.

2.5.2 Context and culture

2.5.2.1 Context

The conception of context is among the most used and ambiguously defined notions in linguistic research and it is generally used to denote both the linguistic and social situation of human language use. In order to understand what is going on in the interactions between the participants, a pragmatically-oriented analysis must look "beyond the event itself to other phenomena (for example cultural setting, speech situation, shared background assumptions) within which the event is embedded" (Goodwin & Duranti 1992:2-3 cited in Nikula 1996:24-25).

The importance of context for language use and interpretation of meanings is recognized here and, therefore, a context-driven approach is applied in this study. Context is understood as a flexible notion in that context is perpetually reshaped in time and space through language use and vice versa (Auer 1992:20-22). The notion of context is approached by defining a range of interactional event components of email interaction within the multinational corporation as is depicted in Table 1. These components are understood as overlapping with and complementary to the contextual elements originating in systemic functional linguistics (Halliday 1994a:365, 390). Halliday (1994a) refers to the contextual configuration of field, tenor and mode as the context of situation. Field refers to what is going on in the text or what the text is about, i.e. the nature of the social action, tenor refers to who is taking part, i.e. the statuses and role relationships, and mode refers to what the speech acts are designed to achieve, i.e. the rhetorical channel and function of the discourse. (Halliday 1994a:365, 390.) As can be seen from Table 1, various elements of Halliday's construct of the context of situation are taken into account in the linguistic analysis in this study. In his generic definition of the construct of the context of culture, Halliday (1994a:xxxi) refers to Malinowski's concept of the context of culture as the environment of the overall language system. For Halliday (1994a:xxxi), the context of culture determines the nature of the code, and as language is manifested through its texts, a culture is manifested through its situations. Halliday defines the construct of the context of culture in such broad terms (Halliday 1994a:365) that it is difficult to pinpoint specific corresponding components illustrated in Table 1 in addition to the very fact that the different situational occurrences of the English-language email interaction are representatives of the overall language system, the code, the texts, and situations of the overall corporate context.

Despite the fact that the notions of local and global context are used in this study, the contextual components in Table 1 are not categorized accordingly, since it is suggested that various components of interactional events, or contextual components, as well as interactional events as appearing in the email data can be placed on a continuum and, therefore, are not prone to clear-cut categorizations (cf. Lindemann & Mauranen 2001:460-461 on academic speech; Askehave & Swales 2001:209-210). In their article discussing genre identification

and communicative purpose Askehave and Swales (2001:207) warn against using communicative purpose as an immediate method of sorting discourses into generic categories due to the evolving and dynamic nature of genres, i.e. repurposing takes place and there may be different interpretation, connotations and denotations associated to purposes and genres by different individuals (Askehave & Swales 2001:209 citing Mauranen 1994; Forey 2004). The continuum approach to context in this study acknowledges Askehave's and Swales' (2001:208, original quote, citing van Dijk 1997b:14) suggestion of context as "a 'black box' which can then be operationalized by individual investigators according to their circumstances". From the point of view of this study, their idea of seeing context as 'a black box' can be perceived as relevant in the sense that rather than defining the context first, the linguistic realizations of directive utterances are identified initially and, subsequently, the contextual information is used in explaining and interpreting the uses and functions of different lexico-grammatical expressions conveying directive functions. In other words, contextual information contained in the construct of components of interactional events outlined in Table 1 is operationalized in accordance with the contextual and situational needs after identifying the lexico-grammatical realization of various directive functions.[13]

In the ensuing analyses accounts offered by diverse previous research are used as an advisory schema.[14] The conception of context is perceived as comprising three broad dimensions which can be situated on a sliding scale or continuum. First, the immediate or local situational context of the linguistic realization in which language is used, i.e. the local contextual level is related to the structural and linguistic environment and is activated and constructed in the on-going interaction as it becomes relevant, and is eventually shared by the interactants. Second, the wider global context comprises the whole network of social, economic, historical and cultural constraints to language use. In other words, the global contextual level as it is realized in the email interaction is related to the given external components of the context or to *a priori* features (Akman & Bazzarella 2003:324, original emphasis), such as the general nature of interaction between organizational units, the general nature of the cultural environment for the email interaction, i.e. intra-corporate, cross-functional interaction, and sociolinguistic parameters such as the age, the hierarchical status and the social positions or roles of participants, and space localization. However, a point needs to be made here that during the time span of the data collection for this study, there have been changes in the global contextual components.

Third, on the sliding scale of the continuum, the construct of the glocal context derives from the sequential nature of the email interaction and its implications for the language use under analysis. When for example an

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13 See Askehave and Swales (2001:207, original quotes) for a text-first or 'linguistic' approach and a context-first or 'ethnographic' approach.

14 See Fairclough (1989); Auer (1992 citing Gumperz 1982); Biber (1992); Schiffrin (1994); Fetzer & Akman (2002); Akman & Bazzanella (2003).

initiating message is reacted to by a responding message the context of interaction changes in terms of the on-going interaction because a new interactant is engaged in the sequence of interaction. Consequently, interactional roles of the participants change as the functions or purposes change. Through the responding message the focus of interaction may shift to a different point of view even though the topic of interaction is sustained. In message chains involving several interactants holding different positions in different geographical locations several components of interactional events may be in flux. Through the sequential exchanges the initiating event of requesting action may be reacted to for example by a responding event of a supporting and compliant reply. Akman and Bazzarella (2003:324) perceive knowledge, beliefs and experiences deriving from the interconnectedness of culture and discourse community as external or *a priori* features. In this study, however, the degree of shared knowledge, beliefs, assumptions and experiences are perceived as features of the glocal contextual level that are shaped and developed in interaction as meanings are negotiated between the participants in the sequences of email interaction.

In sum, as was pointed out previously, the authentic email interaction is approached from the sequential point of view of interaction. This means that each individual email message in a sequence and each utterance in a message is shaped by a prior message or utterance, or by a prior context, and provides a context for the message or utterance to follow. As a result, it is necessary to anchor the on-going interaction in each individual message to previous and following messages and each utterance to prior and following utterances in addition to the global socio-economic-historic-cultural context of interaction.

The different components of interactional events are henceforth referred to as contextual components, constraints or features, which are used interchangeably in this study. Independent of the fact that the contextual components are individually listed under different sections in Table 1, there is a high level of interconnectedness between the components on the one hand, and contextual ambiguity in view of assigning the components under either the local or global category on the other hand. The same variation or ambiguity is manifest in categorizations offered by previous research (see Hasan 1994:143-148 on treatment of contextual variables). Thus, it can be suggested that the implications of contextual constraints for different interactional events vary within certain limits and, consequently, these variations impact the structural and linguistic realizations of interaction (Hasan 1994:145). However, variation may not be a random matter and the conditions under which variation takes place are seen as context-specific to be discussed in the analysis.

In the interaction carried out between Beta and New Beta employees, particular contextual elements can be interpreted differently depending on the interactional events in which language is used. For example, the social roles of participants are dynamic in nature, and consequently can be interpreted as representing an element of the local context or glocal context rather than primarily that of the global context in that the social roles of participants may and do change during interaction. Further, due to the email technology not tied

up with temporal or spatial limitations, the elements of time and space localizations may be interpreted as local contextual elements since they may change during the sequences of interaction. In addition, the level of familiarity as a contextual feature in interaction between participants of both long-term and short-term relationships can be viewed as a contributor to local contextual features allegedly influencing the participants' linguistic choices in the on-going interactions. However, for example the level of familiarity between participants is interconnected with the corporation's merger development in that familiarity level is interrelated with the duration of the relationship between the main company and the merged corporation and the subsequent duration of relationship between the participants. Thus, there is a degree of ambiguity in making a clear distinction between local and global contextual constraints. As a result, a continuum or a spectrum approach is assumed to contextual elements, with the introduction of the notion of glocal elements between the local and global elements, since particular contextual elements seem to defy categorization under the local – global divide as discussed above. The spectral approach avoids dichotomizing or trichotomizing and allows for treatment of the different interactional event components along a sliding scale on a spectrum determined by contextual, real-life usage conditions.

2.5.2.2 Culture

Despite the diverse linguistic backgrounds of the participants, the aim is not to use culture as an unproblematic explanation or metaphor for variation in interaction in which participants have diverse ethnic backgrounds. Previous research (Bilbow 1995:45) points out that it is important to remember that there is an evident weakness in assuming, on the basis of apparent intercultural variation in the realization of certain linguistic utterances, that such variation originates from interactants' ethnicity, since verbal performances in business environments may be equally influenced by other socio-cultural constraints, including corporate culture, as by ethnicity. It is also emphasized that a company is not only *a* culture but also *several* cultures and that questions of the ways in which and to what extent corporate cultures are constrained by national cultures are still unanswered (Harris & Bargiela-Chiappini 1997:2, original emphases). Further, it is argued that rhetorical strategies are shared rather than ethnically determined and the notion of 'shared community' is created through rhetoric (Roberts & Sarangi 1993:105, original quote), and that in analyzing interaction in intercultural settings, the focus has frequently been on cultural dissimilarities as a cause of miscommunication and participants' societal and institutional roles have unjustifiably been overlooked as contextual constraints (Sarangi 1994:411).

Poncini (see also Poncini 2002a:49, 57-65; Bargiela-Chiappini & Bülow-Møller & Nickerson & Poncini & Zhu 2003:75-76) sees it as important to consider particular aspects of the business context and not just the diverse national backgrounds of participants when analyzing interaction carried out in intercultural business environments. Poncini aptly points out that an individual

conducting business cannot be assumed to represent a homogenous national culture and, consequently, it is necessary to exercise caution in interpreting particular research results, since a cultural tendency does not predict an individual participant's behaviour (Bargiela-Chiappini & Bülow-Møller & Nickerson & Poncini & Zhu 2003:75). Poncini maintains that cultural values may be less useful when actual real-life interaction is the issue, particularly when participants from diverse cultures are represented. Poncini's research on multicultural business meetings warns against attributing difficulties, miscommunication, or communication behaviour exclusively to linguistic or cultural difference, or to a participant's membership in a national culture, since such approach overlooks social and organizational roles as well as other important situational constraints, especially those related to business issues. (Bargiela-Chiappini & Bülow-Møller & Nickerson & Poncini & Zhu 2003:76.) Further, it has been suggested that in intercultural interactional business settings English leads a life of its own and the users see it as having become disassociated from British or American cultural values and norms to a high degree (Rogers 1998; Louhiala-Salminen 1995:99-100). Acknowledging the suggestions referred to above, it is assumed here that rather than the participants' diverse linguistic and national backgrounds, the interactional and transactional functions and goals in different interactional events in the email data give rise to the participants' diverse linguistic choices when they convey directives in compliance with their positions and social roles as representatives of different functional areas within the group of companies. An example of such choice making might be the rather frequent use of the different structural variations of modulated interrogatives in conveying requests for action by different participants independent of their linguistic or national backgrounds. The use of these lexico-grammatical variations can be interpreted as being a pragmatic choice by the email writers since modulated interrogatives are transparent in respect of the action requested, the requester and the requestee. In other words, it can be suggested that these linguistic choices resonate similarly with the writers and the readers and can be seen as exemplifying the sharedness of interactional practices (see section 10.2.2).

2.5.3 Roles, topics and functions intertwined

2.5.3.1 Roles

This study primarily examines how participants draw on lexico-grammatical resources when they aim at organizing action in various corporate contexts through directive language use. A secondary aim is to investigate how different roles are taken on and assigned in the directive language use. In view of the participant roles and their functions in Halliday's (1994a:165 original capitalization) grammar, the Agent, i.e. who performs the action, is the external

agency in clauses where there is one, and in the material processes[15] it is the Actor provided that the process has a Goal. Depending on the type of process that is built in the grammar of English, the participants are labelled with subsequent conception, such as Senser in mental processes, or Sayer in verbal processes (Halliday 1994a:165). In analyzing directive utterance functions and their lexico-grammatical realizations in material processes, this study uses the generic notion of actor, i.e. doer of the action (Eggins 1994:231), for the participant who is explicated or implicated as the key participant to perform the desired action explicated or implicated in the on-going interaction. The intended human performers of the directed actions are referred to as actors both in active and passive sentences because in passive sentences it is always possible to ask who or what by something took place (Halliday 1994a:165; Eggins 1994:231). The notion of the addressor is equivalent to the writer of the message, the notions of the To: and cc: addressee to the reader, the cc: addressee typically representing a reader for whose information rather than for action the message is intended. (See Halliday & Hasan 1976:45 for the notion of 'addressee', i.e. the person designated by the speaker as recipient of the communication.) Either the To: addressee or the cc: addressee may be the intended actor of the verbal or non-verbal action conveyed in the directive as well as a non-participating 'other' either explicated or implicated in the on-going interaction. In view of the participants' directive language use in this study, the interpretation of and the assignment of the functional role labels of 'director', 'directee' draw from the situational and contextual directive functions the participants realize in different interactional events. In addition to the use of the generic notion of actor, and the role labels of 'director' and 'directee', other data-driven role labels deriving from different contextual and situational directive utterance functions are assigned to the participants, such as 'requester' – 'requestee', 'prohibitor' – 'prohibitee', and 'advisor' – 'advisee'. In other words, in interactive events in the act of speaking or directing the speaker-writer assumes a particular role and, consequently, assigns to the listener-reader or others a complementary role which he wishes him/her to adopt (Halliday 1994a:68).

As one of the secondary research questions focuses on investigating how the participants draw from contextual and situational resources in different organizational and interactional roles in different meaning making processes, a set of interactional event components, such as power, status, rights and obligations, are set out here. In institutional environments, power relations are seen as partly deriving from hierarchical relations, or from official authority (Cicourel 1999:185 citing Weber 1968), but also from task-derived relations. In other words, in the email interaction, participants are understood as possessing task-derived operational power, or functional authority (Cicourel 1999:185 citing Schluchter 1986). Further, power relations may derive from participants'

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15 In Halliday's (1994a:106-161) transitivity system, clauses describing processes of doing, i.e. real tangible actions in the external world are referred to as material processes, whereas processes encoding meanings of thinking or feeling in inner experience are referred to as mental processes (Halliday 1994a:106-107).

special knowledge or expertise, or scientific authority (Cicourel 1999:185 citing Bourdieu 1981), which may override hierarchical power and role relationships. For the perception of dynamic role relationships, this study draws on Thornborrow (2002:35) who points out that when analyzing power in interaction, an account of context, the social relationships it sets up between participants, and participants' rights and obligations in relation to their interactional and organizational roles and identities must be taken into account. This study does not discuss the conception of identity, and it uses the notion of role in the conception of participants' organizational roles and interactional roles. The notion of 'occupational' or 'organizational' is used instead of the notion of 'institutional' used by Thornborrow (henceforth without quotes).

In Thornborrow's (2002:133) studies the aim is to relate three important analytical foci: the discursive identities set up during the talk event, for example questioner, formulator or opinion giver, the institutional identities of participants inscribed in that event, for example phone-in-host, interviewee or school pupil, and the variable accessibility of different turn-types and discursive resources to those participants. In other words, she investigates how the institutional and discursive identities of a range of different participants in various institutional environments are consequential for the kind of talk that gets done in those environments. One of the central arguments developed by Thornborrow is based on the well-established tenet in CA that turn taking in institutional contexts is frequently distributed along quite structured lines, in terms of who occupies particular types of turn and interactional positions.

A key element in Thornborrow's approach from the point of view of the interaction realized in the present data is that power relations and interactional role relationships are not fixed but are constantly shifting and being redefined between participants at a very local level. According to Thornborrow, these shifts can be observed by looking at the participant relationships and structural organization of interaction, the changes in that structure and how those changes are dealt with by participants as they occur. By analyzing power and role relations at a very local interactional level, power in talk can be observed emerging at the interface between participants' current institutional identity, and the kind of turns this identity conventionally gives them access to, and what actually occurs when they move into other types of turns. How effectively participants use different discursive strategies and resources is bound up with both the structural constraints of the talk and the institutional identities of the participants. (Thornborrow 2002: 4-5, 33-35, 86, 133-135.)

Thornborrow's (2002) views on institutional roles are seen as relevant to an extent for the analysis of email interaction in the business domain. As was discussed above, Thornborrow (2002:86) contends that the relationship between a speaker's institutional identity and status, and the potential identities that they can take up discursively in the on-going talk, may be approached partially in terms of who gets access to particular types of turns, and thus access to particular discursive actions. Further, the kinds of actions that can be accomplished in different turns are asymmetrically distributed between the participants (Thornborrow 2002:86). Thornborrow's argumentation allows

making similar characterizations, and consequent descriptions and explanations, of the sequences of the intra-corporate cross-border email interaction. In the email interaction, different levels of the organizational hierarchy, i.e. from senior management to operative-level employees, are represented. Each participant holds a position and role with particular concrete work tasks, and subsequent rights and obligations. In agreement with Thornborrow's suggestions, first, as different levels of the organizational hierarchy are represented through different participants, there is a structurally asymmetrical distribution of turns or email messages between the interactants such that writers with different institutional roles typically occupy different interactional roles. Second, in the directive email business interaction, pre-inscribed, situational roles emerging in the on-going interactions can be identified, such as requester, requestee, advisor, advisee, prohibitor, prohibitee. In other words, in directive language use in intra-corporate settings there is intertwinedness between roles as participants are involved in different types of interactions by which they convey different kinds of linguistic functions for the accomplishment of their position-derived tasks, e.g. requesters for action ask people to act in a particular way, and requestees act in compliance with the requested act.

Rather than seeing for example particular directive utterances as primarily the interactants' tools of power, this study perceives particular types of interactional activity, including the realizations of directives, as functionally empowering interactional resources which interactants have access to within the corporate contexts of email interaction. Thus, this study approaches role asymmetry from a functional perspective and argues that it is a prerequisite for the management of corporate activities, including interactional activities, in the process of pursuing the generic corporate goals as defined in the mission and vision statements. The corporate context sets up positions for the participants to interact from, and has impact on the type of actions and interactions the participants can effectively and efficiently accomplish from within those positions in on-going interactions (Thornborrow 2002:33). Therefore, language use is understood both as context-shaped and as context-shaping.

Further, as the interactants in the intra-corporate email interaction are vested with particular occupational rights and obligations, it is not only an individual interactant's right but also an occupational and contextual obligation or duty to perform certain actions, such as convey directives. In other words, directive utterances are seen as legitimate and even obligatory for some writers to convey in some contexts, and legitimate and obligatory for others in other contexts from the point of view of the global corporate setting with a prerequisite of compliance by the directee. Thus, it is perceived that the participants become ratified utterers by drawing from the local, glocal and global contexts. Therefore, what the participants in the corporate context get to say, and what the interactional implications turn out to be, is shaped by their relative roles within a given context (Thornborrow 2002:33).

As a result, as suggested above, the interactional resources and roles available to interactants to accomplish particular actions are contextually either

weakened or strengthened in relation to their current occupational roles. From an organizational point of view, the participant roles are seen as dynamic in the email interaction, i.e. depending on the context of language use the roles of interactants may shift. From the point of view of the email interaction analyzed in this study, Thornborrow's (2002:86) suggestions that institutional discourse can be described as talk which sets up positions for people to talk from and restricts some speaker's access to certain kinds of interactional actions may need reconsideration. On the one hand, from an organizational point of view the intertwinedness between speech function and context can be seen as deriving from the fact that the organizational roles occupied by the participants in the interaction constrain the speech functions they have access to in their email interaction. In other words, particular employees holding particular hierarchical positions have a different access to for example initiating discussion of particular topics and issues in comparison with some other employees. On the other hand, the data represents intra-corporate interaction carried out via email systems which allow people an unrestricted access to virtually all interactional email activities, thus allowing people a high degree of independence in positioning themselves interactionally and linguistically. Email interaction can be seen as a means of organizational interaction since it emphasizes employee empowerment and self-control since employees can make and are expected to make decisions and judgements about access to different interactional spaces on the basis of the demands of each on-going interactional activity. As an example of this is some cc: addressees' access to the on-going interactional activities not only as 'providees of information' but also as prospective next speakers since they may become addressors by reacting verbally to prior instances of interaction in the sequences of on-going interactions. Thus, due to the cc: addressee option, the 'providees of information' participants can align themselves in terms of the addressee and the addressor roles. In addition, any other writer who knows the email address of a desired addressee can initiate a sequence of interaction via email, thus taking up the interactional role of a topic initiator and, correspondingly, can reorientate or reposition her/himself to for example the role of answerer or opinion giver in posterior instances of interactional sequences. Thus, it is possible in email interaction for the members of To: or cc: addressees, or any other non-participating interactant, to gain access to an interactional space in which to position themselves in order to make their points and, subsequently, for example to reaffirm their professional role as a controller of an interactional instance. The ease of access to interactional spaces is made possible through the role of an initiator, since a new participant can gain access to on-going email interaction through the addressor's choice of adding a new participant into interaction by the To: or cc: addressee option. Further, in the email data self-selection of the addressor's role takes place when a new participant from outside the on-going interaction takes on the addressor's role. Thereby, corporate employees are opened up to multiple interactional positions in that via email systems they can challenge stabilized roles, power positions, tasks, boundaries, and hierarchies in different interactional spaces.

In sum, this study acknowledges the relevance of Thornborrow's (2002) approach into role relationships for the analysis of email interaction as was discussed above. According to Thornborrow (2002:5), institutional discourse can perhaps be best described as a form of interaction in which the relationship between the interactants' current institutional roles and their current discursive roles emerges as a local phenomenon which shapes the organization and trajectory of the interaction. Thornborrow (2002:6) contends that what individuals do in institutional encounters is produced, overall, as a result of this interplay between their interactional and discursive role and their institutional identity and status. Consequently, in accordance with Thornborrow's (2002:9) argumentation, it can be concluded that in business interaction the participants' roles and relationships are organizationally established by the corporate context, and that there is a reflexive relationship between interaction and its corporate context and the global context, or the world out there. In other words, social meanings are jointly produced by interactants in interaction, but interaction is always grounded within a specific, local context.

2.5.3.2 Topics and functions

Despite the focus on interpersonal meanings in analyzing participants' directive linguistic behaviour, this study does not exclude ideational or textual meanings. Eggins and Slade (1997:50) point out the importance of not excluding ideational and textual meanings from analysis and they discuss them as resources mobilized by interpersonal meanings. In a similar vein, Ventola (1987:42) maintains that in analyzing language use it is necessary to capture the different meanings conveyed through the different metafunctions.[16] The topic of interaction as an element of the structure of an interactional sequence is a communicatively important aspect in the performance of the social activity for which language is being used in different situations in diverse interactional events. Each topical element has a point to it, and this point is significant for the achievement of the goal/s which can be predicted from the nature of the social activity (Hasan 1994:150).[17]

In this study, the use of the notion of topic is influenced by Eggins and Slade's (1997) use of the notion of topic. For them, topic is an element of the ideational content or meanings, which involves looking at what topics get talked about, i.e. what is the subject matter of the casual conversations they study (1997:49-50). Further, in line with Conversation Analysis, they acknowledge that topic management, i.e. what participants talk about when they do get to be speaker, is a distinct, though interrelated, aspect of conversational organization (1997:29-30). Eggins and Slade (1997:174) refer to what interactants talk about as

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16 See Forey (2004) on how interpersonal meaning is construed through the selection of theme which is the 'glue' that structures and binds the ideational, i.e. what the message is about', interpersonal, i.e. who is involved in the message, and textual, i.e. how the message is organized', metafunctions.

17 For the discussion of theme and topical theme see Halliday (1994a:34, 37-38, 52-54, 179); Eggins (1994:276-278); Martin and Rose (2003:178-179).

topic of conversation, i.e. what conversations deal with. In this study, the perspective into the conception of topic is a very practical and pragmatic one and in detecting the topic of interaction in different email messages the information provided in the subject lines in the email messages is used. In other words, the nouns, noun groups or clauses with contextual lexico-grammar in the subject line can be seen as frequently serving as the 'topic sentence' (Halliday 1994a:54, 387 original quotes) contributing to identifying the topic of interaction. In other words, the lexico-grammar in the subject lines bears experiential meanings. For example, the subject line may comprise a numeric coding which is interpretable by the addressee in accordance with the intra-corporate coding of different documents, such as *Subject line: 11111* in the initiating message 46. The numeric coding conveys to the addressee that the topic of interaction is documentation, i.e. a stock order, whereas the issue is that the addressor forgot to add a surcharge to it and, therefore, has to request for action by the addressee. This view of the notion of topic offers a practical orientation to the content of individual email messages or messages in different message chains, which is illustrated by the use of expressions such as 'the message deals with', 'the message is about' for example documentation when referring to operative-level peer interaction. Independent of the length of the message chain, the interaction is cohesive in terms of the topics in that there are no topic shifts in the messages analyzed (see Kankaanrata 2005 for a similar finding). The different topics may be discussed from new and different angels in the continuing and responding turns. In other words, the fact that there are no topic shifts gives the interactions in the message chains consistency of topic (Ventola 1987:130, citing Halliday & Hasan 1976:288), i.e. as the interactions unfold in the chains, the topic discussed in the previous message provides a context for the discussion of the topic in the next message. The attachment of the previous messages to the current message contributes to the negotiation of the topic in the messages to follow.

In addition, the notion of topic is discussed from the point of view of the participants' organizational positions or roles and the tasks and subsequent rights and obligations assigned to them according to the functional areas they represent in the corporation. According to the different functional areas, or particular domains of experience involving different specific activities (Hasan 1994:151), for which each participant works, the general task descriptions, including the interactional tasks, and the topics and issues of interaction, are specific to each participant in different interactional events. However, on the practical level, in the situated interactional sequences there is dynamism in the distribution of tasks and topics. In other words, due to the direct access to any individual with an email address, the messages covering different tasks and topics are not always targeted in compliance with the official organizational route, i.e. messages may be misdirected and need to be redirected to the right participant with the hierarchical rights and obligations to deal with the tasks and topics under discussion. A notional distinction is made between 'topic' and 'issue' in analyzing directive utterance functions. The notion of 'topic' is used as an umbrella or higher-level concept in relation to the notion of 'issue'. Thus, for example 'documentation' may be referred to as the 'topic' of interaction, whereas

'issuing an invoice' and 'voiding a credit note' are referred to as 'issues of interaction'.

Another perspective assumed to the notion of topic is that the messages are referred to as dealing with topics of 'straightforward' and 'non-routine' nature, i.e. a reference may be made to the recurrency of the situation, or the urgency or the severity level of the topic of interaction. In other words, the topics and issues of interaction in straightforward situations, which typically have to do with for example issuing necessary documents or making alterations in documentation, are typically dealt with between operative-level participants. The topics and issues of interaction in non-routine situations have to do with for example changes in term and conditions, prospective losses of sales or lost sales, or security hazards, which may have long-term ramifications for the generic corporate goals from the point of view of different interest groups. Such topics and issues are typically negotiated between or with the involvement of management-level participants.

The conception of topic and issue of interaction is perceived as closely intertwined not only with the tasks of each participant but also with the purposes or functions of interaction. The use of the notion of function acknowledges the multifunctional nature of individual messages in message chains. The typical functions of initiating email messages by the non-Finnish participants seem to be requesting for action, or for information and advice, forwarding complaints to the Finnish staff on behalf of the customers, whereas the typical functions of email messages by the Finnish participants seem to be providing information, by the addressee's request or on their own initiative, giving instructions, advice, suggestions, recommendations, acknowledging, and also requesting for action. However, the division in the email data is not as categorical as suggested above, since topics and issues and interactional functions in real-life interaction must be understood as complex, multiple and variable interactive structures of experiential meanings evolving in the interactional sequences, i.e. different topical elements and interactional functions are contextually and situationally realized at different points in the development of the dialogic interaction in writing. This understanding is supported by for example Johns (1997:24-25) who finds it precarious to attribute single purposes to genres in defining and classifying genres, and Askehave and Swales (2001:196, 198) who suggest that non-literary discourses have important functional roles to play over and beyond whatever classifications might indicate. By introducing the conception of set of communicative purposes and participants' private intentions within the framework of socially recognized purpose(s), Bhatia (1993a:13, 16) emphasizes the tactical aspects of genre construction and the notion of genre as a dynamic social process (Askehave & Swales 2001:198-199 citing Bhatia 1993). In this work 'function' is also used as an interactional notion to refer to the action potential of an utterance, i.e. what an utterance does or achieves in the context in which it occurs.

2.5.4 Email venue of collaborative knowledge and information exchange

The discussion of the notions of information and knowledge is included here, since the email interaction is perceived as an important venue of situational information and knowledge generation, enhancement, transfer and exploitation in different interactional events. In Beta and New Beta, similarly to any business enterprise, employees seek out knowledge not only for instrumental purposes, such as solving problems, gaining competitive advantage, exploiting innovations commercially, contributing to present and future prosperity, but also for its own sake as a motivator of present and future activity. In order to efficiently acquire and apply knowledge and skills across different functional areas and organizational levels via interaction, today's employees are expected to develop pertinent and complex knowledge and skills, such as in the use of electronic databases, the Internet, and other institutional communication and negotiation processes together with understandings of work tasks, i.e. domain knowledge (Garrick & Rhodes 2000:5). The highly competitive nature of contemporary industries and workplaces, coupled with globalized markets, changing production and management technologies and practices, have both discursively and materially compelled corporations to upskill and multiskill their workforces capable of gathering information, analyzing data, identifying trends, and mapping dominant discourses in the process of knowledge work, for example. This is made possible only by efficient interaction between members of discourse communities (Garrick & Rhodes 2000:6).

The use of email technology provides a dynamic, efficient and effective way of networking and consequently accelerates and intensifies knowledge work, which is an essential aspect of business professionals' social practices in the current business environment. People interacting in particular social and historical contexts share information from which they construct social knowledge as a reality, which in turn influences their judgment, behaviour, and attitude (Berger and Luckmann 1966 cited in Nonaka & Takeuchi 1995:59). In a similar vein, for example a corporate mission and vision conveyed as an ambiguous strategy by the management are organizationally constructed into knowledge through interaction within and across the corporation, which in turn affects its business behaviour (Nonaka & Takeuchi 1995:59). In terms of interaction within the corporation, the directive language use is treated and analyzed as an aspect of initiating and sustaining and, consequently, contributing to the participants' interactional and collaborative process of information and knowledge creation, enhancement and transfer, and as the participants' development and utilization of information, knowledge, skills and resources for the achievement of the overall business goals.

In organizational contexts, knowledge is understood as originating from individual experiences and organizational learning by key constituents, and knowledge frequently remains embedded, not only in written documents or repositories but also in organizational routines, tasks, processes, practices, norms and values of organizations (Bhagat et. al. 2002:206; Davenport & Prusak 1998). Knowledge can be defined (Davenport & Prusak 1998) as a fluid mix of

framed experience, values, contextual information, and expert insight that provides a framework for evaluating and incorporating new experiences and information. Knowledge is perceived as being created, restructured, or changed from related and unrelated pieces of information, to the extent that the information has the right kinds of signals that, in the mind of the recipient, are conducive to the creation of knowledge (Bhagat et. al. 2002:206). Further, knowledge is seen as essentially related to human interaction and as created by individuals in organizations that are supposed to support creative individuals by providing contexts for them to create knowledge, highlighting the nature of knowledge as 'justified belief' (Nonaka & Takeuchi 1995:59, original emphasis).

Information, in turn, provides a new point of view for interpreting events or objects, which makes previously invisible meanings visible or sheds light on unexpected connections (Nonaka & Takeuchi 1995:58). Information is seen from the syntactic, i.e. volume of information, and semantic, i.e. meaning of information, perspectives, and the semantic aspect is regarded as more important for knowledge generation, since it focuses on conveyed meaning (Nonaka & Takeuschi 1995:58). Thus, information is perceived as a flow of messages, while knowledge is created by that very flow of information, anchored in the beliefs and commitment of its holders. In other words, knowledge is derived from information by contextualizing the information and comparing it with an existing standard and by examining the consequences a particular body of information may have for immediate and long-term organizational actions and decisions (Bhagat et. al. 2002:206). Therefore, both information and knowledge can be seen as context-specific and relational in that they depend on the situation and are created dynamically in social interaction among people (Nonaka & Takeuschi 1995:59). The process of knowledge creation and amplification develops into a knowledge network and is realized within a community of interaction crossing intra- and inter-organizational levels and boundaries (Nonaka & Takeuchi 1995:59). With the implementation of enhanced communication technologies, spontaneous and unstructured generation and transfer of knowledge routinely take place within and across organizational boundaries, whether the process is actively managed or not (Bhagat et. al. 2002:204). In the email interaction under analysis, the extended email message exchanges can be seen as illustrating on a concrete level how information is exchanged between the participants and how, simultaneously, this exchange of information contributes to knowledge creation and amplification.

Further, a distinction between explicit knowledge and tacit knowledge (Nonaka & Takeuschi 1995:viii, 61; Bhagat et. al. 2002:207; Holden 2002:68-69; Skyrme 2002) is made in literature. Explicit knowledge can be articulated with formal, codified language systems, such as grammatical statements, mathematical expressions, specifications, and manuals (Nonaka & Takeuschi 1995:viii). The transfer of explicit knowledge between participants is relatively unproblematic in codified forms, whereas tacit knowledge is more personal in nature than explicit knowledge and, therefore, harder to articulate with formal language. Tacit knowledge is personal knowledge and ambiguous in nature,

since it is embedded in individual experience and involves intangible factors such as personal beliefs, perspectives, and value systems. In other words, the notion of tacit knowledge encompasses the kind of informal and hard-to-pin down skills and knowledge captured in the term know-how. In sum, tacit knowledge frequently needs more than just codification, since it is embedded in individuals' cognitive systems or is deeply ingrained in the routine and non-routine processes and practices and organizations' unique cultures and values effected by individuals, whereas explicit knowledge can be processed by computers, transmitted electronically, or stored in databases. (Nonaka & Takeuschi 1995:8-9.)

In the ensuing analysis of the participants' linguistic behaviour, the kind of knowledge described as explicit above is referred to for example in instances in which addressors convey directives with information-seeking functions. If requesters' information-seeking functions are targeted at explicit knowledge available and accessible in existing information or knowledge pools, for example shared files, databases, and if the requests incite material processes in accessing the existing information pools and in providing the requested information or knowledge in the requested form, the functions of the directive utterances, and those of the turns, may contextually and situationally be interpreted as action-seeking rather than exclusively information-seeking. If requesters' information-seeking functions are targeted at tacit knowledge embedded in requestees' individual experience and expertise, the exchange of which can be seen as inciting mental processes of discussing and interacting, i.e. negotiation of meanings, the functions of the directive utterances, and those of the turns, may contextually and situationally be interpreted as primarily information-seeking. These interpretations emphasize the socially contextual approach, on the one hand, and the multifunctional approach, on the other, that are the points of departure in this study.

2.6 Summary

Chapter 2 set out to illustrate the broad corporate context of Beta and New Beta in order to provide background information for the linguistic analysis in this study. The corporate history was discussed with a focus on the various cross-border merger developments. Among the results of the merger development was the introduction of the English language as the corporate language which is also the language of interaction in the email messages under analysis. Another important result of the merger development was that a majority of corporate employees were given access to a shared electronic working environment, including the use of a joint email system.

A range of interactional event components were introduced and discussed in order to make it possible to situate the English-language email interaction into the overall corporate context in which it is carried out. The email

interaction is carried out between participants in different geographical and organizational locations and positions when seeking to contribute to the generic corporate goals as defined in the core statements of mission, vision and value. An integral part of the interaction between the participants who are networked via email includes collaborative creation, amplification and dissemination of information and knowledge in the processes of action and interaction. In sum, the discussion in Chapter 2 contributes to illustrating the interdependency between the social relationships, corporate context and the English-language email interaction for the purposes of the ensuing analysis.

Chapter 3 will introduce previous research that provides some approaches and perspectives to studying directive language use and email language use in business contexts. Chapter 3 will discuss and review previous research which is perceived as relevant to the analysis of directive language use in email interaction for the purposes of this study. It is suggested that an eclectic or 'transmethodological' approach (Chapter 4) to analyzing email interaction is appropriate due to the dynamic and complex nature of email interaction.

3 RELEVANT APPROACHES TO DIRECTIVE LANGUAGE USE AND LANGUAGE USE IN BUSINESS EMAILS

This chapter discusses and reviews previous research into directive language use and business email language use with a focus on approaches and perspectives that are seen as relevant for the purposes of this study analyzing directive language use in email message exchanges. This chapter opens with a brief orientation into recent research into business discourse. A discussion of relevant approaches to analyzing directive language use is followed by an elaboration of how directive language use is understood in this study. Section 3.4 discusses previous research into email language and directive language use in business emails, whereas section 3.5 touches upon recent interactionally and linguistically oriented organizational research. The chapter closes with a brief summary section.

3.1 Orientation

In the past two decades, researchers have recognized the importance of business discourse as an identifiable field of study. This recognition acknowledges the understanding that discourse in its broadest sense is essential for carrying out business transactions. With the emergence of research in the field of business discourse, the focus of analysis has shifted towards business 'discourse' from business 'language'. In other words, rather than approaching language as an isolated phenomenon, business discourse is understood as "a web of negotiated textualizations, constructed by social actors as they go about their daily activities in pursuit of organizational and personal goals. It is therefore language as social action that is the concern of business discourse research" (Bargiela-Chiappini & Nickerson 2002:274). Such an approach to the language use in corporate life can be perceived as evidencing the widening of the scope of applied linguistics and the increased use of interdisciplinary

approaches in business discourse research. Globalization of the business domain is a contributing factor to the emerging interest in intercultural business discourse as a field of study. For instance, pragmatics, discourse analysis, conversational analysis, ethnography, sociology, rhetorical studies, applied linguistics, together with cross-cultural communication studies, and theories on organizational communication and human resource management have provided theoretical and methodological approaches to the analysis of discourse in the business domain (see Dudley-Evans & St. John 1998:17-18).

This explorative study aims to react to the call for the acknowledgement of the complex nature of corporate life, appreciation of the influence of situational and contextual factors in different approaches, and reliance on a variety of multidisciplinary analytical and methodological approaches encompassing not only discourse approaches but subsuming the broad field of communication studies in business settings (Bargiela-Chiappini & Nickerson 2002:274-276). In addition, in its focus on analyzing the lexico-grammatical realizations of different contextual and situational directive functions this study aims to react to the call for broadening the understanding of grammar as a means for integrated contextual meaning making construal in various textualizations in on-going interactions (Ventola 2005). In this study, the notion of email interaction is used since the focus is on the 'goings-on' in sequences of email messages exchanged between identifiable interactants, i.e. sequences of linguistic initiations and responses to these initiations. This approach to the email data allows a dialogic and functional perspective (see section 4.7) in analyzing and interpreting the various contextual and situational directive functions conveyed by various participants in the email interaction in order to accomplish their position-derived tasks within the broad corporate context. In sum, in line with Bargiela-Chiappini and Nickerson (2002:277), this study approaches the dialogic email interaction and language use in it as contextual and intertextual and as situated action and as language as purposeful work or action.

Much of the most recent research in business discourse draws on genre analysis.[18] For example Louhiala-Salminen (1995, 1999), Nickerson (1999, 2000), Mulholland (1999), Bargiela-Chiappini and Harris (1997c), Bargiela-Chiappini and Nickerson (2002), and Akar (2002) in their studies on business discourse draw on a three-layer genre approach appropriate for their discursive and linguistic analyses of their corporate materials. Kankaanranta's (2005) genre approach into requesting behaviour in email discourse will be discussed in section 3.4.2. Even though this study does not draw on the notion of genre, some elements of various genre approaches are regarded as relevant and helpful to a certain degree for the analysis to follow, especially those offered by Nickerson's (2000:36-40) and Bargiela-Chiappini and Nickerson's (2002:277-289) work on genre models. They draw from international business discourse (see also Bargiela-Chiappini & Harris 1997c; Nickerson 1999; Bargiela-Chiappini &

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18 See Kankaanranta (2005) for an indepth discussion and review of approaches to the notion of genre in applied linguistics.

Nickerson 1999b) and incorporate views from genre and discourse analysis, intercultural interaction and organizational communication studies into a contextually-oriented analytical framework. Nickerson's work will be discussed further in section 3.4.1 when introducing previous research into email interaction.

The genre approach suggested by Bargiela-Chiappini and Nickerson (2002:277-280) draws on social properties of discourse, which is also a focus in this work. They incorporate their previous genre models and conceptions (drawing on Bargiela-Chiappini & Harris 1997c:14 and Nickerson 2000:39) to generate an intricate multidimensional model pursuing an account for some of the contextual implications and their generic discourse embodiments. Bargiela-Chiappini and Nickerson's (2002:279) model comprises three hierarchical analytical levels. The macro level, including factors such as national and regional cultures, and the meso level, including factors such as organizational culture(s), business type, methods of control in place, collaboratively shape the *generic discourses* (2002:278, original emphasis). Their notion of *generic discourses* refers to the discourse types that characterize corporate settings and that are realized through a network of micro discourse formations, or textualizations, i.e. the instantiations of typified actions. Third, there is the micro level or the interactional level where individual sociopsychological profiles and interactional preferences are most prominent and are identifiable in the pragma-linguistic features of "typified actions" (citing Miller 1980, 1984) or *textualizations* (2002:279, original quotes and emphases). Further, for Bargiela-Chiappini and Nickerson (2002:279), discourse realizations at all levels depend on the language systems, and codes are an essential feature of big organizations, where a multidivisional structure and the degree of specialization promote the evolution and maintenance of technical jargons and group-lects. Their model acknowledges the importance of idiosyncratic differences, or individual sociopsychological profiles and interactional preferences (Bargiela-Chiappini & Nickerson's 2002:279 notion) as contributors to the participants' linguistic behaviour in view of the form, discourse organization and even lexico-grammar of discourse, which is a view also acknowledged in this study. Important from the point of view of this study in Bargiela-Chiappini and Nickerson's (2002:280) framework for the analysis of business discourse is the inclusion of meso and macro levels of analysis. They emphasize that the inclusion of these levels forces analysts to understand the embeddedness of business discourse in a broader context than the immediate context surrounding the on-going interaction that is the focus of analysis (Bargiela-Chiappini & Nickerson 2002:208). In terms of the social nature of language at work, Bargiela-Chiappini and Nickerson (2002:280, citing Bargiela-Chiappini & Nickerson 1999a:18, original emphases) contend that

> The social nature of language at work is exemplified in business writing practices, both as processes and as products. Writing in business contexts is often, generically speaking, *hybrid*, in that many texts display signs of intertextuality and interdiscursivity; *collective*, in that texts are often the products of a multiple authorship process; *structure-dependent* and *structure-shaping* in that writing always

> takes place in a cultural and historic context by which it is influenced and which, in turn, it influences.

The conception of hybridity, collectiveness, structure-dependency and structure-shaping nature will be discussed in the ensuing analysis as contributors to the identification, description, and interpretation of the directive utterance functions.

In the present data, the language used is exclusively English with an exception of a few messages written in Finnish in some sequences of message exchange between various participants, and the use of the addressees' native languages in some salutations and complementary closes in some messages. The technical jargon and group-lects will be touched upon when discussing the dissimilarities in language use between some functional employee groups. The contextual components illustrated in section 2.5.1 as core contextual features drawn on in the ensuing linguistic analyses can be seen as overlapping with the micro, meso, and macro level elements suggested by Bargiela-Chiappini and Nickerson (2002:279). However, instead of a three-level categorization a continuum idea is suggested here, i.e. a continuum including the dynamic local, glocal and global level contextual elements. Further, as the current data comes from one group of companies, the contextual features illustrated and discussed in section 2.5.1 are corporate-specific and such contextual elements as methods of control (see above, and Nickerson 1999) are not included in the analysis due to a different research setting and methods. Thus, the contextual features suggested by Bargiela-Chiappini and Nickerson (2002:279) are by no means exclusive but rather complementary to the contextual approach adopted here.

3.2 Relevant approaches to analyzing directive language use

In this section, the notion of directive, with the inclusion of the notion of request, will be used as an umbrella conception when discussing previous research on the participants' linguistic behaviour seeking to influence or direct someone's subsequent behaviour. This section is opened by providing a condensed review of studies into directive language use of general nature, i.e. the studies reviewed are not necessarily carried out in business or organizational contexts, and followed by a review of studies carried out in business and organizational contexts. The reviews are included here since the studies are found to be of relevance as contributors to the design of the analytical framework in this study, especially those of Iedema (1997) and Yli-Jokipii (1994), as well as to the contextual and situational interpretations of the directive functions in the email interaction. Further, as findings and observations from some previous research carried out in business contexts not focusing on directive language use are of relevance for the discussion of the findings in this study, such previous research not reviewed here will be referred

to and discussed in the chapters to follow to the extent that is found helpful for the purposes of this study.

The concept of a directive, or a request, has received many definitions and descriptions in previous research. In speech act-informed pragmatic research[19] drawing from Searle's work, including research in business contexts, the concept is used most typically to describe situated linguistic actions through which an addressor aims at directing or influencing an addressee's subsequent linguistic or physical behaviour in a particular way. Linguistic research on directives or requests typically aims at describing the ways in which participants ask each other to do things. The ambiguity in descriptions may derive from mutually interdependent features that directive realizations have, for example variation in degree of directivity, potential incongruence between form and function, sensitivity to contextual features, and sensitivity to the linguistic conventions of different discourse communities (see Yli-Jokipii 1994:60 on requests).

Much of previous linguistic research, including research on business discourse, has drawn from the seminal work by Brown and Levinson (1987) on politeness and the dichotomy of directness and indirectness in language use. Brown and Levinson suggest that there can be social and cultural differences about who has the power to issue requests, what impositions are acceptable, and within what social relationships requests of various kinds can be made and complied with (1987:74-84). The work originated by Brown and Levinson (1987) and developed by other research refers to directive language use as linguistic behaviour threatening the freedom of action of others and inherently jeopardizing the harmony of social relationships between the participants due to its impositive nature, i.e. the addressor tries to influence the addressee's future behaviour. Further, especially directives realized through direct lexico-grammatical forms are perceived as potentially risky linguistic elements due to their bald-on-record threat to face (Brown & Levinson 1987). Recent research suggests that the three variables in Brown and Levinson's politeness model, i.e. the weight of imposition, relative power, and social distance, do not explain the politeness phenomenon in all contexts of language use, including business contexts, due to their complex nature (e.g. Bargiela-Chiappini & Harris 1996; Kong 1998; Eelen 2001; see also Harris 2003 on the relationship between politeness and power in a variety of discourse practices in institutional settings). For example Yeung's (1997:520) study on expressions of polite requests in English and Chinese shows that only the weight of imposition has a statistically significant impact in his English data. Yeung (1997:340) suggests that it appears that imposition reflects, at least to some degree, the other two variables of relative power and social distance. Further, there is also a significant effect when all three factors are combined. However, none of the variables, either alone or combined, show any statistically significant effect in Yeung's (1997:505, 520) Chinese corpus.

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19 See Blum-Kulka et al.'s (1989a) seminal work on the speech act of requesting.

Blum-Kulka et al.'s (1989a) work focusing on the directness-indirectness dichotomy is much cited, applied and developed by subsequent cross- and inter-cultural research conducted in different spheres of language use, including research on business discourse. On the basis of their cross-cultural pragmatic research project (the Cross-Cultural Speech Act Realization Project, the CCSARP) they provide a coding manual deriving from the realizations of specific contextualized speech acts in a discourse completion test, including the speech act of requesting placed on a directness scale in order of decreasing directness according to the pragmatic criteria of directness, perspective and conventionality. The coding system offers a hierarchy of the different ways of realizing the request, and the original classification of requests according to their linguistic forms are modified and adopted for the purposes of other studies, including Kankaanranta's (2001, 2005) work on email interaction to be discussed further in section 3.4.2. In pragmatic research drawing from Blum-Kulka et al.'s dichotomy of directness and indirectness, the notion of 'direct' has been interpreted as conveying different meanings, including 'clear and unambiguous', and 'coercive or 'face threatening'. The notion of directness is not central in this study. However, for example the imperative forms, which are referred to as the most direct request forms in Blum-Kulka et al.'s classification, are seen in this work as transparent or unambiguous from the point of view of the addressee and as non-costly from the addressor's point of view due to the ease of formation. Occasional references to Blum-Kulka et al.'s work together with Trosborg's (1995, 1997b) speech-act oriented work, including directive language use in contracts, will be made in the analyses of directive utterances for the contextual and situational interpretations of diverse linguistic elements used to realize directive functions.

Murcia-Bielsa's (2000) approach to studying the choices of directive expressions in English consumer product instructions can be seen as relevant to an extent for the purposes of this study. First, she uses the notion of 'directive' for the expressions whose aim is to get the addressee to perform or not to perform an action or a group of actions realized through a wide range of linguistic elements. Murcia-Bielsa (2000 drawing on Biber's 1995 register analysis framework) aims to show that situational features are related to linguistic forms through functional and conventional associations. She focuses on three key components in her framework (Murcia-Bielsa 2000:117-118 citing Biber 1995:10), i.e. description of the situation in which the register is used, description of the linguistic characteristics of the register, and analysis of the functional or conventional associations between the situational and linguistic features. In addition, situational characteristics are seen as influencing the choice of linguistic form, and at the same time the choice of linguistic features is seen as contributing to creating the situation (Murcia-Bielsa 2000:118 citing Biber 1995:10). Murcia-Bielsa perceives the notion of register as interchangeable with the notions of genre or text, e.g. instructional genre or instructional text, which she also explicates by stating that "The term *register* in Biber (1995) corresponds to what is commonly described as *genre* (Murcia-Bielsa 2000:143,

original emphases). Murcia-Bielsa's use of the notions exemplifies and explicates the indeterminacy of the use of these concepts.

Murcia-Bielsa's (2000:130, 132) necessity cline includes the categories of necessity and desirability in their positive and negative polarities rendering four types of action, i.e. necessary action, desirable action, undesirable action, and prohibited action, in terms of the level of obligation in the actions expressed linguistically or interpretable in their contexts of use in the product instructions. Murcia-Bielsa (2000:130) uses the conception of action-relevance which is related to the situational features and in particular to the task-plan. Action-relevance is used to refer to the fact that not all actions in the task-plan expressed in product instructions are equally important, i.e. some actions are strictly necessary to get the device to work, whereas others simply help to achieve better performance. Even though this study does not use the notion of task-relevance, it acknowledges the fact that by default, in the email data the actions expressed linguistically in directives are conveyed as necessary or obligatory, unless otherwise interpretable by drawing from the lexico-grammar or contextual or situational constraints. In other words, similarly to Murcia-Bielsa's cline approach, a close contextual examination of the directive realizations in this study enables interpreting some imperative forms as conveying the advising function even though imperative forms are typically regarded as the most obligating syntactic category of directives.

Hyland (2002b:216) borrows the notion of directive from the speech act theory and defines a directive utterance as "one expressing an obligation on the reader either to do or not to do something". Hyland (2002b:216) sees directive force as typically realized in the surface structure of an utterance by (i) the presence of an imperative, (ii) a modal of obligation addressed to the reader, or (iii) a predicative adjective expressing the writer's judgement of necessity/importance controlling a complement *to*-clause, such as *it is necessary to*. However, Hyland (2002b:217) aptly points out that surface structures alone are unreliable indicators of directiveness and every occurrence has to be investigated in its context of use to ensure its pragmatic effect. Hyland's (2002b:217-218) categorization of expected acts comprises three classes, i.e. textual, physical, and cognitive acts. The least imposing class in Hyland's categorization comprises directives which allow writers to guide readers to some textual acts through referring readers to another part of the text or to another text, i.e. through internal or external references. Further, directives can be used to instruct readers to carry out a physical act, in Hyland's (2002b:217) data either involving a research process or real world action. The class of cognitive acts, not included in this study, is similar to Yli-Jokipii's (1994:60) class to be discussed below. It refers to directives through which readers are initiated into a new domain of argument, led through a line of reasoning, or directed to understand a point in a certain way (Hyland 2002b:217).

Hyland argues that the ways academic writers use directives are intimately related to their assessments of appropriate reader-relationships in different generic and disciplinary contexts, and his work shows that in academic writing directives are used for very different strategic purposes and

indicate considerable variations in the ways they are employed across genres and disciplines. Further, his study suggests that the weight of imposition carried by directives crucially depends on these purposes and participants' perceptions of rhetorical context. (Hyland 2002b:215, 236.) Hyland (2002b:217) suggests that while the use of directives is governed by, and helps to govern, the relationship between the writer and the assumed readers, the purposes they realize modify this relationship considerably. He points out that for example an imperative deployed to guide the reader through a text is radically different from an instruction to undertake a real-world action, and different again from an injunction to understand a point in a particular way. Drawing from Hyland's view, in the email interaction particular imperative forms receive a contextual and situational interpretation of an advice. For the advising function, Hyland's category of textual functions of internal and external references is drawn from together with his suggestion that despite their supposed bald-on-record quality, "directives are better seen as complex rhetorical strategies writers can use to manipulate the relationship with readers and indicate the ways they are intended to follow the text" (2002b:218). Further, a relevant finding by Hyland (2002b:236) from the point of view of this study is that individual factors, such as experience, confidence, or professional rank, may affect the choices made by writers in their moment-by-moment composing. Hyland also points out that genre or discipline do not *determine* how individuals see themselves, their readers, or their place in their communities because academic interactions are always individual and personal as well as institutional and cultural (2002b:236, original emphasis), similarly to business interaction in my view. Thus, Hyland argues to contribute to research by maintaining that the features of academic texts can only be fully explained when considered as the actions of socially situated writers, which is also the argument in view of the intra-corporate email interaction. Hyland (2002b:237) concludes by stating that his view, directives are seen as both contributing to the discursive construction of relations with an audience and to revealing the reasons why writers highlight or downplay the presence of their readers and themselves.

Bargiela-Chiappini and Harris (1996) study the influence of status and other interpersonal variables, i.e. power, social distance, and request imposition, on the formulation or requests in relational and routine business correspondence. Findings from their work, especially concerning the mood choices made by the writers, are discussed for comparison in the analysis. In their study aiming at the identification of possible linguistic variations in business correspondence containing requests, Bargiela-Chiappini and Harris (1996) adopt a pragmatic view of request, which is employed in spoken language research to define a business request, and redefine it by considering an option of refusal as a constitutive element of a valid request. Their way of redefining a business request can be regarded as offering a relevant point of reference for this study analyzing directive linguistic behaviour in a business setting. In their conception, a business request is a legitimate attempt by the writer to get the reader to perform an action required by the business circumstances through evoking the reader's need for compliance on the

grounds of corporate and personal motivators such as necessity, duty and goodwill (Bargiela-Chiappini & Harris 1996:640). Their approach to compliance motivated by corporate-derived necessity, duty and goodwill provides a relevant point of view for the analysis of directive behaviour in the email data. In view of the structure of messages conveying requests, Bargiela-Chiappini and Harris (1996:647) use the notions of pre- and post-sequences in illustrating a structural representation of written requests. The pre-sequences are seen as request supportive moves (grounders in Kankaanranta's 2005 conception) in that they may offer for example justifications, whereas post-sequences may have emphatic or expansive functions in relation to the previously uttered request. The conception of justification and post-sequences, e.g. *Thanks*, will be used in this study.

In her in-depth treatment of business requests and the nature of requests, Yli-Jokipii (1994:59-94) acknowledges the multiplicity of requests by stating that "…, the concept of a request is difficult to define. It is also difficult to describe." According to her, the difficulties arise from the mutually interdependent features that requestive messages share, i.e. variation in the degree of requestivity, potential incongruence between form and function, sensitivity to language-external conditions, and sensitivity to the linguistic conventions of different societies and user groups (1994:61). As Yli-Jokipii's semantic-lexico-grammatical approach to requesting behaviour is regarded as relevant for the analysis of directive language use, her main conception and its applicability for this study will be discussed in some detail.

Yli-Jokipii's (1994:60) defines a business request as a message expecting a response in the form of a verbal, physical, or cognitive act. The response form of a cognitive act included by Yli-Jokipii and Hyland (2002b:217) in their treatment of directives and requests is not included in this study. Kankaanranta (2005 citing Akar 1998) points out that the inclusion of the attempt to change the addressee's cognitive state of mind makes the definition broad-ranging and "If a cognitive change is requested, then all informative texts can be defined as requests, because by giving information we are asking the reader to change his/her cognitive state" (Kankaanranta 2005 citing Akar 1998:81). In her study, Yli-Jokipii (1994:61) refers to the continuum idea, according to which one end of the requestivity continuum is represented by the utterances with minimally requestive force or imposition and face threat, and the other end by the utterances with a maximally requestive force or imposition and face threat, leaving the addressee little choice as to whether to understand the utterance as a request or not. As was pointed out previously, this study does not draw from the conception of imposition and face threat.

However, Yli-Jokipii's (1994:71) key postulation that "the utterance counts as a request solely on the basis of its function in the discourse", i.e. the contextual environment (1994:71), is acknowledged. She employs three levels in her descriptive framework comprising the functional and structural properties and the pragmatic force of requests. The semantic level operates in giving meaning, or 'semantic force', to utterances or individual items. Under the heading of semantic level are the functional properties, which are regarded as

describing the properties of an utterance on a semantic basis, and inspired by the category of speech functions in Halliday (1994a). Further, under the heading of semantic level, the category of pragmatic force derives from the impression that the message conveys to the reader's mind in each particular context, with the remark that the link between the semantic and pragmatic is not clear-cut. The pragmatic force category is seen as an open one to allow maximal freedom for context-dependent treatment, i.e. the context contributes to interpreting utterances as requests. The syntactic level covers syntactic qualities or the mood of the clause as well as the lexical qualities of requests to illustrate that lexical criteria apply at this level. In syntactic terms, imperative, interrogative, and declarative clauses can be used to produce the pragmatic force of a request in particular contexts. Modal-initial interrogatives are included as a fourth separate category in the treatment of requests. (Yli-Jokipii 1994:146-148.) On a broad level, Yli-Jokipii's conceptualization is regarded as applicable in this study since she does not attach requests or requestive utterances to any single definite level of observation or description but draws from the intertwinedness of the lexico-grammatical, semantic, and pragmatic properties of requests in interpreting their functions.

In the ensuing analysis of directive utterances and their categorizations according to their contextual and situational functions, Iedema's (1997) conception of the contextual uses and functions of directives and the subsequent semantic typologies of directives (see Figure 1 in section 4.7.2 for Iedema's typology of directives) are drawn from. Iedema's data represents written language use in bureaucratic-administrative settings and his semantic types of directives are data-driven. Iedema (1997:73-74) sees directives as texts which are referred to as directives which are realized through different lexico-grammar and which function to convey a variety of degrees of necessity or shouldness. Directives in Iedema's (1997:73-74) terms are concerned with organizing action in social institutions, and the different degrees of shouldness realized through different lexico-grammar aim to influence others' or one's own behaviour. Iedema's (1997:74, 77) directives include the obligatory core command or the Command-Nucleus, i.e. the request for action move, and a variety of optional elements referred to as legitimizing or enabling elements in support of the obligatory core command. In Iedema's conception, the Command, varying in lexico-grammatical realizations, is the recurring and instrumental element in realizing the directive (1997:91). The approach in this study to the very notion of directive is different from that of Iedema's since he understands directives as a genre, or whole texts, which are concerned with organizing action in social institutions (1997:75, 80). Thus, his approach into directives is different from the present one for the genre approach he draws on. However, it is acknowledged that directives as linguistic realizations in the email interaction are concerned with organizing action in the multinational corporation. Iedema refers to the optional enabling or legitimizing elements in texts as Satellites (1997:80, original capitalizations). From Iedema's conception, the notion of legitimizing element is used instead of the notion of Satellite to

refer to the elements of reason or justification in describing the structures of different email messages or turns.

In building up his data-driven functional typology Iedema (1997:88-90) makes a distinction between three typologies on the basis of whether the texts conveying the function of directives aim to limit the behaviour of someone, i.e. proscribing and reactive, to achieve a change, i.e. prescribing and proactive, or to repeat previous directives, i.e. iterative. This conception is drawn from in this study in interpreting and assigning functions to various realizations of directive functions. Other conception borrowed from Iedema and the reasons for this borrowing will be discussed in sections 4.7.2 and 5.3.2. Iedema's (1997:91) network illustrating the different types of directive utterances conveying different functions is relevant for the purposes of this work in a form amended on the basis of the occurrences of different directive utterance functions in the email data. The reasons for the amendments to Iedema's functional labels in his network will be discussed in section 4.7.2 and detailed in sections 6.5, 7.5, 8.5, and 9.5 when analyzing the lexico-grammatical realizations of directive functions.

3.3 Directive language use as understood in this study

The notions of 'directive' (Searle 1976) and 'request' (henceforth without quotes) are used in linguistic research to cover different kinds of, if not all kinds of, action-seeking behaviour that the writer or speaker expects from the reader or hearer, or a third party.[20] For example, Kankaanranta (2005 drawing from Akar 1998) defines a request as "an expression of a need with which the writer wants the reader to perform either a verbal or physical act". In Searle's (1976) classification of illocutionary acts, requesting is categorized under directives which are intended to produce some effect through action by the hearer, comprising of illocutions in which negative politeness is important.

In his work *An Introduction to Functional Grammar*, Halliday (1994a:68-69) uses the notions of command and question instead of the concept of directive among the representatives of the four speech functions, i.e. offer, command, statement, and question. Through the act of speaking, the addressor adopts a particular speech role, and simultaneously positions the addressee to a complementary role. Thus, in asking a question the addressor's expected response is an answer or disclaimer, and in conveying a command the expected response is an undertaking or refusal (Halliday 1994a:69). In other words, the four primary speech functions are matched by a set of expected responses. A

[20] For different approaches into directives, see e.g. Searle (1976); Butler (1988); Levinson (1994); Halliday (1994a); Yli-Jokipii (1995); Eggins (1994); Bargiela-Chiappini & Harris (1996, 1997c); Gavioli (1997); Mulholland (1997); Neumann (1997); Trosborg (1997a); Iedema (1997); Gibbs (1998); Murcía-Bielsa (2000); Mey (1993/2001b); Kankaanranta (2005); Alatalo (2002); Kuronen (2004); Hakulinen (2005) for different approaches into directives or requests.

point needs to be made here that command is a notion for a speech function introduced by Halliday for virtually all kinds of linguistic behaviour seeking action by the addressee and not to be confused with such notions as order. As Halliday's functional grammar provides one of the broad analytical anchors in this study, Halliday's conception of the commanding speech function will be used in the analysis to refer to the linguistic activity by the addressors in their aiming to influence the addressees' or someone else's future behaviour by expecting physical or verbal action or non-action from them.

The notion of directive or directive utterance is used as an umbrella conception for the instances of the lexico-grammatical realizations which in their context of use function as explicating or implicating the states of matters which a linguistically unambiguous or ambiguous party intends or wants to bring about through a linguistically unambiguous or ambiguous actor's verbal or physical action or non-action in varying temporal scales. This interpretation of the notion of directive makes it possible to draw on the consequential role of the lexico-grammar from a contextually-oriented functional perspective in the analysis of real-life interaction, since the lexico-grammatical choices the addressors make allow them to mean what they like, simultaneously allowing them to make several meanings (Halliday 1994a; Eggins 1994:146). As was stated in section 1.2, using the resources of functional grammar when analyzing directive language use and functions means that directives are approached as functions at the level of discourse semantics and lexico-grammar is seen as being used to realize these functions congruently or incongruently. Further, the interpretation allows to interpret the non-present others, not only the addressees, as the intended or wanted performers of the expected actions. In addition, the different time frames of the past, present and future states of affairs can be brought under linguistic scrutiny. In other words, in analyzing directive utterances it is possible to examine directive linguistic behaviour aiming at initiating someone's future, changing someone's past or present, or stopping someone's current behaviour, physical or verbal. Generally it can be maintained that the function of directive language use in the intra-corporate business setting is to achieve generic corporate goals which involves the collaboration of other people (Mulholland 1997:99). In the intra-corporate context the present approach incorporates Bargiela-Chiappini and Harris's (1996:640) suggestion of the reader's, or some other's, need for compliance on the basis of corporate or personal motivators such as necessity, duty or goodwill.

The primary purpose of directive language use in the intra-corporate email interaction can be seen as that of socially establishing the foundations for action and managing that action in the community of practice represented by participants from different functional and geographical areas where participants are vested with particular transactional and interactional rights and duties in the multinational corporation. In other words, participants' directive linguistic behaviour realized in the email interaction is seen as functional in that it is concerned with and contributes to organizing action at a global level in the multinational corporation. The intra-corporate cross-border interaction as a site

for directive linguistic behaviour can be seen as offering an intriguing target for linguistic analysis since different participants interact and act in the framework of their organizational, occupational and interactional roles, which may be dynamically shifting in on-going interactions independent of the participants' asymmetrical power relations deriving from their organizational positions.

Rather than focusing on creating and maintaining interaction and social relationships in the first place, such as in everyday conversations, the participants' directive language use in the email interaction is highly activity- and goal-oriented. Further, as the email interaction represents intra-corporate interaction, the organizational asymmetry between the participants in their directive language use does not inherently elicit confrontational encounters with contested goals, to the extent of inter-corporate interaction between for example sellers and buyers, since in intra-corporate interaction the goals, activities and practices of participants are supposed to be mutually furthered and they rather coincide than conflict, at least at the overall corporate level. However, adopting Ventola's (1987:90-91) terms, in the on-going email interactions there may occur some 'trouble' (Ventola 1987:91, original quote) in the unfolding of interaction, i.e. a proposition or proposal is not acceptable to the addressee or a question may be asked instead of immediate compliance with the requested action, and unpredictable and challenging speech functions may step in. Therefore, in some interactional events dynamic speech functions, such as rejections, contradictions, refusals and disclaimers (Halliday 1994:69), may be called for to guide the unfolding of exchanges (Ventola 1987:91) to collaborative achievement of the mutual goals.

In terms of interpreting directive linguistic behaviour, intra-corporate interaction can be associated with particular inferential frameworks in that employees involved in on-going interactions aim to make inferences about the meanings or functions of particular utterances that they might not make in other contexts (Drew & Heritage 1992). The fact that the email data represents intra-corporate and not inter-corporate interaction with the non-Finnish interactants operating in an intermediary position between the Finnish producer/supplier and the non-Finnish customers requires a special consideration of the business setting in analyzing directive language use when compared with analysis of directive language use in inter-corporate settings, i.e. between buyers and sellers. Traditionally (Brown & Levinson 1987; Leech 1995), the use of directives has been regarded as undermining the harmony of social relationships between the participants, since directives are used to instruct the addressee to perform an action or to see things in a way determined by the addressor (Hyland 2002b). In a similar vein, directives, especially directives realized through congruent linguistic forms, are suggested to be potentially risky linguistic elements due to their bald-on-record threat to face (Brown & Levinson 1987). Neumann (1997:72) suggests that it is frequently difficult for speakers to make requests, especially those which the hearer may find problematic, because the required action is difficult. The hearer may even feel insulted or threatened by a particular request. It is also suggested that since the request is such a fundamental speech act in business interaction, realizing

requests is a delicate and often risky matter even within one culture (Mulholland 1997:112). Kankaanranta (2005), however, maintains that in routine-like situations when addressors exercise their corporate power by making legitimate requests within the boundaries defined by their job roles, other employees within their job roles are expected to comply with the requests.

The intra-corporate data allows to adopt a functionally dynamic and practical approach into analyzing the participants' linguistic behaviour within the multinational business context. In her work on rapport management Spencer-Oatey (2000:3) prefers the notion of rapport management to the notion of politeness because she maintains that there is a limitation to the term politeness since it emphasizes the harmonious aspect of social relations and, however, people sometimes attack rather than support their interlocutors. Further, she uses the concept rapport management to focus on the relation between group and self rather than simply focusing on the self in isolation (2003:12-13). In doing this she adds to the discussion of face a notion of sociality rights. Sociality rights are concerned with the personal/social expectancies and they reflect people's concerns over fairness, consideration, social inclusion/exclusion and so on. (Spencer-Oatey 2000:14.) Spencer-Oatey (2000:15) also suggests that in addition to speaking about face-threatening behaviour we should speak about rights-threatening behaviour, which integrated with her notion of sociality rights can be seen as a relevant way of approaching some participants' directive behaviour in the intra-corporate email interaction. As will be seen in the ensuing analysis, respondents may react to previous interactions by confrontation or challenges instead of compliance, which in some situations and contexts can be interpreted as rights-threatening behaviour for example in the sense that the respondent does not provide the expected reply. Forey's (2004:461) work on interpreting workplace texts suggests that the business informants who reviewed her data viewed the texts far more pragmatically as directive than the teacher informants. In addition, the business informants appeared to respond more directly to the ideational rather than the interpersonal features of the texts. Forey (2004:461 citing Scollon & Scollon 1995) also suggests that the intended meaning of a text can never be fully controlled and ethnic and/or cultural factors may be less important than others such as genre and organizational culture. The business informants' pragmatic approach to directive expressions and their focus on the ideational rather than the interpersonal meaning detected by Forey's interviews underpin the decision of not focusing on the politeness aspect or negotiation of threats to face in the business participants' directive language use in the intra-corporate email data. The decision draws from the investigation of email interaction for a previous study (Alatalo 2002) and the subsequent intuition that negotiation of face threat may not be in the focus of interaction in intra-corporate email interaction.

In terms of realizing directives, authorization to convey directives in the intra-corporate email interaction between participants holding symmetrical and asymmetrical positions in different functional areas in different geographical locations can be seen as partly deriving from their organizational positions and

the concomitant power with which particular situational and contextual task[21]-relevant and role-appropriate rights and duties are incorporated. As was discussed in section 2.5.3.1, this study acknowledges the postulation (Thornborrow 2002:135) that power and role relations in interaction are not necessarily fixed, predetermined states of affairs, but are in flux, i.e. role positions are being established and re-established between participants in on-going interactions. Therefore, power and role asymmetry are perceived as an empowering functional resource in intra-corporate interaction in enabling or calling for particular participants' involvement in organizing action through directive interaction. The participants' authorization to convey directives is seen as two-fold, i.e. enabling and presumed, and as deriving from the participants' occupational roles of 'knowers' and their expertise on the topics and issues they are interactionally involved in either on their own initiative or on others' initiative. As 'knowers' and 'experts' (henceforth without quotes) reflect organizational and business professionalism by their situational and contextual language use, their roles entail that they are expected to initiate interactions or become involved in interactions on topics or issues of situational and contextual consequence in the processes of gathering, enhancing, negotiating, transforming, transmitting and exploiting of information and knowledge. As a result, as knowers and experts of the topics and issues and the subsequent interactional and transactional spaces, they tend to control the interactions which may be reflected in their linguistic behaviour, including directive language use.

However, in the intra-corporate email interactions, initiative taking and the right and duty of initiative, or the right and duty of response, are flexible in that everyone can initiate a discussion on a particular topic and have access to virtually all corporate employees. In other words, one participant initiates the interaction, and once it has been initiated it is not fully under the addressor's control, since the email mechanism does not require screened turn taking. Everyone aware of the interaction in progress and interested in the issue, or hierarchically obligated in the business setting, has the opportunity to jump in as an identifiable participant similarly to face-to-face conversations. Thus, everyone has the right and opportunity, and frequently the duty, to make her or his voice heard. Through the use of email, participants can flexibly surpass traditional power- and task-derived boundaries and obstacles of interaction in aiming to organize action through interaction. Further, the use of email in corporations calls into question the monologic nature of professional and expert interaction by entailing dialogic aspects in terms of participation and access into professional interactional space also in view of directive linguistic behaviour. In sum, email interaction can be referred to as 'multiloguing' (McElhearn 1996 citing Shank 1003, original quote) and as it retains the link with oral heritage,

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21 In line with Nickerson (2000:194, original emphases) *tasks* are perceived as the concrete form of prescribed corporate activities, i.e. for example a SMO carrying out sales *activities* may consequently have the *task* of producing sales literature or producing documentation at various stages of business transactions.

describing and explaining it poses challenges to analysts, which are also acknowledged in this study.

In intra-corporate contexts of directive language use between familiar interactants, the requirements for transparency, efficiency and economy of interaction tend to override the requirements of politeness and face concerns, and even those of power constraints in realizing directives.[22] For example in terms of directness, the choice of the mood type and directness may be intertwined since some mood choices, such as the congruent imperative without the politeness subjunct *please*, or a modal adjunct (Halliday 1994a:49), are more direct and transparent or explicit than some other mood choices and, consequently, may be perceived as impolite and face threatening. However, in this study directness is also seen as a function of social contexts or as a consequence of the situation, for example participants and locality, the type of behaviour expected by someone, the addressee/s or time referred to (see De Geer et al. 2002:1760,1782-1783). Consequently, in analyzing the email data, the politeness framework is not regarded as an ideal perspective with its focus on the use of face-redressive politeness strategies or on the directness-indirectness dichotomy.

Previous research suggests (Kasper 1990:205-206; Suszczynska 1999:1055) that the need for truthfulness, clarity and brevity overrules face and politeness concerns in highly task-oriented discourse in particular contexts. Further, particular context-derived research suggests that in particular cultures, for example in Chinese culture, a request may be a face-supporting act since both parties stand to benefit in the long term (Kong 1998:108 citing Yeung 1997). Hyland (2002b:217) suggests, on the basis of his findings, that directives seem to exhibit substantial functional heterogeneity which is likely to mitigate the imposition and threat they imply to the reader in academic writing contexts.

Assertive, transparent, efficient and economical, or 'low-cost' use of language in intra-corporate contexts is neither exclusive of politeness nor poses intrinsic face-threat. In other words, contextually appropriately transparent directive linguistic behaviour is not inherently synonymous to impolite and distancing linguistic behaviour involving face threat to either the addressee or the addressor or both. How interactants use language and how they interpret each other's directive linguistic choices in interaction can be seen as depending on such interactional event constraints as the function of interaction, the nature of the topic or issue of interaction, the relationship between the interactants, as well as a plethora of other contextual and situational constraints as was discussed previously. These constraints are often intertwined and, consequently, difficult to pinpoint as clear-cut implications in on-going interactions.

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[22] See Hyland (2002b:217) on bald-on-record quality of directives in academic writing; Luukka (1992:11-12) on requirements of politeness in informative speech and in everyday conversations; Wierzbicka (1985:144-145, 1991:152, 60) on ethno- and linguocentricism and universalism in linguistic research on politeness; Eelen (2001) for critique of politeness theories.

3.4 Previous research into email language and directive language use in business emails

This section discusses previous research into email interaction in the business domain and into requestive and directive language use to the extent that is found relevant for the purposes of this study. The review of studies of directive email interaction will be preceded by a condensed discussion of studies of email interaction of more general nature. As the review of previous email research is limited to recent research on email language use found relevant for the purposes of this study, for more detailed reviews of studies of email use in business contexts, readers are referred to for example Nickerson (2000), Gimenez (2000, 2002), Alatalo (2002), and Kankaanranta (2001, 2005).

3.4.1 Research into email language

Previous research on administrative or organizational or business email interaction ranges in focus from studying the linguistic features in order to reveal the hybrid nature of email interaction[23] (Howard 1992, 1997; Nanz & Drexel 1995; Louhiala-Salminen 1995; Ziv 1996; Alatalo 1996; Collot & Belmore 1996; Baron 1998a, 2002; Akar & Louhiala-Salminen 1999; Mulholland 1999; Gains 1999; Gimenez 2000) through studying politeness and the dichotomy of directness and indirectness in language use (Chang & Hsu 1998; Mulholland 1999; Kankaanranta 2001, 2005) and intercultural aspects of email interaction (Chang & Hsu 1998; Nickerson 1999, 2000; Kankaanranta 2001, 2005, forthcoming) to studying genre attribution (Yates & Orlikowski 1992; Louhiala-Salminen 1995, 1999; Mulholland 1999; Nickerson 2000; Gimenez 2002; Kankaanranta 2003, 2005).

In view of the impact of the new technology on the language use, Louhiala-Salminen (1995) maintains that her study clearly showed that the users with experience in communicating in English for more than five years noticed changes in their language use when fax was used as a medium of communication. More specifically, the language had changed and become less formal, more speech-like, and more straight-to-the point and was moving away from rigid norms related to layout and phraseology. Further, the interviewees in Louhiala-Salminen's study seemed to conceptualize the language they were using as separate from British or American cultural values and norms, and the cultural values related to that language were regarded as a combination of the cultures of the country of the recipient, the norms of the business sector, and the corporate culture. An important aspect affecting the linguistic outcome of the messages was the distinction between in-house and out-going messages. In addition, the interviewees had recognized similar influences by the new technology on their email language use. (Louhiala-Salminen 1995:99-100.)

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[23] See Kankaanranta (2005:102-109) for a review of research into the hybrid nature of mail communication.

In her subsequent study (1999), Louhiala-Salminen aims to discover the relevant discourse features for business discourse communities, and the specific perspectives from which she examines business discourse are those of international business and new electronic communications media. In view of email language use, Louhiala-Salminen (1999) refers to her earlier findings as still valid. In her study, Louhiala-Salminen (1999:74) relies on the Swalesian communicative-purpose based notion of genre for the theoretical framework in her work, similarly to Akar and Louhiala-Salminen (1999). Louhiala-Salminen (1999:71, original quotes) suggests that "genres can be recognized at various levels of abstraction, such as a business letter or meeting, as a genre, and in other circumstances it is more appropriate to use the term 'genre' of a variant more specific in substance and form, such as recommendation letter or a personal committee meeting". Akar and Louhiala-Salminen (1999:212-213, original quotes) suggest that

> In search of the generic nature of the fax, the content of the English language data was examined in more detail. Using the framework introduced by Swales (1990) and developed by Bhatia (1993), the 'main purpose' of each message was identified, and the 'rhetorical moves' used to achieve the purpose were analysed. Naturally, the general, all-encompassing purpose of business messages is to achieve the goals of a buying-selling negotiation, but underneath this 'umbrella' seven sub-purposes could be identified.

However, Askehave and Swales (2001:197-198, 206) question this approach in saying that communicative purpose cannot by itself help analysts to quickly, smoothly, and incontrovertibly decide which text belongs to which genre since analysts are unlikely to know what communicative purposes texts actually carry. Further, by referring to Akar and Louhiala-Salminen's (1999:212-213) suggestion of the all-encompassing purpose, Askehave and Swales (2001:206, original quote) point out the widely embraced recognition that business is premised on competition among the parties involved, especially in inter-corporate interactions, which turns out to be a difficult recognition for genre analysts who work in business communications and who need some 'umbrella' concept to hold their message exchanges together. Consequently, the 'all-encompassing' purpose sits uncomfortably with all those business moves that are concerned for example with dismissing inefficient, negligent or costly suppliers and the like (Askehave & Swales 2001:206, original quote). Due to the difficulty in incontrovertibly assigning labels to different categories of message purposes or functions, this study readily acknowledges the multifunctional nature of email messages and turns and the challenges of categorizations aiming at generalizations.

Mulholland's (1999) study of the discourse characteristics of email communication by administrative and academic staff during the setting up of a number of formal meetings was carried out within a university. In view of the language used in email messages, Mulholland (1999:74) maintains that minimalism or brevity was becoming the preferred style for email messages deriving from the development of communication technologies for efficient and

speedy exchange of information. In analyzing particular messages, references will be made to Mulholland's conception of minimalism. Mulholland (1999:75) combines minimalism also with the use of politeness strategies. Mulholland suggests that what interpersonal effects arise from minimalist politeness may vary, as with all politeness forms. The variation may depend on the kind of relationship between the addressor and the addressee, their relative power, and the demands of the speech act that they accompany. Mulholland introduces an intriguing aspect into the use of politeness strategies in email messages by asking "who is intending the politeness, i.e. who is committed to having it expressed, and who is demonstrating the relationship that occurs in the text. Is it the person who originally asked that the email message be sent, or the agent who sent it?" (Mulholland 1999:75-76.) This aspect is interesting from the point of view of the present email interaction since in several turns the directive utterances are attributed to non-present others as originators of the directives. For the variation in politeness strategies, Mulholland refers to the instability of politeness conventions in the newer genre, i.e. the email genre.

In a broad perspective, Mulholland's (1999) work in the genre frame can be seen as relevant for the purposes of this work since she emphasizes the importance of acknowledging the interconnectedness of the social, institutional, and technological elements influencing the discursive practices and outcomes of communication in contemporary research on business discourse. In agreement with Bargiela-Chiappini and Nickerson (1999b:8), she perceives genres as comparatively stable forms of discourse that evolve in the process of production and reproduction of discursive practices within a discourse community and are recognized by the members of the community. Thus, discourses are not understood as merely as products but as action and processes, and as part of the social environment in which they are created and interpreted, which is an approach acknowledge for example by Kankaanranta (2003, 2005). Consequently, Mulholland (1999), again in agreement with Bargiela-Chiappini & Nickerson (1999b:8 citing Miller 1984:151), sees genre as typified social action, with the focus on the action each genre is used to accomplish rather than on the substance or form of discourse. Her approach is somewhat dissimilar to the genre approach generally assuming that, to an extent, regularities of form and substance arise within a genre (Swales 1990:52; Yates & Orlikowski 1992:303; Louhiala-Salminen 1995:103) and that these regularities are established as conventions, impacting most, if not all, aspects of discourse within the discourse community as participants use genres rather than control them (Nickerson 2000:21-22).

Rather than arguing for the regularities of form and substance of real-life email language use and for the typified nature of action and language use in authentic email dialogue, this study subscribes to the point made by other research reminding that genres, or discourses or interactional instances, are functionally intertwined and contribute to each other. In other words, it is understood that in the current real-life email language use there is contextual flexibility, dynamism and adaptability to changing circumstances and, consequently, it is difficult, if not impossible, to wedge the language use into

strict or catch-all macro- or micro-level categories or universalities (Mulholland 1999:59; Bhatia 1997).

In line with several previous research on written business email discourse, Gimenez (2000:237-238 citing several such studies) seeks evidence for suggestions that electronically mediated communication is affecting written business discourse as reflected in the language and style used in commercial email messages. Further, he sets out to investigate whether email messages in his data contain sufficient substantive features which would make up an "independent (electronic) discourse" worthy of being considered a genre in its own right (Gimenez 2000:238, original emphasis). The focus of the linguistic analysis by Gimenez is to evidence the existence of the dichotomy between written and spoken language and style, and that between planned, or written, and unplanned, or spoken, discourse. In fact, Gimenez aims to find out if the features suggested (Gimenez 2000:238–239 citing Ochs 1983, Palmer 1996) to be present in personal and academic email discourse are also present in his business email discourse. For comparison of the language and style, forty business letters provided by the same company were used by Gimenez. As is evident from the brief description of the aims and data of the study by Gimenez, the interests in this study are rather different from his despite the focus on contextual aspects in both. Unfortunately, Gimenez fails to elaborate on the conception of context, except for the day, date and time of writing, thus making it hard to make comparisons between his data and others'. Further, the basic social relationship between the interlocutors in the business email data analyzed by Gimenez is different from that in this study, since all messages were used for "external distribution" (2000:240, original emphasis) and not for intra-company purposes as in this work. It is argued here that language use and style is informal by default in intra-corporate interaction, for which reason the hybridity aspect is not in the focus of analysis in this study.

A majority of the messages studied by Gimenez have an informative purpose, i.e. they either request or give information (51 messages out of a total of 63 analyzed) (Gimenez 2000:240). On the basis of his findings, Gimenez (2000:249) offers support for the suggestion that the conversational or oral nature of emails has started to affect the discursive practices in the business-to-business email discourse, making it more informal and personalized in many respects. Further, according to Gimenez (2000:250), efficiency seems to equate with informal and flexibility of style also in most of the business emails he analyzed. Interestingly, the findings by Gimenez are in drastic opposition with the findings by for example Gains (1999) reported in section 3.4.2. In the data used by Gains, most of the intra-company email messages distributed in an insurance company followed the traditional conventions resorted to in formal business correspondence with rare instances of spoken features of language use. However, his data represents intra-corporate language use in the insurance company and the messages have a permanent legal status, which can be seen as explaining the formal language use in his data (Gains 1999:90).

A contested claim by Gimenez (2000:250) is that "The language and style of e-mail messages seem to indicate that this emerging electronic discourse

reflects the features of spoken discourse *from which it has derived*." (The present writer's emphasis.) It can be questioned if email discourse has derived from spoken discourse. As was discussed previously, one of the basic assumptions concerning email language also acknowledged in this study is that it is a hybrid of the written and oral modes of language use due to the hybridizing processes of democratization, informalization and marketization of discourse, including written discourse, in basically all spheres of society (see Fairclough 1992, 1995, 2001; Baron 1998a, 1998b, 2002). On the usage level, these processes lead to a shift of forms of English associated with conversationalized instances of interaction into more formal business situations (Fairclough 1993:140; Yli-Jokipii 1994; Goodman 1996:141-142; Louhiala-Salminen 1995:70, 1997:317, 1999:162; 2002; Alatalo 1996, 2002). Consequently, the suggestion by Gimenez concerning the origins of email discourse can be questioned, since for example Baron (2002:411-412) argues that rather than initiating the on-going trend in the broader change in the English language for writing, the email style can be perceived as reinforcing the on-going change in manifesting oral features. In her earlier article on the characteristics of email writing, Baron (1998b:37) suggests that the perspective colouring the popular view is that the linguistic characteristics of email, often described as a cross between speech and writing, emerge from the networking technology through which email is composed and distributed. She (Baron 2002:412) argues, however, that oral aspects of email discourse are as much the product of ideological shifts, including subsidence of prescriptive standards, regarding written American English, the dominating language variant in the Internet, over the past century as they are reflections of contemporary computer technology.

In a more recent study by Gimenez (2002:340), the focus is on the communicative practices and communication conflicts rather than on language use between employees of an Argentinean subsidiary and its European head office belonging to a multinational conglomerate. The analysis of the fax and email data reveals that the local corporate reality and the socially-constructed values seem to override some of the globally-adopted conventions to which the head office in Europe wanted the Argentinean subsidiary local agents to adhere. He (2002:323, 340) concludes that rather than resulting from language (English) misunderstandings, communication conflicts arise from the two realities operating in the corporation and the ethnocentric attitudes held by head office. The suggestion by Gimenez is intriguing and will be touched upon in the analysis of some messages where challenging situations arise in the on-going interactions obviously due to the different realities operating in the multinational corporation under scrutiny.

In her investigation of the genres and discourse strategies in English used by Dutch writers working in multinational corporations, Nickerson (2000) dedicates one part of her research to studying the use of English in the in-coming and out-going email communication of several Dutch and British employees working in a large multinational corporation. Thus, the overall business setting of email use in her research is similar to a wide extent to that represented in this study even though the aims and objectives of Nickerson's

study are substantially dissimilar to mine. The part focusing on email interaction seeks to identify the recurrent situations, the participants involved and the rhetorical action accomplished within the corporate context where English is invoked in email communication, together with the substantive and formal characteristics of email communication. Her aim is to investigate the similarities and differences that there may be in the discourse strategies used by Dutch and British writers in the same social context, i.e. to investigate the effect of national culture within a shared organizational context (Nickerson 2000:140). Nickerson's (2000) work will be discussed further in section 3.4.2 when discussing her contribution to analyzing directive language use in email interaction.

Nickerson refers to the influence of the social context on the discourse of organizational texts and suggestions by other researchers that these texts are instrumental in shaping, or indeed creating, that context (Nickerson 2000:35, citing Fairclough 1992, Swales 1993, Miller 1994, Berkenkotter & Huckin 1995, Swales & Rogers 1995, Huckin 1997, and Smart 1998). Her research can be regarded as seminal in that she discusses and analyzes contextual features pertaining to intercultural business discourse on a sufficiently concrete level to enable comparisons between and across different corpora. She includes into the complexity of organizational context factors such as type of business activities, corporation size and structure, communication technology, national and corporate cultures, and methods of control and task, all having implications for discourse practices. Nickerson (2000:38-39) offers a framework for her contextualized linguistic analysis of genre textualizations, drawing on the social context for a multinational corporation as a series of four hierarchical levels. She places the multinational corporation as a discrete social entity at one level (citing Blyler & Thralls 1993), and suggests that e.g. an internal e-mail transmission in English can acquire its meaning from the corporate context and the situation within which it is invoked (Nickerson 2000:38-40). However, the acquisition of meaning from the corporate context and the on-going situation takes place only on the condition that its substantive features are appropriate, i.e. the content is appropriate for the context in which it is used, and it is realized in an appropriate form, form being the realization of its meaning, i.e. how the text means.

This study approaches the current business interaction as a linguistic embodiment of the participants' social relations, driven by their professional, position-derived rights and obligations in their carrying out particular social, cultural and corporate activities and practices framing interactional practices and discourse, which is fundamental to the achievement of the generic corporate goals. Nickerson's (2000) approach can be seen as relevant for its explicit focus on the social context of interaction in a multicultural corporate setting, including email interaction. However, as was pointed out previously in section 2.5.1, this study does not aim to investigate the hierarchical levels describing the typified and recurrent nature of situations as Nickerson does in her work applying the genre approach. Nickerson's (2000:39) second hierarchical level illustrates the range of contextual factors determining which

situations come to be recognized as of a similar type, or as a set of typified situations that occur and re-occur as the corporation pursues its institutional goals. The third level indicates the configuration of recurrent situations that occur within a multinational corporation, the participants and the social activity that is regarded as necessary by the participants as a result, i.e. at this level a series of typified communicative practices, or genres, evolve in order to accomplish the necessary action. At the fourth level, these genres are realized as individual textualizations, i.e. genre is realized as a typified communicative form that evolves within a corporation to accomplish the necessary social action (Nickerson 2000:38-40).

As the focus of the linguistic analysis in this study is on the lexico-grammatical realizations of directive utterance functions in the email interaction, background to this area of focus is provided by reviewing selected previous research into directive language use in business email messages below.

3.4.2 Research into directive language use in email messages

Studying the use of the English language and email interaction in the business domain is a challenging enterprise, since rapid change in work contexts, cultures and practices is a given in today's workplaces as was discussed previously. A knowledge- and information-based re-ordering of activities and capabilities is increasingly required both of organizations and the individuals who work in them with the emergence of new professional identities and subjectivities (Garrick & Rhodes 2000:1-4). The reordering of institutional activities, practices and capabilities and the emergence of new professional identities and roles shape and are shaped by new ways of interacting and working in and managing workplaces. For example, switching to the use of email accelerates interaction and the subsequent decision-making and knowledge-creation and knowledge-exchange processes in organizations, including business enterprises, by allowing participants to circumvent traditional communication hierarchies and reporting lines (Nantz & Drexel 1995:45).

Previous research (see e.g. Markus 1994; Orlikowski & Yates 1994; Ziv 1996; Akar & Louhiala-Salminen 1999; Nickerson 2000; Kankaanranta 2001, 2005; Alatalo 2002) suggests that the function email is prevalently used for is to exchange information in organizational settings among other functions, such as the requesting for action function. This section will focus on reviewing the research with a special focus on the requesting or directive language use in email messages.

The main focus in Chang and Hsu's (1998:121) cross-cultural study is on requests in emails written in English, and more specifically on differences in request realizations between Chinese English learners and American native English speakers in a university setting. In both groups, Chang and Hsu (1998:124) categorize the situations represented in the messages into power-

equal and power-unequal situations, i.e. symmetrical and asymmetrical situations. Their linguistic analysis focuses on investigating style differences between the two groups and cross-cultural differences in request schemata and request strategies by relying on Blum-Kulka et al.'s (1989a) categorization of request expressions (Chang & Hsu 1998:126-144). Their findings show that the American native English speakers structured their email request messages in a rather direct sequence, i.e. the request appeared early in the message, but their linguistic realizations resorted to more indirect strategies. In contrast, the Chinese learners of English structured their request messages in an indirect sequence, i.e. the request realizations occurred late in the message, but their linguistic wordings tended to be more direct than the American writers'. (Chang & Hsu 1998:121, 144-145.) This study also investigates the structuring of the email turns by relying on Iedema's (1997) conception by discussing the different structural elements as contributors to the turn and directive utterance functions, including the use and placement of justifications in relation to the directive utterances.

In his article on electronic mail discourse in commercial and academic environments Gains (1999) analyzes his intra-company business data for the possible emergence of new patterns of linguistic and stylistic conventions by exploring any patterns of style and convention which may have been revealed. The main purposes for which the commercial emails were used were to disseminate information (45 %), to make requests (32 %), and to issue directives (11 %), with minor proportions for such purposes as to respond, to promote, to praise or scold, and occasionally to have fun. There were no messages with the purpose of opening debates or initiating discussions of issues of importance to the company (Gains 1999:97). Gains (1999:83) classifies the communicative purposes or functions of the business emails as Informative, Requestive, and Directive messages, making a distinction between messages that Initiate or Respond to message exchange. Differently from this study, Gains (1999:84) separates the function of making requests from issuing directives, the latter indicating that messages serving the directive function play a key role in implementing the management policies of an organization.

Gains's focus is not on the lexico-grammatical analysis of the data as in this study even though his work includes extracts from the email data to manifest for example stylistic features of discourse. Further, contextual information is not given systematically, which impedes comparison of his findings and observations with those in this study. The findings from his analysis of 62 business messages are two-fold. First, the intra-corporate commercial email discourse within a British insurance company appeared to follow the normal conventions for standard written business English, i.e. the semi-formal tone of co-operative business colleagues (Gains 1999:86). The passive voice, allowing non-attribution of agency and depersonalizing responsibility, was used to create formal style (Gains 1999:88). In terms of the style, the formal style occasionally used may be due to the addressor's status, or to the sensitive nature of the topic, exemplified by the use of business phrases of formal nature. No meaningful evidence was found that writers were

incorporating any features of conversational discourse into their texts (Gains 1999:87, 88). Second, the email discourse did not contain new genres with features to differentiate them from their paper-based predecessors as a result of the electronic format (Gains 1999:81, 98-99).

Written in 1999, Gains's article provides interesting findings in view of the oral and written modes of discourse in that they are somewhat different from other research from the late 1990's (see Louhiala-Salminen 1995, 1999 reviewing other research). In Gains's work, however, there is no mention of the year of data collection or the interlocutors' experience in the use of email which may have implications for the language used in his email data (see Louhiala-Salminen 1995; Alatalo 2002). Gains emphasizes the nature of the business setting in which the email messages were produced, i.e. in an insurance company, which can be referred to as a paper-based business due to the nature of its business highly regulated by legislation. Gains aptly points out that email messages as instantaneous, efficient and easily distributable devices exchanged between the head office and a regional office provide a unified and permanent record of internal communications wherever they refer directly to specific insurance policies and policy holders, and other interest groups involved, whose action is regulated by particular terms and conditions. Thus, messages on the company email system may have a permanent legal status within the framework of financial services legislation, particularly where they relate directly to client policies. (Gains 1999:90.) This can be interpreted as partly resulting in the use of the traditional conventions of formal written business English with rare informal features present in the business data.

In Nickerson's (2000:152-153) data of 200 email messages comprising 100 messages by Dutch writers and 100 messages by British writers, the function of exchanging and eliciting information was the most prevalent function conveyed by email messages. Nickerson's data revealed both similarities and dissimilarities between the Dutch and British writers, i.e. for asides, attributors, hedges, and the incorporation of politeness into requests there were similarities whereas for questions there were differences (Nickerson 2000:173). In Nickerson's data (2000:175), virtually all of the requests by Dutch and British writers were modified in some way. In the whole data of 200 email messages, only one imperative form was found, which Nickerson (2000:175) interprets to suggest that imperatives were not considered as appropriate interpersonal strategies in the formal realizations of the genre under scrutiny. In terms of questions, the British writers realized more than twice as many questions compared to the Dutch writers. This is interpreted as reflecting the relatively small corporate distance between the British addressors and their addressees, since a majority of the messages by British addressors represent intra-departmental interaction. In other words, questions can be interpreted as an appropriate interpersonal strategy only if the participants involved are familiar with each other within the organization's social network. (Nickerson 2000:175.)

The work by Alatalo (2002) focuses on studying the use of interpersonal metadiscourse in intra-corporate email interaction in a multinational company in 40 email messages dealing with solving problematic situations. The whole

data comprised 279 messages and the requesting functions, i.e. requesting for information (33 %) and for action (12.5 %) were among the three most prevalent functions of the messages, the function of providing information (40.5 %) topping the list. The findings (Alatalo 2002:58) indicate that requesting strategies realized through different lexico-grammar were important strategies and constituted an integral part of the problem solving processes between Finnish writers of English and native writers of English, i.e. American and British through email interaction. On the basis of the analysis, it was concluded that the requestive utterances realized by the American or British addressors were frequently uttered in problematic situations that were solved if the Finnish addressees' expected responses, either physical or verbal, were in compliance with the addressors' requests. The requestive utterances conveyed by the Finnish addressors typically presupposed addressors joining in or maintaining a process of negotiation by ensuring that all the parties had an opportunity to participate, on the one hand, and were ready to contribute to negotiations, on the other hand, in order to secure solutions satisfactory to all parties, i.e. the Finnish mill staff, the American or British sales office staff, and the customers.

Findings from Kankaanranta's (2001) pilot study on variation in English email requests by Finnish and Swedish writers indicated that there was variation between the national groups and that the imperative and interrogative realizations clearly dominated in the requests in both groups. In explaining the dominance of the bald-on-record requesting strategies in her data, Kankaanranta (2001:333) refers to Nickerson's (2000) findings. Nickerson (2000:177) suggests, concerning the proximity of the participants to each other in her intra-corporate email data, that "It seems plausible that a decrease in the corporate distance between participants and an increase in their shared context, will lead to the incorporation of more of those features, such as direct questions, that would otherwise be associated with spoken communication." (Kankaanranta 2001:333 citing Nickerson 2000:183.)

Kankaanranta's (2005) genre-based work on internal email communication in lingua franca English in a multinational corporation studies requesting as one of the content moves in the Dialogue genre which is her name for one of the message types of genre in her data. Kankaanranta (forthcoming) created a three-type classification of genres, i.e. the Noticeboard, Postman, and Dialogue genre, which she elaborates on in her recent work (Kankaanranta 2005). Kankaanranta (2005) sees requesting in internal email communication as fulfilling an integral function furthering corporate activities. As was discussed in section 3.3, Kankaanranta (2005) has adopted Akar's (1998) definition of request and perceives a request as an expression of a need with which the writer wants the reader to perform either a verbal or physical act.[24] The main interests in Kankaanranta's (2005) work concerning requesting are the nature of imposition and politeness, the textualizations of the 106 requesting moves

[24] See the discussion on Yli-Jokipii's (1994) approach to requests and Hyland's (2002b) approach to directives in chapter 3.3 for comparison with the different approach adopted by Kankaanranta (2005).

found in her corpus, and the possible differences between Finnish and Swedish speakers in realizing requests. However, she (2005) points out that her investigation of the requesting moves in the 114 internal English messages acquired from one employee's mailbox does not attempt to offer an exhaustive illustration of requesting behaviour. This is due to the fact that her information is limited concerning the addressors' hierarchical status in relation to the addressees, their social distance, and the exact nature of the impositions, which, according to her, is relevant in a study of a social phenomenon such as politeness. Despite the limitations her aim is to exploit the contextual information as much as possible.

In terms of the availability of contextual information for this study, the situation is substantially different from Kankaanranta's (2005) study thanks to the ample corporate information, including social relationships between the interactants, submitted through different sources for the purposes of this research. However, as was pointed out previously, the aim of this study differs from Kankaanranta's in that the focus here is not on analyzing the nature of impositions and the social phenomenon of politeness in individual requests and their possible intercultural dissimilarities. The focus in this study in on contextual directive utterance functions and their linguistic realizations in initiation/response sequences in the intra-corporate email data. Kankaanranta (2005) admits that by studying individual requests important features remain unaddressed, such as the co-occurrence and position of requests in the text as well as surrounding text, which function together to invoke (im)politeness. Despite these limitations, Kankaanranta (2005) maintains that by investigating individual requests it is possible to study the directness/indirectness of request realizations, which is one of the aims of her work.

Kankaanranta's (2005) analysis of the data acquired from a multinational company shows that 60 % of the requests called for communication-related activities. In other words, a majority of the impositive verbs in the requesting moves were somehow connected to communication, exchanging information. Kankaanranta (2005) interprets this as indicating that the interaction among the employees in the company with texts and each other is frequent, including such activities as concretely sending documents, replying to questions, providing information, or contacting and telephoning the other party, calling for more cooperation in giving comments, discussing, and giving opinions. Further, Kankaanranta (2005) suggests that the textualizations of the requesting move show how the corporate activities are furthered in collaboration. This type of interaction, according to Kankaanranta (2005), does not follow any corporate hierarchical structures in the sense that it is the superiors who ask their subordinates to do something. Rather, as illustrated in Kankaanranta's (2005) data, requestive or directive interaction among the staff members seems to take place between different organizational levels in both directions, from top down and vice versa[25]. This finding of Kankaanranta's study is supported by the

[25] Kankaanranta (2005) cites Nikko (in press) for supporting findings from oral interactions in a corporate context.

findings of this study, both of which analyze data from multinational companies operating in the manufacturing branch.

3.5 Interactionally and linguistically oriented organizational research

Rhodes (2002:104) understands organizations as socially constructed verbal systems in terms of stories, discourses and texts, allowing each member of the organization to have a voice in the text. However, according to Rhodes (2002:104), some voices are louder, more articulate and more powerful than others. In assuming such an approach to texts, Rhodes (2002:104) perceives organizations as being constantly interpreted and re-interpreted by their members and others who come into contact with them. Some research is inclined to take the view that discourse pertains to language by classifying organizational discourse as 'talk' (Grant & Iedema 2005:47 citing Hardy et al. 1998a and Marshak 1998). This orientation is critiqued by some research by highlighting the problems arising in organizational discourse studies focusing on the linguistic dimension and excluding other aspects of meaning making (Grant & Iedema 2005:47 citing Reed 2000:528).

References to recent research carried out in workplaces in the broad framework of discourse analysis will be made in this study, including the work by Iedema (2003). He approaches organizations by perceiving them as complex dialectic between the representational and the material, i.e. between abstract meaning relations (discourse [2]) and the situated realities and contexts of meaning making (discourse [1]) (Iedema 2003:36). Thus, organizations are described in terms of how employees interact in organizational environments in their day-to-day activities, and in terms of their socio-technical contexts in which they carry out their work. In sum, the aim is to describe how organization is 'real-ized' (Iedema 2003:36 original quote) in situated discourse, and how specific actors manufacture or challenge organizational dynamics through their interactions.

'Discursive workplace studies'[26] working across disciplines, such as sociolinguistics and organizational theory, (Iedema 2003 citing Gee, Hull and Lankshear 1996) examine the issues of organizational changes that have implications for contemporary organizations and workplaces and critique the discursive demands that are increasingly being placed on workers. With technological change and the increasing rationality of workplaces, work has increasingly become a site for knowledge, a source of knowledge and a way of validating knowledge through interaction. As a result, it is recognized that

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[26] Iedema's (2003:38, 42) notion for investigations into the discourse of organizations including Conversation Analysis, ethnomethodology, sociolinguistics, critical discourse analysis and systemic linguistics; Iedema and Wodak (1999:7) use the notion of 'linguistic-discursive approach to organizational research'.

knowledge is generated in action, and the knowledge-in-action, i.e. knowledge that is produced in situ in the business domain, is highly valued in the corporate world, the owners of which are vested with the role of an expert or a knower. This working knowledge is a resource for its producers and secures economic and social gains for the different interest groups, and it works as a form of intellectual labour, taking the place of human manual labour, and claiming attention in its own right (Barnett 2000:16). As the email interaction is seen as a venue of collaborative exchange of information and knowledge in which expertise can be seen as playing an integral part, references to the above studies discussing knowledge and expertise will be made in analyzing the participants' directive behaviour.

Scheeres studies the new discourses alongside with new work practices and new knowledges emerging from the restructuring of industries and the creation of global and increasingly competitive markets and economies, and investigates how changes in workplaces and practices are engaged in producing the 'competent worker' (Scheeres 1999 original quote). As Scheeres (2002) points out, contemporary organizations and workplaces must be understood as global, national and local sites of transactions and interactions at one and the same time, and as places where traditional hierarchies are being dismantled and replaced or at least intersected by flattened hierarchies and work teams. The pre-occupation of organizations with employee participation and personalization allows and encourages organizations to emerge and develop from employees' collaborative meaning makings and from the dynamics of their interactions (Iedema 2003:197).

The conception of collaboration and collective and individual role work through interaction is touched upon throughout this study. The conception of collaboration is reverted to when analyzing the sequences of email interactions for the lexico-grammatical realizations of directive functions, which can be regarded as representing a fairly assertive aspect of interaction in that it aims at influencing other parties' present or future verbal or physical behaviour. Sequences of email interaction were chosen as a focus of analysis rather than individual messages. This is done since the former approach allows to track the interactional and linguistic phenomena in a sequential fashion by following interaction on an on-going basis in two- or multi-person dialogues as occurring in the data rather than looking at the participants' interactional and linguistic behaviour in discrete instances of interaction. Hardy et al's (forthcoming) approach aims to show how the language of participants involved in interaction draws from existing discourses and discourse practices operating at organizational and societal levels. Their approach underpins the approach in this study in that it is argued here that other discourses, or backstage discourses (Sarangi & Roberts 1999b), can be used as explicit or implicit contextual features contributing to the interpretation work. Further, it is acknowledged here that participants in the on-going interactions draw from existing discourses or interactions, and in doing so they reproduce and transform interactions, and through that simultaneously construct and reconstruct organizational reality and practices, which is also displayed in the discursive and lexico-grammatical

realizations of the on-going interactions. The reproduction and transformation of interactional practices and realities can be suggested to be reflected in the email data in what can be said, who can say it and how it can be said differently in email interaction when compared to conventional business correspondence, i.e. who has access to which instances or sequences of interaction or discourse spaces focusing on particular issues and what interactional and lexico-grammatical resources can be used in each interaction by particular participants. In fact, one of the foci of interest in this study is to examine employees' self-displays in the email interaction by examining the linguistic displays of socially-emerging speech and participant roles and shifting and dynamic interactional role relationships between the participants, with an attempt to diverge from normative kinds of enquiry drawing primarily on the notions of power, predictability and regularity for understanding participants' interactive performance.

3.6 Summary

To summarize, different structural realizations of directives are perceived as being concerned with organizing action through sequences of email message initiations and reactions to these initiations in the multinational company. The email exchanges are approached as purposeful and goal-oriented interaction created through a collaborative interactional work of a number of participants. In addition, the English-language email interaction can be seen as being embedded in the corporate practices for example by contributing to establishing and re-establishing the multinational company's social relationships and by providing a key resource for information and knowledge exchange between the employees of the multinational company (cf. Nickerson 2000:175-177).

The realizations of directives and their functions are approached from a contextually-oriented functional perspective at the level of discourse semantics. The notion of directive is used for the occurrences of the lexico-grammatical realizations which in their context of use function as explicating or implicating the states of matters which a linguistically unambiguous or ambiguous party intends or wants to bring about through a linguistically unambiguous or ambiguous actor's verbal or physical action or non-action in varying temporal scales. The participants' different lexico-grammatical choices make it possible for them to convey not only one meaning but several simultaneous meanings in their various symmetrical and asymmetrical roles and positions in the email exchanges. Thus, the contextually-oriented analysis of directive language use allows the investigation of how the participants take on roles and assign roles to others in different sequences of email interaction. By drawing on contextual resources it is possible to interpret the non-present others, not only the addressees, as the intended or expected performers of the expected actions. Further, by drawing on relevant functional typologies (Iedema 1997; Eggins &

Slade 1997) in analyzing directive language use it is possible to examine the participants' directive linguistic behaviour from different temporal perspectives, i.e. it is possible to examine if the addressor is aiming at initiating the intended actor's future, changing the intended actor's past or present, or stopping the intended actor's current behaviour, physical or verbal. In respect of the overall function of directive language use, it can be maintained that the function of directive language use in the intra-corporate business setting is to contribute to achieving the generic corporate goals through collaborative actions and interactions, including email interaction. In the intra-corporate context the approach in this study incorporates Bargiela-Chiappini and Harris's (1996:640) suggestion of the reader's, or some other's, need for compliance on the basis of corporate or personal motivators such as necessity, duty or goodwill.

4 TRANSMETHODOLOGICAL APPROACH TO ANALYZING EMAIL INTERACTION

4.1 Linguistically, interactionally and socially constructed intra-corporate email interaction

This study examines interaction unfolding in email message chains and specifically the occurrences of the lexico-grammatical realizations employed by the participants to express different socio-pragmatic functions of directing. The main aim is to analyze the contextual functionality of those wordings, i.e. a diverse array of lexico-grammatical forms and structures, by which the participants convey directives in the intra-corporate email interaction and simultaneously position themselves into different interactional roles. The main linguistic analysis includes message chains consisting of initiating messages and reactions to them. This study approaches the email interaction as a social, collaborative, interactional and contextual phenomenon characterized by dynamism, diversity and change, and the linguistic actions conveyed through directive language use are examined in their interactional embeddings (Linell et al. 2003:540).

The two- or multi-person email exchanges conveying directive functions are approached as dialogic interaction. Here, in the sequences of email interaction typically comprising at least two successive messages, the utterances interpreted as conveying directive functions are expressed either in initiating turns, such as requests for action expecting others' action or requests for information expecting the others to react to the requests, or responding turns, such as a compliant reply reacting verbally to a previously uttered request for action. Further, individual messages conveying requests for action are analyzed. The sequences are like two-party or multi-party conversations, as email interaction unfolding in the message chains can be seen as characterized by a virtual dialogue of initiations and responses, however, asynchronous, i.e. not in real time, and lacking the face-to-face aspects (Munter et al. 2003:26). The email interaction unfolding in the message chains can also be referred to as

multi-locality and multi-point electronic negotiation since the participants holding different hierarchical positions are geographically scattered. As there may be more than two interactants engaged in the interaction in the email sequences in different temporal locations the email interaction can also be referred to as multiloguing.

In this study analyzing real-life intra-corporate email exchanges, the starting point is the acknowledgement of the interactional nature of email message chains, i.e. initiation-reaction chains in the explicit and actual interaction between the participants. This saved from speculating what the possible response was, if the addressor's message was deleted or saved for future processing, or if the response was a particular physical act by the expected actor. However, these aspects will be touched upon when discussing the nature and meaning of silence as a reaction to an initiating message expecting a verbal reaction. In the sequences of email messages, the main focus is in the way in which an initial message is responded to by an addressee, i.e. how the addressee reacts to it. Thus, the focus is on analyzing interaction in which the addressor's initial message stimulates a verbal response via email, which in turn may stimulate further responses by one or more addressees or 'others' by self-selection (Eggins & Slade 1997:26). Consequently, sequences comprising two email messages or as many as eleven messages will be in the focus of the analysis to follow.

This qualitative study builds primarily on the functional and social perspectives within the broad tradition of pragmatics in analyzing the participants' contextual linguistic behaviour in conveying directive functions in different interactional events. Firstly, the present analysis posits the email discourse within the intra-corporate cross-border business setting as social and organizational practice, since business interaction is understood as purposeful or goal-oriented activity, which is characteristic of all human interaction. Secondly, the present data in English represents intra-corporate cross-border interaction through which the employees of the same group of companies working for different subunits collaboratively pursue the generic corporate goals by organizing and managing intra-corporate transactions and interactions via email. Thirdly, as the data represent intra-corporate interaction, the participants' knowledge and experience of social and interactional practices within the corporation can be assumed to contribute to a high level of predictability of the participants' linguistic behaviour, which allegedly facilitates the interpretation and meanings making of the participants' language use.

4.2 Transmethodological perspective

This section is devoted to an introduction of the theoretical and analytical approach, referred to as a multi-layered or transmethodological perspective for

exploring directive functions and their linguistic realization in the sequences of intra-corporate email exchanges in a Finnish multinational corporation between employees working in different geographical locations globally. The transmethodological approach is regarded as relevant for the purposes of this study since the approaches that are drawn from represent different linguistic approaches to language use and not different disciplinary fields. The use of 'trans-' originates from Halliday (1992:60) who prefers 'transdisciplinary' to 'inter-' or 'multi-disciplinary' (original quotes), since, according to him, 'inter-' and 'multi-disciplinary' "imply that one still retains the disciplines as the locus of intellectual activity, while building bridges between them, or assembling them into a collection; whereas the real alternative is to supersede them, creating new forms of activity which are thematic rather than disciplinary in their orientation." A discipline is defined according to its content, i.e. what it is that is under scrutiny, whereas a theme is defined not only by content but by aspect, perspective or point of view (Halliday 1992:60). The aim here is to utilize the integration of different perspectives and theoretical approaches and the complementarity of themes to be able to gain insights into the authentic email interaction in the business domain.[27] In sum, my goal in this study as a researcher and teacher of business interaction is to make a synthesis of the various perspectives and approaches as they relate to the real-life cross-border intra-corporate email interaction in order to make them accessible for learners of English language use (see Nickerson 2002; Bargiela-Chiappini et al. 2003).

Pragmatics is used as an overarching, cross-disciplinary field as the overall context or point of departure of this study, whereas the actual theoretical constructs drawn from are in the functional perspectives in investigating the business-domain specific interaction via email. Despite the fact that the data represent written texts, the email interactions are seen as dialogic and collaborative meaning making processes comprising acts and events between identifiable participants rather than as objects and products. Additionally, this study can be said to work across conversation analysis (CA) and sociolinguistics with notional references made to research in workplace discourse to contribute to the meaning making processes when analyzing the participants' linguistic behaviour in the socially-situated linguistic and interactional behaviour. References to ethnomethodological and ethnographic studies in view of the description and understanding of linguistic behaviour in particular social and cultural settings are made when analyzing and interpreting the use of particular language forms through their social functions and vice versa. The discussion of particular findings from previous research on business discourse conducted in the applied linguistics framework as well as discourse-based organizational enquiry, that is, particular organizational studies and studies on organizational communication, or discursive workplace

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27 See e.g. Thornborrow (2002:136) for rationale for a multi-layered approach in contributing communication between research traditions in institutionally situated discursive and linguistic studies.

research, allows to situate this study within research made in the business domain and to compare its findings with those of previous research.

The eclectic or transmethodological approach combining insights from different research traditions in linguistics is understood here as harbouring a potential for a rigorous and intriguing analytical position to identify, describe, interpret and explain the dynamic and complex nature of, reasons and implications for the participants' linguistic and social behaviour on the micro- and macro-levels in the authentic data. Thus, the view that social reality surrounding language use in context is fluid, heterogeneous and under-patterned is subscribed to here (see Rampton et. al. 2002:387). This view is essential in addressing the questions of which linguistic and interactional choices are made to convey particular social functions in particular contexts, why they are made, and how this choice-making is influenced by and influences the overall social practices and processes in the multinational company. This exploratory study can be referred to as a functionally-informed qualitative study. Thus, the aim is that of describing and explaining the participants' linguistic choice-making in their conveying directive utterance functions and in their negotiating the complexity of contextual meanings and simultaneously in their negotiating the creation of their interactional roles. There will be quantification of particular occurrences provided on the basis of the analysis in order to illustrate possible tendencies in the participants' contextual linguistic behaviour.

The position adopted in this study is contextual and the analysis investigates the relationship between the participants' situational language usage, culture, i.e. primarily corporate culture, and the social environment in which they perform at each moment as identifiable members of the corporate community in different dynamic roles possessing rights and obligations deriving partly from their organizational positions and the subsequent tasks, and partly from the contextual constraints of each interactional event. As a result, both linguistic and interactional issues and issues of social nature are understood as interdependent and are raised for analysis, i.e. identification, description, interpretation and explanation, within the transmethodological framework. The participants' linguistic behaviour and linguistic and interactional choice and meaning making are seen as being influenced but not fully controlled by their every-day participation in the socially and culturally defined corporate environment and practices, i.e. community of practice. This understanding is based on the assumption that there seems to be notable situational and idiosyncratic variation in the participants' linguistic and interactional behaviour. For example Luukka (1995:29), among others, points out that language is an element in people's social activity and as such a perpetually changing and developing phenomenon. The variation may partly be influenced by the participants' interactional history, which may constrain the interaction between the participants and consequently create a particular relationship between them, varying from highly formal between new relationships to highly informal between old relationships (Cook-Gumperz & Gumperz 1994:377; Charles 1994).

Drawing from contextual features in this study means that meanings and meaning making are understood as dynamic processes. The aim is to integrate the voluntarist view of meaning making perceiving language use by participants as a perpetual choice of making different meanings, irrespective of where they are, who they are with, and what they are doing, and the deterministic view of meaning making suggesting that people are the object of established practices and have little room for manoeuvre, let alone change (Iedema 2003:58). Context is perceived here as a continuum ranging from the local through 'glocal' to global constraints on language use with the participants' linguistic behaviour being dynamically influenced by the deterministic and voluntarist aspects of meanings making. As a result, it is possible to explore what members of a community of practice do and say in a particular context and what is considered as a possible choice for the participants in on-going interactions in particular contexts given the contextual constraints. In discourse analytic terms, this study addresses the broad questions of how lexico-grammar is constructed into interaction, why interactional instances realized via email messages are the way they are, and what implications and functions particular linguistic choices and choices in message structure have in different contexts, which shape and are shaped by interactional instances and sequences.

The transmethodological approach makes it possible to avoid the loophole of aiming to prove a particular methodology and a subsequent theory as systematically applicable and revealing in terms of the tenets of a particular theory or approach. In other words, drawing from research representing a variety of methodologies, disciplines and theoretical traditions on analyzing real-life uses of language allows for interpretations which realistically reflect the participants' situational and contextual linguistic behaviour and choice-making in their negotiating meanings. Such an approach can be perceived as appropriate for this study since it does not aim at arriving at generalizable postulations concerning language use in professional business email interaction. Switching perspectives and approaches and focusing on one rather than another one for particular purposes, and sometimes accommodating several perspectives at the same time, leads to discuss particular elements of the different approaches and theories in further detail in the analysis of different directive functions in different message chains.

In the analysis of the written interaction, the notion of interactional event comprising different components is used in aiding to describe and explain the interaction occurring in different intra-corporate settings. More specifically, the primary focus in the analysis is on studying the functional variation of directive utterances and their lexico-grammatical realizations in different contexts. The reasons for selecting to rely on the components of interactional events as resources providing explanatory power for the contextual analysis were discussed in section 2.5.1.

Thus, the discussion of the theoretical approaches drawn from aims to explain what can be used from them for the purposes of this study and, consequently, the overview must necessarily be selective.

4.3 Pragmatic motivation

The intra-corporate email interaction is pragmatically motivated since the participants aim to achieve clear pragmatic purposes through their interaction, i.e. the participants' directive behaviour aims to organize action in the multinational company in compliance with the generic corporate goals articulated in the corporate mission, vision and value statements. The sequences of email interaction are investigated through the lens of pragmatics as an overarching vantage point or interpretive framework of this linguistic study. This study conceptualizes pragmatics as an approach to language in use in context, according to which pragmatics does not constitute an additional component of a theory of language, but "offers a different *perspective*" (Verschueren 1999:2 original emphasis). According to this conceptualization (Verschueren 1999:155-156), nothing in linguistic interaction is stable, and various strategies, many of which are highly conventionalized, are at play in the dynamic generation of meaning. Verschueren maintains that everything conventional is liable to further strategic use or exploitation and, therefore, there are hardly any fixed form-function relationships in language when regarded from a pragmatic perspective. Further, he points out that "*In general, **strategies** of language use are ways of exploiting the interplay between explicitness and implicitness in the generation of meaning*, at the level of sentential and suprasentential utterances as well as the level of utterance clusters, and whether it is done consciously or not." (Verschueren 1999:155, original emphases.)

As aspects of the strategic avoidance of explicitness, Verschueren (1999:156) lists some instances of irony, metaphor, politeness, and humour, and suggests that within the study of discourse, the pragmatic perspective tends to focus specifically on aspects of what is unsaid or unwritten, yet communicated, within the discourse being analyzed. Further, in order to do pragmatics of discourse, the analyst has to go beyond the primarily social concerns of interaction and Conversation Analysis, look behind the forms and structures present in the text, and pay much more attention to psychological concepts such as background knowledge, beliefs, and expectations, since in the pragmatics of discourse the analyst inevitably explores what the addressor has in mind (Yule 1996:84). From the point of view of this study this can be understood as meaning that a thorough knowledge of various situational and contextual features of each interactional instance is important for analyzing real-life interaction. Nikula (1996:11 citing e.g. Verschueren 1991, 1995) adopts a perspective view of pragmatics, since it allows for the consideration of different levels of language and communication, from morphemes to discourse organization, from a pragmatic perspective, that is, bearing in mind the kinds of functions and purposes for which speakers use them. A pragmatic approach enables the analysis and exploration of the linguistic phenomena from the point of view of their contextual usage and the analysis can be situated at any level of structure or it may pertain to any type of form-function relationship. In other words, pragmatics allows the integration of a context-dependent treatment of

the functional properties and the structural or lexico-grammatical properties of the real-life email interaction (see Yli-Jokipii 1994:144-148).

Another reason for drawing from pragmatics is the long tradition of research on directive speech acts originating in Searle's (1976) seminal work which is expanded and developed through several studies, including studies on written business communication. How directive is defined in section 3.3 for the purposes of this study draws from the Searlean (1976) conception of a directive utterance according to which a directive utterance conveys an obligation on the reader either to do or not to do something. However, the speech act theory (Austin 1962; Searle 1969, 1976) is not drawn from in its traditional sense, since the focus here is on the use of language from the point of view of directive utterance functions closely tied with the situational and contextual constraints. The understanding and definition of the notion of directive in this study benefits from Austin's (1962) and Searle's (1969) classifications of speech acts (see e.g. Alatalo 2002 for a discussion of the speech act theory and its relevance for analyzing email interaction in problem-solving situations). Searle's (1976) conception of directive includes a diverse category of illocutionary acts conveying an action intended to be carried out by the hearer, including requests, invitations and offers. In pragmatics, directive utterances are perceived as linguistic resources to both mark and construct status differences in interaction, with choices depending on an assessment of social relationships along the dimensions of social distance and relative power (Hyland 2002b:217 citing Brown & Levinson 1987 and Myers 1989). However, it is suggested that considerable functional heterogeneity typical of directives mitigates the alleged imposition on the addressee and the face threat directives are said to imply to the participants, and the weight of imposition conveyed by directive utterances crucially depends on the participants' strategic purposes and their perceptions of rhetorical context (Hyland 2002b:215, 217).

This study also acknowledges the pragmatic approach to negotiation of meanings between participants according to which any utterance, i.e. a linguistic expression a speaker/writer chooses to use for some purpose, carries not only linguistic and referential but also social meanings (Piirainen-Marsh 1995:67). The choices the participants in interaction make in order to get something done can be referred to as pragmatic phenomena or strategies, i.e. they are pragmatically motivated (Leppänen 1993:36). Since the pragmatic description considers language in relation to its uses in real-life social contexts, pragmatics can be seen as contributing to the theoretical framework for this transmethodological linguistic study of the email interaction.

4.4 Contributions from discourse analysis

This study approaches the participants' linguistic performance in the email interaction by using a broad discourse analytic lens in investigating how

language is used in the management of day-to-day business transactions and interactions, in the creation and exchange of professional information and knowledge, and in the creation and maintenance of social relationships in the business domain. Discourse analysis (DA) provides intriguing perspectives for this study since DA is not to be approached as a body of theory but rather as an open-ended research method allowing for the consideration of a combination of different issues within the instances of discourse under scrutiny, i.e. discourse is perceived as a broad, overarching, multi-modal concept (see e.g. Pietikäinen 2000; Johnstone 2002; Kress & van Leeuwen 2001), contributing to the analysis of a set of intertwined dialogic and inter-subjective discursive practices and approaching language as a social practice. Discourse analysis admits the inclusion of a focus on the broad socio-historic-economic-cultural information and existing social discourses in analyzing language use (Stubbe et al. 2003:308). Discourse may include not only language, but also gesture, posture, gaze, dress, gait, patterns of action and interaction, and it comprises visual representation, but also technological devices, and infra-structural and architectural 'productions of space' (Iedema 2003:19 original quotes citing Lefebvre 1991, and Kress & van Leeuwen 2001; Martinec 2000, 2001). Despite the fact that some email messages include hypertext links with either typographical or voice indicators, resources of orthography and typography, or are accompanied by pictorial or graphic images, it was not possible to conduct a systematic analysis of the broad range of multimodal aspects of language use in the scope of this study. As I did not have direct access to the corporation's email system, the email data at my disposal fails to display some particular colours and other multimodal resources that are used to prompt or highlight particular options in the system. Considering this limitation, it was decided not to focus on the multimodal resources accessible to the corporate employees as insider users of the email system. However, some instances of multimodality will be discussed when regarded contextually as meaningful, such as typography and hypertext links.

In his study on organizational discourses, Iedema (2003:194-196) uses the notion of 'discourse' quite generally to mean meaning making. In other words, he refers to the established practices of doing and saying, and not some hypothetical process that goes on in people's heads, since it pays to consider how people speak to each other in real-life, organizational situations. For Iedema (2003:195, original quote), discourse "re-presents" what is going on. In his study he diverges from both organizational theoretical concerns, and from discourse analytical prerogatives to do with power, predictability and regularity. In contrast to these normative, or deconstructive and critical kinds of enquiry, Iedema wants to understand how actors produce particular organizational outcomes. One part of this has been analyzing the dynamics of situated, collaborative interaction through which actors enact organizations; another part of this has been analyzing the formal constructs through which actors mediate and naturalize organizational meaning. References to Iedema's (2003) observations and suggestions will be made in the analysis of the email

data. Iedema's (2003) work on organizational discourses was briefly discussed in section 3.5.

The recent perspectives of society and discourse in Critical Discourse Analysis (CDA) are derived to a large extent from radical social theory, and CDA, as a field of study in its own right or a theory or method or theoretical perspective on language, approaches discourse and society from critical perspectives derived from the work of for example Bakhtin (1973, 1981, 1986), Foucault (1972, 1974, 1985), Kress (1996), Fairclough (1989, 1992, 1995, 2000), Bourdieu (1992), Wodak (1990, 1996).[28] Despite the fact that technological, economic and social change developments in the business domain and the asymmetrical power relationships between the participating business professionals are discussed as the overarching contextual elements, they are not placed in the focus of this work. However, the notions of change, power relationships and knowledge work processes in workplace activities and practices are discussed to the extent that is found relevant for analyzing the ways in which the participants take on roles and assign roles to others in their language use, including directive behaviour. Thus, the aim in this study is not to read the email interaction from the CDA point of view since the focus of this study is elsewhere.

Several discourse studies with a linguistic focus are devoted to the investigation of the relationship between linguistic form and function in interaction (see Renkema 1993:1; Pietikäinen 2000:60) which is also the point of departure in this study. The starting point in analyzing this relationship is that there is a lack of a one-to-one match up between utterance function and lexico-grammatical form, i.e. contextually and situationally interpreted, several lexico-grammatical choices can realize a certain utterance function and one lexico-grammatical choice can realized several utterance functions. Further, the approach here can be referred to as discourse-functional, since it addresses the question of how interactants interpret each other's interaction in specific interactional events constrained by contextual and situational features.

In sum, discourse analysis is seen here as providing a complementary dimension of dealing with language use in interaction by attending to the broad contextual considerations in identifying the underlying constructs which contribute to describing and explaining directive language use in the sequences of email interaction.

4.5 Insights from conversation analysis

This study draws from insights from Conversation Analysis (CA) in that it examines how the participants jointly evoke and create turn-taking structures in the process of conveying directive functions in the sequences of email exchanges. The focus here is on initiation-response sequences of email messages

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28 See Chouliaraki and Fairclough 1999 for a review of CDA research.

or turns and each turn and utterance is seen as a step in a joint activity. Further, the analysis of the lexico-grammar in this study is influenced by the close micro-level linguistic analysis characteristic of CA. Thus, a linguistic analysis of written interaction approaching language use and identifiable participants' linguistic behaviour from a contextual, dialogic and interactional perspective is enriched by a CA perspective. CA perceives interactional encounters between participants as activity in which they constantly try to achieve a mutual understanding of what each other means. Further, CA provides an account of language use and language user, which allows for locating role work in the context of the on-going interaction (He 2004:201).

One of the basic tenets of CA is that it is through language as social action that participants structure, organize, order and make sense of their experience of the world, i.e. language use is both context shaping and context shaped (Goodwin & Heritage 1990:289). Thus, CA can be seen as taking a social constructionist approach in seeing interaction as a joint activity in constructing meanings in the on-going interaction. Further, in terms of the methodological and theoretical approach of this study, CA-enriched perspective is useful since the analysis in this study relies on the understanding that utterances become meaningful and are understood through their sequential placement in their local environment, i.e. the constantly developing sequence of initiation-response interaction in which they occur (Thornborrow 2002:10). The analysis of directive functions borrows from CA the conception of turn[29], turn taking, sequential and contextual constraints and functions of structures or components which contribute to realizing contextual directive functions in the on-going interaction. Further, primary attention is paid to how linguistic realizations conveying different directive functions are responsive to prior interaction explicated or implicated in the context of moment-by-moment interaction, and how they contribute to posterior interaction. As was pointed out previously, this study foregrounds the broad contextual information when seen as relevant to the interpretation of the participants' directive behaviour, contrary to some perspectives of CA backgrounding or making little use of information outside the local interactional context (Stubbe et al. 2003:380; Rampton et al. 2002:381).

The attention that the tools of analysis in CA give to the fine detail of micro level in language use provides an analytical resource to this work with a focus on sequences of interaction. In analyzing the unfolding of interaction in the message chains, the following facts will be taken into account: (i) one addressor is the active participant at a time even though several participants may take on the addressor's role simultaneously, i.e. several addressors may write at the same time, and (ii) addressor roles change when a message is sent out and the next turn is made available for the next speaker. In other words, turn-taking activity takes place as the interaction unfolds in the sequences of messages, and whatever is interacted concerning a certain topic or issue will be interacted in sequential contexts. Thus, the interactions in the next turns in the

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29 See section 5.3.1 for a detailed discussion of how the conception of turn is understood in this study.

email sequences can be interpreted as making sense since they are verbal reactions to the previous turns. In sum, resources from CA are seen as enabling the adoption of an empirically fine-grained approach to the on-going interactions in the sequences of email messages.

The overall context of conveying meanings via business email message chains is not typically representative of situations in which ample discursive time and space is available to the participants for neither designing and producing nor interpreting written interaction (Linell et al. 2003:564). Therefore, email interaction is seldom deliberated in terms of the message organization and the lexico-grammatical choices, or even the addressee or addressor selection as was suggested by previous research (Alatalo 2002). When using email for making meanings between the participants, two-person or multi-person interactions are contextually and collaboratively accomplished and co-constructed within situated instances and the subsequent sequences of dialogic interaction. This study aims to provide insights into the part different directive functions play in this collaboration and co-construction. It needs to be pointed out, however, that an attempt is not made to map regularized and predictable turns or sequences producing interactional chains, since it is understood here that rather than depending on the realization of some pre-determined discursive or linguistic structures, efficient and effective real-life email interaction draws from the dynamic distribution of interactional work between the identifiable participants as social actors in different corporate contexts.

In conclusion, it is maintained that email interaction carried out in making meanings between the participants' two-person and multi-person interactions with directive goals is contextually and collaboratively accomplished and co-constructed within situated instances and the subsequent sequences of dialogic interaction. This study aims at providing insights into the part different directive functions play in this collaboration and co-construction carried out in efficient and effective real-life interaction drawing from the dynamic distribution of interactional work between the participants as social actors in the community of practice. Thus, investigating how individual participants perform socially and linguistically in different interactional contexts in the email data can reveal dynamic discursive and social practices not appearing in written interaction by traditional means. The discussion above indicates in an explicit way that an analysis of cross-border intra-corporate email interaction can benefit from the conception CA provides as feasible ancillary devices for analyzing the authentic interaction via email.

4.6 Resources from functional linguistics

Functional linguistics and Halliday's (1994a) interest in discourse analysis provide a context for linguistic analysis within which grammar has a central place. Halliday's functional grammar can be perceived as a theory of grammar

with an orientation towards discourse semantics in that interpreting the grammar functionally means foregrounding its role as a resource for constructing meaning (Halliday 1994a:15; White 2003:260). For Halliday (1978), an individual member through her/his membership in the social system is a meaner, one who means. The social reality is created, maintained and perpetually shaped and modified by all individual meaners' acts of meaning. In order for the meanings constituting the social system to be exchanged between members, the meanings must first be represented in some exchangeable symbolic form and the most accessible of the available forms is language, i.e. meanings are encoded in and through the semantic system and given the form of text. The essential feature of text in Halliday's (1978) terms is that it is interactive in nature, i.e. the exchange of meanings is an interactive process, and text is a means of exchange. Halliday (1978) contends that it is natural to perceive text primarily as conversation, for reality is constructed in the contexts of ordinary everyday interaction and culture is transmitted to and reacted to by individuals. Text reflects persistence and change in the social system and it remains the primary channel of the transmission of culture, since as meaners, i.e. users of language, individuals not only reflect on the environment but in this process create the environment and transmit it across generations. Thus, for Halliday (1978) text is an instance of social meaning in a particular context of situation with indeterminate boundaries.

Halliday's approach to language use is relevant for this study since for him (1994b:175) text is a process of sharing, in other words the shared creation of meaning, and text is meaning and meaning is choice. As a result, meaning is understood as a continuous process of semantic choice and as a social, inter-subjective process, and the construal of experience as an act of collaboration, sometimes of conflict, and always of negotiation (Halliday & Matthiessen 1999:2). Consequently, in Halliday's (1994a) conception, a key feature of text is that it is interaction, since the shared creation of meaning involves exchange of meaning, which is an interactive process. In sum, in line with Halliday's (1978) approach, this study perceives the email texts as interactive processes or exchanges of social meaning between identifiable individuals in particular contexts within the boundaries of the multinational corporation.

Even though functional linguistics makes important contributions to the analysis of the participants' linguistic behaviour in realizing directive functions in this study, Halliday's grammatical conception to the extent that grammar is treated in Halliday's work *An Introduction to Functional Grammar* (IFG) is not resorted to here. The systemic functional approach and the ways it has been developed and extended in systemic functional research (particularly in Australia by Martin 1992; Eggins 1994; Eggins & Martin 1997; Martin, Matthiessen & Painter 1997; Christie & Martin 1997; Martin & Rose 2003) are not fully and directly applied in constructing the research design and the methodological framework for this study. However, some core conception originating in Halliday (1985/1994a), including such concepts as metafunctions, particularly the interpersonal metafunction, the speech function of command, speech and participant roles, and mood choices and modulation in scales of

obligation in particular, is of special relevance to the analysis in this study. In the discussion to follow, the original typography of the core conception used by Halliday is not used here.

4.6.1 Metafunctions

For Halliday (1994a:179), the English clause is a composite affair, i.e. a combination of three different structures deriving from distinct functional components called metafunctions, and anything that realizes a text is structured as the expression of all the three components. The concept of metafunctions or semantic functions of a clause (Halliday 1994a:36, 179) is a frame of reference and the three distinct metafunctions are the ideational, i.e. clause as representation, the interpersonal, i.e. clause as exchange, and the textual, i.e. clause as message. The three structures serve to express three largely independent sets of semantic choice, on the one hand, and the three sets of options together determine the structural shape of the clause, on the other (Halliday 1994a:179; Halliday & Matthiessen 1999:511-532). The ideational function is divided into the experiential and logical, since the ideational is not only meaning as organization of experience but there is also meaning as the expression of particular logical relations of general nature (Halliday 1994a:179). The notion of experiential metafunctions refers to the resources of the grammar that construe experience or social action. The logical component defines complex units, such as clause complex and word complex. Word complex is a combination of words built on the basis of a particular logical relation and it is called a group, a 'group of words', or an expansion of a word, reducible to a single word. A phrase or a prepositional phrase, in turn, is a contraction of a clause, a kind of minor clause, not reducible to a single element (Halliday 1994a:179-180 original quotes).

4.6.2 Speech functions and roles

The analysis of realizations of directive functions presupposes an interpersonal relationship between the participants, either explicated or implicated participants, and perceives directives as essentially conveying interpersonal features that contribute to the dialogic nature of interaction (Halliday 1994a:68-71; Hyland 2002b:227).

According to Halliday (1994a), the two basic speech roles an interactant can take on in interaction are the roles of giving and demanding. The speech function of command, i.e. a demand for goods and services, or information, can be expressed in interaction by the use of directive utterances. In making meanings in interaction, participants convey attitudes and take on different roles, i.e. the addressor uses language to establish role relationship with the addressee/s, and to convey his judgments and attitudes towards the subject matter.

Halliday points out that whenever people use language to interact, one of the things they are doing with language is establishing a relationship between the person who is speaking now and the person who will speak next. In establishing this relationship the participants take turns and in doing that they take on different speech roles in the exchanges. By assuming particular roles through his lexico-grammatical choices in structuring interaction for contextual use, the addressor positions the addressee/s in roles complementary to his own. (Halliday 1994a:68-71.)

Table 2 depicts Halliday's outline of speech roles and functions and displays the cross-classification of the variables, which when taken together, define the four primary speech functions of offer, command, statement and question. Interactants can use any of these four basic speech functions to initiate a piece of dialogue, and the built-in interactivity of dialogue arises from the implication that speech roles position both the speaker and the potential respondent/s as was suggested above (Halliday 1994a:68-69). Thus, every initiation in dialogue conveys one of the speech functions, and each speech function involves both a speech role choice between giving and demanding and a commodity choice between goods and services, and information (Eggins 1994:150).

TABLE 2 Speech roles and commodities exchanged in interaction (Halliday 1994a:69)

Speech role in exchange	Commodity exchanged	
	Goods & services	Information
(i) giving	'offer' would you like this teapot?	'statement' he's giving her the teapot
(ii) demanding	'command' give me that teapot!	'question' what is he giving her?

In dialogic interaction, there is a choice between initiating and responding speech roles, and the four primary speech functions are matched or paired by a set of expected or desired responses, i.e. accepting an offer, carrying out a command, acknowledging a statement and answering a question (Halliday 1994a: 68-69). Halliday's (1994a:69) notion of 'discretionary alternatives', or dispreferred responses of Conversation Analysis (CA), refers to the possibility of an interactant producing a response other than the expected or desired, i.e. rejecting an offer, refusing a command, contradicting a statement and disclaiming a question. In addition to verbalized responses, the expected responses may be non-verbal. (Eggins & Slade 1997:182.) In Halliday's (1994a:68) terms this means that the exchange commodity may be non-verbal, i.e. what is being demanded is an object or an action, and language is brought in to help the process along.

In view of the speech function of demanding, demanding something from the listener means 'inviting to give'. In other words, rather than only doing something himself, the speaker is also requiring something of the listener. Thus,

typically an 'act' of speaking can be referred to as an 'interact', i.e. an exchange in which giving implies receiving and demanding implies giving in response. (Halliday 1994a:68, original quotes.) Halliday's speech function of command for demanding goods and services or information is referred to as proposal (Halliday 1994a:69, 71, 88). In systemic functional terms, the linguistic analysis of directive functions falls under the category of the interpersonal metafunction of enacting social relationships between the speaker and listener (Halliday 1994a:34-36, 68-105, 179). In Halliday's interpersonal metafunction category, the corresponding status of clause is clause as an exchange, i.e. either the speaker gives something to the listener or the speaker demands something from the listener, either goods and services or information (Halliday 1994a:34-36, 68). The commanding speech function is typically expressed in interaction by the use of directive utterances requesting for action or information. In linguistic terms, directives involve modality[30] that is writer-oriented in that the writer can intrude on the interaction by lexico-grammatical means by expressing his subjective views and attitudes towards the proposition or his volition (Eggins 1994).

This study places under scrutiny a central suggestion made by systemic functional linguistics that lexico-grammatical structures derive from the functions that the language serves in context (see Rampton et al. 2002:385). This suggestion will be discussed below by pointing out that the analysis does not submit itself to the *a priori* picture of situated and contextual directive behaviour determined by lexico-grammar. The grammatical pattern of mood will be discussed next followed by the discussion of modulation.

4.6.3 Mood

The analysis in this study primarily draws from the meaning of the clause as an exchange, i.e. the interpersonal metafunctions, with a particular focus on the mood choices and the modulation system (see section 4.6.4 below) resorted to in realizing the different directive utterance functions. Halliday's conception of mood system is drawn from for categorizing the lexico-grammar realizing the directive functions at the level of the clause in email messages or turns conveying different consolidated speech functions. Halliday's (1994a) account of dialogue sets up speech function as a separate discourse level of analysis, expressed through grammatical patterns, and the grammatical patterns of mood are expressed through clauses. Participants have a range of grammatical or mood choices to select from for making meanings in interaction. The description of the mood structure of the clause contributes to the description of how language is used to enable expression of interpersonal meanings, through dialogue. In this study, which analyzes directive language use and directive

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30 In Halliday's (1994a:75) terms modality means the speaker's judgement of the probabilities, or the obligations, involved in what he/she is saying, and a proposition may become arguable by being presented as likely or unlikely, desirable or undesirable (see section 4.6.4 below).

functions, directives are perceived as functions at the discourse semantic level and the functions are realized through congruent or incongruent lexico-grammar. The choice of speech role and commodity type are expressed grammatically through choices of the mood structure of the clause and the distinction between initiating and responding roles is associated with the structural dissimilarity between full vs. minor or elliptical clause types, e.g. *Would it be OK for you to confirm this?* vs. *OK?* Further, the distinction between the speech roles of giving and demanding can be associated with the different structures of declarative and imperatives, such as *I sent those loads to your mailbox*. vs. *Please review the codes*., the former giving information and the latter demanding goods&services. In addition, the distinction between the commodity exchanged, i.e. goods&services and information, can be associated with the mood differences between major and minor clauses, such as *Please formulate an answer* vs. *Comments?*. (Eggins 1994:192-193.)

In the present treatment of directive functions, or the commanding function in Halliday's terms, Halliday's conception of mood (1994a:43, 71-75), modulation and polarity[31] (1994a:89, 1994b:190-191) are drawn from. The system of mood belongs to the interpersonal metafunctions. Mood structures consist of the subject, which is a nominal group, and the finite operator, which is part of a verbal group (Halliday 1994a:72). Mood structures convey interactional meaning, i.e. they address the question of what the clause is doing as a verbal exchange between speaker-writer and audience, participants. Their status as co-actants is made explicit in the text itself via the grammar, which distinguishes between the speech roles of *me* and *you* on the one hand, and everyone and everything else, i.e. *him*, *her*, *it*, *them*, on the other (Halliday 1994b:175).

According to Halliday (1994a:71), the different speech functions are typically expressed by a particular kind of grammatical variation. Thus, when demanding either goods&services or information from the reader, i.e. in conveying the speech functions of command and question (Halliday 1994a:69), the writer may use imperatives and interrogatives in expressing directive functions. However, one mood type can achieve different speech functions in different contexts, and a single speech function can sometimes be achieved through a single clause, and sometimes a single speech function is achieved through several linked clauses (Eggins & Slade 1997:184). In other words, in real life interaction there are also alternative realizations conveying directive functions in the exchange of goods&services or information, for example declaratives, modulated imperatives and modulated interrogatives, and groups and phrases, i.e. clause fragments, nominal groups and single words. In this

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31 Clause polarity in English is always expressed within the finite. In other words, it is a feature which is an essential concomitant of finitness. Polarity is the choice between positive and negative. In order for something to be arguable, it has to be specified for polarity: either it is so, or it isn't so. (Halliday 1994a:75.) Polarity is closely related to the words 'yes' and 'no' and these lexical items can function differently according to the context since 'yes' can function as a continuity adjunct (Eggins & Slade 1997:96). In this study the concept of polar interrogatives is used to refer to yes/no questions as opposed to wh-interrogatives.

study, identifying directive utterances takes place on three intertwined levels, i.e. on the lexico-grammatical or formal level, the functional or meanings level, and the pragmatic or contextual level (see also Yli-Jokipii 1994; Murcia-Bielsa 2000). This approach enables the interpretation of an imperative form as for example an advice, suggestion or instruction, the interpretation being determined by the lexical content of the utterance and contextual and situational constraints. Thus, the default assumption in the analysis is that the lexical content of utterances contributes to the interpretation of 'directive' functions in context. The congruent and incongruent realizations of directive functions will be discussed further in section 4.7.1 introducing Eggins and Slade's (1997) functional typologies.

4.6.4 Modulation

Halliday's (1994a:89) conception of modulation is used in this study in analyzing the degrees of obligation or necessity in directives. From a systemic functional perspective, modality is an aspect of interpersonal meanings making in interaction, allowing for the expression of the relationship between the interactants by structuring the language for contextual use (Eggins 1994:8, 12). Halliday maintains that modality is the judgmental component of the meaning of the clause, i.e. the opinions offered by the speaker, or sought from the listener regarding the likelihood, i.e. modalization,[32] or the desirability or necessity, i.e. modulation, of the thesis. It is best considered along with polarity, i.e. positive or negative, as forming a single, complex semantic space. (Halliday 1994a:190.) This study on directive functions and their linguistic realizations draws from Halliday's concept of modulation, i.e. the scale of obligation and desirability.

In the speech function of command in the category of proposals, i.e. the semantic function of a clause in the exchange of goods&services, Halliday's (1994a:71, 89) concept of modulation refers to the degrees of desirability or necessity. Modulation may be expressed by finite modal operators, such as *could* and *should*, and by an expansion of the predicator, the function of the verb in the mood structure, by a passive verb or by an adjective or noun (Halliday 1994a:47, 89). What is relevant for this work is that in proposals, i.e. the semantic function of a clause in the exchange of goods&services (Halliday 1994a:71), the meaning of the positive and negative poles is prescribing and proscribing, i.e. (*do*) *sell* and *do not sell*.

4.6.5 Transitivity

In the ensuing analysis, transitivity analysis is touched upon to the extent that the types of verbs used in directive utterance function realizations are subjected to analysis as contributors to directive functions. The detailed descriptions and

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32 Halliday (1994a:89) uses the notion of 'modalization' when referring to the scales of probability and usuality, to which, according to him, the term 'modality' strictly belongs (original emphasis).

concepts of the transitivity system suggested by Halliday (1994a) for analyzing English clauses are only put to limited use in this study and the notions of material process, mental process and verbal process verbs are used to refer to the lexical items contributing to the interpretation of the contextual and situational directive utterance functions. As will be suggested in section 10.4 this study would have benefited in depth from a closer concentration on the transitivity system.[33]

In representing patterns of experience, the concern is with the clause in its experiential function. The grammatical system of transitivity belongs to the experiential metafunction of the clause in the system of clause as representation. Halliday (1994a:106-109) identified six processes in his system of transitivity. Material processes are processes of doing, whereas mental processes are processes of sensing, perceiving or understanding. Relational processes are those of classifying and identifying, which is the third main type of process in the English transitivity system. Further categories located at the three boundaries are behavioural processes involving human physiological and psychological behaviour, existential processes representing the fact that something exists or happens, and verbal processes of saying and meaning. In making sense of what is going on around participants and inside them, they can rely on the clause and the grammar of the clause to embody a general principle for construing experience into sets of process. The transitivity model is a model for organizing the configuration of processes in terms of three components, i.e. the process itself, the participants in that process, such as actor and goal, and any circumstantial factor, such as time and place.

As ideation concerns a language's resources for constructing the content of a discourse, i.e. what kinds of activities are undertaken, and how participants in these activities are described, how they are classified and what they are composed of (Halliday 1994a:179-180; Martin & Rose 2003:66), the ideational resources of language system cannot be ignored from the analysis (Halliday & Hasan 1989:23). As in any naturally occurring interaction, directive utterances expressed in the email data in the sequences of events represent not only activities of 'doing', i.e. material processes, but also activities of 'saying' in the dialogic email interaction, i.e. verbal processes, of 'considering', i.e. mental processes, and of 'being', i.e. relational processes (the three core processes introduced by Halliday and elaborated by e.g. Halliday 1994a:138-143; Martin & Mathiessen & Painter 1997:100-103; Stillar 1998:22-26; Martin & Rose 2003:71-83).

4.7 Functional-dialogic perspective

The actual theoretical anchor in this study is in functional linguistics, or more specifically in functional-dialogic linguistics (Halliday 1994a; Luukka 1995; Eggins & Slade 1997; Iedema 1997; Linell et al. 2003; White 2003). The email

[33] See Chen (2005) for a refinement of Halliday's System of Transitivity.

interaction is seen as a collaborative process in that it requires at least two participants to ensure that understanding takes place in the accomplishment of the corporate goals. Dialogic perspectives perceive interaction as a collaborative accomplishment and they are interested in individual interactants in dialogue with other participants and contexts (Linell 1998:8). The functional-dialogic perspective approaches language use primarily as a social, collaborative, interactional and contextual phenomenon characterized by dynamism, diversity and change as linguistic actions are investigated in their interactional embeddings (Linell et al. 2003:540). Particular discourse semantic work on language of intersubjective stance proposes that in order to adequately describe and account for the communicative functionality of the linguistic resources in taking stance in interaction, it is necessary to perceive them as fundamentally dialogic and interactive (Iedema et al. 2003:17; White 2003:260).

In sum, the analysis here follows the basic tenets of the Hallidayan functional-dialogic perspective (Halliday 1994a:69) and draws from the functional approach offered by Eggins and Slade (1997) in their work on casual conversation and by Iedema (1997) in his work on language of administration. Further, as was maintained in section 4.1, the email interaction is seen as a social, collaborative, interactional and contextual accomplishment characterized by dynamism, diversity and change. The analysis focuses on the linguistic actions conveyed through directive language use in their interactional embeddings (Linell et al. 2003:540). As was discussed previously, the two- or multi-person email exchanges conveying directive functions are approached as dialogic interaction. The dialogic approach is seen as necessary to be able to identify, describe, interpret, and explain the directive utterance function conveyed in the multi-turn email sequences in which the utterances interpreted as conveying directive functions are expressed in initiating turns, such as requests for action expecting others' action or requests for information expecting the others to react to the request, in continuing turns where the same addressor sustains interaction by for example renovating a previous request, and in responding turns where for example a compliant reply conveys a request for information.

4.7.1 Eggins and Slade's account

As was stated previously, the linguistic analysis of the directive utterance functions is carried out in the framework of Halliday's interpersonal metafunction and elaborated and detailed primarily by the analytical tools offered by Eggins and Slade's (1997) networks of functions and Iedema's (1997) semantic typologies. As was discussed in section 4.1, the email message sequences comprising initiations and reactions to them are perceived as dialogic interaction or as multi-point electronic negotiation of meanings between participants at different hierarchical levels. As the conception of speech roles and speech functions implies, the choice of an expected or desired responding speech function is constrained by the initiating speech function in the

participants' joint effort to create order in interaction. In other words, participants interact rather than simply act as individuals. (Halliday 1994a.)

By analyzing a dinner party discussion between friends, Eggins and Slade (1997) set out to develop an account of casual conversations as a setting for social activity. Their focus in their functional interpretation of dialogue as the exchange of speech functions was on how interactivity was achieved in the exchanges in which the participants take on roles and positions others into complementary roles. (Eggins & Slade 1997:169-170.) By analyzing the discourse structure in negotiations of support and confrontation during the dinner party discussion between friends, Eggins and Slade provided a delicate data-driven account of speech function classes in casual conversations. They offer their account as a starting-point for future descriptions of other type of conversational or other interactive data. (Eggins & Slade 1997:169-192.)

The reason for drawing on Eggins and Slade's (1997) typology of functional networks derives from how they approach the authentic spoken interaction in their data and how the email data is approached here, despite the notable difference that the email data represents the written mode of interaction. They emphasize the functional nature of conversations and see interaction as a semantic activity, i.e. a process of making meaning (Eggins & Slade 1997:6-7). This study also emphasizes the functional and purposeful nature of the email interaction since the email exchanges comprise initiations and reactions realized by identifiable participants in processes of making meaning and negotiating meaning in the corporate environment. Eggins and Slade (1997:6-7) see the processes of meaning making or meaning negotiation as functionally motivated since people interact with each other in order to collaboratively accomplish a range of purposeful or pragmatic tasks, which is also how the email interaction is perceived in this study. In this study it is understood that the participants organize action through directive language use via email. Further, Eggins and Slade's (1997) speech function networks serve as useful and relevant tools for the analysis of directive functions in this study for their delicacy of contextual description.

As was indicated above, Eggins and Slade's (1997) data comprises casual conversations in naturally occurring situations. They perceive casual conversations as structured, functionally motivated semantic activity concerned with the joint construction of social reality. They maintain that casual conversations are an intriguing linguistic site motivated by the participants' interpersonal needs to establish for example who they are and how to relate to others. (Eggins & Slade 1997:6-7.) In constructing interpersonal relationships, participants draw on topics which are shared or of mutual interest. Participants also draw from the grammatical and semantic resources of the language, including the system of mood. (Eggins & Slade 1997:177.) Eggins and Slade (1997:177, original quotes and emphasis) state that

> To account for how people construct relationships with each other through talk, we need then to go beyond the topics they talk about or the grammatical and semantic resources they deploy. We need to be able to give functional labels to the activities

> they are achieving *as* they talk to each other: activities such as 'questioning', 'challenging', 'supporting', 'stating opinions', etc. If we can label what interactants are doing, and relate the move types to the grammatical and semantic resources they use to do them, then we have very sophisticated tools for exploring the negotiation of interpersonal relationships in talk.

Casual conversations in their data represent pragmatically motivated interaction with a clear pragmatic purpose involving complementarity in the sense that one participant may demand and the other is expected to give (Eggins & Slade 1997:19). For analyzing their casual conversation data Eggins and Slade (1997:23-25) draw on insights from a typology of approaches they find relevant to analyzing casual conversation, including ethnomethodological, sociolinguistic, logico-philosophic, structural-functional, and social-semiotic, with particular reference to Conversation Analysis.

In exploring how the patterns of confrontation and support are negotiated in casual conversation, Eggins and Slade (1997:169-226) develop comprehensive data-driven speech function networks illustrating subtle subclassifications of different speech functions conveyed in their data. They make a distinction between opening and sustaining functions which are categorized into attending and initiating, and continuing and reacting functions with subclassifications respectively. Reacting functions branch out into responding and rejoindering speech functions with their subsequent functional subclasses (Eggins & Slade 1997:192-213). Eggins and Slade's (1997) functional networks will be presented in Figure 2 and discussed in detail in section 5.3.1 which paves the way for the analysis of the various directive functions in this study.

Eggins and Slade (1997:181) use the conception of initiating and responding 'moves', whereas this study uses the notion of turn or message to pragmatically refer to individual email messages in the chain. The use of the notion of turn will be discussed further in section 5.3.1 when outlining the tools of analysis used in this study. Eggins and Slade (1997:181) maintain that the constraint by the initiating move on the responding move is the functional-semantic reinterpretation of CA's notion of sequential implicativeness, i.e. how participants understand and respond to one another in their turns at talk and how the turns are ordered and linked together into definite meaningful sequences (Hutchby & Wooffitt 1998: 14, 38). Therefore, every time an addressor adopts a role, he/she simultaneously assigns a role to the addressee/s. Further, every time an addressor initiates interaction, the addressee is assigned a speech role of responding if the interactants want to sustain and continue interaction (Eggins & Slade 1997:181). In terms of speech roles and the positioning of interactants in their interactional roles, sequences of interaction can be seen as possessing inferential properties in that addressors may choose to convey turns by particular linguistic structures to invoke legitimation in order to achieve the intended social action by addressees.

In re-labelling and summarizing Halliday's (1994a:68-69) outline of the semantics of dialogue, Eggins and Slade (1997:182) maintain that Halliday's account can be understood as a reinterpretation in functional-semantic terms of

the notion of the adjacency pair in CA. They point out that Halliday's account needs to be seen as an extension of the interpretations of conversational structure provided by CA and Speech Act theory in that Halliday links discourse structure to both context, i.e. what is going on in the dialogue situation, and to grammar, i.e. the clause system of mood. According to Halliday (1994a:92), a typical pattern of dialogue in English is one where the dialogue is carried forward by the mood element in the clause. The link between speech function and context is that the social role occupied by interactants in an interaction constrains the speech functions they have access to when interacting with particular others.

In a corporate environment, the sequential order of interaction and its prescriptive and inferential constraints are closely intertwined in that interactants rely on a range of cultural and interpretive resources in an attempt to interpret each other's behaviour in appropriate ways in on-going interactions. In view of the contextual constraints in the email data, particular employees holding particular hierarchical positions have a different access to for example initiating speech functions concerning particular topics and issues when compared with some other participants and their access to a range of initiating interaction. However, the use of email in intra-corporate interaction facilitates access to initiating speech functions and to other speech functions, e.g. responding, as will be discussed in the analysis.

Incorporating their re-labelling with Halliday's (1994a) outline of speech functions (Table 2 in section 4.6.2), Eggins and Slade (1997:183) provide an outline of the semantics of dialogue as depicted in Table 3 below. The responding speech functions conveying confrontation, i.e. rejection, refusal, contradiction and disclaimer, in Table 3 are referred to as discretionary alternatives and those conveying support are referred to as expected responses by Halliday (1994a:69).

TABLE 3 Speech function pairs (Eggins & Slade 1997:183)

Initiating speech function	Responding speech function	
	Supporting	Confronting
offer	acceptance	rejection
command	compliance	refusal
statement	acknowledgement	contradiction
question	answer	disclaimer

Table 4 below summarizes the congruent and incongruent mood choices for the four basic speech functions as elaborated and developed by Eggins and Slade (1997:184) on the basis of Halliday's account (Halliday 1994a: 341-344, 354-367 on metaphor). As Table 4 indicates, in Eggins and Slade's account one mood type can achieve different speech functions in different contexts, and a single speech function can sometimes be achieved through a single clause, and sometimes a single speech function is achieved through several linked clauses as was discussed previously. Examples of congruent imperative form

commands are *Please let them know* and *Please print copy* whereas the modulated interrogative structure *Can you send me an open order* and the declarative form *I need L. Almeer's first name* represent the incongruent clause mood for commands in the present data.

TABLE 4 Congruent and incongruent realizations of speech functions (Eggins & Slade 1997:184)

Speech function	Congruent clause mood	Incongruent clause mood
command	imperative	modulated interrogative, declarative
offer	modulated interrogative	imperative, declarative
statement	declarative	tagged declarative
question	interrogative	modulated declarative

The key speech function classes by Eggins and Slade (1997) are found a relevant starting-point and applicable to the analysis and discussion of the complexities and dynamism of the email data. However, as will come out in the ensuing analysis, the variety of the data-driven incongruent clause moods used to realize different speech functions is wider than illustrated in Table 4. Eggins and Slade analyze casual conversations and draw from an eclectic approach with particular reference to Conversation Analysis (1997:24). Their delicate functional speech function classes are put into use in this work in analyzing and categorizing the consolidated speech functions of different turns in the message chains. The functional typologies will be introduced in Figure 2 in section 5.3.1 which brings this study closer to the actual analysis by outlining the tools of analysis.

4.7.2 Iedema's account

In his study on directives, which are conveyed in the form of memos in bureaucratic-administrative settings, Iedema (1997:73) takes contextual, semantic as well as lexico-grammatical aspects into account in his analysis. In other words, Iedema's (1997:74) directives occur as texts. In his analysis he focuses on investigating the way in which the Command, i.e. the request for action, is realized. Further, he studies the presence of legitimizing or enabling elements supporting the command. He also examines where the Command is realized in relation to additional legitimizing and/or enabling elements at the level of text. (Iedema 1997:77.) Iedema not only provides a data-driven typology of the linguistic resources but also suggests a semantic typology of different types of directives (Iedema 1997:91).

Iedema's (1997) data-driven functional typology of directives provides three general categories of directive functions to draw from, i.e. proscribing and reactive, prescribing and proactive, and iterative (see section 3.3). These categories were found useful for the purposes of this study together with the functional sub-categories suggested by Iedema on the basis of his linguistic analysis of directives (Iedema 1997:90-91). Thus, his semantic typologies of

directives and their functions are drawn from in interpreting and categorizing the different directive utterance functions appearing in the email data. In his study of directiveness or 'shouldness' conveyed in memos written in bureaucratic-administrative settings, Iedema refers to directives as whole texts including the obligatory command, i.e. the request for action move, and optional legitimizing or enabling elements, or moves, supporting the command (Iedema 1997:74, 77).

In this study the umbrella notion of directive refers to utterances which are realized by different lexico-grammar and which function to convey different degrees of directiveness or necessity, i.e. 'shouldness' in Iedema's (1997:73) terms, and which contextually convey different linguistic functions when addressors aim to influence others' or one's own behaviour. Further, this study focuses on analyzing the participants' linguistic behaviour in message chains, whereas the target of Iedema's linguistic analysis was individual administrative texts, even though they exposed intertextual elements in relation to other texts. Despite the two basic differences, Iedema's (1997) semantic typology of directive utterances was seen as relevant for the analysis in this study by elaborating and re-labelling it.

Iedema's (1997:91) system network summarizing his semantic typology of directives as revealed in administrative texts is depicted in Figure 1 below.

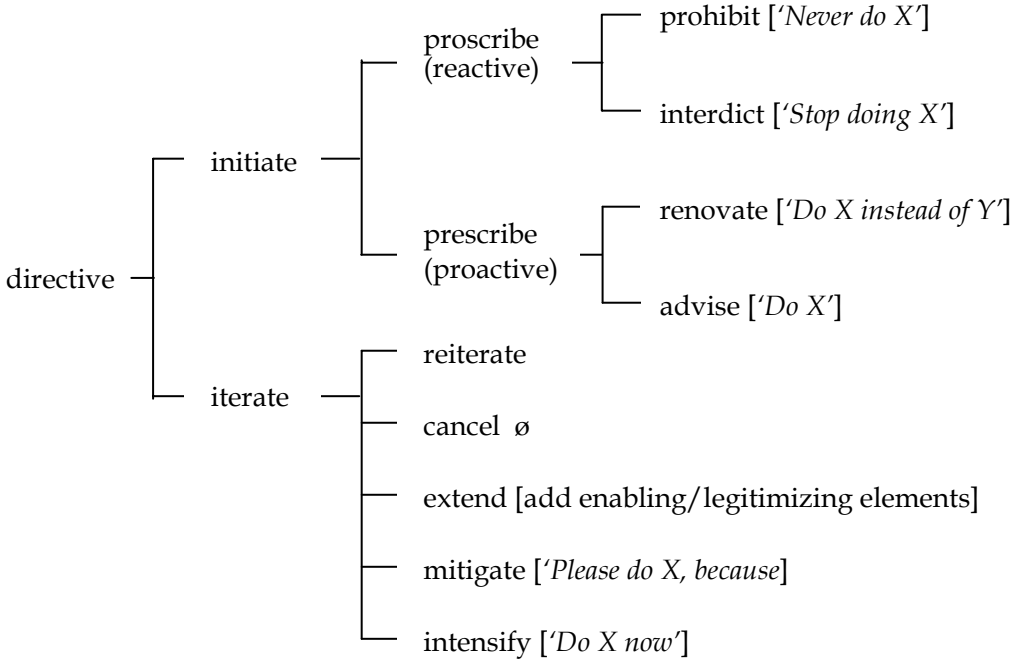

FIGURE 1 Iedema's typology of directives

The basic distinctions between different types of directives in Iedema's (1997:88-90) data-driven typology derive from their contextual and situational functions, i.e. whether directives aim to (1) limit the behaviour of someone, i.e. proscribing and reactive, (2) achieve change, i.e. prescribing and proactive, or whether they (3) repeat previous directive utterances, i.e. iterative. First, reactive directives proscribe actual or suspected behaviour, or in Halliday's (1994a:89) terms, the

addressor commands, i.e. requests, the addressee or someone else through the addressee not to do something, and this is done by proposals which are goods&services exchanges between participants. Thus, reactive directives are negative in that they either prohibit potential future behaviour, or interdict current or past behaviour. Second, proactive directives are positive in nature and they can suggest changes to current practices or states of matters by prescribing someone's future behaviour. In Iedema's (1997:91) system network of semantically different types of directives, proactive directives are of two types, i.e. renovating and advising. Third, iterative directives represent repetitive textualizations either realized within the same turn or in the continuing turn, and they may reiterate, cancel or expand a previous directive (Iedema 1997:90).

Iedema's (1997) account and how it has been expanded and re-labelled for the purposes of this study will be discussed further in section 5.3.2 detailing the tools of analysis used in this study.

4.8 Beyond surface form categories towards contextual multi-functionality

In an attempt to respond to the urge expressed by for example Reed (2000), the relation between interaction and context, on the one hand, and the relation between the participants, on the other hand, is understood here as representing a dynamic, two-way interchange between the addressor's intentions and desires, and the possibilities and constraints brought about by the contexts in which interaction takes place and is interpreted. Consequently, utterance meanings are understood as a result of negotiation between the participants. Various contextual resources are drawn from and as the fundamental starting point is the acknowledgement of the facts that (1) a particular language function can contextually be expressed in diverse linguistic forms, (2) one lexico-grammatical form may perform several functions, i.e. have several pragmatic meanings, simultaneously, (3) language functions are frequently fuzzy or ambiguous to understand, not only for an analyst, since different readers allegedly interpret utterances differently due to their divergent experiential backgrounds, and (4) some functions may become transparent and perceivable for the reader only by participating in and contributing to a sequence of prior, present and posterior oral and written interactions.[34] In sum, linguistic features, interactional organization and interactional practices are understood as interdependent and interconnected with contextual features, contributing to meaning making in a dynamic way in the situated two- and multi-person email encounters between participants within different functional areas in the global

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34 See e.g. Bilbow (2002:289) and Poncini (2002b:358) on intercultural business meeting interaction; Alatalo (2002:37-42) on intercultural email interaction.

business arena. This understanding is based on a functional approach as introduced by Halliday and Hasan (1989:23) in their saying that

> Every sentence in a text is multifunctional; but not in such a way that you can point to one particular constituent or segment and say this segment has just this function. The meanings are woven together in a very dense fabric in such a way that, to understand them, we do not look separately at its different parts; rather, we look at the whole thing simultaneously from a number of different angles, each perspective contributing towards the total interpretation. This is the essential nature of a functional approach.

A functional-dialogic approach is used as a general framework in this transdisciplinary study, not as an approach exclusive of other approaches to linguistic scrutiny. The conception introduced by Halliday (1985/1994a) and applied and developed by others (e.g. Ventola 1987; Eggins 1994; Eggins & Martin 1997; Eggins & Slade 1997; Iedema 1997, 2000, 2003; White 2003) is resorted to as resources of analysis when found relevant. As was discussed previously in this chapter, the perspectives and approaches contributing to the theoretical framework and methodological approaches in the analysis of the social uses of language in the business electronic mail interaction are diverse and complementary to each other.

The analysis focuses on the participants' linguistic behaviour in social contexts and the ways in which they convey directive meanings in their email interaction. As the functional-dialogic perspective sees real-life language and language use primarily as a social, dialogic, interactional and contextual phenomenon characterized by dynamism and change, it is a relevant contributing perspective for this study aiming to identify, describe and explain the ways in which language is used by the globally scattered members of the multinational company. In other words, the authentic intra-corporate cross-border email discourse data in English provides an intriguing target for linguistic, interactional and social analysis from the transmethodological perspective.

In terms of different levels of cultures and the interconnectedness of corporate discourses and different cultures, i.e. ethnic and corporate cultures, as contextual factors, this study endorses the view that corporate cultures are to be understood as consisting of discourses, which frequently reflect established arrays of ideas or interests of particular groups of employees with a possible, but not axiomatic, affiliation to the participants' ethnicity or national culture, or the prevailing corporate culture or several corporate cultures within the different subsidiaries or functional groups of employees (see e.g. Charles 1994:258-259; Harris & Bargiela-Chiappini 1997:15; Poncini 2002b:348). It is found important to emphasize that this study is neither an intercultural nor a cross-cultural research, despite the participants' multicultural backgrounds.[35] Further, despite the aim to discuss the structure of interaction at the message

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35 See a discussion in favour of a non-cultural approach e.g. in Poncini (2002a, 2003b). See also Alatalo (2002:79 citing Valero-Garcés 1996), Louhiala-Salminen (1995), and Wierzbicka (1991).

level in order to contribute to the analyses of the linguistic functions of directive utterances, this study does not fall into the category of genre studies for reasons discussed in section 2.5.1.

In an attempt to test the tenability of Eggins and Slade's (1997) and Iedema's (1997) functional typologies, this study suggests accounts and networks of turn functions and directive utterance functions and their lexico-grammatical realizations to be developed by further analysis of email interaction. Thus, rather than aiming to argue for a universal and generalizable model of analysis, this study subjects the functional accounts and networks to development and elaboration by future research into interaction carried out in business contexts via email.

5 AIMS, DATA AND METHODS

Chapter 5 will clarify the aims of this study by explicating and discussing the research questions at more length than was done in Chapter 1. Secondly, the informants and data and the data collection methods together with their selection criteria for this study will be elaborated on. Thirdly, the analytical approach adopted in this study building on two functional accounts will be discussed in detail. Lastly, condensed illustrations of four messages will be offered to explicate the ways in which the interpretations on the following features contributing to categorizing the messages have been arrived at: the direction of interaction in the initiating messages, whose previous activity caused the need for requesting action in the initiating message, and the overall turn structure of individual messages.

5.1 Aims and research questions

Empirically, the primary aim of this qualitative work is to investigate the lexico-grammatical realizations of the directive utterance functions appearing in the unfolding of the email interaction. Drawing from a functional-pragmatic-social approach allows for a multi-angle exploration of the interaction and the relationship between the particularities of directive language use within different interactional events in the community of practice represented by its individual members who aim to fulfil different transactional and interactional rights and obligations in the multinational business setting. In addition, this approach provides a toolkit for discussing how particular lexico-grammatical and the concomitant functional choices serve to accomplish the functions of email writing as social action in diverse interactional events and contribute to the broader function of conducting business successfully in each interactional event and, in doing that, achieving the generic corporate goals. Within this analytical framework, it is possible to investigate the relation between interaction and the participants' language use and the context. In sum, the aim

is to examine the linguistic forms and social and pragmatic functions of directive utterances in the English language email data written by a number of corporate employees with diverse linguistic backgrounds, including native and non-native speakers of English, within one group of companies.

In seeking to achieve the empirical aims within the analytical framework, the primary research question is formulated as follows:

> *How are directives realized lexico-grammatically and which contextual functions do the diverse linguistic manifestations serve in different turns in different interactional events?*

Thus, in the contextually-oriented analysis of the participants' linguistic behaviour in their conveying directive functions, the aim is to investigate the linguistic and interactional realizations of interpersonal relationships in particular social processes of acting and choice and meanings making, i.e. the lexico-grammatical realizations of directive utterance functions conveyed in different contexts. The focus is on the linguistic analysis of message chains or threads rather than individual messages, since the aim is to investigate interaction in different initiation-response sequences by pursuing to maximize the use of situational and contextual resources for interpreting directive language use and meanings making. Each email message is perceived as a concrete textual representative of an interactional unit contributing to the construction of interactional sequences of meanings making in the broad environment of corporate interactions. The notion of 'turn', or email message, (henceforth without quotes) denotes the interactional unit and will be discussed further in section 5.3.1. Thus, the functionally-oriented analytical approach draws from the sequential structure of interaction in the message chains rather than from a schemata structure approach or genre approach resorted to in several previous studies on business discourse, including email interaction, aiming at identifying typified recurrency in the realization of linguistic and interactional elements in individual email messages. In Halliday's (1994a:70-71) terms the semantic function of a clause in the exchange of goods and services is a proposal, i.e. offers and commands, and in these contexts language is functioning as a means towards achieving what are essentially non-linguistic ends. Chapter 6 focuses on analyzing individual email messages conveying a request for action and eliciting no verbal reaction via email, which allows for the discussion of the functions of the interactional resource of silence as a non-linguistic reaction to the previous turn.

In addition to the primary research question, this work seeks to address two subquestions. The two subquestions closely intertwined with each other and with the primary research question are the following:

a) *How are the interactants' intertwined roles established, maintained and re-established through different directive utterances in the on-going interactions?*
b) *How are the addressors, the addressees, and the non-present 'others', who are involved through the on-going email interactions, introduced by linguistic means into the interactions realizing directive functions?*

In the speech role of demanding, demanding something from the listener means 'inviting to give', i.e. an exchange in which giving implies receiving and demanding implies giving in response (Halliday 1994a:68). Thus, rather than only doing something himself, the addressor is also requiring something of the addressee. In addressing the subquestions, I acknowledge the postulation that establishing, maintaining, and re-establishing social roles is done through interaction. In other words, by engaging in sustained interactions through the initiation-response sequences, or dialogue, participants can establish and develop their social roles they are playing with other people. Dialogue is the means language gives participants for conveying interpersonal meanings about roles and attitudes, and being able to be engaged in dialogue contributes to negotiating the exchange of interpersonal meanings and to realizing social relationships with other participants. (Eggins 1994:148-149.)

As a result, the following question arises: In what ways do social networks consisting of business professionals enable and constrain particular realizations of meanings within social relationships? In addressing this question, one of the starting points underlying the analysis of the intra-corporate email data is that interaction is motivated by the social. In analyzing directive utterance functions and their lexico-grammar, besides taking account of the addressor or 'I' and the addressee or 'you', account has to be taken of the non-participating 'others'. In the analyses to follow, the conception of 'others' is intriguing in that customers and some other parties beyond or outside the on-going interactional settings, e.g. customers, banks, insurance companies, forwarders, may be explicitly or implicitly brought in the interactions. In other words, 'others' may be assigned the role of the original 'director' through directives, i.e. directives may be attributed to them, on the one hand. On the other hand, the notion of 'others' may involve corporate participants outside the on-going interactional settings, i.e. directives may assign the role of the 'directee' to non-participating 'others' by expecting action or non-action from them.

The theoretical aims of this study are to test the tenability of and develop a contextually viable account that would be useful in describing participants' directive behaviour in email interaction in message exchanges representing the written mode of interaction. The primary target of testing and development is Iedema's (1997) semantic account of directive utterance functions established on the basis of his analysis of administrative texts conveying directives. By drawing from Iedema's (1997) semantic account, the aim of this study is to create a data driven network of functional categories of directive utterances through analyzing the directive utterance functions in the email data. The second target of testing and development is Eggins and Slade's (1997) account of speech functions of moves established for analyzing casual conversations. In analyzing the written email interaction, the aim is to describe and interpret the functions of the messages or turns. Further, the aim is to assign to each email message a functional label and illustrate the functional classes through a network by drawing from Eggins and Slade's (1997) account and the linguistic analysis of the messages or message chains. The functional categorizations at

the level of turns and at the level of directive utterances will be used as the analytical framework in the empirical part of this study.

The broad aim of this work is to extend and diversify the findings of previous research on business email interaction through practical illustrations of some general developments taking place in the multinational corporation and through a range of theoretical perspectives to understand these developments and their alleged implications and ramifications for corporate employees' performance, with a focus on linguistic performance when corporate employees use email as a means of interaction in conveying directives. It was an interest in the change developments and the subsequent changes in the means, ways and interactional practices, including changes in the language use, in the business domain that motivated this work on intra-corporate cross-border email interaction in English.

5.2 Informants, data and methods

The English language electronic mail data comprise a total of 298 individual English-language messages exchanged between globally scattered corporate employees and span particular periods during the years of 1994, 1996, 1998, 1999, and 2003. The messages exchanged in the years of 1994, 1996, 1998 and 1999 represent interaction between Finnish informants working at the production plant in different functional areas in Finland (fifteen informants), and the Sales and Marketing Office staff working in Britain (six informants), France (two informants), Italy (two informants), the United States (five informants) as well as Dutch employees (two informants) working at the further processing plant in the Netherlands. Corporate personnel working in ten countries are represented in the 2003 data of email messages. The countries represented in the 2003 data through SMO employees or production or further processing plant employees in different functional areas are Britain (six informants), France (three informants), Hong Kong (two informants), Japan (four informants), the Netherlands (four informants), Singapore (two informants – one Finnish-born), Brazil (one informant), Sweden (three informants), and the United States (five informants).

The production plant in Finland is represented by ten informants working in different functional areas. The hierarchically organized functional departments which provide different kinds of expertise and within which the individual NS and NNS informants work are sales and marketing in all countries represented, laboratory and quality assurance in Britain (the 2003 data), Finland, the Netherlands, and Sweden (the 2003 data), with the addition of sales support, financing, invoicing, collections and information technology in Finland.

The Finnish informants represent the Finnish producer/supplier, whereas the customer's voice is represented by the non-Finnish informants, i.e. the SMO

staff, who are either native or non-native speakers of English. Thus, in view of directive linguistic behaviour in the on-going interactions, the two main parties are either explicitly or implicitly written into the email interaction through their roles as the originators or addressors of directives and as the addressees of directives. The SMO staff is organizationally placed in their intermediary role in order to ensure efficient and effective interaction with the customer, and eventually in order to guarantee one of the generic corporate goals, i.e. customer satisfaction by providing customers globally with the right materials in the right place in the right time. The 'others', for example representatives of banks, forwarders, carriers, standardization offices or government authorities, on the one hand, or employees of the company not actively participating in the on-going interactions, may be introduced either explicitly or implicitly in the on-going interactions as was discussed previously.

Resulting from their positions and roles and their tasks and duties within the organizational hierarchy of the group of companies, the variety of the participants' position-related interactional functions or goals conveyed by the email messages in English is wide. The achievement of these goals in each individual interactional event and sequences of interactional events constitutes a prerequisite for the successful attainment of the generic corporate goals defined in the corporate strategy and vision statements. Thus, the network of positions and the persons who occupy them and possess different kind of knowledge and expertise in managing organizational, interpersonal, interactional and transactional complexity is an essential contributor to the main company's viability as a profit-making business enterprise in the global market place. However, the range of the position-derived interactional purposes found in the email messages by different informants seems to be limited to some extent with each informant. This was confirmed by eight Finnish informants in an email questionnaire[36] concerning the situations and topics and issues they share and write about with the SMO staff. The purpose of the questionnaire was to receive information regarding the interviewees' use of the email as an interactional media, and the questions concerned their experience in and frequency of email use in their day-to-day business interactions, and the reasons for the use of email in addition to other media as well as the purposes for which the participants mainly use email. Further, the interviewees were asked to explain how they experience the level of familiarity and social relationships between themselves and the persons they use email to interact with, and if and how they experience themselves as experts when interacting through email. The information received from the questionnaire was used as background information to contribute to analyzing the 'goings-on' in the interactional events in the email interaction. On the basis of the questionnaire and the interaction in the email data it seems that typical interactional purposes of the SMO staff include the following: requesting for action, and for information and advice, and forwarding complaints or other

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36 The questionnaire was circulated via email in Finnish among the informants working in Finland in 1999 and 2000, and the responses are at the present writer's disposal.

information to the producer/supplier in Finland on behalf of customers. The Finnish staff's messages mainly seem to serve the following purposes: providing the SMO staff with information, in response to the addressees' or customers' request, or on the addressors' own initiative, giving advice, suggestions, recommendations, and responding to complaints or messages reporting other problems, or messages requesting for information. However, the division is not as categorical as suggested above, i.e. on some occasions the SMO staff may inform the staff in Finland about something, and correspondingly the staff in Finland may request for action, or for information in their messages.

As native speakers of English are represented in the data through the UK and US Sales and Marketing Offices/Companies (SMOs), the English language is referred to as a shared intra-corporate language. In the year of 2001, the corporation started using English as the official corporate language. However, before that English was the most frequently used language in cross-border intra-corporate interaction as well as in cross-border inter-corporate encounters.

The data collection period in the year of 1996 provided messages written in 1994 and 1996, the data collection period in the year of 1999 provided messages written in 1998 and 1999, whereas the data collection period in the year of 2003 provided me with messages written in the spring of 2003. The data accumulated in different years shows that email users tend to save messages of consequence in their email systems for possible later use.

Despite the nine years' time frame in the collection of data for this study, the intention is not to do a longitudinal analysis to describe for example the development of language use or changes in language use by the participants. First, it is not feasible within the aims and the scope of this study. Second, it is not possible with the data, since the messages submitted in different years are self-selected by the writers for confidentiality, and not necessarily by the same writers every year. As there is no access to the company's email systems for outsiders, the only possible way to collect the data was through those company employees working in Finland who agreed to submit their email exchanges for research purposes at a request licensed by the management team of the company. Different employees agreed to submit messages in different years even though the request was sent to the same employees every year, except in the year of 2003 due to changes in personnel. Some employees did not submit their email interaction for research purposes for reasons unknown. According to the informants, the number of messages submitted for research purposes by them is in direct correlation with the number of English language messages they exchange for professional purposes. Therefore, the number of messages by different informants from different years varies considerably. For example, the data from the year 1994 are only by two informants, who can be regarded as 'pilot' users of the email systems in the company and who saved the English language messages in the email system. However, one of the 'pilot' informants is only represented in the 1994 data, since she changed jobs before the 1999 data was collected.

A decision was made to focus on analyzing individual messages conveying a request for action and message chains initiated by messages conveying a request for action. Consequently, twenty one (21) individual messages conveying a request for action eliciting no verbal reaction, and thirty eight (38) message chains comprising initiating messages with a request for action and eliciting verbal email reactions were analyzed in this study. In the scope of this contextually-oriented qualitative study, this decision was made in order to be able to examine in which ways directive interaction unfolds in the selected initiation-response sequences where the addressor of the initiating message requests for action in different interactional events. One of the motivations to choose the message chains initiated by requests for action was that typically previous research has stigmatized requests for action as impinging face-threat (Brown & Levinson 1978, 1987) or being 'costly' (Leech 1995) on requestees. Consequently, requests for action are frequently seen as challenging from the addressors' point of view in terms of the choices of their lexico-grammatical realizations. However, 'costliness', face-threat or politeness considerations are not in the focus when analyzing directive functions in the intra-corporate email interaction since face threat is not understood as the primary consideration in the participants' intra-corporate email dialogue when negotiating the exchanges of interpersonal meanings about roles (see Spencer-Oatey 2000 and Forey 2004 in section 3.3). On the basis of a tentative scrutiny of the accumulated data, message chains initiated by requests for action appeared linguistically and interactionally intriguing in view of the unfolding of interaction in comparison with message chains initiated by requests for information, not least in view of the extent of the interaction in the message chains.

The decision to focus on interactional sequences conveying a request for action utterance in the initiating messages derives from the assumption that directive linguistic behaviour in goal-oriented business settings, here represented by email interactional settings in a multinational company representing the production sector of industries,[37] is frequently task- and action-oriented and participants' directive language use is concerned with organizing action through interaction (Iedema 1997:74), for which functions requests for action are typically used. Simultaneously, it is assumed that initial requests for action result in exchange and negotiation of information and knowledge in the email interaction. As the decision was made to focus on analyzing message chains initiated by action-seeking directives, a total of 147 individual messages appearing in different message chains were subjected to close context-derived linguistic analysis.

The focus on sequences of messages derives from my basic argument that in today's business world email message exchanges between identified

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[37] Compare with e.g. Kankaanranta's (2005:372-373) data, also representing the manufacturing branch, and her finding that all the impositive verbs used in the requesting moves were somehow connected to communication, exchanging information, among them such verbs realizing requests as *comment, inform, contact,* and *discuss*.

participants contribute to various negotiation processes and, therefore, are interactive and dialogic in nature. In other words, rather than being used only for managing routine situations to request for immediate action or for information available off hand from the addressee or the existing pools of information, email is used for negotiating meanings in business in different interactional events, which in the email data is concretely illustrated by the occurrences of threads, i.e. sequences of initiating and reacting or responding messages comprising as many as eleven in number. The share of message threads with multiple participants seems to be higher in the 1999 and 2003 data than in the data from the previous years. Due to the non-systematic data collection methods, it would be speculation to make any generalizing suggestions on this issue. However, it might be interpreted as indicating that with growing experience in the use of email as a means of intra-corporate cross-border interaction, the participants use email increasingly as a means of social networking for active knowledge work and as a real vehicle for interaction and dialogue in negotiating meanings. In other words, as email has established its position as an efficient and effective means of interaction in the business domain, its functions seem to have become more varied.

The data covers occurrences of utterances that addressors use to link their current message to prior and future written and oral interactions in order to create sequential context.[38] Such utterances together with attached email messages and hypertext links to external sources indicate that email messages are inherently sequential in nature through intertextuality and constituted by elements of other texts as email is used as one means of interaction among other means in managing interactional activities and practices in the multinational. From the point of view of intertextuality provided by email attachments and hypertext links, tying current interactions to prior and future interactions contributes to creating a dynamic arena for meaning making and sharing at the global corporate level.

The fact that the data comprise intra-corporate email messages requires a special consideration of the business setting in analyzing directive language use when compared with analysis of language use in inter-corporate settings, i.e. between for example buyers and sellers. The interaction in the data comprises horizontal interaction between peers at the operative and management level, and up- and downward vertical interaction between management-level staff and operative-level staff in both directions in view of the corporate hierarchy locally and globally. Further, the interaction represents cross-functional interaction in that it is carried out between participants positioned within different subunits in different countries and within different functional departments or groups of the main company.

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38 Loos (1999:315-316, original quote) uses the notion of 'tyings' for such linking utterances.

5.3 Tools of analysis

This section brings the study closer to the actual analysis, since it will outline the two main tools of the context-derived functional analysis contributing to providing answers to the research questions listed above. First, a typology originating from Eggins and Slade (1997) is used in this study in assigning individual email messages or turns with different functions indicating the consolidated speech function of each turn. Second, in analyzing the directive utterance functions at the clause level as they are conveyed in each turn, Iedema's (1997) semantic account of directive utterance functions is drawn from. On the one hand, drawing from the functional typologies suggested by Eggins and Slade (1997) created by studying casual conversation, contributes to testing the applicability of their typologies as an analytical tool in analyzing written interaction via email. On the other hand, drawing from Iedema's (1997) functional typology created by studying administrative texts helps to test its applicability as an analytical tool in analyzing email interaction which is typically referred to as interaction unfolding in a conversational and dynamic manner, including the business domain. Further, as urged by Eggins and Slade (1997) and Iedema (1997), this study aims to contribute to developing their typologies by context- and situation-driven additions and modifications originating from differences between their data and the email data and the linguistic occurrences and their subsequent functions.

5.3.1 Eggins and Slade's functional typology

The analysis of interactional functions at the turn level is carried out by resorting to the functional network typologies suggested by Eggins and Slade (1997). The analysis draws from a functional interpretation of dialogue as the exchange of speech functions in that each individual message is seen as a turn carrying particular functions in different chains of message exchanges (Halliday 1994a; Eggins & Slade 1997), and each directive utterance function is interpretable from the context of language use (Iedema 1997). Eggins and Slade (1997) rely on Halliday's dialogic perspective which provides both a means of describing dialogic structure and a means of interpreting dialogic structure as the expression of interpersonal relations. Therefore, an 'act' of speaking can be referred to as an 'interact', in other words it is an exchange, in which giving implies receiving and demanding implies giving in response (Halliday 1994a:68, original quotes). Further, in dialogic interaction, there is a choice between initiating and responding speech roles, and the four primary speech functions are matched by a set of expected or desired responses, i.e. accepting an offer, carrying out a command, acknowledging a statement and answering a question (Halliday 1994a: 68-69).

The description of the unfolding of email interaction in message chains and the functions of individual messages or turns in this study is influenced by

Eggins and Slade's (1997) understanding of turns as units of analysis. However, their notion of 'move' (henceforth without quotes) is not used in this study. In making a distinction between grammatical forms and speech functions, Eggins and Slade (1997:184) point out that speech functions are carried not by grammatical units, such as the clause, but by a discourse unit which is a unit sensitive to interactive function. They refer to the 'turn' (henceforth without quotes) as the most obvious discourse unit, i.e. all the talk that is conveyed by one speaker before another speaker gets in. There can be multi-purpose turns, i.e. one turn can convey several speech functions. Further, a number of moves can be made in one turn. (Eggins & Slade 1997:185.) Eggins and Slade (1997) point out that moves and clauses relate to each other in terms of realization, i.e. moves are expressed in language through the grammatical units of clauses. Further, one mood type can convey different speech functions in different contexts and one speech function may be carried by one clause, while in some other contexts one speech function can take several linked clauses to be realized. From a practical perspective, even though the move is a separate unit from the clause, moves are realized by clauses most of the time. In addition, in CA terms, moves can be referred to as units sensitive to turn-taking since the end of a move indicates a point of possible turn-transfer. In their analysis Eggins and Slade regard the move as a functional-semantic reinterpretation of the turn-constructional unit (TCU) of Conversation Analysis. (Eggins & Slade 1997:185-187.)

Even though the purpose of this study is not to suggest a functionally generic move-by-move description of interactional structure in the sense Eggins and Slade (1997) or Iedema (1997) do, the notion of turn is regarded as a viable tool for describing the overall functions of individual messages in email message exchanges. Each message serves as a turn in the sense that turn-taking in email exchanges is relative to each individual message. Here a turn or an individual message is understood as representing an interactional unit, i.e. a unit sensitive to interactive function in an interactional sequence. It is acknowledged that one email turn or message can carry several functions or tasks realized through a single clause or several clauses or elliptical clauses and the different functions can be targeted at one addressee or at several different addressees in multi-addressee turns (Eggins & Slade 1997:185). Pragmatically, the notion of turn refers to all written email text produced by one addressor before another or the same addressor takes the floor, i.e. reacts by linguistic action to the previous message. As individual email messages cannot be interrupted by other interactants due to technological ramifications, the next addressor can only take the turn at the end of each turn. In CA terms, legitimate transition between addressors takes place at transition-relevance-places (TRPs) (Hutchby & Wooffitt 1998:48-49; McElhearn 1996:4) which in email interaction are at the end of each individual email message. In the analysis of directive functions, the notion of clause is used in this study to refer to the grammatical patterns of mood, such as the imperative mood in *Please change the terms*, or the declarative mood in *I also have a request for access rights*. Further, directive functions are conveyed through expressions in which different forms of ellipsis

occur, including such elliptical expressions as *Comments?* or *Directly or indirectly?*, the functions of which can be established from the preceding interaction. (Halliday 1994a:92-93, 316-323.) The notion of 'utterance' (henceforth without quotes) is used to refer to clauses or elliptical lexico-grammatical realizations carrying contextual and situational functions in the on-going interactions. The use of the notion of utterance in analyzing written email interaction is influenced by pragmatic definitions of an utterance, i.e. "an utterance is the issuance of a sentence, a sentence-analogue, or sentence-fragment, in an actual context" (Levinson 1994:18-19), or an utterance is "a sentence used by a speaker for some purpose" (Grundy 1995:210).

The notions of initiating and responding turn functions, and supporting and confronting turn functions will be used in agreement with Eggins and Slade's (1997) account. However, as will be discussed in the analysis, the notion of challenging function instead of the confronting function as suggested by Ventola (1987:90-91) is also seen as adequate in view of the contextual constraints in particular interactional events involving confrontational functions in Eggins and Slade's (1997) terms. Figure 2 illustrates an overview of Eggins and Slade's (1997:192) major subcategories of speech function classes.

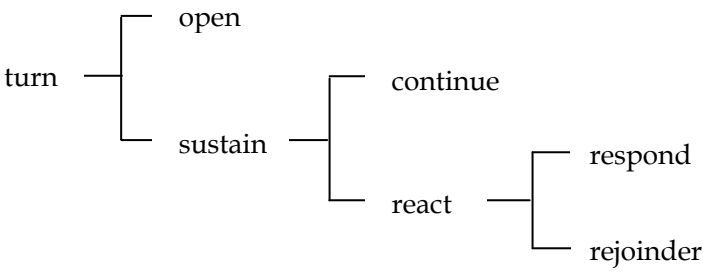

FIGURE 2 Eggins and Slade's speech function network

In Eggins & Slade's (1997:193) network of subcategories of speech functions, a distinction is made between attending and initiating moves in the opening move category. In their categorization attending moves include salutations and greetings with the function of preparing the ground for interaction by alerting the attention of the intended addressee. In the present email data, there are a number of initiating messages with no attending utterances. Attending utterances, i.e. salutations and greetings, will be discussed in the analysis to follow if they are interpreted as conveying functions that contribute to the realization of different directive utterance functions.

The turns carrying sustaining speech functions (Eggins & Slade 1997:195-200) keep negotiating the same proposition or proposal that was introduced in the initiating turn. Sustaining interaction may either be achieved by the same speaker who realized the previous turn, i.e. by carrying a continuing speech function, or by a new speaker taking a turn, i.e. reacting speech function (Eggins & Slade 1997:200-213). In other words, the turn carrying the continuing speech function allows for the same speaker to continue, i.e. maintain the

speaker's role, whereas the turn carrying the reacting speech function allows for a new speaker to take the floor, i.e. take on the speaker's role.

The responding speech function (Eggins & Slade 1997:200-207) is realized when one speaker sustains interaction by verbally reacting to a move produced by a different speaker. The responding reactions capture the essentially interactive options in interaction as they move the exchange towards completion by negotiating a proposition or proposal on the terms set up by the previous speaker. By realizing a responding turn, the respondent accepts the interactants' role positionings and agrees to negotiate the previous speaker's proposition or proposal. (Eggins & Slade 1997:200.) Despite their inclination toward interactional completion, responding turns still enable resistance, since responses may be either supporting or confronting.

Eggins and Slade (1997:182) differentiate the alternative responding speech functions in sustaining interaction as either supporting or confronting. By supporting responses they refer to responses that elicit consensus and agreement, such as acknowledging a statement or answering a question. In this study the act of silence as a supporting response presupposing compliance is discussed as a compliant response to a request for action conveyed in routine-like or straightforward interactional events. Confronting responses, or challenging responses (Ventola 1987:90-91), such as non-compliant responses disclaiming information rather than explicating compliance, declining an answer to a question or refusing an offer, may elicit disagreement, on the one hand, or bring about negotiation, on the other. By using the labels supporting and confronting, Eggins and Slade avoid the use of the notions 'preferred/expected' and 'dispreferred/discretionary', since the difference between the labels supporting and confronting has to do with the implications for the exchange. According to Eggins and Slade (1997:182), while both types of responses engage with the proposition or proposal put forward in the initiation, i.e. they do not seek to challenge or undermine it, supporting responses tend to close off the exchange, as the proposition has been resolved or the proposal has been complied with. Confronting responses are often followed by further negotiation as respondents may either volunteer or be asked to provide justification or explanations.

The reacting function of rejoindering may either convey support or confrontation in relation to the proposition or proposal expressed by the initiating speaker (Eggins & Slade 1997:207). The rejoindering functions are typically either tracking or challenging, and these two subclasses correspond to the supporting and confronting alternatives in the responding category, and utterances conveying the tracking function support and prolong negotiation by checking, confirming, clarifying or probing the content of prior moves, whereas utterances conveying the challenging function confront prior interaction by attacking it by actively rejecting negotiation or by querying the veracity of what has been said or the sayer's right to say it (Eggins & Slade 1997:207, 211).

Eggins and Slade (1997:191-212) offer an extension to their basic sub-classifications between initiating/responding and supporting/confronting speech functions for analyzing casual conversations. They present a data-driven

classification in the form of a network where categories increase in delicacy when moving towards the right-hand side in the network. By drawing on the link between speech functions and mood, Eggins and Slade sub-classify speech functions on a principled basis in line with the outline suggested by Halliday (1994a). Thus, they use linguistic criteria for establishing speech function categories. For each speech function class and subclass, they specify realization criteria by drawing on the systems of interpersonal meaning. Through their presentation of a comprehensive and delicate network of speech function classes Eggins and Slade (1997) illustrate how the patterns of confrontation and support expressed through conversational structure enable interactants to explore and adjust their alignments and intimacy with each other, and provide evidence of the on-going negotiation of differences in moves sustaining interaction between participants (Eggins & Slade 1997:169).

Especially the delicate account of speech function classes suggested by Eggins and Slade offer a fruitful starting point for examining the ways in which interactional sequences unfold in the chains of email message exchanges. In the scope of this section, it is not possible to elaborate on the delicate speech function networks suggested by Eggins and Slade (1997). Instead, the appearances and linguistic realizations of different delicate speech functions at the turn level will be detailed and expressed in the data-driven networks when analyzing their appearances in the different individual messages in different message chains in sections 6.5, 7.5, 8.5, and 9.5.

As was stated previously, the notion of move is not used in this study, whereas the notion of turn is used to denote an interactional unit and refer to each individual email message in different message chains. The fact that different functions interpenetrate and, consequently, turns carry multiple functions in that different utterances convey different functions or several functions simultaneously does not invalidate the notion of turn as an analytical tool in this context. As was suggested previously, due to the practical nature of real-life business email interaction it is possible to resort to the resource of contextual and situational knowledge in addition to the lexico-grammar which contribute to interpreting different functions that different utterances carry in different situations and to identifying and describing a consolidated function of different turns (see the discussion of the notion of consolidated in section 2.5.1. In other words, this work subscribes to Halliday's (1994a:95) view that meanings and functions of linguistic realizations in real-life language can to a high extent be interpreted by drawing from what interactants do and say and where they do so. As utterances in individual messages and message chains are perceived as situated, contextualized and lexico-grammatically or typographically marked, it is possible to describe, interpret, and assign a function or multiple functions to turns. In deducing the consolidated function of each turn in message chains, global contextual features together with the information and linguistic cues from the on-going interactions and the responding messages will be utilized.

Thus, as the focus of linguistic analysis is on utterances carrying directive functions in interaction unfolding in the message chains, the notion of turn is

used as a pragmatic tool of description beyond the utterance level, remembering that individual utterances in varying lexical and structural forms within the framework of the general message outline by default contribute to the overall functions and meanings of interactional units or turns, and consequently of whole email sequences realized by email chains of varying length.

In presenting their classification of speech functions, Eggins and Slade (1997:191) admit that specific types of interactional data may require a different sub-classification to reveal patterns of particular interest. Consequently, as the data in this study represents the written mode of interaction, some amendments due to the different nature of the interactive data will be made to the network and the notions suggested by Eggins and Slade. The amendments concern the re-labellings of the more delicate and nuanced speech function subcategories by incorporating some subcategories in Eggins and Slade's (1997:191) account into one category. Thus, in the category of sustaining functions with the continuing and the subsequent prolonging speech function, the subcategories of elaborating, extending and enhancing are placed under one subcategory and re-labelled as the expanding speech function (Halliday 1994a: 225). In a similar way, in the category of sustaining with the continuing and the subsequent appending speech function, the subcategories of elaborating, extending and enhancing are incorporated into one subcategory and re-labelled as the expanding speech function (Eggins & Slade 1997:196 citing Halliday 1994a:324, 326). Halliday (1994a:225) introduces the notion of expansion in the framework of the conception of clause complex. This study draws from this conception of expansion, in agreement with Eggins and Slade (1997:197), by interpreting the relation between a speech function and its prolonging continuation as one of expansion: a prolonging turn provides clarification or further particulars of the same proposition or proposal. This re-labelling is made, since the umbrella notion of expanding is found specific enough for the purposes of this study. The decision not to use the fine-tuned comparison is licensed by Halliday's (1994a:225) view that those who do not like similes should ignore the comparison between the three ways of enriching the clause meaning.

5.3.2 Iedema's functional account

As this work primarily aims at analyzing the functions and lexico-grammatical realizations of utterances conveying directive functions in email interaction, the analysis of the demanding speech function, i.e. demanding goods&services and information, or the command and question, will be in the focus. Thus, the analysis to follow draws on the meaning of the clause as an exchange, i.e. the interpersonal metafunctions. As a result, the analysis of directive utterance functions in the email interaction benefits from Iedema's (1997:91) semantic categorization of different types of directive utterances, which will be detailed below.

In this study the umbrella notion of directive refers to utterances which are realized by different lexico-grammar and which function to convey different degrees of directiveness, desirability or necessity, i.e. shouldness in Iedema's (1997:73) terms, and which contextually and situationally interpreted convey different linguistic functions when addressors aim to influence others' or one's own behaviour.

Iedema's (1997:88-91) system network summarizing his semantic typology of directives as revealed in administrative texts was depicted in Figure 1 when the distinctions between different types were discussed in section 4.7.2. Iedema's semantic typology of directives has been adapted and amended for the purposes of this study due to the differences revealed by studying the functions of directive utterances in the email interaction. As a result, there are particular editions, additions and re-labellings made in view of Iedema's (1997) conception.

The first difference, which was pointed out previously, derives from the fact that Iedema refers to directives as whole texts including the obligatory command, i.e. the request for action move, and optional legitimizing or enabling elements or moves supporting the command (Iedema 1997:74, 77). In this study the notion of directive refers to utterances varying in lexical and structural realizations in conveying different functions and, as was pointed out previously, the notion of move is not in use. Further, this study focuses on analyzing the participants' linguistic behaviour in message chains, whereas the target of Iedema's linguistic analysis was individual administrative texts, even though they exposed intertextual elements in relation to other texts.

Second, Iedema refers to the extending function, for example adding legitimizing or enabling elements, whereas this study uses Halliday's (1994a: 225) generic notion of expanding for forming clause complexes above the clause level, here for forming directive utterance elements in turn construction which contribute to the consolidated speech function of the whole turn. Thus the notion of expanding covers the enriching functions of extending, i.e. adding or replacing, elaborating, i.e. specifying or further describing, and enhancing, i.e. qualifying (Halliday 1994a:225, 230, 232). A similar amendment was made to Eggins and Slade's functional labelling at the level of the turn. As Iedema's (1997:91) semantic network of different types of directives indicates, there are nuances and elements and verbal operators of modulation available to either mitigate or intensify directive utterances on the scale of modulation from low through median to high (Halliday 1994a:76). In the email data, there are linguistic elements and verbal operators of modulation used to either mitigate or intensify directive utterances. In other words, semantic elements of mitigation and intensification as well as appraisal and involvement are part of the on-going linguistic activities and can be perceived as contributing to constructing the functional properties of directive utterances.

Third, in comparison with the typology of directives suggested by Iedema (1997: 91), particular differences in the functional types were revealed by studying the unfolding of interaction in the email data. The functional differences

will be pointed out and discussed in detail when analyzing the unfolding of interaction in different message chains in sections 6.5, 7.5, 8.5, and 9.5.

Further, in his analysis of directives and his discussion of the semantics of the Command, Iedema (1997:88-90, original capitalization) divides directives into distinct categories initiating and iterating, and proscribing, i.e. reactive, and prescribing, i.e. proactive, functions. He draws on the distinctions whether directives aim to limit the behaviour of people, achieve change, or repeat previous commands, thus allowing the time aspect into analyses. As was mentioned earlier, proscribing or reactive directives are negative in meaning in that they proscribe actual or suspected behaviour, i.e. interdict incorrect past and current behaviour and prohibit potential incorrect future behaviour. In other words, reactive directives can be understood as regulative and preventive of repetition of past incorrect social order or potential distortion of present or future social order in a discourse community. Prescribing or proactive directives can be seen as positive in that they may suggest changes, prescribe correct courses of action, or renovate existing practices. (Iedema 1997:88-90.)

In the email data, different utterances within particular clause complexes performing different functions are interpreted as carrying initiating, iterative, proscribing and prescribing functions. Extracts from the initiating message 8 (Appendix 1) serve as a condensed illustration of how the interpretations have been arrived at concerning the different directive functions in the email data. The clause complexes *The order status report we get for {three Customer Company Names} didn't print today could you please check about them so we get them Wed. Also could you request this report for {Customer Company Name} also. Thanks for your help.* have been interpreted as carrying two directive functions. The utterance *could you please check about them so we get them Wed* is interpreted as carrying the initiating and prescribing function of a request for action, whereas the utterance *Also could you request this report for {Customer Company Name} also.* is interpreted as conveying the iterating and prescribing function of expanding the original request for action. This interpretation is based on the reading that the material process verbal group *check about them* (i.e. reports) linked with *so we get them* means that the addressor requests the addressee to contact the person in charge of printing to ensure right printing of the reports. Consequently, the latter request *Also could you request* receives an iterating interpretation since it can be seen as expanding on the previous request by adding experiential content to it, as is indicated by the two uses of *also*. In message chains where the initiating turns elicit verbal reactions, the directive functions are interpreted as iterating since their linguistic realizations are reactions to previously uttered proposals or propositions. Thus, the labelling of the categories of directive utterance functions and the consolidated speech functions of the turns by drawing from Iedema's (1997) and Eggins and Slade's (1997) accounts allow assigning delicate and nuanced situational and contextual functions to utterances realized by congruent and incongruent mood choices typical of commands (Halliday 1994a).

5.3.3 Illustrations of message categorizations

The aim of the following sections is to provide a condensed illustration of the ways in which the initiating turns are categorized for the linguistic analysis. Further, a compact discussion of the turn structures and the reasons for seeing them as contributing to realizing different turn function and the directive utterance functions is provided.

5.3.3.1 Categorizing initiating turns for analysis

The initiating turns are categorized for the linguistic analysis according to the direction of interaction since the direction of interaction in the initiating messages will be discussed as one of the contextual contributors to the situational realization of consolidated turn functions and directive utterance functions. The extent to which the direction of interaction is intertwined with the topic or issue of interaction will also be subjected to linguistic analysis and discussion. Horizontal or symmetrical interaction is realized between a) operative-level employees (H/O-TO-O), and b) management-level employees (H/M-TO-M), whereas vertical or asymmetrical interaction takes place a) downward (VD), and b) upward (VU). Henceforth the abbreviations will be used in this study in different tables.

Further, the interaction in the initiating turns, or in the continuing turns, will be approached from the point of view of whose previous action caused the need to request for action in order to explore its possible implications for the realizations of turn functions and directive utterance functions. The previous action or non-action necessitating the request for action may be attributed to i) a non-present party, ii) the addressee or addressee's party, or by iii) the addressor or addressor's party. The notion of non-present party refers either to named customers, forwarding agencies, or authorities. In order to be explicit about the analytic construct of whose previous activity necessitates the request for action in the on-going interactions, two sample messages have been selected to illustrate the way in which the turn categorizations have been arrived at. The dates are preserved, if available, in the messages since in particular analyses the time of writing the message may be referred to as a contextual feature of urgency with implications for the language use.

In the initiating message 19 eliciting no response the direction of interaction is vertically upward (VU), i.e. an operative-level addressor at the mill in Finland addresses the message to a management-level addressee in the SMO in the USA.

19) Initiating message

26.05.99
Subject: {Material property} quality
We have updated the following requirements:
(Requirements particularized}
We hope that the material in future suits better for {Material property} applications.

Please review the codes and send your comments if any.
Best regards,
Teija

The requests for action, *Please review the codes and send your comments if any.*, expecting action from the addressee expressed in this message are due to customers' need to change material requirements. The addressor's party's previous action is explicated in *We have updated the following requirements:*, which necessitates the action requested from the addressee.

In the chain 24-25 comprising the initiating and the continuing turn the addressor of the two messages is a Sales Assistant in the SMO in the UK and the addressee is an Invoicing Clerk at the mill in Finland. In other words, the interaction represents operative-level peer interaction (H/O-TO-O).

24) Initiating message

18.1.99
Subject: {Customer Company Name}
Hi Auli
Could you please reissue draft 981716 and deduct credit note 565646 from it? It has been deducted from draft no 991833 so this needs to be reissued as well.
Best regards, Carole

25) Continuing message

19.1.99
Subject: {Customer Company Name}
Auli, so sorry. The customer has telephoned to say that his accountant sent back 981716 so {Name of Bank} should have it by now. As there is only 20 days between the Bills he has decided that he will keep things as they are. AHHHHH! Customers! So he will return 991833 to {Name of Bank} this week!
Sorry for the trouble.
Rgds, Carole

The need for writing the continuing message derives from a customer's previous activity, i.e. *The customer has telephoned to say that his accountant sent back 981716*, due to which the addressor of the initiating message requests action from the addressee in the continuing turn, i.e. to cancel the reissue of the draft that was requested in the initiating turn. The request for cancellation is expressed through the declarative form utterance *he has decided that he will keep things as they are*.

5.3.3.2 Turn structure

Before the lexico-grammatical analysis of the realizations of directive utterance functions, a brief description of the overall structure of the initiating turns will be provided here. This condensed illustration is provided to show how the interpretations concerning the functions of the different structural elements have been made. The overall structural description at this stage is offered to make it possible to approach the lexico-grammatical realizations of directive

utterance functions from the broad interactional context at the turn level in the analysis. The overall structure of the turns will be drawn from in the analyses to follow, especially when discussing the implications of the location of directive utterances, i.e. 'backgrounding' and 'foregrounding' (Iedema 1997) of directive utterances, in contributing to conveying directive functions. In addition to investigating 'backgrounding' and 'foregrounding' (henceforth without quotes) of directive utterances at the level of the turn, the presence and location of directive utterances will be discussed at the level of the clause together with their positioning in relation to the possible legitimizing elements (Iedema 1997).

Despite the condensed discussion of message structures in this study, a detailed structural analysis to the extent provided by Iedema (1997) is out of the scope of this study since the aim is not to suggest a generalizable schema in terms of the message structure. This is due to the nature of the email data which is limited in number and in coverage since messages are submitted by a limited number of employees of one multinational company. However, the detailed analysis of schematic representations of text carried out by Iedema (1997) will be utilized for particular conception and ideas for functional interpretations as was explained above. In addition to the notions of foregrounding and backgrounding, Iedema's notion of 'legitimation' (1997:81) will be used as a general notion to refer to the additional optional linguistic elements functioning as conveying reasons or causes legitimizing or enabling the addressor's directive behaviour in directive interaction. Further, Iedema's (1997) notion of 'orientation' will be used to denote the linguistic elements functioning as providing background information or other orientation to the proposal to follow, such as references to previous interaction between the participants. Lastly, the message-final expressions of thanks will be under analysis as structural components contributing to directive utterance functions in the messages (Iedema 1997:77).

In terms of the different structural elements, the main interest in this study lies in examining the presence or absence of the legitimizing elements in different turns and their location in relation to the request for action utterances. Iedema (1997:87-88) suggests that the presence or absence and the location of legitimizing elements in relation to directive utterances at the level of the text is indicative of particular institutional and interpersonal relations. Iedema (1997:76, 88) suggests that the presence of legitimizing elements in directive texts indicates low degree of hierarchical distance and status difference between participants and, consequently, such texts are open to negotiation. The suggestions made by Iedema in terms of participant relations will be considered and discussed in the ensuing analysis. The notion of pre-sequence is used by Bargiela-Chiappini and Harris (1996:647) in their analysis of requests and status in business correspondence. In their structural diagram of written requests, Bargiela-Chiappini and Harris (1996) identify an optional component of a pre-request located before the compulsory component of a request. Optional pre-requests function as request supportive moves in that they may for example justify written business requests (Bargiela-Chiappini & Harris 1996:647; Alatalo 2002:71-73). Iedema's (1997) notion for linguistic elements with similar

functions is an enabling or legitimizing element, which will be used in this study.

Further, Iedema (1997:80) suggests that by foregrounding the purpose of the text or the request in relation to additional or optional legitimizing or enabling elements at the level of the text, the addressor signals a higher status in relation to the addressee, which may result in tension between politeness and construed status between the participants. Consequently, the presence and location of legitimizing elements in different interactional events and their possible intertwinedness with the realizations of directive utterance functions will be under scrutiny in the linguistic analysis of the lexico-grammatical realizations of directive utterance functions. As was discussed in sections 2.3 and 2.4, the multinational corporation under scrutiny emphasizes the need for leaner organization and flattening of hierarchies to develop their operations. Here the aim is to provide a concise discussion and description of the turn structures to be utilized in the linguistic analysis.

The notions of orientation (ORIEN), legitimation (LEGI), and expression of thanks (THA) will be used in this study to refer to the different optional enabling elements. Further, particular elements conveying further information (INFO) appear in some turns. In particular interactional events it is difficult to assert whether a particular linguistic element can be read as providing orientation to or legitimation for the request to follow. Consequently, the abbreviation ORIEN/LEGI may be used which illustrates the ambiguous and multifunctional nature of contextual real-life language use. Further, some turns analyzed in sections 7.5, 8.5, and 9.5 include linguistic elements conveying compliance (COM). In terms of the directive utterance functions, the requests for action will be referred to as RFA, and the abbreviation RFAEP refers to paraphrased and expanding requests for action, whereas numbers at the end of different abbreviations denote that there are several directive utterances with the same function. The abbreviation ADV is short for advice, INS for instruction, PROH for prohibition, RFI for request for information, RFIE for expanding request for information, RFC for request for confirmation, and SUG for suggestion. Further, there will be further directive utterance functions to be detailed as they appear in the linguistic analysis in the chapters to follow. The abbreviation ENC stands for encouragement and ST for small talk. Even though particular linguistic elements or segments conveying orientation, legitimation, and expressions of thanks may comprise several utterances, they will be treated as one entity in the turn structure illustrations below. The conception of the structural elements illustrated above is partly derived from Iedema (1997), such as ORIEN, LEGI and THA, whereas the notions of enclosure (ENC), small talk (ST), and compliance (COM) are data-driven together with the conception of the elements conveying different directive functions. However, as is shown in Table 1 illustrating Iedema's (1997) functional typology in section 4.7.2., the data-driven functional typology is overlapping with Iedema's conception of prohibiting, advising, and extending which is replaced in this study by the umbrella notion of expanding. In addition, the functions of renovating, reiterating and canceling in Iedema's (1997) typology are taken into use in this

study for example in renovating an advice (RenADV in message 33), in reiterating a request for action (ReiRFA in message 23), and in canceling a request for action (CanRFA in message 25).

The initiating message 9, representing operative-level peer interaction, will be illustrated as an example of the ways in which the labellings of the structural elements are arrived at in this study. The addressee's party's previous incorrect action necessitates the need to request for action. The two requests for action are targeted at the addressee, whereas the prohibition and instructions are targeted at the employees referred to by a generic noun group *who handles Canadian invoices*. Thus, message 9, which will be analyzed in detail in section 6.5, realizes a wide range of directive utterance functions and includes other linguistic elements contributing to realizing these directive functions. As the message is subjected to detailed analysis in section 6.5, only a compact description is provided here. The structural description of the turn is given in the brackets. The abbreviations separated by hyphens denote the division of the turn into structural elements.

9) Initiating message (ORIEN-RFA1-PROH-INFO-RFA1PE-LEGI-INS1-INS2-THA)

07.05.99
Subject: {Customer Company Name} Invoices
Hi Auli
I can't remember who handles Canadian invoices, (ORIEN)/ *but can you please let them know that the proforma invoices for {Customer Company Name} are printing over our printer* (RFA1) / *and they should not be.* (PROH) / *I received two copies of invoices on the following: {Invoices particularized}. Lately this has been happening more and more, but then I also get a copy in the mail.* (INFO) / *Please let them know that* (RFA1PE) *the procedure that was established* (LEGI) / *is to just mail one set of the proforma invoice and packing list to me.* (INS1) / *The only thing that should print over the printer are 2 copies of {Customer Company Name} invoices not proformas.* (INS2) /
Thanks Auli! (THA)/
…lynn

The message structure can be illustrated as follows: ORIEN-RFA1-PROH-INFO-RFA1PE-LEGI-INS1-INS2-THA. The abbreviation RFA1PE translates as the original requests for action that has been paraphrased and expanded by adding some experiential content to it. The abbreviation INS1 denotes the first instruction expressed and INS2 the second instruction expressed.

5.3.4 Points of departure for the analysis

The analysis posits the intra-corporate email interaction in the multinational business setting as social and institutional practice, since business interaction is understood as goal-oriented and purposeful activity, which is characteristic of all human interaction. In the interactional events constituted by directive linguistic activity by different participants, goal-orientation refers to the fact that in different interactional events there is a need to request for action or for information, or facts, or to convey other directive functions in the pursuit of

organizing corporate activities, and that need is linguistically and interactionally expressed in a way that is situationally and contextually perceived as purposeful in order to enable the addressor to achieve the expected actor's compliance. Second, the email data in English represents intra-corporate interaction through which the employees of the same group of companies working for different subunits collaboratively pursue the generic corporate goals. Third, as the data represents intra-corporate interaction, the participants' knowledge and experience of social and interactional practices within the corporation can be assumed to contribute to a high level of predictability of the participants' linguistic behaviour, which, in turn, allegedly contributes to the interpretation and meanings making of the participants' linguistic behaviour in the unfolding interaction.

The three broad criteria of goal-orientation and purposefulness of interaction, collaboration and predictability in linguistic behaviour will be used in identifying the functions of directive utterances in analyzing messages. The interactional activities of for example requesting for action or information, suggesting, advising, instructing and prohibiting are understood as a relatively straightforward undertaking in different interactional events, i.e. the addressor sees the directive activity situationally and contextually as non-problematic or routine. In other words, the linguistic activity conveying different directive functions in these interactional events can be described as both recurrent and conventional, with both the addressors and the addressees having specific expectations and sharing a considerable degree of knowledge in each interactional event (Bargiela-Chiappini & Harris 1996:642).

The analysis will cover interactional events constituted by directive language use conveying need for negotiation of meanings. On the one hand, interaction in particular messages can be understood as being subject to fairly straightforward interpersonal role relationships in that the addressor is socially and interactionally legitimized to request, suggest, advise, instruct and prohibit, i.e. the addressor has the right for example to request for a particular action to be carried out in the interactional event and the subsequent requestee has the obligation to comply with the request. On the other hand, interaction in particular messages can be understood as showing interactionally dynamic and sometimes fluid role relationships between participants when meanings are negotiated. (For request legitimacy in business contexts, see Bargiela-Chiappini & Harris 1996:640.)

In other words, in the intra-corporate email interaction, the actions of directing someone, for example requesting someone to do something when initiating interaction, are understood as social. Thus, the actions of directing are actions with regard to others, i.e. the addressor writes with an active expectation of a verbal or physical response from the addressee or someone else empowered not only by his or her organizational authority but also by his or her contextual and interactional role positioning. Thus, as pointed out previously, the conception of role and the subsequent authority or power relations are not seen as given and static but as interactive and dynamic.

How the participants' role and power relationships are maintained and constructed in the messages will be discussed in the analysis of messages representing horizontal and vertical interaction. The different groups of interactants, representing different backgrounds and holding different organizational positions, do not form homogeneous groups fully sharing specific sets of values, perceptions, or behaviours deriving exclusively from e.g. their ethnicity, institutional power status and role. Thus, even though the interactants' asymmetrical relationships in expressing directives are assumed to derive from their organizational positions and roles rather than the individual acts they carry out in on-going interactions, their contextual and situational realizations of different directive functions are seen as closely related to the particular legitimacy that the addressor is vested with for particular acts in the unfolding of interactions. Consequently, it is assumed that there is a collaborative negotiation process going on between the participants in their conveying different interactional goals and functions, a process that involves the assessment and reassessment of the different situational and contextual factors influencing the way in which they interact with each other and their interaction influencing the context.

5.3.5 How the analysis proceeds in this study

As was indicated previously in this chapter discussing the tools of analysis, this study uses the notion of turn to refer to one individual email message, whereas the notion of message chain refers to email exchanges comprising two or more individual messages. Email interaction unfolding as sequences of email messages will be under analysis in the chapters to follow. The notion of the speech function of a turn is used to refer to the consolidated function of one email message.

The categorization of the messages and message chains in the chapters to follow is carried out as follows. A division between initiating messages eliciting no verbal response and initiating messages eliciting verbal responses is made. As a result, Chapters 6, 7, 8, and 9 focus on analyzing directive language use in the unfolding of interaction in the message exchanges initiated by a message with a request for action as follows: (1) initiating messages not eliciting a verbal response; (2) initiating messages eliciting a continuing message and a possible responding message; (3) initiating messages eliciting one responding message; and (4) initiating messages eliciting several responding messages. Message exchange type (2) is given its own category due to its anomaly in comparison with the three other message exchange types. The key difference is that in the continuing messages, which are reactions to the initiating messages, the same addressor, i.e. the addressor of the initiating or previous message, sustains or continues interaction, whereas in message exchange type (3) the change of the addressor takes place immediately after the initiating message is sent out, and the addressor of the reacting message is referred to as the respondent. Interaction in message exchange type (4) is realized through several reacting

messages in response to interaction in previous messages. Further, some sequences of email exchanges in this type include inserted email messages or email sequences in which interaction external to on-going interactions is made accessible.

These divisions make it possible to proceed with a delicate analysis of the unfolding of interaction in terms of the speech functions in the message chains, on the one hand, and to analyze the functions and lexico-grammatical realizations of directive utterances in the message chains, on the other. Thus, in associating lexical and grammatical structures with their semantic meaning potential in different situational contexts attention will be given to the context-sensitive nature of directive utterances which are accomplished locally. Further, attention is not solely paid to how directive functions are realized lexico-grammatically in different contexts and situations as individual directives but also to how they are conveyed in initiation-response sequences, i.e. how they contribute to setting up the whole networks of interaction in the message chains which are categorized on the basis of how the interaction is initiated and how it proceeds in view of the directive language use as the interaction unfolds in the message exchanges. This allows to investigate how addressees orient to initiating interaction conveying the expected or unexpected verbal or non-verbal action either as a relatively straightforward undertaking (Firth 1991:93), i.e. as non-problematic, as an undertaking leaving space for negotiation, i.e. as negotiable, or as an undertaking not leaving space for negotiation, i.e. as non-negotiable.

As a result, as becomes evident from the discussion and the categorization summarized above, the analysis does not solely focus on how directive functions are conveyed lexico-grammatically within the duration of one individual message. Within the framework of the contextually-oriented functional-dialogic perspective it is possible to focus also on how previously realized directive utterances are reacted to in continuing and responding messages sustaining interaction in the unfolding of interactions in different message chains in contextually and situationally dynamic ways when interactants accomplish and organize different social action in the multinational company through email interaction. As sequencing of interaction allows to make sense of what is going on in interaction, directing is approached here as an emergent activity in order to acquire a good understanding of directive utterance/response utterance sequences in the real-life language use. This approach, it is believed, will increase understanding of the interactional dynamics between interactants in real-life interactional events when directives are conveyed and reacted to via email.

6 INITIATING TURNS ELICITING NO VERBAL RESPONSES

6.1 Introduction

In this chapter the focus of analysis is on the lexico-grammatical realizations of different directive utterances and the functions they convey in the initiating messages carrying the consolidated speech function of commanding, i.e. demanding goods and services (Halliday 1994a). Further, this chapter seeks answers to the questions of how different addressors assert themselves in their speaking positions through different directive utterances and how these utterances carrying different functions contribute to the participants' contextual and interactional role positionings. This chapter also addresses the question of how the different directive utterance functions interconnected with other utterances contribute to the consolidated speech function of different turns. The linguistic analysis of the realizations of the directive utterance functions in this chapter focuses on the category of initiating messages eliciting no verbal response. This category comprises 21 initiating turns, all conveying the consolidated speech function of commanding in that they request for action even though the information seeking functions may be prominent in particular turns. The functions of different directive utterances show more variation, as will be shown by the analysis.

This chapter provides a compact overview of the initiating speech function to start with, and continues by describing the categorization of the turns for the linguistic analysis. The principles for categorization have been illustrated in section 5.3.3. The description of categories of direction of interaction, the previous action necessitating the request for action, and the overall structure of turns will serve as providing background or broad contextual information for a more detailed lexico-grammatical analysis in section 6.5. Thus, the aim of the discussion in sections 6.2, 6.3, and 6.4 is to clarify the overall venue at the level of the turn for the lexico-grammatical realizations of the directive utterance

functions in order to be able to take into account the context in which different functions are conveyed.

6.2 The initiating speech function

6.2.1 Initiating turns

The initiating moves, according to Eggins and Slade (1997:193), actually get the interaction under way. Attending utterances, i.e. salutations and greetings with the function of preparing the ground for interaction by alerting the attention of the intended addressee, will be discussed in the analyses to follow when they are interpreted as contributing to the realization of different directive utterance functions.

Figure 3 depicts the consolidated speech functions in the unfolding of interaction in the 21 initiating turns eliciting no verbal response.

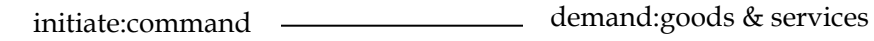

FIGURE 3 Functions of initiating turns eliciting zero response

Initiating turns in this category of email messages function to open interaction with an aim to bring about action around a proposal, a request for action. As all turns carry the function of demanding goods&services, i.e. request for action, the requesters through their linguistic behaviour incite processes involving varying degrees of physical and verbal action by the expected or desired requestees. As the emphasis is on getting someone to do something, the semantic space within which these processes are framed (Iedema et al. 2003:26) include at least one material process of doing, with the possible inclusion of mental and verbal processes. Due to their requesting for action function, initiating turns here can be regarded as assertive turns to the extent that they indicate a claim to a degree of control over the interaction and the addressee/s (Eggins & Slade 1997:194).

Some turns are referred to as multifunctional since the directive utterances in them can be seen as carrying several functions simultaneously. The brief discussion below aims to show how the interpretations of the consolidated turn function of requesting for action have been arrived at. Message 11 (Appendix 5) has a modulated interrogative form request for action *Would you pls check what has happened?*. It is backgrounded at the turn level by message-initial orientation and legitimation elements. The use of the verb *check* in the modulated interrogative utterance can be seen as implicating that the addressor expects the addressee to take action to find out the reason for the problem in order to enable the correction of the situation. In other words, the use of the *check* indicates that the addressor knows that the addressee does not have the information available off-hand. Further, I interpret that the addressor conveys

his willingness to give the floor to the addressee after his checking the situation. The addressor explicates her willingness to involve the addressee in the on-going interaction by the message-final imperative structure *but pls return…* through which she realizes a request for information, i.e. expresses turn availability through the information-seeking utterance. Due to the material processes involved in checking the matter, contacting and informing the addressor, I interpret that message 11 carries the consolidated speech function of requesting for action. However, I acknowledge the ambiguity deriving from the multifunctionality of the directive utterances in contributing to the consolidated speech function of different turns.

Message 13 (Appendix 5) commences with a foregrounding element followed by the request for action *Can you please do me a favour and have it redone by invoicing*. After an informative element there are two interrogative utterances conveying suggestions which I interpret as signalling the addressor's desire to negotiate the issue. The desire for negotiation is conveyed by the backgrounded imperative *Please let me know what can be done about this.* at the end of the turn. This request for information, allegedly involving the action of contacting the requester and possibly discussing the issue with someone in the company, can be interpreted as reinforcing the addressor's desire to involve the addressee in the on-going interaction, i.e. to take the next turn. Despite the message-final directive requests for information, I interpret the consolidated turn function as requesting for action. This interpretation is made on the basis of the message-initial request for action since it conveys the major purpose of this turn, i.e. correcting the mishap by invoicing.

6.2.2 Zero verbal responses

Here, actions, including the actions of requesting someone to do something in initiating turns, are seen as social in that they are actions in relation to others, i.e. the need to request derives from someone and the addressor writes with an active expectation of a response from the addressee or someone else. Response may be either verbal or non-verbal, i.e. zero responses, allegedly taking the form of the expected or desired physical action expressed in requests in interactional events characterized by recurrency and straightforwardness with no need for negotiation of proposals. However, within the scope of this work it is not possible to verify if the expected action was carried out. In practical terms, in the interactional events in this category of messages the broad purpose or function of directive language use is to achieve a goal which involves collaborative efforts by other persons and by default brings into play contextual factors. In other words, within the broad corporate context, conveying directives can be perceived as a legitimate attempt by the addressor to achieve compliance, i.e. to get the addressee or someone else to perform an action expressed as necessary or desirable in view of the business circumstances through evoking the addressee's need for compliance on the grounds of corporate and personal motivators such as necessity, duty or goodwill

(Bargiela-Chiappini & Harris 1996: 640 on business requests). The approach to compliance motivated by corporate-derived necessity, duty and goodwill is seen as a relevant point of view into the conception of compliance in realizing and interpreting directive functions in this study analyzing intra-corporate interaction.

The absence of verbal responses as the next turns or contributions to the requests, suggestions, pieces of advice, instructions and prohibitions is not perceived as an empty space. In other words, silence may function as a significant 'silence-in-context' response and contextually the act of silence may be seen as a more relevant response than a verbal response (Linell 1998:83). In Eggins and Slade's (1997:206) terms, supporting responses to commands, i.e. requests for action are often achieved non-verbally and, consequently, silence is not necessarily a confrontational (Eggins & Slade 1997) or challenging (Ventola 1987:90-91) reaction in every interactional context. Thus, by carrying out a non-verbal action as a compliant response, the addressee's physical action implies cooperativeness, i.e. silence can be interpreted as conveying the supporting speech function (Eggins & Slade 1997: 182). The contextual relevance of silence as a compliant, i.e. supporting, or non-compliant, i.e. challenging or confronting, response to requests for physical action and/or verbal reaction conveyed in particular initiating messages will be discussed in more detail in the linguistic analysis with examples from the messages. However, qualitative analysts must be wary of speculation and over-analysis of their data since they cannot be aware of any communication that goes "back channel" (McElhearn 1996:41 original emphasis). In other words, as I do not have access to the interactants' other interaction carried out through other media, it is impossible to give watertight analysis of the functions of contextual silence.

6.3 Categorizing initiating turns

The 21 initiating messages including single or multiple directive functions and eliciting no verbal responses, at least not available for this study, represent both horizontal and vertical interaction. The turns are categorized for the linguistic analysis according to the direction of interaction since the direction of interaction will be discussed as one of the contextual constraints possibly contributing to the realization of consolidated turn functions and directive utterance functions. The extent to which the direction of interaction is intertwined with the topic or issue of interaction will also be subjected to linguistic analysis. Here, horizontal interaction takes place among a) operative-level employees (H/O-TO-O), and b) management-level employees (H/M-TO-M), whereas vertical interaction is represented by a) downward vertical interaction (VD), and b) upward vertical interaction (VU).

Further, the interaction in the initiating turns will be approached from the point of view whose previous action caused the need to request for action in

order to explore its possible implications for the realizations of turn functions and directive utterance functions. In order to be explicit about the analytic construct of whose previous activity necessitates the request for action in the messages, a condensed illustration of analytical categories was provided with the help of three selected messages in section 5.3.3.1 to show the way in which the categorizations depicted in Table 5 below have been arrived at.

Drawing from the analysis of the 21 turns in view of the direction of interaction and whose previous action necessitates the request for action in the initiating turn, three categories were arrived at. The previous action necessitating the request for action has been carried out by i) a non-present party, ii) the addressee or addressee's party, or by iii) the addressor or addressor's party. The notion of non-present party refers either to named customers or forwarding agencies. The turns are categorized for the linguistic analysis as shown in Table 5.

TABLE 5 Categories of initiating turns

Direction	Need for requesting caused by	Turn No.
H/O-TO-O	Customer	1 – 2
	Forwarding company	3
	Customer	4 - 7
	Addressee/Addressee's party	8 – 11
	Addressor/Addressor's party	12 – 13
H/M-TO-M	Addressor/Addressor's party	14
	Customer	15
VD	Forwarding company	16
VU	Customer	17 - 21

As Table 5 shows, the necessity for requesting action is launched by previous activity by a non-present party in fourteen (14) turns out of a total of twenty one (21) turns. More specifically, in twelve (12) interactional events the interaction is necessitated by a named customer's previous activity, whereas a named forwarding agency's previous activity is the reason for requesting action in two (2) interactional events. Thus, the category of non-present party's previous action necessitating the request for action predominates independent of the direction of interaction. The fact that the non-Finnish interactants act as intermediaries between the local customers and the producer/supplier in Finland is shown in that eight (8) of these messages are written by employees working either in the USA or the UK. Six (6) messages are written by employees working in Finland, four (4) of which explicate previous activity by a customer. Addressee's or addressee's party's previous activity has necessitated the request for action in four (4) messages, while the addressor's or addressor's party's previous activity has necessitated the request for action in three (3) messages.

6.4 Structure of initiating turns

Before the lexico-grammatical analysis of the realizations of directive utterance functions, a brief description of the overall structure of the initiating turns is provided. A condensed discussion of an initiating turn was provided in section 5.3.3.2 in order to illustrate the way in which the interpretations of the functions of the different structural elements have been made in this work. The overall structural outline will be drawn from in the ensuing analyses of the lexico-grammatical realizations of directive utterance functions, especially when discussing the implications of the location of directive utterances in different turns, i.e. backgrounding and foregrounding (Iedema 1997) of directive utterances for contributing to conveying directive functions. In addition to investigating backgrounding and foregrounding of directive utterances at the level of the turn, the location of directives will be discussed at the clause level.

As was stated in section 5.3.3.2, instead of a detailed analysis of schematic representations of texts as was carried out by Iedema (1997), this study will only use particular conception from him to describe the overall structure of the turns. This is due to the different nature of the email data in comparison with Iedema's (1997) data of formal authoritative texts as was discussed previously in section 4.7.2. Throughout the analysis in this study, in terms of the turn structures, the interest mainly lies in examining the presence or absence of the legitimizing elements in different turns and their location in relation to the request for action utterances. Iedema (1997:76, 88) suggests that the presence of legitimizing elements indicates low degree of hierarchical distance and status difference between participants, and convey openness to negotiation. Further, Iedema (1997:80) suggests that by foregrounding the core purpose of directive text, i.e. the request, in relation to additional or optional legitimizing or enabling elements at the level of the text, the addressor signals a higher status in relation to the addressee, which may result in tension between politeness and construed status between the participants. Therefore, the presence and location of legitimizing elements in different turns and their possible intertwinedness with the realizations of directive utterance functions will be discussed in the linguistic analysis. In this section the aim is to provide a concise description of the turn structures to be utilized in the linguistic analysis. The abbreviations used for the different functional elements in describing the overall turn structures in Table 6 below were introduced and discussed in section 5.3.3.2.

Table 6 utilizes the outline used in Table 5 describing the categories of the initiating turns in terms of the direction of interaction and the necessity for requesting for action caused by either present or non-present participants. The abbreviated forms are used for the sake of brevity of expression and are the same as used in Table 5. Salutations and complimentary closes are not shown in the structural descriptions in Table 6 even though they are discussed in the analysis in particular interactional events as contributors to different directive functions. Even though particular linguistic elements or segments conveying

orientation, legitimation, facilitation, and expression of thanks may comprise several utterances, they are illustrated as one entity in the turn structures in Table 6.

TABLE 6 Turn structures in the initiating messages eliciting zero responses

Direction	Previous action by	Overall turn structure	Turn Nos.
H/O-TO-O	Customer	LEGI-RFA	1
		LEGI-RFA1-RFA2	2
	Forwarding company	LEGI-INFO-RFA	3
	Customer	LEGI-RFA1-RFA2-RFI	4
		RFA-LEGI-THA	5
		ORIEN-LEGI-RFA-THA	6
		ORIEN-LEGI-RFA-THA	7
	Addressee/Addressee's party		
		LEGI-RFA1-RFA1E-THA	8
		ORIEN-RFA1-PROH-INFO-RFA1EP-LEGI-INS1-INS2-THA	9
		LEGI-RFA	10
		ORIEN-LEGI-RFA-INFO-RFI-THA	11
	Addressor/Addressor's party		
		RFA-LEGI-INFO-THA	12
		LEGI-RFA-INFO-SUG1-SUG2-LEGI-SUG3-RFI-THA	13
H/M-TO-M	Addressor/Addressor's party		
		LEGI-RFA-SUG1-SUG2	14
	Customer	LEGI-RFA-INFO	15
VD	Forwarding Company	ORIEN/LEGI-INFO-RFA1-RFA2	16
	Customer	ORIEN/LEGI-RFA1-RFA2-THA	17
VU	Customer	ORIEN-LEGI-SUG	18
		LEGI-RFA1-RFA2	19
		ADV/RFA	20
		ADV/RFA	21

As Table 6 illustrates, the interaction unfolding in the 21 initiating turns takes a variety of different structural forms ranging from a single-element structure in messages 20 and 21 through a relatively frequent and straightforward two- or three-element structural organization to highly complex multi-element structure realized for example in messages 9 and 13. As Table 6 shows, the most elementary structural turn organization comprising a single directive is made more variable by the inclusion of legitimizing elements realized in all turns except for messages 20 and 21. This means that the addressors are concerned with including enabling elements, i.e. giving reasons, accounts and explanations when realizing directives. The account may be either foregrounded or backgrounded at the turn level and at the level of the clause in relation to the directive utterance. Seventeen (17) messages out of a total of

twenty one (21) messages in the category resort to the indirect message schema in that legitimizing or/and orientating elements for the request for action are uttered prior to the directives. Thus, the strategy of foregrounding the legitimizing or/and orientating elements in relation to the directive utterances makes a significant appearance in this category of messages. Thus, it can be suggested that pre- or post-sequences or legitimizing elements (Iedema 1997) as persuasive elements conveying reasons or accounts for the directives in routine and straightforward situations seem to function as default elements in these email messages. (See also Bargiela-Chiappini & Harris 1996:653 for similar suggestions.) Further, in line with Iedema's (1997) suggestion, the presence of these legitimizing elements can be interpreted as realizing low status difference in that the addressors are ready to invest in explaining before presenting their point. Thus, reasons or justifications can be understood as interpersonal propositions (Iedema 1997). Foregrounding or placing them in the most prominent position in messages in relation to the utterances of request for action can be interpreted as an interactional strategy. They can be seen as persuasive elements and as elements contributing to creating rapport between the interactants, or maintaining and creating solidarity and common ground between interactants not only in view of the on-going interaction but also at a global level of interaction.

Further, even though the turns are one-topic or one-issue turns, the fact that several turns convey several directives with different functions, is reflected in the turn structures. I interpret this as indicating that the addressors are concerned with expanding the previously uttered directives. The dynamic and spontaneous nature of email interaction sharing features with oral conversations may also contribute to the variation in turn structures in that the different functional elements unfold in the on-going interaction in undeliberated orders and lexico-grammatical varieties. However, rather than suggesting that other written texts are consciously and carefully planned, executed and polished and email texts are not, I suggest that email interaction frequently tends to display spontaneity and dynamism, but it is not necessarily formless and unstructured (see Halliday 1994a:391 on planned and unplanned texts).

Due to the low number of message under analysis, care must be taken in suggesting generalizing tendencies in the structuring patterns of the 21 turns. The linguistic analysis will allow more space for contextual considerations, including the direction of interaction, the reason for requesting action, and the structure of turns, together with the topic or issue of interaction which has not been touched upon here.

In sum, by drawing from contextual constraints including those discussed in sections 6.2, 6.3, and 6.4, the analysis of the lexico-grammatical realizations of the directive utterance functions in section 6.5 will address the following questions: Which directive functions are realized by which lexico-grammar by different participants in different interactional events?

6.5 Lexico-grammar of directive utterances

Horizontal interaction between operative-level employees

In the category of operative-to-operative-level interaction there are thirteen (13) initiating messages realizing at least one directive utterance function and eliciting no verbal response by the addressee/s. A total of ten (10) messages are written by female Sales Assistants working in the Sales and Marketing Offices (henceforth the SMO) in the USA and the UK, and three (3) by Finnish female clerks, one by an Invoicing clerk, and two by a Collecting clerk. All addressees are operative-level employees, except for a management-level To: addressee, who is not the expected actor expressed in the request for action, and a management-level cc: addressee in a multi-addressee message.

The paragraphs to follow offer further contextual viewpoints into the uses, functions and linguistic realizations of particular directive utterances, frequently expressed in more elaborated ways than by the congruent imperative forms. Some linguistic elements realizing directive functions in some turns are discussed in detail here. To a certain degree, the analyses and interpretations arrived at in this chapter will be utilized and referred to in the analyses to follow in order to avoid carrying out repetitive analysis of the uses, functions and linguistic realizations of directive utterances, however, keeping in mind the situational and contextual constraints of each interactional event.

Three messages (2, 9 and 13) representing operative-level peer interaction will be subjected to a detailed analysis. Message 2 represents an event where the need for requesting for action is derived from a customer's previous activity, in message 9 the need is derived from an addressee-party's previous action, while in message 13 the need for requesting derives from the addressor's own previous action.

In this category of messages, messages 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, and 12 resort to different structural variations of the modulated interrogative in realizing requests for action, with two requests for action conveyed in messages 2, 4, and 8. For the similarity of contextual constraints, only message 2 is subjected to detailed analysis below in exemplifying the use of the modulated interrogative for the function of requesting for action in the email data.

Message 2 is a multiple-directive turn (Bargiela-Chiappini & Harris 1996: 664), i.e. it includes several directive utterances. The expected actor of the requested action is identified by her first name by a Sales Assistant working in the SMO in the UK. The addressees are a Sales Assistant and an Invoicing Clerk at the mill in Finland. The issue of interaction is requesting different action from two identified actors and the requests for action can be attributed to the named customer.

2) Initiating message (LEGI-RFA1-RFA2)

18.9.98
Subject: {Customer Company Name}
Hi Tuula
Overdue part invoice 345678 has a credit note to allocate against it – 456789. This leaves an outstanding amount of GBP xx.xx. Can you please allocate on the system.
Auli can you please reissue 567890 without the credit note?
Brgds, Carole

Message 2 is a multi-addressee message and the use of the vocative in the salutation *Hi Tuula* assigns to the Collecting Clerk To: addressee the role of the requestee and the 'allocator' in view of the first request for action uttered through the modulated interrogative form *Can you please allocate on the system*. Through this utterance the requester assigns the role of the requestee to the addressee identified in the salutation. The first request is preceded by a legitimizing element referring to an identified customer's non-payment of an invoice by uttering *overdue part invoice* and *outstanding amount*. The second request for action, also realized through a modulated interrogative structure, is foregrounded by the vocative *Auli* in *Auli can you please reissue 567890*…? This utterance assigns the requestee's and the reissuer's role to the Invoicing Clerk cc: addressee.

Generally speaking, the interrogative structure of *can/could/would you (please)* can be referred to as a lexicalized chunk of language or a formulaic sequence (Girard & Sionis 2004) with an economizing function in producing and interpreting interactional routines. Formulaic sequences function as organizing and signalling interaction in that formulaicity can be understood as aiding the addressors' production of directives by offering a shorter processing route (Iedema 1997; Girard & Sionis 2004), on the one hand. On the other hand, formulaicity can be understood as aiding the addressee's comprehension and, consequently gets the addressee to do the expected action (Girard & Sionis 2004). In the email data the modulated interrogatives do not seem to be tightly bound to the context since they are used in different interactional events as conventional and appropriately transparent realizations of different directive functions.

In terms of interactional positioning of the participants, it has been suggested (Girard & Sionis 2004) that formulaic modulated interrogatives with the low or median modal operators *can/could/would you (please)* can be perceived as signalling the addressor's individual role in that the addressor takes on the more powerful role in relation to the 'you', either singular or plural, who is or who are assigned the less powerful role in the on-going interaction. I suggest that the requests for action realized through modulated interrogatives by different participants in the email data can be interpreted as indicating that drawing from their social roles in the organizational hierarchy, for example the operative-level Sales Assistants in the SMOs out of Finland know that they are in a legitimized position to request for action from Finnish operative-level employees who are expected to act in a compliant way in interactional events

where no further negotiation of the issue is necessary, i.e. recurrent and straightforward interactional events. Thirteen (13) messages in the category of 21 initiating messages analyzed in this chapter were exchanged between operative-level interactants. There were 39 directive utterances realized, eighteen (18) of which through modulated interrogatives. The modulated interrogative is the most frequently used mood for realizing the function of request for action in operative-level peer interaction in this category of messages with seventeen (17) occurrences.

Thus, the occurrences of the modulated interrogative choices, with or without *please*, in this category of initiating messages suggest that the more clear-cut the role and power relationship, the less there is need for positive facework (Pilegaard 1997: 241), and, as a result, transparent and formulaic linguistic behaviour is regarded as appropriate by a great number of interactants in view of the actor and the requested action in these interactional events. To conclude, here the frequent selection of the conventional modulated interrogative form as the linguistic realization for requests for action, especially in horizontal interaction between operative-level interactants, is allegedly determined by the interactional goals and purposes and direction, since the expected action and the participants' roles are indexed organizationally and interactionally through modulated interrogatives by different structural variations in interactional events where negotiation of the issues is not expected.

On the surface, modal interrogatives can be regarded as conveying a contextually appropriate and conventional degree of politeness since they are interpretable as implying that the addressor inquires the addressee's ability or willingness to carry out the expected action, and in doing that, implicates a choice in view of compliance. However, especially when used with the lexical modifier or politeness word *please*, interrogatives with the modal operators *can*, *could* and *would* denote a degree of obligation of the action particularized rather than the addressee's possibility or ability to act in the contexts under analysis. It is also suggested (Forey 2004:459) that the use of *please* is purely formulaic, an empty attempt to be polite, and rather than being polite it can be interpreted as being inconsequential. Further, the use of the mitigating modal adjunct *please* (Kankaanranta 2001:317) in uttering requests can be interpreted not only as attending to the interrelationship aspects of the interactional event, but also as reinforcing the necessitating function of the utterance. In recurrent and straightforward business contexts, the use of *please* may signal respect and politeness but also realize status difference in that it obligates the addressee to comply with the addressor's proposal. In other words, the approach to compliance motivated by corporate-derived necessity and duty (Bargiela-Chiappini & Harris 1996:640) can be interpreted as evoking the addressees' need for compliance when using modulated interrogative structures for realizing contextually necessitating requests for action.

Thus, contextually interpreted there is typically little choice of compliance given to the addressee when *please* is used in an utterance conveying a directive function. Due to their membership in the community of practice (Iedema

2003:4) as employees of the multinational company, and their knowledge of each other's position-derived rights and obligations, the interactants in these interactional events are interactionally slotted in their social roles of either 'requesters' or 'requestees' and simultaneously as 'doers of the particularized action'. Thus, it can be suggested that asymmetry of the participants' social roles can be approached from a functional and performative perspective. However, in the unfolding of interaction in message chains, position-derived roles may be neutralized or even reversed but eventually returned, and subsequently dynamic interactional roles may be established and re-established. Such interactional dynamism in interpersonal relationships will be discussed in the analysis of messages below.

In addition to a multi-addressee message 2, there are other messages where vocatives are used in directive utterances. Message 3 is also a multi-addressee messages and *Auli*, who is one of the three To: addressees, is positioned in the requestee's and the reissuer's role by the request for action utterance *Auli could you please reissue draft…?*. Further, message 4 is a multi-addressee message with one management-level and three operative-level To: addresees at the mill in Finland, and one management-level cc: addressee in the SMO in the UK. Again, Auli is assigned the requestee's and the 'canceller's' role through the request for action *Auli could you please cancel the drafts*, whereas Anne, the other To: addressee and Invoicing Clerk is positioned in the role of the requestee and the 'changer' by the utterance *Anne could you please change the default*. In the multiple directive message 9 the salutation *Hi Auli* opens the interaction and the message-final expression of thanks includes a vocative in *Thanks Auli!* I interpret that the message-final expression of *thanks* functions as reinforcing the fact that the interaction conveys requests for action and that Auli is positioned in the requestee's position.

Rather than being purely idiosyncratic, the use of the vocative can be seen as reflecting organizational practices and positioning in the multinational company in that vocatives function as indexing the addressee's and the requestee's interactional roles. Message 13 analyzed below has a vocative used for a similar function. Further, in message 16 representing vertical downward interaction the management-level addressor uses the vocative to assign different addressee roles to two To: addressees at the mill in Finland. I interpret that the identification of the expected actor implies that the addressors have corporate-internal knowledge to position the addressees in their adequate social roles involving subsequent obligations in managing and organizing corporate activities. Thus, foregrounding the person's name functions as contributing to realizing the request utterance and not only as an attention-getter or alerter, i.e. alerting the named addressee's attention to the ensuing request (Blum-Kulka et al. 1989a:17). Vocatives are interpersonal elements which explicitly position the named addressees to the 'requestee's' role and subsequently to the 'actor's' role in view of the expected action, and the addressor in the 'requester's' role. Further, I interpret that interacting on a first name basis in different intra-corporate interactional events in different directions shows that the level of familiarity is high between the interactants across the organizational hierarchies

due to for example frequent contacts between the interactants in recurrent and straightforward issues. The use of the first names indicating high level of familiarity can also be interpreted as signalling a lean hierarchical structure in the multinational company.

Message 9 is analyzed here as a representative of a multi-directive turn, i.e. it displays a high density of directive utterances (Yli-Jokipii 1994:106) by conveying several different directive functions through difference mood choices. The issue is incorrect printing of invoices. The addressor is a Sales Assistant working in the SMO in the USA and the addressee is an Invoicing Clerk at the mill in Finland. The need for requesting action is derived from the addressee's party's incorrect action.

9) Initiating message (ORIEN-RFA1-PROH-INFO-RFA1EP-LEGI-INS1-INS2-THA)

07.05.99
Subject: {Customer Company Name} Invoices
Hi Auli
I can't remember who handles Canadian invoices, but can you please let them know that the proforma invoices for {Customer Company Name} are printing over our printer and they should not be. I received two copies of invoices on the following: {Invoices particularized}. Lately this has been happening more and more, but then I also get a copy in the mail. Please let them know that the procedure that was established is to just mail one set of the proforma invoice and packing list to me. The only thing that should print over the printer are 2 copies of {Customer Company Name} invoices not proformas.
Thanks Auli!
…lynn

The congruent imperative utterance *Please let them know that the procedure that was established is to just mail one set of proforma invoice and packing list to me*. can be seen as an interesting example of an imperative form. It positions the implicit 'you' acting as Subject of all imperatives (Halliday 1994a: 86) as an intermediary actor between the implicit requester 'I' and the explicit 'they'. The pronoun *them* denotes the expected doer of the action of ceasing printing too many copies of proforma invoices, and the expected doers are 'those who are responsible for handling Canadian invoices'. There exists a mutually assumed interactional referent for *them*, established message-initially by explicating the intended referent in *I can't remember who handles Canadian invoices*. Even though the pronoun used here is *them*, the utterance to which *them* refers uses a singular verb form *handles*, which would presuppose the use of the singular pronoun 'she' or 'he'. This foregrounded utterance has consequences for the interpretation of the pronoun and of the whole ongoing interaction conveying requests for action and other directive functions in the utterances to follow. However, the addressor is unable to identify the person or persons by name, as she explicates by *I can't remember*.

The addressor uses the pronoun *them* as a generic indefinite-type pronoun (Cornish 2002:274) message-initially in the utterance functioning as a request for action *but can you please let them know* followed by *that the proforma invoices for {Customer Company Name} are printing over our printer and they should not be.*, the

latter with the function of a prohibition. Second, *them* appears message-finally in the request for action utterance *Please let them know* followed by two message-final utterances, each conveying the function of an instruction foregrounded by a legitimation *that the procedure that was established is to just mail one set of proforma invoice and packing list to me.*, and *The only thing that should print over the printer are 2 copies of {Customer Company Name} invoices not proformas.* In other words, the two instructions urge changes to the current practice by prescribing future behaviour by 'them' in conveying that the addressor knows the appropriate action plan. The pronoun *them* occurs in the Goal position in the two instances of *please let them know that*, i.e. the doing is directed at 'them' or the doing is extended to 'them' in the two-participant utterances (Halliday 1994a:109-110) in the sense that the addressee is requested to contact 'them'.

I interpret that the meaning of *them* is situationally presented as recoverable, i.e. given, to the addressee by the addressor's anaphoric pronominal reference backwards to the preceding utterance *who handles Canadian invoices* at the beginning of the message (Halliday 1994a:298). Thus, within the interactional context, the referents are established through the specification of their activity-related organizational duties through the material process verb *handle* and the nominal group *Canadian invoices*. In other words, this utterance places a semantic-pragmatic constraint on the referent (Cornish 2002:475). Further, within the global contextual corporate framework, the use of *them* evokes the addressee's prior knowledge concerning corporate practices and procedure in that the Invoicing Clerk is able to instantiate the appropriate situational and contextual non-present referents, i.e. the employees who are responsible for printing the particular documents. The message-final follow-up utterance *Thanks Auli!*, which is typical of action-oriented messages in the email data, most frequently without the vocative, reinforces the positioning of the named addressee as the 'requestee' responsible for forwarding the prohibition and instructions to 'them'.

This example can be perceived as implying that the mitigated congruent imperative form, drawing not only from the on-going interaction but also from pre-established social roles and interactional roles occupied by the interactants and their experience of the interaction as it is materialized in the on-going situation, sets up expectations of a compliant response which may well be non-verbal. Here the lack of verbal response by the Invoicing Clerk can be interpreted as her compliance with the addressor's request in that she requests 'them' not to print proforma invoices for the SMO. 'They', in turn, are expected to comply by not printing several proforma invoices in the future. In fact, the modulated interrogative *can you please let them know that* and the imperative utterance *Please let them know that* are interpretable as requests for immediate action by the addressee. I interpret that the modulated interrogative form carries the initiating function and the imperative form the iterating and expanding function. This interpretation is based on the fact that the modulated interrogative requests the addressee to inform 'them' that proforma invoices are printing, whereas the imperative requests the addressee to inform 'them' how many copies of proforma invoices and packing lists are to be sent.

Consequently, I interpret the function of the imperative form directive as iterative in that it expands the previously uttered request for action by adding to the experiential content and by specifying the previous request for action. The reference to the procedure functions as legitimizing the request.

The modulated declarative clause complex *the proforma invoices for {Customer Company Name} are printing over and they should not be.* is interpreted as conveying the function of a prohibition in explicating the polarity in *they should not be*. The prohibition here is understood as the addressor's aim to forbid or prevent the non-present participants' future verbal or non-verbal action. Here the animate subject is not explicated and the inanimate noun group *the proforma invoices*, i.e. the object of the prohibited action, is 'upranked' (my notion) as subject of the clause. Thus, the modulated declarative form prohibition can be interpreted as dislocating the subject-object relation and distancing the 'prohibitor' from the 'prohibitee' (Iedema 2000:50). In the message chain 73-74, not analyzed in detail here, there is a similar situation where the addressee is requested to contact a particular company employee to forward a prohibition in the initiating turn through *Could you please ask again to stop printing twice.* where the target of the prohibited action is not made linguistically explicit.

In message 9, the declarative structure *the procedure that was established is to just mail one set of proforma invoice and packing list to me*. and the message-final modulated declarative *The only thing that should print over the printer are 2 copies of {Customer Company Name} invoices not proformas*. are interpreted as conveying the function of an instruction. The instruction here is understood as the addressor's authoritative urge to others to act in a certain way, here the non-present participants' action concerning the intended action or action plan. Further, instructive utterances are understood as expecting compliance by the intended actor. In the former declarative form the emphatic adjunct *just* (Lindemann & Mauranen 2001:466), which can be paraphrased as "only" in *to just mail one set* and the median modal operator *should* in the latter declarative have the necessitating function, and they contribute to realizing the instruction. It can be interpreted that the previously uttered prohibition and the instructions are justified by the explicit reference *to the procedure that was established*. The reference to, or quoting of, the established procedure implemented by the company in the past, or the 'principal' (Linell 1998: 108 citing Goffman 1981), can be interpreted as functioning as a recontextualization device, i.e. it is transferred from its immediate context to a reported context (Iedema 1997:73), and simultaneously it is used as a justification or legitimation for the request for non-action, or the prohibition, and the instructions conveying the correct action plan. Thus, in this context the established procedure gives the authorization to the addressor to prohibit and instruct someone. Simultaneously, the interpersonal nature of the must-ness can be seen as being de-emphasized by institutionalizing it through the reference to the established procedure. Iedema (2000:50-52, original quotes) refers to this phenomenon as an instance of the process of idealisation of control or as demodalisation, and to the specific linguistic items resulting from this ideationalizing/demodalizing process as "demodulations". Iedema (2000:52, 67 fn 5, original quotes) maintains that

"Demodulations semiotise the bureaucratically desirable view that control neither need be enacted (imposed) nor should be further negotiable." Thus, for Iedema (2000:49-50, 51-52, original quotes), items of demodulation, such as "scheme", "objectives" and "standards", construe a high level of institutional agreement and understanding, i.e. they can be seen as construing stability and non-negotiability by backgrounding specific details of interaction and the issue of interpersonal control becomes both dissimulated and naturalized.

The use of the emphatic *just* in the first instruction preceding the utterance of a precise numerical expression *one*, i.e. *to just send one set*, in the declarative form instruction, and the use of the median modal operator *should* in the first utterance and in the last utterance initiated emphatically *The only thing that should print*, reinforce the prohibitive and instructive function of the whole interactional turn. The reinforcement is due not only to its linguistic form using the median modal operator *should* in the interpersonally de-emphasized (Iedema 2000:50) full-form declarative with inanimate subject but also to the reference to the pre-established procedure explicated previously in the turn. The mention of the established procedure and the dislocation of animate subject-inanimate object relationship in *The only thing that should print* can be seen as expressing the instructed action plan targeted at non-present participants as an objectified and existing thing, i.e. non-negotiable. Through the turn-final instructive directives, the addressor can be seen as resorting to demodulation by conveying control as "less to do with an interpersonal imposition and as more "thing-like" and "matter-of-fact", and thereby separating the must-ness from an identifiable or personalized individual instructor. (Iedema 2000:50, original quotes.) In sum, de-emphasizing the interpersonal nature of must-ness through objectifying control, and institutionalizing or depersonalizing directives can be seen as signalling formal organizational interaction and can be seen as creating institutional distance, which, by limiting the space for dialogue and negotiation, disagreement, or differing points of view, tends to legitimize directives in institutional contexts (Iedema 2000:50; Iedema 1997:74 citing Lemke 1987: 6; Iedema et al. 2003:20-21).

The two instructions realized by the declarative structure and the modulated declarative form have the prescribing and proactive function in that they prescribe the appropriate course of future action expected from 'them' (Iedema 1997:91). The instructions are interpreted as carrying the iterating function in relation to the reactive and proscribing prohibition in that they convey a particularized correction to the incorrect action plan expressed in the previously uttered prohibition. Through the inclusion of the semantic feature of negative polarity in the prohibition, the addressor conveys the meaning 'The action particularized must not be done.' The action particularized in the prohibition is explicated by the use of the polarized material process verb *print* with *proforma invoices*. The instructions explicate the material process verbs *mail* with *a set of proforma invoices* and *print* with *2 copies of invoices*.

Further, drawing from Iedema et al. (2003:15), it can be suggested that by explicating the established procedure, the addressor resorts to interactional multi-vocality, i.e. introduces and speaks in the corporate voice, in order to

justify her assertion by drawing from a pre-established set of rules requiring particular employees to do things in particular ways, at particular times, and in particular places. By positioning herself interactionally as an employee whose work is deranged by an explicitly particularized violation of the procedure that was established by the company, the addressor uses the mention of the pre-established procedure as an enabling linguistic device which invokes her interactional right to issue assertive directives that are targeted first at the addressee and, through the addressee, to a non-present addressee identified as 'them'.

Through the directive utterances, the addressor positions herself not only in the 'requester's' role in relation to the addressee, but simultaneously in the 'prohibitor's' and 'instructor's' role in relation to "them". The addressee is indexed with the 'requestee's' role by the explicit *you* in the modulated interrogative in the verbal process verb group *can you please let them know*, and by the implicit 'you' in the imperative form request *Please let them know*. Simultaneously, "they" are indexed with the 'prohibitees' and 'instructees' role within the same utterance by the explicit *them* in the two directives. The referents of 'them' are made explicit by the message-initial utterance *who handle Canadian invoices*, on the one hand, and the addressee's appropriate retrieval of the referents of 'them' is made possible by her knowledge concerning the corporate practices and procedure in managing different corporate activities, on the other hand. In functional terms, realizing 'shouldness' according to prevailing institutional conventions, or ideationalizing 'shouldness' (Iedema 1997: 73-74, 96 citing Martin 1993a), makes possible hierarchical structures of power and authority, or the range of institutional positionings, and thus 'shouldness' renders itself less negotiable and contestable as it can be interpreted as inherently functional in intra-corporate actions and interactions.

Message 13 is written by a Sales Assistant in the SMO in the USA To: addressed to a Sales Assistant, Liisa Luoto, and cc: addressed to an Invoicing Clerk, Auli Lahti, at the mill in Finland. Auli Lahti is addressed by the use of the vocative *Auli* in the interaction since she is one of the persons in charge of invoicing. The addressor's own mistake results in the need to request for action in this turn. This turn is analyzed for its several directive utterance functions realized through a selection of moods. Further, some other lexico-grammatical choices and their functions in contributing to realizing different directive functions are touched upon.

13) Initiating message (LEGI-RFA-INFO-SUG1-SUG2-LEGI-SUG3-RFI-THA)

15.04.99
Subject: 45678
Ok, it seems that some how some way an item that I entered on an order got produced and invoiced in kilograms. Can you please do me a favor and have it redone again by invoicing.
The item that is messed up is from invoice 45678. Is there anyway that this invoice can be cancelled out and redone to show the dollar amount and weight without assigning a new invoice number. I don't know Auli if you can do this, but the customer is being kind of a pain about this. Or could the invoice read 45678R?

Please let me know what can be done about this.
Thanks,
….lynn

Despite the fact that the addressor utters the adjunct *Ok* message-initially, this is an initiating message. Adjuncts may be used as continuative discourse signallers conveying that a new move is beginning (Halliday 1994a: 53), i.e. they mark the shift from one stage to another in interaction. Often they are referred to as boundary marking linguistic choices (Ventola 1987: 173), or as clause elements which contribute some additional information to clauses (Eggins 1994: 172). Thus, they may be seen as additional rather than essential to the proposition (Eggins & Slade 1997: 81). Typically the textual adjunct *ok* functions as marking continuity in interaction by indicating speakers' orientation to the interactive continuity of their contribution (Eggins 1994: 169).

The addressor of message 13 seems to use the *ok*-adjunct in this context and elsewhere in the email data, however, for the initiating rather than the continuative function. The message-initial *ok* in message 13 is not a unique occurrence in the messages written by this addressor, since she utters *ok* message-initially for example in messages 46 and 48 (Appendix 7). On the basis of what follows after the utterances of *ok,* it is possible to interpret that there is no previous interaction between the interactants concerning the particular mistake the addressor made. The interactional event in message 13 has similarities to those in messages 46 and 48 in that the addressor is the same, it is about the same topic, i.e. stock order entries, and the need for writing the message is caused by the addressor's personal mistake. Here the utterance *Ok* is followed by somewhat ambiguous utterances *it seems that some how some way an item that I entered on an order got produced and invoiced in kilograms.* The repetitive use of the lexical item *some* in *some how some way* functions as diminishing precision together with the *it seems* and the passive form utterance fading away the responsible actor in the material processes of 'producing' and 'invoicing'. Through the imprecision conveyed with the indefinite adverbials *some how some way* the addressor can be seen as seeking to fade away her direct involvement in the past incorrect activity. Further, the use of the passive forms can be interpreted as implying that the addressor seeks to disambiguate her responsibility for the incorrect entry of the item in kilograms, i.e. she made the mistake since entering items comprises part of her duties. However, the addressor explicates her responsibility for entering the item by uttering *I entered*. Before writing message 13 the addressor has noticed that there is a discrepancy between the price and quantity in particular financial statements that display order entries and details, and the addressor decides to communicate this to the addressees for corrective action. Consequently, I interpret the use of *ok* as idiosyncratic and its function as initiating rather than continuative, and subsequently message 13 is interpretable as an initiating message. The contextual information concerning the corporate practices of managing this and similar events was obtained through personal email

interaction with the To: addressee of message 9 (email message exchange at the present writer's disposal).

As the above indicates, mistakes do take place when managing day-to-day business transactions. Email is used to report such mistakes, and directive utterances are conveyed to put matters right. Such email exchanges involve the employees who are in charge of correcting the mistakes for example through documentation. Interactions are responded to in a manner that complies with the locally managed routines, either through action or interaction. The message-initial full-form modulated interrogative *Can you please do me a favor and have it redone again by invoicing.* includes the utterance *Can you please do me a favour* which paves the way for the request proper *have it redone again by invoicing* both uttered in the same clause complex. The request for a favour can be seen as functioning as the addressor's aim to get the addressee's pre-commitment before conveying the request specifying the expected action. The message-final imperative form request for information *Please let me know what can be done about thi*s. is interpreted as iterating in that it explicitly urges the addressee to respond verbally concerning the issue introduced in the message-initial request for action. The noun *this* may either refer to the invoice needing redoing or the whole issue brought about in the initiating turn.

The addressor uses a polar interrogative clause complex and a modulated interrogative to convey suggestions for alternative solutions. Therefore, I interpret the suggestions as iterating in relation to the request for action utterance. Despite the message-final imperative form request for a verbal response and the three suggestions inviting negotiation in the middle paragraph, i.e. *Is there any way that this invoice can be cancelled out and redone to show the dollar amount and weight without assigning a new invoice number?* and *Or could the invoice read 45678R?*, the addressee responds by silence. Thus, by relying on the interactional context of the on-going interaction the silence by the addressees can be interpreted as a non-compliant response, since there is no verbal response to the explicit request *Please let me know what can be done about this.* In Eggins and Slade's (1997: 182) terms, silence or lack of verbal response in this interactional event has the confronting speech function.

In terms of the physical actions conveyed as optional by the directive utterances functioning as requests for action and suggestions offering alternatives to put the matter right, a complementary interpretation of silence as non-compliant behaviour by the addressees in this context can be suggested. Eggins and Slade (1997:206) contend that supporting responses to commands, i.e. compliance, are often achieved non-verbally (Eggins & Slade 1997:206). Acknowledging this contention, it is possible to interpret that one of the two addressees took action, as in other contexts where the initiating message requesting for action does not elicit a verbal response. This silence may imply that physical action was taken by one of the addressees by choosing to act as requested or as suggested. I interpret the two latter interrogatives as suggestions, i.e. utterances utilizing a suggestory formula since they convey alternative and particularized action plans in redoing the invoice. In fact, they can be interpreted as implying that the addressor expects the addressee's verbal

response, which is explicated by the message-final utterance *Please let me know what can be done about this.* I interpret the two suggestions as iterating in that they suggest action by expanding the range of possible action expressed in the first request for action message-initially. Despite the two interrogatives conveying the function of a suggestion simultaneously implying an expected verbal response and the message-final explicit request for a verbal response, I interpret the consolidated function of message as that of requesting for action from the addressee to resolve the invoice issue.

The fact that there is no verbal response to this initiating turn can be interpreted as implying that the Invoicing Clerk addressee has 'redone it by invoicing' in compliance with the customary procedure by reissuing the invoice.[39] In other words, silence can be interpreted as a compliant response to the function of requesting for action. As a result, by complying with one of the two alternatives suggested by the addressor, no verbal response seems to be regarded as necessary as the requester is allegedly sent the amended invoice to resolve the situation in accordance with the customer's requirements. As was pointed out above, since there is no verbal response as requested by the message-final *Please let me know what can be done about this.*, silence from the point of view of the on-going interaction is interpretable as a non-compliant response to the function of requesting for verbal confirmation or assurance or solution to the problem explained by the addressor. Consequently, silence representing zero responding turn can be understood as carrying the speech function of confrontation. However, a point needs to be made here that interpreting zero responding turns as non-compliant turns carrying the confrontational speech function would be somewhat too categorical for all contexts. As will be shown in the analyses in the following chapters, the speech function of confrontation can be conveyed in more explicit and stronger ways by the writer's linguistic choices.

Horizontal interaction between management-level participants

Messages 14 and 15 represent management-level peer interaction conveying directives. In message 14 the need to request for action in the initiating turn is caused by the addressor's previous activity, whereas in message 15 the customer's previous activity creates the need to request for action in the initiating turn. I interpret the low number of messages in this category as indicating that management-level employees' duties do not include the interactional practice of conveying directives in routine or straightforward business situations not requiring negotiation, i.e. the initiating turn eliciting no verbal reaction by the addressee.

The addressor of message 15 is a management-level male addressor at the SMO in the UK, and the To: addressee is a Manager of Invoicing and the cc:

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39 The contextual information concerning the corporate practices of managing this type of events was obtained through personal email interaction with the To: addressee of message 9.

addressee is an operative-level female Collecting Clerk, both at the mill in Finland. The interaction is about new payment terms. The requestee *you*, i.e. the expected actor expressed through the modulated declarative form request for action *Could you please raise a new code* is the Collecting Clerk in accordance with her position-derived duties. Thus, the message is sent for information to the management-level addressee. The message shows that also management-level addressors resort to the modulated interrogative form in realizing requests for action in contexts where the expected actor is interpretable through contextual and situational constraints.

The initiating message 14 elaborates on the reasons for delayed deliveries to a customer. The addressor is an Area Sales Manager at the mill in Finland and the addressee is a management-level employee in the SMO in the UK.

14) Initiating message (LEGI-RFA-SUG1-SUG2)

19.08.98
Subject: {Customer Company Name}, late deliveries, 12345-678
Paul, the first reason for these items was delayed {Process particularized}. Schedule was originally week 823 but was delayed by production reasons. This means that correction {Processes particularized} were late and had to be finished before {Material particularized} material. Then there was also secondary reasons like material ran out or defective material and had to be changed.
{Process particularized} finally started during week 825 and {Customer Company Name} material was done on Sunday 28.6. and despatch was on Wednesday. The result was that we were 3 weeks late from confirmations and 4 weeks late from their request.
So original production schedule could not be maintained. This is the cause in one sentence.
Please formulate an answer to {Customer Company Name}. Obviously we should consider remedies for future but I do not know what they think of this situation, so let's consider them later.
Rgds/JKL

The addressor backgrounds the request for action at the level of the turn by detailing the reasons for the late deliveries before realizing a subsequent request for action from the addressee. In other words, the turn closes with a paragraph including an imperative form request for action *Please formulate an answer to {Customer Company Name}.* followed by two declarative form suggestions *Obviously we should consider remedies for future but I do not know what they think of this situation, so let's consider them later.* The previous four paragraphs elaborate on the reasons why the deliveries to a customer, both the customer and the delivery particularized in the subject line, were late by a certain number of weeks. The imperative form request explicates the action, using the material process verb *formulate,* to be performed by the addressee, and implies that the management-level addressee holds an intermediary position between the producer/supplier and the customer. The implicit 'you' of imperative structures positions the addressee in the requestee's role. Further, the addressor positions the addressee in a 'knower's' role in terms of the local practices by uttering *Please formulate* where the use of the verb *formulate* can be interpreted as implying that the addressee knows the local circumstances and, having received the necessary details and reasons for the delay, the addressee will use his knowledgeability in forwarding the information in the right form to

the customer. Thus the imperative form request for action implies the action of forwarding the information to the customer by the addressee. According to the corporate practices, the Area Sales Manager has the right to request the management-level employees in the SMO's to forward information of consequence to customers. The elaborate textual sequence of reasons functions as providing the addressee with ample information and details to enable him to 'formulate' the reply to the customer. Thus, this sequence can be interpreted as contributing to the legitimation of the request for action. The directive utterance function of the imperative structure is that of initiating and prescribing since it requests for action by the addressee.

The last clause complex in message 14 is initiated by the adjunct of mood (Halliday 1994a: 83) *obviously* in the thematic position in the Finite clause before the Subject and the verbal process modulated by the median modal operator *should*. The clause complex includes the type of mood adjunct and operator that are clause elements which add interpersonal meanings to clauses by lexicalizing interpersonal meanings, and their use adds meanings which are somehow connected to the creation and maintenance of dialogue (Eggins 1994: 166). Their dialogic function derives from their potential function of inviting the addressee to take the turn in order to contribute his or her views on the proposition or proposal. *Obviously* is frequently used in expressing presumptive meanings (Eggins 1994:167), and here the utterance initiated by *obviously* and followed by a clause with the median modal operator *should* can be interpreted as a suggestion for discussing the remedies further after the addressee has been in contact with the customer. The addressor's use of *obviously* can be seen as anticipating further complaints from the customer. In other words, rather than providing concluding views on the issue, the addressor indicates his willingness to share the addressee's views or consideration, i.e. he opens the opportunity for the addressee to take the next turn in order to sustain interaction on the matter (Eggins and Slade 1997:195). The use of the inclusive *we* in *we should consider* signals the addressor's willingness to hear the addressee's opinion on the issue. By the message-final utterance the addressor, who message-initially holds the role of the information-provider, re-positions himself as the 'suggestor' and the addressee as the 'suggestee'. Contextually and interactionally interpreted, the use of *obviously* is appropriately tentative in interaction where the addressor and the addressee enjoy equal or comparable hierarchical status. Thus the linguistic realizations in the last sentence initiated by *obviously* can be interpreted as signalling readiness for negotiating the issue of remedies. This interpretation is possible since the addressor appeals to the addressee's willingness to comply with the directive utterance, rather than his obligation and capability to do so, as is frequently the case in routine and recurrent interactional events (Bargiela-Chiappini & Harris 1996:655-656).

I interpret that the inclusive imperative form realized through the use of *let's* (Eggins & Slade 1997: 88) receives a suggestive rather than 'ordering' meaning (Iedema 1997: 97) similarly to the utterance initiated by *obviously* in this interactional event. *Let's* makes the Subject *we*, or the corporate *we* (Bargiela-Chiappini & Harris 1996:652), explicit in that it includes both the

addressor 'I' and the addressee 'you'. The use of the temporal adjunct *later* implies future action, i.e. consideration or discussion of the remedies in the unspecified future. I interpret that the last utterance has a suggestive function in that the topic of interaction, i.e. possible remedies required by the customer, is presumptive in nature since the addressor uses the mental process verb *consider* instead of a more obligating verb from the point of view of the interactants, such as 'decide'. The latter suggestion *so let's consider them later* is interpreted as carrying the iterating and expanding function in that the explication of the circumstantial adjunct referring to time, i.e. *later*, message-finally adds experiential content to the directive. Further, it can be suggested that by uttering the imperative form request for action and the declarative form tentative suggestions, the management-level addressor implicates that he appreciates the management-level addressee's ability to judge what the right procedure is to manage the problematic situation with the customer in terms of the negotiations concerning the possible remedies.

A competing interpretation may be offered by suggesting that the message-final utterance implicates the end of the interactional event for now and, consequently, the modal adjunct of obviousness *obviously*, the ambiguous temporal adjunct *later* (Halliday 1994a: 49) and *I do not know what they think of this situation* can be interpreted as implicating the addressor's desire to postpone the discussion of the remedies supposedly payable to the customer till an unspecified future time and perhaps his willingness to shift the responsibility to the addressee for making the decision on when to launch the negotiations. In other words, the use of the mental process verb *consider* can be interpreted as less obligating than for example the use of a verbal process verb 'discuss' which would expect verbal contact between the participants. Thus, I interpret that the use of mental process verb *consider* in the two suggestions creates a semantic space where emphasis is on getting the addressee to think and consider rather than discuss and talk. The addressor may anticipate a particular response from the forthcoming situation remote in time and involving other participants, i.e. between the addressee and the customer's representative.

There is no verbal response to this message by the addressee, who may have interpreted the message-final utterance as a concession by the addressor to withhold negotiations on remedies with the customer, on the one hand, and with the addressor on the other. However, a more practical interpretation concerning the lack of an email response is that the negotiation of this matter was continued through other communication media.

Downward vertical interaction

The interactional events in which interaction takes place vertically downwards involve a management-level addressor and an operative-level addressee. In this category there are two initiating messages, i.e. messages 16 and 17 both including two directive utterances.

Message 16 is written by a management-level male employee in the UK, and the issue of interaction is the procedure with material returned by a customer and a subsequent problem created by a forwarding agency's incorrect action. It is To: addressed to a female Technical Adviser with responsibilities including Quality Assurance and to a female Sales Assistant at the mill in Finland, the latter with responsibilities involving the issue of invoices. The third addressee is a Sales Assistant in the SMO in the UK.

16) Initiating message (ORIEN/LEGI-INFO-RFA1-RFA2)

22.03.99
Subject: {Customer Company Name} {Product type} at {Premises named}
Remember the 3 {Product type} at {Premises named} we agreed to take back. I used {Forwarding Company Name} they sent their truck in & {Premises named} put the wrong {Product type} on the truck. So they had to go back and try again. Hence its taken from the 11the Feb to get sample cut. Teija I sent this for your attention last week.
Anne {Product types and quantities particularized}. These are the 3 {Product type} collected by {Forwarding Company Name}. You need to issue a full credit to {Customer Company Name} and invoice {Forwarding Company Name} at {Product particularized} (this is the {Product type} rate).
Rgds Peter

The first paragraph is interpreted as an element orientating to and legitimizing the request for action to follow intertwined with the informative element explaining the reasons for the delay and the circumstances leading to the delay. The vocatives function as targeting the two interactional sequences to the identified addressees, i.e. to *Teija* for information and to *Anne* for action. Simultaneously the use of vocatives in interaction between the interactants in vertically downward interaction signals familiar and informal relations and shows the addressor's knowledge of each individual person's duties in the organizational task hierarchy and task plans. In multi-addressee messages vocatives prominently function as addressors' interactive resource of control of turn-taking in messages with information-seeking functions.[40]

In the second paragraph, the use of the vocative together with the modulated declarative realization including the high modal operator *need* (Halliday 1994a:76) with the material process verb groups *issue a full credit … and invoice* explicitly identify the expected actor of the two particularized actions. The shared knowledge of the organizational rights and duties allows for the positioning of the 'requestee' as the 'actor' or the 'issuer' of the full credit and the 'invoicer' in the message-final necessitating request for action.

The use of the high modal *need* with the pronoun *you* in the modulated declarative form request can be interpreted as explicitly conveying obligation in that it directly and unambiguously makes reference to the named addressee's duty to carry out the action plan particularized by the material process verbs *issue* and *invoice*. I interpret that the high degree of addressee-involvement and the task plan explicated through the *need*-statement in *You need to issue … and*

40 See e.g. Eggins and Slade (1997:144) on vocatives and turn-taking in casual conversations.

invoice add to the degree of obligation in the interactional event conveying urgency of the problem to be solved by payment documentation. The task plan here is understood as a hierarchical representation of the actions from the addressee for performing a task (Murcia-Bielsa 2000:124).

In business contexts utterances with *need* almost invariably convey a clear and unambiguous message, especially when the expected actor is explicated as above by the use of *you*, and they provide a stimulus for action from the addressee's side. In other words, blunt commands look urgent and urge the addressee to respond immediately in compliance with the command (Mulholland 1999: 75). Further, in the email data representing intra-corporate interaction, the use of imperative structures and *need* structures can be interpreted as conveying lack of social distance between the interactants.

The use of the high modal *need to*, typically interpreted as potentially coercive, in an utterance explicating the addressee *you* as the Subject and the actor of the particularized procedure, is rare in my data. There are instances of *need*-utterances in contributing to conveying requests with the less coercive inclusive *we* (message 22) or *{Customer}* (messages 37, 50), and *I* (e.g. message 26) as the Subject of these utterances to be discussed in the analysis to follow. Further, there is an instance of impersonalized utterance with *need* in *so this needs to be reissued as well* (message 24). In particular operative-level peer interaction (messages 5 and 12), I interpret the *need*-utterances as functioning as legitimizing elements or justifications for the request for action. There the explicated customer's 'need' seems to invoke the addressor's right to issue assertive directives. It has been suggested that while the use of directives is governed by, and helps to govern, the relationships between the interactants, the functions they realize may modify this relationship considerably (Hyland 2002b:217). In view of the realizations of the directives in message 16, it can be suggested that the asymmetry between the interactants is evidenced by the addressors' assertive linguistic behaviour.

Message 17 is written by a management-level employee at the SMO in the USA and it is To: addressed to a female Technical Adviser with responsibilities covering quality assurance, and cc: addressed to a male Area Sales Manager at the mill in Finland. The interaction is about material properties of a sample sent to Finland from the USA at a customer's request.

17) Initiating message (ORIEN/LEGI-RFA1-RFA2-THA)

03.06.99
Subject: {Customer Company Name} {Order particularized}
I am sending a sample part to you this date via courier. It has {Customer Company Name} {Order particularized} on it. It is a sample of what the {Material} is to be made into. Please evaluate it and advise the mill guys if there needs to be anything different or something special about this material. Thanks.

The turn foregrounds the orientating/legitimizing element. Thus the requests for action utterances are backgrounded at the level of the turn and realized by the two adjacent imperative forms initiated by *Please*. The congruent

imperative form clause complex includes two requests. The first one requesting for action, i.e. *Please evaluate it*, is unconditional and implies that the addressor in his intermediary position between the customer and the mill expects the addressee's compliance with the request in agreement with her organizational position including duties in quality assurance. The pronoun *it* refers to a sample part sent to Finland. At the level of the lexis, the explication of the request and the verb *evaluate* indicate that the addressor knows the addressee's duties on the one hand, and by uttering the request the addressor also shows his right to request, on the other. The act of evaluating in this context involves material processes since tests need to be run. The second directive expression requests for information by *advise* and is linked with the first request by the use of additive conjunction *and* used in extensions (Halliday 1994a: 232). It is conveyed as conditional in that the addressee's expected compliance with it is explicated as conditional by the *if*-clause to follow. By uttering the unconditionally necessary and the conditionally necessary request, the addressor shows his knowledge and respect of the To: addressee's expertise and skills in evaluating the sample and judging the mill's capability to produce the quality required by the customer.

The use of the high modal operator *need* in *if there needs to be* conveys a conditional obligation in view of the future action not targeted at the addressee but at 'the mill guys'. The hypothetical nature is explicated by the *if*-clause. The addressor relies on the addressee's expertise in dealing with the matter, and the use of the indefinite adverbials *anything* and *something* expressing imprecision in *anything different or something special* can be interpreted as conveying that by assigning the issue and the necessary procedure to the expert addressee, the addressor avoids suggesting incorrect action plan in the management of the issue. It can be concluded that, on the basis of the rights and obligations every corporate employee is vested with, the management-level employee of the SMO in the USA, as an intermediary between the customer and the mill, exerts his right to request for action and information that he knows is in line with the addressee's occupational duties, competencies and expertise. The reference to the customer by the name and the explication of their requirement are used as message-initial legitimizing elements for the directive utterances to follow.

In sum, on the basis of the analysis of the vertically downward interaction in messages 16 and 17, I suggest that deriving from the rights and obligations every corporate employee is vested with, they can exert their contextual and situational rights and obligations to request for action and information within the requestees' duties, competencies and expertise. Further, I suggest that in conveying requests in intra-corporate interactional events, the addressors seem to resort to linguistic choices that are conventionally transparent and simultaneously appropriately tentative enough to avoid imposing on the addressee. The message-final formulaic expression *Thanks* is typical of action-oriented email interaction in the email data. These suggestions seem to hold for the vertically upward interaction in message 19 (see Appendix 5) where the addressee of message 16 requests for action from the addressor of message 16 through the imperative form *Please review the codes and send your comments if any*.

The requests are preceded by a legitimizing element indicating a customer's requirements. The addressor uses a request formula similar to that in message 16 in that the two requests for action are realized in turns discussing material properties, the requests are backgrounded at the level of the turn, they are linked with *and*, and the second request is expressed as conditional through the *if*-clause. Thus, it seems that particular request formulas are resorted to in particular interactional events in interaction on particular issues between particular interactants.

Upward vertical interaction

Interaction takes place vertically upwards when an operative-level addressor writes to a management-level addressee. There are altogether four messages in this category of initiating messages with realizations of directive functions eliciting no verbal response, i.e. messages 18, 19, 20, and 21. A condensed analysis of message 19 was provided above to allow for comparison with message 17 in view of the addressors' linguistic behaviour in realizing directives in interactional events representing different directions of interaction on similar issues.

Message 18 discusses a request for material with particular properties or customer requirements as indicated in the message-initial reference to previous interaction. Thus, in the broader interactional context, due to the reference to a previous fax, the turn can be interpreted as a reaction to previous interaction, i.e. it has a responding function. However, in the present context of email interaction, message 18 is referred to as an initiating turn. The addressor is a supervisory-level Works Inspector at the mill in Finland with global responsibilities in Quality Assurance, and the addressee is a management-level employee in the SMO in the UK. Heikki Saari, who is referred to in the message, is a Finnish male Sales Manager.

18) Initiating message (ORIEN-LEGI-SUG)

01.08.96
Re: {Material particularized} properties, {Customer Company Name}
Hello again Paul,
I have received your fax from 31st July including the customer requirements.
The chemical composition is OK.
The chemical properties…..
{Property} thru {Process} is necessary for that {Property} level.
We are not interested in performing that business providing the {Property} process thru {Process} on {Process}. We are not able to predict the reduction of {Process} to get the right {Property} on this material. Heikki Saari was not even positive for that kind of orders.
You could do a quotation for {Material type} in {Type particularized} finish.
kind regards,
Mikko

The declarative clause *You could do a quotation for {Material type} in {Type particularized} finish.* is backgrounded at the level of the turn and uttered in

vertically upward interaction by the Works Inspector with responsibilities involving material testing, quality assurance and standardization work. Another instance of a modulated declarative form realizing a directive is conveyed by the *need*-structure in *You need to issue … and invoice* in vertically downward interaction (message 16). The *need*-structure is explicitly more obligating than the utterance addressed vertically upwards using the low modal operator *could* in realizing the directive. The turn is a reaction to a previous fax to which it refers as an orientation concerning particular requirements for the material inquired by a customer. By foregrounding several assertive declarative structures in response to the customer's requirements the addressor legitimizes the request for action to follow. The addressor uses the inclusive or corporate *we* in the declaratives and additionally speaks through the voice of a Finnish Sales Manager to give organizational legitimation for the refusal to quote and to close the discussion of the matter. As a result, it can be said that the addressee hears three voices in juxtaposition, i.e. that of the technical expert addressor, that of the producer/supplier, and that of the Sales Manager. Assuming different roles and voices through which to express oneself about issues can be referred to as multi-vocality (Iedema et al. 2003:15, 23).

The backgrounded directive utterance conveys a desirable action through a suggestory formula in that the declarative clause addressed vertically upwards uses the low modal operator *could*. By conveying the directive and expecting compliance by the management-level addressee, the addressor, having explicated his technical knowledge of the matter from the producer/supplier's point of view and the Sales Manager's support for his view from the commercial point of view, indexes himself as a technical expert and positions himself to a requester's role and the addressee to a requestee's role through the explicit *you*. Thus, the addressor can be seen as introducing an additional corporate voice into the interaction by reporting the Sales Manager's view. In other words, I interpret that the addressor, being conscious of his organizational expert position, chooses to use a contextually appropriate linguistic form to convey the directive.

As was indicated above, a complementary interpretation is that the tentativeness of the modulated declarative utterance with *could* can be interpreted as a suggestion or recommendation justified well with technical and commercial ramifications particularized by the addressor.

6.6 Turn and utterance functions

This chapter approached the lexico-grammatical realizations of different directive utterances and their functions from a contextual perspective through analyzing their realizations in turns conveying a particular consolidated function and through their location in the overall turn structure. Sections 6.6.1

and 6.6.2 discuss the findings in view of the consolidated turn functions and the linguistic realizations of different directive functions respectively.

6.6.1 Speech functions carried by different turns

The analysis shows that the consolidated speech function of all the 21 initiating messages eliciting no verbal response by the addressees is that of demanding goods and services. In other words, the initiating turns in this category convey the consolidated speech function of requesting for action. Particular messages, for example messages 9 and 13, were perceived as multifunctional in that the directive utterances were interpreted as demanding goods and services and simultaneously as demanding information and more specifically facts. However, contextually interpreted the consolidated speech function of all the 21 turns were interpreted as carrying the function of commanding in that they primarily demanded goods and services, i.e. requested for action.

6.6.2 Functions of directive utterances and their linguistic realizations

6.6.2.1 Functions of directive utterances

The analysis of the 21 initiating turns has made it possible to develop a typology of directive utterance functions depicted in Figure 4 below. The typology of directive utterance functions illustrating the different directive utterance functions is compiled and modified for the purposes of this study on the basis of Eggins and Slade's (1997) account of speech functions of moves and Iedema's (1997) semantic typology of directive functions. The modifications and relabellings were made by drawing on the occurrences of different directives in the email data. As a result, it has been possible to develop a delicate way of describing and categorizing the different resources available to interactants in conveying different directive utterance functions in the 21 initiating turns.

The different directive utterances in this category of messages carry both the initiating and iterating functions, represented by the more nuanced utterance functions as indicated in Figure 4 below. As the figure illustrates, the variety of the nuanced functional labels of directive utterances is wide in both the initiating and the iterating categories. The numbers under each functional category refer to the numbers of the messages (see Appendix 5) in which the directive utterance functions are realized. In Figure 4, similarly to Figures 8, 12, and 15 in Chapters 7, 8, and 9 respectively, 'request action' is short for request for action, 'request info' for request for information, and 'expand request' for expand request for action.

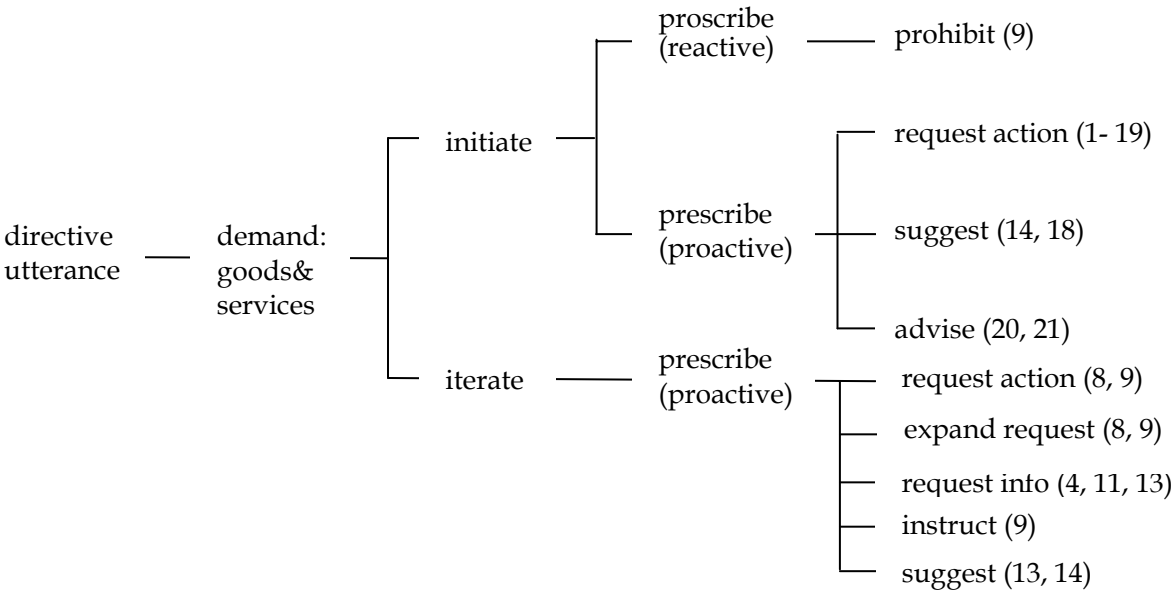

FIGURE 4 Directive utterance functions in the 21 initiating messages eliciting no verbal response

As Figure 4 illustrates, both reactive, i.e. proscribing, and proactive, i.e. prescribing, directive functions are represented here, as was the case in Iedema's (1997:90) data of administrative texts.

A great majority of the initiating messages express directives which, at their face value, are interpretable as conveying requests for action. Further, as was discussed above, there are directive expressions with multiple functions, such as those in messages 8, 9, 11 and 13. In addition, there are multiple directive turns realizing the same or different directive functions within the same turn. Within the present analytical framework it has been possible to develop a delicate sub-categorization of the different directive utterance functions by considering situational and contextual constraints of each directive utterance. Section 6.6.2.2 will discuss the lexico-grammatical realizations of the different directive functions.

As was discussed in the analysis, in multi-directive turns at least one directive utterance realized in the initiating turns with the function of request for action expects physical action of some kind to some degree. Therefore, such initiating turns are included in the analysis in this chapter. Messages 1 through 19 realize at least one initiating request for action utterance. Messages 2, 4, 16, 17 and 19 each realize two initiating requests for action, which are targeted at different addressees by the use of vocative in messages 2, 4, and 16. In addition to the function of requesting for action in the initiating category, messages 14 and 18 realize one suggestion each, whereas the imperative form single-utterance messages 20 and 21 convey the contextual function of advising. The multiple directive message 9 conveys an initiating prohibition, in addition to one initiating request for action, one iterating and expanding request for action,

and two iterating instructions. The typology describing Iedema's data makes a distinction between two functions of the proscribing or reactive category in that the interdicting function refers to proscribing current or past behaviour, whereas the function of prohibiting refers to proscribing future behaviour. However, the functional label of prohibiting is used in categorizing the directive utterance interdicting current incorrect behaviour in message 9. The initiating prohibition is the only proscribing function in this category of messages. The other directive functions fall under the prescribing category. In sum, in the initiating category there are requests for action, expanded requests for action, requests for information, pieces of advice, instructions and a prohibition realized through different lexico-grammar, which will be discussed further in section 6.6.2.2. The frequencies of the different mood choices for different functions will be given in Table 7a, whereas Table 7b depicts the total frequencies of the different mood choices.

When discussing the iterating function, Iedema (1997:90) concludes that directives may be realized by follow-up moves to merely reiterate an earlier command, i.e. request for action, or iterate it and elaborate it. In my data, however, there are occurrences of directive utterances the functions of which are interpreted as iterating on the basis of the situational context of the on-going interaction in the initiating turns. In other words, particular directive functions appearing within the same turn have been assigned the iterating label. More specifically, there are utterances which are interpreted as carrying the functions of requesting for action, requesting for information, instructing, and suggesting and which are categorized under the iterating function since they have elements with repetitive and expanding functions in relation to previously uttered directive utterances within the same turn. Examples of such iterating functions appear in messages 4, 8, 9, 11, 13 and 14 as illustrated in Figure 4 above.

Thus, in this category of initiating turns the data reveals the functions of requesting for action, requesting for information, instructing and suggesting, which are not present in Iedema's typology. Lastly, differently from Iedema's typology, the functions of renovating, cancelling and extending do not appear in Figure 4, since the addressors do not realize these functions within the individual initiating turns. However, directive utterances in other categories of message chains do carry these functions as illustrated in the analyses in the following chapters.

Similarly to Iedema's data, linguistic elements and verbal operators of modulation are used here to either mitigate or intensify directive utterances. The decision not to depict these elements in the functional typology is made in order to avoid the confusion of setting the linguistic phenomena of mitigating and intensifying on a parallel with the linguistic phenomenon of directing. The mitigating and intensifying elements do play an integral part in realizing the directive utterances and in contributing to realizing different directive functions in my data. Previous research referred to in the analysis suggests different ways of categorizing the mitigating and intensifying elements occurring in business email interaction (see e.g. Louhiala-Salminen 1999; Alatalo 2002), but in the scope of this work such categorizations are not provided.

6.6.2.2 Mood choices realizing directive utterance functions

Appendix 1 shows the lexico-grammatical realizations of the different directive functions detected in the 21 initiating messages eliciting no verbal response. Appendix 1 lists the occurrences of each lexico-grammatical realization form and their different structural variations in each functional category in order to illustrate the dynamism in their realizations, such as the modal interrogative form realized through *Could you please*, *Auli can you please*, *Would you pls*, and *Can you please* in the initiating function of requesting for action.

The consolidated message or turn function, which is initiating in all turns, is specified first on the left hand side, followed by the delicate or nuanced directive utterance functions, the linguistic realizations of each function, and the mood types realizing the directive functions. The abbreviated forms indicating the mood types are as follows: MI for modulated interrogative, IM for imperative, MD for modulated declarative, PI for polar interrogative, and DE for declarative. All messages are displayed in full in Appendix 5.

The lexico-grammatical variations used by addressors to realize different directive functions are illustrated in Appendix 1. For example, the predominant mood system of modulated interrogative realizing the initiating requests for action has a wide variety of lexico-grammatical realizations with different modal verbs, and with the presence or absence of a courtesy subjunct and vocative. In two examples under the initiating request for action function, i.e. *You need to issue a full credit… and invoice at…* and *Please evaluate it and advise the mill guys if…*, the two utterances conjoined with the additive conjunctive *and* are indicated and counted in frequencies as separate requests for action. The lexico-grammatical variations are illustrated in Appendix 1 in their original orthography. Longer stretches than only the directive utterance are given when considered relevant for improved understanding of the utterances. Question marks are indicated when they are used in the original messages. No exclamation marks are used by addressors in imperative forms here.

Among the 21 initiating turns there are multiple directive turns since there are 39 lexico-grammatical realizations of different directive functions. Table 7a and 7b below show the variety and frequencies in different interactional events of the difference mood choices realizing directive functions here. The distribution column in Table 7b refers to the categorization of the 21 messages according to the direction of interaction in the analysis. Thus, O-to-O refers to interaction between operative-level participants, M-to-M to interaction between management-level participants, DV to downward vertical interaction, and UV to upward vertical interaction. As the number of messages in the O-to-O category is thirteen (13), the subsequent total frequency of the directive utterance realizations is higher there than in the other categories, the M-to-M and DV categories represented by two (2) messages each, and the UV category by four (4) messages. The abbreviations for directive functions are the same as used in the analysis. The abbreviation INIT stands for initiating and ITER for iterating, and the ITER:RFAE stands for an iterating and expanding request for action. In Table 7a, the numbers in parentheses after the mood choices indicate

the number of occurrences of each mood choice in different realizations of directive functions in messages eliciting no verbal response. The different data-driven directive functions were illustrated in a network in Figure 4. Table 7b gives the total frequencies of the different mood choices in the same messages.

TABLE 7a Functions realized through different mood choices with frequencies of mood choices in messages eliciting no verbal response

Function	Mood choices
INIT:RFA	modulated interrogative (16), imperative (5), modulated declarative (2)
ITER:RFAE	modulated interrogative (1), imperative (1)
INIT/ITER:RFI	polar interrogative (1), imperative (2)
INIT/ITER:SUG	modulated declarative (2), polar interrogative (2), modulated interrogative (1), imperative (1)
INIT:ADV	imperative (2)
INIT:PROH	modulated declarative (1)
ITER:INS	declarative (1), modulated declarative (1)

TABLE 7b Frequencies of mood choices realizing directive functions in messages eliciting no verbal response

Mood choice	Total frequency	Distribution O-to-O	M-to-M	DV	UV
Modulated Interrogative	18	17	1		
Imperative	11	3	2	2	4
Modulated declarative	6	2	1	2	1
Declarative	1	1			
Polar Interrogative	3	3			
TOTAL	39	26	4	4	5

In this work, with a focus on contextual directive functions and their lexico-grammatical realizations, modulated interrogatives and polar or yes-no interrogatives are not placed under the generic label of 'Interrogatives' as for example by Kankaanranta (2001:317 citing and modifying Blum-Kulka et al. 1989a). She places request realizations on a continuum from the most direct to the least direct requests. The two types of interrogatives are treated in their own separate categories in order to be able to examine which contextual directive functions they carry in the present data. The discussion to follow will summarize which lexico-grammar with which frequency is used to realize the different data-driven directive functions in messages eliciting no verbal response. References to findings from previous research will be made for comparison.

Modulated interrogatives

A total of 39 directive utterances are realized in the initiating turns, eighteen (18) of which are realized through modulated interrogatives. In view of the functions carried by the mood system of modulated interrogative, sixteen (16)

initiating requests for action realizations, one (1) iterating and expanding request for action realization, and one (1) iterating suggestion resort to different modulated interrogative structures. Due to the high number of turns representing interaction between operative-level peers here, the modulated interrogative is by far the most frequent mood choice in operative-level interaction. More specifically, modulated interrogatives are used by British addressors, by operative-level addressors and one management-level addressor, to operative-level Finnish addressees, by American operative-level addressors to Finnish operative-level addressees, and by Finnish operative-level addressors to either American or British operative-level addressees. Also Finnish operative-level interactants use modulated interrogatives in horizontal interaction with American and British addressees.

As was suggested previously, the incongruent modulated interrogatives in their various structural variations can be seen as representing disambiguating linguistic choices for conveying requests for action since they explicate the expected actor *you* and the expected action. Further, in its present context used for conveying the iterating suggestory function, the modulated interrogative with the low modal operator *could* can be perceived as tentative enough for realizing a suggestion in a situation where the operative-level peer addressor's personal error necessitates her to request for action from the addressee. Thus, the use of modulated interrogative forms can be seen as conventionalized and formulaic expressions in realizing directive functions in written business discourse as suggested in previous research (Yli-Jokipii 1994; Bargiela-Chiappini & Harris 1997; Kankaanranta 2001).

All modulated interrogative clauses do not use the question mark. It has been argued (Iedema 1997: 76) that in such occurrences punctuation is played off against grammatical realization, which codes a subtle shade of meaning intermediate between the polite realization of a directive as interrogative and its somewhat less polite realization as declarative. I argue that in the email interaction the presence or absence of the question mark in directives realized by modulated interrogatives may not be deliberated and, consequently, may not have a prominent function. The question marks are indicated in the modulated interrogatives analyzed if they appear in the data.

Imperatives

The congruent imperative mood is used in eleven (11) directive utterances to convey different situational and contextual functions. Five (5) imperative form utterances convey the initiating request for action function, one (1) imperative is used to realize an iterating and expanding request for action, and one (1) an iterating suggestion through *let's*. Further, two (2) imperative forms realize the initiating advising function through *Check the database for comments* and *Please check the mill comments*, whereas three (2) imperatives convey iterating requests for information.

The imperative form in realizing directive function is the mood type most transparent from the addressee's point of view and the simplest from the addressor's point of view to produce purpose realizations. I interpret that the use of imperative forms signals their contextual appropriateness for situations in which transparency in view of the action and the expected actor is of importance. Further, the recurrency and straightforwardness of the interactional events allows for the use of the imperative structures.

In view of the interactional events, the imperative mood is used to request for action in different straightforward interactional events not encouraging further negotiation of the issue or the social roles of the interactants in the corporate contexts, i.e. in horizontal interaction between management-level employees *Please formulate an answer*, in horizontal interaction between operative-level employees *Please let them know that,* in downward vertical interaction *Please evaluate it*, and in upward vertical interaction *Please review the codes and send.* Similarly to the modulated interrogative mood, I perceive the congruent imperative form as appropriately transparent in that the action is explicated and foregrounded at the level of utterance and the expected actor is made transparent by the implicit 'you', allowing for explicating the social role positionings in accordance with the participants' hierarchical roles in the company. The frequent use of the courtesy subjunct *please*, similarly to the message-final utterance *thanks* in its several variations used in eight (8) messages, can be interpreted as serving two simultaneous functions in that it makes the directive realizations appropriately polite and appropriately obligating especially in its initial or foregrounded position at the level of the clause.

The inclusive imperative form utterance *so let's consider them later* has received a situational and contextual reading of an iterating suggestion due its location after an initiating suggestion and the lexis showing the close intertwinedness between the two adjacent utterances, i.e. the use of the textual adjunct *so* with linking functions and the use of the mental process verb *consider* in both utterances.

In some interactional events, independent of the explicit requests for a verbal response, such as *let me know* and *pls return* there are no subsequent responding messages available for the analysis in my data. Even though a verbal response is explicitly requested in the two messages by the imperative utterances *Please let me know what can be done about this.*, and *but pls return*. no verbal response is provided.

Modulated declaratives

The incongruent modulated declarative mood is used here to realize four different functions through six (6) different utterances. Modulated declaratives realize two (2) initiating requests for action, one (1) initiating prohibition, two (2) initiating suggestions, and one (1) iterating instruction. The obligation is conveyed through different structures, i.e. the *need*-structure conveys requests for action in *You need to issue… and invoice at* in downward vertical interaction.

The median modal operator *should* appears in three utterances, one in horizontal operative-level interaction to convey an initiating prohibition through polarity and one iterating instruction in the same turn, and one in management-level interaction to convey an initiating suggestion. The low median modal operator *could* has one occurrence in one utterance in vertical upward interaction to convey an initiating suggestion. The use of the modulated declarative structure realizing a suggestory formula can be interpreted as contextually appropriate in upward vertical interaction. Further, it shows that in the asymmetrical interactional event the addressor is capable of positioning himself in a suggestor's rather than a requester's role by uttering *You could do* instead of for example 'Please/do'.

Polar interrogatives

There are three (3) occurrences of the polar or yes-no interrogative form. One (1) polar interrogative is used for the iterating function of requesting for information which can be seen as a typical or congruent mood choice for an utterance seeking information from the addressee, i.e. for a question expecting or desiring an answer from the addressee (Halliday 1994a: 341-344 Eggins & Slade 1997:184). Further, polar interrogative structures appear in two (2) utterances conveying the iterating function of suggesting. I see the polar interrogative form as appropriately tentative and transparent to convey the suggestory function in that the mood choice welcomes the involvement of the addressee in the ongoing interaction in that it indicates that the addressee is given a chance to take the next turn in the form of a verbal response. However, the polar interrogative conveying the iterating function of suggestion in *Is there anyway that this invoice can be cancelled out and redone to show the dollar amount* does not necessarily obligate the addressee's involvement since there is an initiating request for action conveyed and by carrying out the request for action the addressee can be interpreted as acting in a compliant way.

There are polar interrogative utterances, i.e. *is there one in the system already, I couldn't see one,* and *Is there anyway that this invoice can be cancelled out and redone*, inviting the addressee to take the next turn eliciting no verbal reaction by the addressee. These instances of silence were discussed above as examples of confronting turns, but as was pointed out in the discussions, a more versatile picture of linguistic expressions conveying confrontation will be revealed in the chapters to follow.

Declaratives

Lastly, one directive utterance is realized through the mood choice of declarative. The utterance carries the iterating function of an instruction. The instructive function in *the procedure that was established is to just mail one set* is emphasized by the use of the mood adjunct *just* with an intensifying or emphasizing function (Eggins 1994:167; Lindemann & Mauranen 2001:466) together with the specific numeral *one* functioning as conveying precision.

To conclude, in terms of the mood choices, the whole mood system is in use here in realizing different directive functions, with the modulated interrogative form topping the list of frequencies, especially in the category of requesting for action in both the initiating and iterating category for demanding either goods and services or for information. In other words, requesting for action seems to be the core function conveyed through altogether twenty five (25) directive utterances out of a total of thirty nine (39) directive utterances in this category of initiating message eliciting no verbal response. As Table 7a and Table 7b show, the use of the imperative, modulated declarative, polar interrogative, and declarative structures have lower frequencies than the modulated interrogative structures which has the highest frequency of occurrences in operative-to-operative interaction in requesting for action. As was discussed previously, thirteen (13) messages represent horizontal interaction between operative-level interactants with high level of familiarity in interactional events recurrent and routine in nature and, consequently, no negotiation of the issues related to documentation is expected. The low number of messages involving management-level interactants in this category of messages can be interpreted as indicating that the management-level employees' involvement in routine intra-corporate interactional practices including requesting for repetitive action for immediate compliance through email is low, especially in interactional events in which further negotiation of issues is not conveyed or interpreted as necessary or desirable by the participants.

As to the similarities and differences in findings of mood choices between this work and previous research, it is worth pointing out that the comparison of my findings with previous research is secondary to the main focus in this work and, further, my limited data may cast the comparison in a questionable light. Despite these limitations, some comparison will be provided in the following paragraphs.

In view of mood choices, the findings in this study are in line with the findings by Bargiela-Chiappini and Harris (1996:643, 655) to the extent that requesting in internal routine business correspondence is concerned. In other words, in their analysis, modal-initials, i.e. modulated interrogatives, were used more often than imperatives, interrogatives and declaratives in realizing requests in internal communication in routine written correspondence. A point needs to be made here, however, in view of the different categorization of the directive functions in Bargiela-Chiappini and Harris' (1996) work and this study in that they use the notion of modal-initials and do not categorize between modulated declaratives and declaratives as is done here. Kankaanranta's (2001) study on variation in English email requests by Finnish and Swedish addressors places modulated interrogatives in the same category with interrogatives. Her findings show that the imperative form is the most used mood type to realize all requests, followed by interrogatives including modulated interrogatives and wh-interrogatives. Kankaanranta's (2005:397) recent study supports her earlier findings in terms of the mood choices. However, in a study on email requesting including a cross-cultural comparison between Chinese English learners and

American native English speakers (Chang & Hsu 1998:129-130), the distribution of requestive expressions give results different from those summarized above. The most frequently used request realizations by American language users both in power-unequal situations, i.e. asymmetrical or vertical interaction, and power equal situations, i.e. symmetrical or horizontal interaction, on the scale of indirectness and politeness is the query preparatory strategy, i.e. utterances containing reference to preparatory conditions, e.g. ability and willingness such as *Can you clear up the kitchen, please?* or *Would you mind moving your car?* (Chang & Hsu 1998:129-130 citing Blum-Kulka et al. 1989a:18). This category corresponds to the category of modulated interrogatives in this study. The most frequent realization of all requests by Chinese writers is the want statement, followed by the imperative form. In this category of messages in the email data, there are no want statements used to convey requests for action. The findings from Chang and Hsu's (1998) email study regarding the mood types realizing all request items by American language users are in line with the findings of this study in terms of the category of messages conveying requests for action under analysis in this chapter.

An empirical study on a bilingual corpus of business correspondence, i.e. English and Finnish, provides a categorization based on research findings according to which the default request formats of imperative, interrogative and modal-initials are largely replaced in real-life texts by the declarative mood (Yli-Jokipii 1994:147). Further findings from a study examining a set of 32 documents written by or to the Managing Director of an international joint venture referred to in the previous paragraph (Bargiela-Chiappini & Harris 1996) are consistent with Yli-Jokipii's (1994) findings in that the texts display a variety of moods realizing requests, the declarative mood being the most frequently used in all correspondence (Bargiela-Chiappini & Harris 1996:643), not only internal routine correspondence. The findings from this study in the category comprising 21 routine messages including a request for action and not eliciting a response are similar to a high degree to the findings reported in Chang and Hsu's (1998) study on email requests, similar to some extent to Kankaanranta's (2001, 2005) findings, but notably different from the findings by Yli-Jokipii (1994) and Bargiela-Chiappini and Harris (1996) analyzing all requests in mailed business correspondence.

Further, the findings most notably different from my findings were found in research analyzing mailed written business correspondence in the 1990's in all requests (Yli-Jokipii 1994, Bargiela-Chiappini & Harris 1996), and not only in requests for action in routine type of situations in intra-corporate interaction, which may explain the difference in realization patterns in the reported research and this study. In addition, interactional practices in the business domain in view of request formulations conveyed through different technologies may have changed in the ten years' time frame as suggested by Louhiala-Salminen (1995, 1999, 2003). Further reasons concerning the differences may be that the data in this study represent intra-corporate interaction exclusively and the addressors and addressees are several, contrary to for example Bargiela-Chiappini and Harris' (1996) work where all the

documents were written by, or to, the same interactant, a Managing Director of an international joint venture. However, without a deeper knowledge of the contextual features in the other research, it is difficult to suggest conclusive reasons for the differences in the realizations patterns for the social activity of requesting action. The question of mood choices in realizing directive functions will be reverted to in the concluding discussion.

As was pointed out previously, this section focuses on analyzing the interactants' linguistic behaviour in realizing directive functions in straightforward or routine types of interactional events through email messages which do not elicit a verbal response, i.e. no negotiation of the proposal or proposition is realized. I argue that this has implications for the lexico-grammatical realizations of the requests in that modulated interrogatives are used as categorical language to deliver conventionally routine requests for action to their addressees by describing and explicating the expected action and actor, by drawing on relations among participants and concepts and by registering the degree of involvement and directness (Fairclough 1992:159). In other words, the description of the context has contributed to interpreting the consolidated functions of the messages and the functions of the lexico-grammatical elements that convey different directive and other functions. Further, on the basis of the on-going interaction is has been possible to infer the context in which the interaction has been produced (Eggins & Martin 1997). In sum, the categorical linguistic elements chosen by the addressors to realize requests for action convey the contextual dimension as well as the situation in which the requests for action have been expressed.

6.6.2.3 Lexis used to contribute to directive functions

In view of the use of lexis in the different linguistic structures in realizing the different directive functions, the directive utterances in operative-level peer interaction have mostly to do with payments and the subsequent documentation, i.e. invoices, bills of exchanges or drafts, credit notes, orders, reports, and databases, for the handling of which the operative-level addressors and addressees are responsible. Consequently, such material process verbs as *pay, issue, reissue, redo, change, cancel, check,* and *allocate* are used in the directive utterances. Other issues of interaction and the subsequent verbs in messages requesting for action but eliciting no verbal response are as follows: orders - *change*; reports - *fax*, *check*, *request*; databases - *see, check*, *send*. Further, in requesting the addressees to respond verbally the verbs *let … know* and *return* are used in requests, such as *let me know*, and *but pls return*.

The utterances requesting for a verbal response by the addressee, such as *let me know* and *but pls return*, can be interpreted as representing a category of verbal process verbs different from the material process verbs, such as *issue*, *redo*, *send* listed above, in that they do not request for action concerning the Goal participant as concretely as the material process verbs. However, pragmatically

the requested verbal responses incite material processes in these interactional contexts.

Mental or verbal process verbs, such as *consider, evaluate, advise,* and *ask* have occurrences in directive utterances conveying suggestions, requests for action and information. Nouns or nominal groups such as *credit note, proforma/ invoice, draft, Bill of Exchange, order report, claim, database, credit, code* are used in denoting the Goal participants in directive function realizations, i.e. the objects of action conveyed in the directives.

Further, in terms of the typical lexis of directive realizations, the use of *please* in imperatives and modulated interrogatives can be interpreted as serving multiple functions. Traditionally, *please* is regarded as a conventional politeness marker functioning as a mitigating element in combination with imperatives (Bargiela-Chiappini and Harris 1996:655) and with modulated interrogatives. However, at the same time it can be seen as functioning as reducing the ambiguity of modulated interrogatives, i.e. as reinforcing the requestive function of modulated interrogatives because it marks the existence of a directive function in interaction (Mulholland 1999:72). In other words, it is as typical marker of an action-oriented exchange in that it marks the action requested explicitly (Ventola 1987:115). Further, *please* functions as contributing to status difference (Iedema 1997:75) in organizational contexts in that it makes the request more disambiguous and positions the requester and the requestee in their interactional asymmetrical role slots explicitly. Four out of the five imperative forms use the politeness and request marker *please* as an interpersonal element which, according to Mulholland (1999: 82), is used most frequently together with *OK?* in email messages she studied. She suggests that as they are the briefest alternatives from the wide range of politeness marker possibilities, politeness is only a minor matter in intra-organizational email interaction. The function of *OK?* in the email data will be discussed further in the following chapters.

The necessity/obligation modal *should* as well as *let's* are used in contributing to realizing directive functions through declarative clauses with varying functions from prohibitions through instructions to suggestions. Further, the modal of obligation/necessity *need to* is used in a declarative structure in realizing different directive functions and it pronounces future action, i.e. it is a marker of future action and simultaneously a marker of the claim that a necessary course of events needs to be followed by the expected actor. These utterances reflect an unexceptionally unproblematized power difference between management and operative-level employees. However, it is not possible to map issues of power and solidarity unproblematically and categorically on to particular linguistic choices, since directness and bluntness may code extreme power as well as high solidarity (Iedema 1997: 75). The directness and bluntness of the linguistic choice realized by the *need to* utterance can be understood as being contextually alleviated by the fact that the message is initiated by utterances which function as providing an account or reason for the urgent request. The foregrounded enabling or legitimizing utterances conveying the reasons for the directives can be interpreted as serving as

bringing in an interpersonal aspect and decreasing the asymmetry between the addressor and the addressee. The transparent realizations of directive functions enable addressors to explicate the addressee, or in multi-person messages the addressee identified by a vocative, as the actor of the expected action explicated by a verb most frequently representing the material process in this category. The mutual assumption between the addressor and the addressee seems to be that both sides are very busy and do not want to spend time on speculation, and emphasis is put on the ideational content of making a request. In this category of messages, routine requests are descriptive in nature in that they give a clear and concise indication of what action the addressor requires from the addressee, frequently with an account which supports the request (see Kong 1998: 111, 138).

In this category of messages there are two utterances with the expression *do me a favour* by the same American female addressor, i.e. in message 13 in *Can you please do me a favor and have it redone again by invoicing.* and in message 12 in *Can you please do me a favor and issue a supplemental invoice 123456.* Both instances of *do me a favor* are foregrounded at the directive utterance level and can be interpreted as elements seeking to get the addressee's pre-commitment to what follows. In other words, at the level of the clause the modulated interrogative *Can you please do me a favor* prepares the addressee for the request for action to follow where the expected action is particularized after the additive conjunction *and* used in extensions (Halliday 1994a: 232).

There are nine (9) occurrences of the post-sequence or a follow-up element *thanks* in its varying structural forms. In the nine action-oriented messages it can be interpreted as functioning as an appropriately conventional supportive utterance to requests for action utterances. Particular structural forms, such as the metafunctional element of *thanks* in *Thanks for your help!* or *Thanks Auli!*, indicate the expected actor by the pronoun *you* or the vocative and function as explicitly positioning the addressee as the requestee responsible for carrying out the action. As discussed above, there seems to be no meaningful influence on the structure of the turns conveying requests by the direction of interaction or the addressor of the messages.

6.6.3 Role relationships in flux

One of the research questions addressed in this study is how the interactants' roles, including the non-present others, are constructed, maintained and reconstructed through directive language use in the unfolding of interaction. On the basis of the linguistic analysis it can be contended that the addressor's use of different mood structures, different verbs, different pronouns, nouns and vocatives signal the interactional dynamism and complexity in realizing directive utterance functions and in assigning roles to interactants in the on-going interaction. Especially in the request for action category of directive functions, *you* as the expected actor is explicated in the modulated interrogatives, whereas the implicit 'you' is assigned the expected actor's role in the imperative form and in the polar interrogative realizations. Subsequently,

the addressor as the explicit, e.g. *let me know*, or implicit 'I' in these mood choices is assigned the role of a requester, suggestor, advisor, prohibitor, and instructor depending on the interactional event and the directive utterance functions. In a number of messages, the vocative in the salutation or in the directive utterance can be interpreted as explicating the named participant as the expected actor. As was discussed above, pronouns are used in directive realizations to assign the expected actor's roles to present or non-present participants. The pronouns *you*, *me* and *we*, either in its inclusive or exclusive use, position the interactants in their role slots. In message 9 the pronoun *them* is used to refer to the non-present participants. The pronoun *they* is used on several instances in this message category in the elements legitimizing, i.e. giving reasons or further information, or attributing directives to a non-present party. Typically *they* and *them* refer to a previously named or identified customer.

The multiplicity of position-taking and position assigning shows that it is interactionally possible to construct utterance-by-utterance transitions across different role positionings between the addressor and present and non-present addressees within the same turn in a complex and dynamic way (Iedema et al. 2003:29). In intra-corporate interactional activity, role asymmetry between interactants is approached from a functional perspective. The fact that some employees hold a hierarchically higher position than other employees is a corporate practice enabling the management of corporate business activities at different levels of the corporate hierarchy through the corporate employees' different rights and obligations. In other words, I see corporate role asymmetry as a functionally enabling corporate practice in view of the participants' directive linguistic behaviour.

In this category of messages the interaction takes place either horizontally between management-level and operative-level interactants or vertically downwards and upwards. To an extent, the directive activity can be referred to as repetitive and conventional. In other words, for example the social activity of requesting for action by different lexical and structural forms is understood as a relatively straightforward or routine undertaking (Firth 1991:93) in that the addressor sees the requesting activity situationally and contextually as non-problematic. Consequently, legitimization for directive linguistic behaviour is shared knowledge between the interactants due to their social roles and previous knowledge and experience of similar interaction in similar situations with the same interactants. Despite this shared knowledge, legitimizing elements are frequently uttered. The use of the addressee's first name in salutations and in directive realizations and the addressor's first name in complimentary closes, if any, indicate that the level of familiarity is high between the interactants. Thus, the major consideration by the addressor seems to be how to convey directives with different functions as efficiently and effectively as possible to achieve subsequent, and typically immediate, compliance by the addressee.

Multiple and shifting social roles of interactants can be identified in the unfolding of the email interaction. In directive utterance realizations, by

expressing the general interactional goal of achieving action and the purpose of conveying that action as necessary in varying degrees, the addressors legitimately position themselves as requesters and, consequently, the addressees or non-present participants as expected actors are slotted in the requestees' role. Simultaneously, by requesting action the addressors may create functionally more nuanced and shifting role relationships between the interactants in particular interactional events by re-positionings, as was revealed by the analysis. As a result, the addressors may take on the role labels of a prohibitor, advisor, suggestor or knower or expert and, subsequently, the addressees may be assigned those of an advisee, suggestee, or the non-present participants as those of a wrongdoer, and subsequently an instructee, and prohibitee. Further, in the unfolding of interaction in some turns, for example in message 13, the addressor's role may develop by the use of different directive utterances from the requester's role through the suggestor's role to the re-established requester's role, with the subsequent reversals in the addressee's role. In message 9, by expressing the multiple directive clause complex *can you please let them know that the proforma invoices for {Customer Company Name} are printing over our printer and they should not be.* the addressor assumes the role of a requester for action in relation to the addressee, and simultaneously the role of a prohibitor in relation to "them", i.e. the persons who handle Canadian invoices.

6.7 Summary

To summarize, the 21 messages conveying a request for action and eliciting no verbal reaction were analyzed in this chapter. A total of thirteen (13) messages are written by and addressed to operative-level participants and the interaction deals with different documentation, which is illustrated on the lexical level by frequent uses of nouns to do with business documentation, such as *invoice*, *credit*, *draft*. The material process verbs used in requests for action realizations and in other directive expressions, such as *issue*, *reissue*, and *cancel*, denote the expected action which is carried out non-verbally since there are no verbal reactions to these messages. The same topics and lexical items typically appear in the operative-level interaction between the operative-level participants in the present data also in the chains of email messages.

The most used mood choice for realizing directive functions is the modulated interrogative in different structural variations in operative-level peer interaction as is depicted in Table 7a and Table 7b in section 6.6.2. Legitimation foregrounds the request for action realizations in eleven messages, whereas in two messages legitimation is backgrounded. In Iedema's (1997) terms, the addressors' expressions of legitimation display short hierarchical distance between the participants and the addressors' readiness to negotiate, which can be interpreted as a symptom of flattening hierarchies.

Management-level horizontal interaction is represented by two messages, one explaining reasons for a delay in deliveries followed by a request for action by the addressee, and one informing about a change in payment terms and conveying a subsequent request for action to an invoicing clerk. The imperative form directive and the modulated interrogative form directive respectively are both foregrounded by legitimations. One message that is written vertically downward deals with returning a particular delivery and one message deals with evaluating a particular sample of material. Both addressors convey legitimation before conveying the directives, one of which is realized through a high modal declarative *You need to issue a full credit* and the other through an imperative form realization initiated by *Please*. There are four messages written vertically upwards, two dealing with material properties and two with checking particular databases. A low modality operator *could* in *You could do a quotation* is used to realize a directive in a suggestory form, while imperative forms are used in the three remaining messages to realize directive functions. Due to the low number of messages and occurrences of directives no generalizations are pursued. However, as was stated above, the most frequently used request for action realization in horizontal operative-level interaction is the modulated interrogative form followed by the congruent imperative form in frequency.

In respect of role work in the initiating messages eliciting no verbal reaction, it can be concluded that the addressors' use of different mood structures to realize different directive functions, and the use of different pronouns, vocatives, nouns, nominal groups together with verbs and verbal groups signal a particular degree of transparency on the one hand, and a particular degree of tentativeness through the inclusion of legitimations on the other. The shared knowledge between the participants' concerning their organizational positions and the concomitant tasks can be seen as enabling the relatively transparent directive behaviour and role assignment in the on-going interaction.

7 INITIATING MESSAGES ELICITING CONTINUING AND RESPONDING TURNS

7.1 Introduction

This chapter analyzes directive language use in seven (7) email message chains comprising an initiating turn, continuing turn, and responding turn in four chains preceding or following a continuing turn. Similarly to the initiating turns analyzed in Chapter 6, the initiating turns here carry the consolidated speech function of requesting for action. The linguistic analysis addresses the questions of how different addressors assert themselves in their speaking positions as the interaction unfolds in the chains, i.e. how they choose to realize different directive functions lexico-grammatically, and what kind of associations there are between different consolidated speech functions carried by turns and directive utterance functions and their grammatical realizations and the social action they accompany in the broad corporate context while organizing corporate activities. Further, it is examined how different directive functions and other functional elements contribute to the consolidated speech function of different turns and, consequently, to the participants' contextual and interactional role positionings.

Chapter 7 opens with a condensed description of the continuing and responding turns and how they unfold in the seven chains. A more detailed general discussion of the continuing and responding turns was included in section 5.3.1 illustrating the speech function networks suggested by Eggins and Slade (1997:195). This chapter only discusses the subcategories of the speech functions of the continuing and responding turns that are realized here. The discussion of the speech functions is more elaborate in this chapter than in Chapter 6 since the message chains here are multiple turn chains, whereas Chapter 6 focused on analyzing initiating turns eliciting no verbal response.

Further, similarly to the previous chapter, in order to proffer a general illustration of particular features of the situational context of interaction here, a concise account of the categorization of the initiating turns on the basis of the

direction of interaction and the reasons necessitating the writing of the continuing turns is offered before the lexico-grammatical analysis by referring to section 5.3.3 providing an outline of the categorizations.

7.2 The continuing and responding speech functions

The message chains here comprise an initiating turn demanding goods & services, a continuing turn sustaining the interaction of the topic or issue introduced in the initiating turn by the same addressor and a responding turn reacting to another addressor's previous interaction in four chains.

The turn carrying the continuing speech function allows the same speaker to sustain interaction by continuing it. In other words, the addressor of the initiating turn self-selects the addressor's role in the next turn. Keeping the turn is referred to as conveying a degree of assertiveness (Eggins & Slade 1997:199), since through a continuing turn the addressor maintains the speaker's role, whereas the turn carrying the responding speech function allows for a new speaker to take the floor, i.e. take on the speaker's role. Thus, continuing turns show the addressor's need to re-take the floor, and continuing turns can be interpreted as representing an initial stage of negotiation of meaning and negotiation of turn allocation in that the addressor is self-selected as the next speaker. Henceforth the notion of continuing turn will be used for the turns written by the same addressor as the previous turn, and a responding turn for the turns written by a different addressor from the addressor of the previous turn, i.e. by a respondent. The conception of the different speech functions draws from Eggins and Slade's (1997:195) network of speech functions discussed previously in section 5.3.1. The delicate speech function subcategories of elaborating, extending and enhancing (Eggins & Slade 1997:195-197) are incorporated here under one subcategory and re-labelled as the expanding speech function in the category of continuing turns carrying the prolonging speech function.

Figure 5 illustrates the subcategories of the continuing speech function realized here.

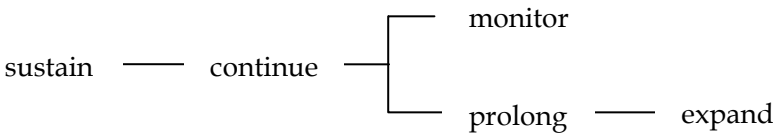

FIGURE 5 Continuing speech functions in the email interaction

In terms of the delicate speech function subcategories, monitoring turns engage the same addressor through self-selection. The addressor of a monitoring turn sustains the interaction in order to check that the addressee is following, and invites the addressee to take the turn, in which case the desired verbal reaction is set up as conveying a supporting speech function in relation to the previous

turn (Eggins & Slade 1997:195-196). Through the monitoring turn the same addressor continues interaction in relation to the previous turn and the previous directive utterance/s and signals her/his willingness to involve another participant into the interaction in the following turn. Prolonging turns involve the same addressor, i.e. the continuing speaker, who adds to their immediately previous contribution by providing further details or clarification, or contrasting details concerning their previous contribution. Thus, in Eggins and Slade's account (1997:197 citing Halliday 1994:225ff, 324-326) the relationship between a speech function and its prolonging continuation is referred to as expansion and the subsequent speech function is that of expanding. In other words, prolonging turns build on or fill out the moves they are logically connected with. The difference between the monitoring and the prolonging functions stems from the way the two types of turn attend to the recipient. Monitoring turns convey the continuing addressors' readiness to hand over the turn by implying that the addressees will react by supporting responses, whereas through prolonging turns the addressors have an opportunity to contribute more to interactions by expanding on their previous turns. Eggins and Slade maintain that in casual talk the prolonging function seems to pre-empt possible challenges or queries and, therefore, prolonging can be used defensively as well as assertively. In the sustaining and reacting category, responding interaction is realized by the addressee of the initiating message or one of the addressees in a multi-addressee message, who takes over the addressor's or the respondent's role in the turn subsequent to the initiating turn. (Eggins & Slade 1997:196-199.)

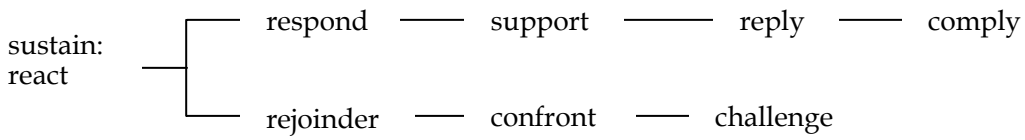

FIGURE 6 Responding and rejoindering speech functions in the seven email chains

Figure 6 above shows the reacting speech functions in the seven (7) message chains analyzed here. The reacting function is represented here by responding and rejoindering functions. There are four responding turns in the chains including a continuing turn. As was discussed in section 5.3.1, responding turns are essentially interactive in nature in that they are verbal reactions by one speaker to another speaker's previous behaviour. Here, responses are seen as verbal reactions to negotiate proposals or propositions put forward by previous speakers. Through verbal responses, respondents accept the role positionings by providing either supporting or confronting responses. Here, both supporting and confronting responding turns are represented as will be discussed below.

The subcategory of a compliant reply carries a supporting function in that it indicates the respondent's willingness to accept the propositions or proposals

of the previous addressor (Eggins & Slade 1997:206), whereas confronting or challenging rejoinders function to interrupt, postpone, abort or suspend the initial speech function sequence in that the respondent may actively reject negotiation or query the adequacy or contextual relevance of the previous addressor's proposals or propositions (Eggins & Slade 1997:183, 207). Thus, Figure 6 shows that within the sequential and dialogic pattern of a command, i.e. a previous request for action, and a subsequent responding speech function, both the supporting and confronting functions are realized here through compliant replies and challenging replies respectively. In Halliday's (1994a:69) terms, the responses conveying support are referred to as expected responses and those conveying confrontation are referred to as discretionary alternatives. Each functional subcategory and their realizations in different turns will be treated in more detail in the discussion of the turn functions in section 7.6.1 after the lexico-grammatical analysis of the directive utterance functions.

7.3 Categorizing continuing turns

Categorizing the interaction in the seven chains is approached first from the point of view whose previous activity caused the need for realizing the continuing turn as a reaction to an initiating turn or a responding turn. In other words, in view of the unfolding of the interaction in the message chains, this section discusses whose previous action or non-action made it necessary for the previous addressor to sustain interaction by rephrasing or reverting to the proposal or request for action uttered in the previous turn. Thus, instead of categorizing the message chains in accordance with the direction of interaction and the previous activity causing the need to request action in the initiating turn as was done in the previous chapter, the categorization of the seven message chains will be approached differently. The analysis will discuss why the initiator needs to take the next turn instead of the addressee/s of the initiating turn. However, the direction of interaction in the initiating and continuing turns and the changes in the direction as the interaction unfolds are raised for discussion in the analysis when found relevant as a constraining feature of the interactional events, including the discussion of turn structures in different turns. Appendix 6 presents the full message chains categorized in accordance with the direction of interaction in the initiating turns in the chains including a continuing turn. The categorization similar to that in Appendix 5 is resorted to for reasons of uniformity.

Interaction in the seven (7) message chains shows a degree of recurrency and straightforwardness. The recurrent nature can be seen in that the initial requests for action repeated and/or rephrased in the continuing turns seem to be typically conveyed as unproblematic and the response messages, if any, either explicate or implicate a situationally and contextually unproblematic resolution brought about in compliance with customary corporate practices.

Three categories can be presented in terms of whose previous activity necessitates the writing of the continuing turns. The previous activity or non-activity necessitating the writing of the continuing message is either by (i) the addressee, (ii) the addressor or the addressor's party, or (iii) an identified customer as depicted in Table 8 below. The abbreviation H/O-TO-O stands for horizontal operative-to-operative, H/M-TO-M for horizontal management-to-management, and VU for vertical upward interaction.

In Table 8, the direction indicates the direction of interaction in the continuing turns. In the six (6) first message chains illustrated in Table 8 the direction of interaction is the same in the initiating and continuing turns since the addressors of the initiating turns sustain interaction in the continuing turns. In message chains 34 – 35 – 36 and 37 – 38 - 39 the abbreviation VU – H/O-TO-O indicates that in the continuing turn the direction of interaction is vertically upwards, since an operative-level addressor identifies a management-level addressee as the primary addressee in the salutation or in the To: addressee line respectively in the continuing turns. However, the interaction commences as horizontal operative-to-operative level interaction. In all except for one chain, i.e. the chain comprising messages 37, 38, and 39, the same addressor keeps on interacting in the continuing turn right after the initiating turn. Thus, in the chain 37 – 38 - 39 the same proposition and proposal are negotiated in a continuing turn after the first response turn by the respondent, i.e. the respondent sustains interaction in the continuing turn.

Table 8 subdivides the seven (7) message chains including a continuing turn on the basis of at which stage of the interactional sequence the interaction is sustained by the continuing turn. The continuing turns are located in the interactional sequences in the following way: (i) the same proposition is negotiated by a continuing turn right after the initiating turn by the same addressor; (ii) the same proposition is negotiated by a continuing turn after the first response turn by the same respondent. Six (6) chains representing the first category of continuing messages are depicted under the A category, whereas the chain representing the second category is depicted under the B category.

TABLE 8 Categories of continuing turns

Direction	Need for requesting caused by	Message chain
A	Addressors of initiating turns sustain interaction	
H/M-TO-M	Addressee	22 – 23
H/O-TO-O	Customer	24 – 25
	Addressor	26 – 27 – 28
	Addressees	29 – 30 – 31
VU	Addressor's party	32 – 33
VU– H/O-TO-O	Customer	34 – 35 - 36
B	Respondent sustains interaction	
VU– H/O-TO-O	Addressor's party	37 – 38 – 39

In message chains 22 – 23 and 29 – 30 – 31, the addressee's deficient compliance with the request for action expressed in the initiating message causes the original addressor's need to write the continuing message. In these chains the type of the continuing turn is continuing and monitoring and the purpose of interaction is to emphasize the addressees' necessity to re-engage in the interaction by the addressors' reiterating and rephrased directive utterance in order to achieve the interactional and transactional goals expressed in the original request.

In message chains 24 – 25 and 34 – 35 – 36 a non-present-participant's activity, i.e. a customer's activity, has created the need to write the continuing turn, and the type of the continuing turn is prolonging and expanding. The purpose of interaction in the continuing turn is to offer either contrasting information, as in message 25, or additional information, as in message 35, in relation to what was requested in the previous turn including a request for action.

In message chain 26 – 27 – 28 the reason for writing the continuing turn is the addressor's personal negligence. In addition, the reason for writing the continuing turn in message chains 32 – 33 and 37 – 38 – 39 is the addressor's party's activities, a change in the company's procedure concerning the handling of claims databases, and a certificate produced by the mill personnel in Finland respectively. The type of the continuing turns in these three chains is prolonging and expanding and the purpose of interaction is to offer either contrasting, as in message 33, or clarifying, as in message 39, information in relation to the previous turn.

The interactional events here include situations in which some addressors in their intermediary positions assume the responsibility for others' previous activity by reporting it and by uttering directives aim to make someone put the matters right. Typically, the linguistic segments reporting a customer's previous activity function as enabling or legitimizing elements for the addressors to utter directives in the continuing turns. In doing this, the addressors act and interact in accordance with their organizationally-determined transactional and interactional rights and obligations, by speaking through others or for others in the intra-corporate contexts. The responsibility aspect raised for discussion here does not refer to the responsibility in the sense of who is expected to assume the responsibility for the expected action, i.e. carry out the verbal or non-verbal action in compliance with the directive. The analysis discusses if the responsibility aspects as understood here have implications for the unfolding of the interaction in the message chains analyzed here, and especially for the lexico-grammar realizing different directive utterance functions. However, due to the low number of the messages under analysis here, the main focus is on describing and interpreting the occurrences and not on generalizing from the occurrences.

7.4 Structure of initiating, continuing and responding turns

The abbreviations introduced and discussed in section 5.3.3.2, with an addition of a few as indicated below, will be used in denoting the presence and location of the different structural elements in the different turns. The abbreviation ReiRFA stands for reiterating request for action, RenRFA for renovating request for action, and CanRFA for cancelling request for action. In the initiating message 26, in the abbreviation RFA1P and RFA1E, the digit 1 and the character P (paraphrased) and E (expansion) attached to RFA (request for action) mean that the original request, i.e. RFA1, is reiterated, paraphrased, and expanded. DEF stands for the function of defying. The running numbers 2, 3 etc. refer to separate requests, however related to an extent.

An outline of the overall structure of the initiating, continuing and responding turns is presented in Table 9 before the analysis of the directive utterance functions realized through different lexico-grammar. The interpretations of the functions of the different structural elements draw from the discussion in section 5.3.3.2 illustrating the ways in which the interpretations have been arrived at in this study. Similarly to the previous chapter, the overall structural outline is provided here to make it possible to approach the realizations of directive utterance functions from the broad interactional context at the turn level and at the message chain level in addition to the clause level in the lexico-grammatical analysis to follow. Table 9 illustrates the location of the different directive utterances in relation to other functional elements.

TABLE 9 Turn structures in the initiating, continuing and responding turns

Need for continuing turn	Turn No.	Turn structure Initiating	Turn No.	Turn structure Continuing	Turn No.	Turn structure Responding
Addressee-derived						
H/M-TO-M	22	RFA-LEGI	23	THA-ReiRFA		
H/O-TO-O	29	ORIEN-LEGI-RFA-LEGI-THA	30	LEGI-ReiRFA	31	COMP/INFO
Addressor-/addressor-party-derived						
H/O-TO-O	26	RFA1-LEGI-ReiRFA1P-LEGI-ReiRFA1P-RFA1E-RFA1E-THA	27	LEGI-CanRFA-THA	28	COMP
VU	32	ADV/RFA	33	INFO-RenADV/RFA		

(continues)

TABLE 9 (continues)

Need for continuing turn	Turn No.	Turn structure Initiating	Turn No.	Turn structure Continuing	Turn No.	Turn structure Responding
VU – H/O-TO-O	37	RFI1-LEGI-RFI1EP-LEGI-RFA-LEGI-THA	39	INFO	38	INFO-ADV-DEF1-DEF2
Customer-derived						
H/O-TO-O	24	RFA1-RFA2-LEGI-RFA3	25	LEGI-CanRFA-INFO		
VU – H/O-TO-O	34	RFA1-RFA2-RFA3-RFA4-LEGI-RFA5-RFA6	35	LEGI-RFA1-LEGI-RFA2-LEGI-RFA3-RFA4-RFA5	36	COMP/INFO

In comparison with the directive utterances appearing in the interaction analyzed in the previous chapter, the variety of directive utterances is wider here in their occurrences in different functions. The presence of legitimizing elements is frequent, which shows that the addressors find it important to give reasons and accounts before or after realizing directives. No generalizable tendency in the location of the legitimizing elements can be observed, except for their almost invariable presence in especially the initiating turns. In some multiple directive turns the legitimizing and the directive elements alternate which may indicate the addressor's willingness to specification and precision in business contexts in view of the reasons for their directive behaviour. It may be suggested that through the inclusion of the legitimizing elements the addressors signal small hierarchical distance or a small status difference. Similarly to the interaction analyzed in the previous chapter, legitimizing elements can be seen as conveying not only persuasive functions but also interpersonal functions in that they can be seen as contributing to creating or maintaining social relationships between interactants both at the level of the on-going interaction and at a global level of interaction in view of future interactions. Further, the inclusion of legitimations in directive interaction is perceived as providing preparatory and anticipatory elements for the negotiation of compliant responses by the addressees to directive utterances in the form of expected actions or interactions in the two- or three-message chains.

As Table 9 shows, there are turns realized through the most minimalist one- or two-element structures. However, some turns, especially the initiating turns and one continuing turn, either carry multiple directive functions or the same directives are extended or paraphrased as the interaction unfolds, in which cases legitimizing elements seem to alternate with the directive elements. The directive functions realized in the continuing turns are iterating in relation to the directives uttered in the initiating turns and they carry functions which are interpreted by drawing from contextual constraints at play in the on-going

interactions. Three responding messages express explicit compliance verbally through a supporting response to the previous directive utterance, whereas one response carries the confronting and defying functions. As a condensed illustration is only provided here, a detailed discussion of the different functional elements will be carried out in the linguistic analysis with the focus on the lexico-grammatical realizations of the different directive functions in section 7.5.

7.5 Lexico-grammar of directive utterances

Addressee-derived need for writing continuing messages

In the category of addressee-derived responsibility for writing the continuing turn, the message chain 22-23 represents management-to-management interaction. The addressor of both the initiating and continuing turns is a male Area Sales Manager at the mill in Finland and the addressee is a management-level employee in the SMO in the UK. The reason for re-requesting in the continuing turn is the addressee's failure to fully comply with a previous request. Both turns represent symmetrical or power-equal interaction between two management-level employees.

The initiating one-utterance message 22 comprises *Paul, we need for the {Initials of the UK office}-meeting cost estimate (total one) for the budget during the Sales Meeting/JKL*. The continuing turn 23 is sent two weeks later by the same addressor uttering *Thank you for your answer. What were the budget costs for 98, please/JKL*. The use of the vocative *Paul* turn-initially in the initiating turn functions as saluting the addressee in a familiar way, and simultaneously as targeting the requestive utterance *we need for the …-meeting cost estimate …during the Sales Meeting*.

The initiating turn specifies the Sales Meeting where the next year's budget is typically one of the items on the agenda. Thus, in the initiating turn the noun *budget* in the noun group *cost estimate (total one) for the budget* refers to the next year's budget while the continuing turn requests particulars entered in the budget for the current year 1998 as the past tense verb form *were* indicates. Thus, the two messages are about related issues as the subject line and the noun *the budget* in both messages indicate. On the face of it, the declarative form with the *need*-structure and the WH-interrogative utterance can be seen as information-seeking directives. However, I interpret the modulated declarative request and the WH-interrogative as prominently conveying requesting for action functions since these requests conveyed in these interactional events require producing budget information, i.e. preparing different financial calculations and breakdowns and devising subsequent financial documents, not only extracting existing information from an information pool, before submitting the information to the requester. In other words, the directives incite physical action by the addressee in addition to their information-seeking

functions. In conveying these directives, the addressor knows the fact that preparation work of the kind described above is needed from the requestee.

The declarative *need*-structure is interpreted here as requesting for action in the initiating turn. In other words, in this context the utterance *we need for the … -meeting cost estimate* means 'you provide'. The utterance is categorized under the initiating function and more specifically under the prescribing function in a turn conveying the demanding goods & services function, i.e. requesting for action from the addressee through the declarative structure. In the context of interacting on the scheduled Sales Meeting I understand that it is shared knowledge between the interactants that it is imperative to have the cost estimate for the budget from every Sales and Marketing Office available for discussion and scrutiny. Therefore, I interpret that the verb *need* conveys obligation and, consequently, the declarative form request conveys a degree of necessity leaving no choice of compliance to the addressee. In other words, the verb *need* conveys the function of a high modal operator *need* despite the fact that there is no material process verb to indicate the expected action. Even though the *need*-structure here can be seen as the addressor's emphatic and necessitating prompt to the addressee to act, the use of the verb *need* with the inclusive or corporate *we* in the declarative clause can be interpreted as less coercive than the use of the high modal operator *need* with the pronoun *you* and the verb *issue* in the structure *you need to issue* expressed in vertically downward interaction (message 16) analyzed in section 6.5. Here, in horizontal management-to-management interaction with symmetrical status relationships between the participants, the requestive structure *we need* can be seen as implying immediate necessity in view of the requestee's action as the 'provider' of the facts. Thus, the obligating utterance conveys turn availability in that it expects the requestee to provide the information particularized. At the same time, due to the shared knowledge between the participants, the *need*-structure may be seen as implying the addressor's ultimate necessity to act as the 'presenter' of the facts in the future Sales Meeting in compliance with his managerial position in the corporate hierarchy. The implicit necessities conveyed by *we need* can be interpreted as legitimizing the request. This contextual interpretation is made possible through the requestive utterance in that it conveys the global Sales Meeting and its existence as an organizationally defined procedure and process with particular activities and interactional practices to be carried out by particular actors as the process proceeds. Thus, by depersonalizing or experientializing the origin of shouldness (Iedema 1997: 73, 95-96) or necessity through his explicit appeal to the Sales Meeting as a powerful institutional entity, the addressor conveys the request as authoritative by resorting to a non-negotiable legitimation.

The continuing turn opens with *Thank you for your answer.* signalling that the initiating message succeeded in achieving a compliant response to a certain degree. A point needs to be made here that it is unknown for me how the answer was relayed. The utterance *Thank you* implies the Subject 'I' and functions as an explicitly appreciatory response in addressing the specific *you*, making the reply additionally personalized by *your answer*, in confirming the

receipt of the information requested previously. However, the answer was not fully satisfying as indicated in the WH-interrogative utterance to follow *What were the budget costs for 98, please/JKL*. The WH-element is a distinct element in the interpersonal structure of the clause in that it functions as specifying the entity that the addressor wishes to be supplied. In other words, what the addressor wants to receive comes first in a WH-question searching for a missing piece of information. This thematic element requests for the missing information, and semantically what the addressor conveys has the function of expressing 'I want you to tell me X', 'you have to tell me X' or 'I want to be told X' (Halliday 1994a:46, 50, 85), which at the level of the clause is a direct way of requesting. That the interrogative has not been given a question mark can be interpreted as emphasizing the directness and necessity of compliance by the addressee (Iedema 1997:76). The use of *please* can be seen as reinforcing the necessitating function. At the level of the turn, the message-initial appreciatory utterance mitigates the urgent and assertive nature of the directive conveyed by the plain WH-question, and can be interpreted as maintaining good relations between the interactants on a more global interactional level, for example in view of the future Sales Meeting. The speech-like interrogative with the utterance-final courtesy subjunct *please* is used as a means of inviting the addressee to take the next turn by implying that the addressee has failed to fully comply with the original request, on the one hand. On the other hand, the WH-interrogative with no legitimizing or justifying elements conveys the addressor's authority to urge to the addressee to take action for ensuring his receipt of the missing piece of information for the purposes of the Sales Meeting, which was used as a legitimizing or enabling element for uttering the authoritative request conveyed as non-negotiable in the attached initiating message.

The continuing turn 23 is interpreted as carrying the monitoring function since the addressor explicitly aims to involve the addressee into the on-going interaction (Eggins & Slade 1997:195). The WH-interrogative form request is placed under the iterating and prescribing function in the typology of directive utterance functions in that it can be seen as reiterating a previously uttered request to a certain degree. The addressor positions the addressee in the roles of the requestee and respondent in an expectation that the addressee elicits compliance through a verbal reaction thus supporting the addressor's role as a requester in the on-going interactional event embedded in a broad corporate context as was discussed above. In functional-semantic terms, the realization of the directive utterance through the WH-interrogative is iterative in that it deals with the proposal on the same topic, *the budget*, launched in the initiating message (Iedema 1997:90).

It can be asked if a more particularized original request had resulted in full compliance by the addressee. It has been argued that in email interaction brevity or minimalism in subject-matter representations may affect the interpretations of meanings of subject matters by the addressees and, consequently, the addressees' reactions. (See Mulholland 1999:78-79 on minimalism and implications of reduced subject matter representations.) The

language use of the addressor of the initiating and continuing turns (messages 22 and 23) can be referred to as idiosyncratic in the email data in its preference for minimalism, taking different forms, such as the lack of address forms and complimentary closes, reduced and elliptical clause structure and omission of specifics of subject matters. The omission of specifics of the subject matter can be interpreted as conveying the addressor's expectations concerning the addressee's knowledge base, i.e. an expectation of existence of shared knowledge. This type of minimalism and the use of a WH-interrogative as a request formula may be due to the conversational nature of email interaction generally, which are also utilized by other informants in the data. In the initiating message 22, salutation and complimentary close are expressed, the latter in an idiosyncratic and minimalist way, though, in its use of the three-character initials indexing the addressor. This practice is in use in intra-corporate written interaction in identifying each employee in the company. This addressor is the only informant in the data to use this abbreviated form to refer to himself instead of the use of a vocative. Due to their membership in the community of practice (Iedema 2003:4) as representatives of the interest group of employees of the same multinational company, and due to their subsequent shared knowledge of each other's position-derived rights and obligations in managing different practices and procedures in the global corporate context and the glocal Sales Meeting context, the interactants are locally, through their language use in the on-going interaction, slotted in their social roles of the 'requester' and the 'requestee', the latter being simultaneously positioned as a compliant actor, i.e. 'producer' and 'disseminator' of the requested information.

The message chain 29–30–31 represents operative-level peer interaction and the issue of interaction in the three-message chain is providing a document for which the interactants are responsible. The initiator and the addressor of the continuing turn is a Sales Assistant in the SMO in the USA, and the two female To: addressees are a Sales Assistant and an Invoicing Clerk at the mill in Finland. The respondent is a Sales Assistant in Finland. The Invoicing Clerk, who is the expected actor or the 'provider' of the requested breakdown, is referred to by her first name *Ulla* in the responding message 31. The need for writing the continuing turn is the addressee's non-compliant reaction to the original request for action similarly to the chain 22-24 analyzed above. Only a condensed treatment of interaction in the chain 29-30-31 is offered below due to the similarity of the situation and the linguistic realizations of the directive utterance functions in view of the interaction analyzed previously. However, the use of the linguistic item of *ones* is discussed from the point of view of interactional and dialogic nature of email interaction.

29) Initiating message (ORIEN-LEGI-RFA-LEGI-THA)

19.10.99
Subject: {Customer Company Name}

Hi Ladies

This morning I received a call from expeditors regarding the following invoices 11111, 22222 and 33333. Apparently there was a ship change and two Bills of Ladings were made for the nine containers that belong to the above three invoices. Expeditors wants to make one entry summary but there is a problem because they do not know which invoices and containers go to the two Bills of Ladings.

Can you please provide the breakdown for Bills of Ladings XXXX and YYYY.

The containers have arrived into port so I need to get this to Expeditors soonest.

Thanks,
….lynn

30) Continuing message (LEGI-ReiRFA)

20.10.99
Subject: Bills of Ladings?

Good Morning Ladies

I just got in a few minutes ago and noticed that some bills of ladings were faxed to me, but they were not the ones that I requested. Can you tell me where the ones below are?

Regards,
….lynn

31) Response message (COMP/INFO)

20.10.99
Subject: Bills of Ladings?

Hi Lynn,
Ulla just faxed you the new ones.
Kind regards,
Liisa

In the operative-level peer interaction, the addressor uses the modulated interrogative *Can you please provide the breakdown for Bills of Ladings XXXX and YYYY.* in the initiating message 29. Legitimation for the request is uttered message-initially by detailing the situation and message-finally through a necessitating *I need to get this* utterance. However, despite the legitimations and the use of transparent lexico-grammatical choices, the initiator has to monitor, i.e. re-request in the continuing turn, due to the addressee's non-compliant action. Re-requesting is carried out by *Can you tell me where the ones below are?* The non-compliant behaviour by the addressees is explicated by *but they were not the ones I requested*. In the continuing turn legitimation is expressed message-initially by explicating the receipt of wrong documents. I interpret the interrogative *Can you tell me where the ones below are?* as functioning as urging action by the addressees, i.e. a correction of the situation by sending the right breakdowns since wrong breakdowns were sent. Consequently, the interrogative utterance is interpretable as conveying a reiterating function in relation to the original request for action realized in the initiating turn, similarly

to the directive in turn 23 analyzed above, since by this utterance the addressor re-urges the addressees to send the breakdowns to her. As a result, the addressor interacts from the requester's role and positions the addressees in the requestees' role. On the basis of shared knowledge between the interactants, the other To: addressee, i.e. the Invoicing Clerk, is the expected actor, i.e. the provider of the breakdown, whereas the Sales Assistant in Finland seems to have adopted the role of an active interactant by conveying a verbal response to the original addressor. The consolidated function of the continuing turn is that of monitoring since the addressor aims to seek support for her requester's position, i.e. compliance, in the context of re-requesting action from the addressees, similarly to the addressor of message 23 analyzed above.

The responding message 31 utters *Ulla just faxed you the new ones*. *Ulla* is the Invoicing Clerk at the mill in Finland. The response carries the speech function of reacting and it is a supporting response with the function of replying and complying (Eggins & Slade 1997). Thus the act of informing the addressee about the action taken by the requestee functions as conveying full compliance with the original request reiterated in the continuing turn with the monitoring function. Through the responding message full compliance is made explicit in view of the reiterating request conveyed in the continuing message in that it reacts to the modulated interrogative *Can you tell me where the ones below are?* and explicates compliance with the requested action.

The nominal substitute *ones*, or a place-holding device, in the nominal group *the new ones* functions as a referential lexical item setting up a semantic relationship with the nominal group *bills of lading* explicated in the initiating message and referred to by *ones* in *not the ones* in the continuing message (Halliday 1994a:316-317, 321-322; Cheng & Warren 2003:393). The referent becomes available at the level of the interaction in that the utterances are placed in the wider interactional context of the three adjacent messages. Thus, through the sequential context crated by language use in the unfolding of interaction in the chain it is possible for the addressee to interpret the specific indexical character of the utterances to match the properties of an appropriate referent (Cornish 2002:483-484, 489). In other words, by integrating the features of the local context in view of the locally organized and jointly constructed linguistic interaction and the features of the global context in view of the socio-economic-cultural context, both the addressor and the addressees through their interactional roles contribute to creating a shared interactional experience for achieving each interest group's interactional and transactional goals, the Invoicing Clerk through action and the two Sales Assistants by interaction.

Interactionally and dialogically, the directive utterances in the continuing turn, with references to the initiating message and with the attached initiating message, function as contextualizing devices. It can be suggested that the interaction in the message chain comprising the initiating turn and the continuing turn written by the same addressor and the responding message by one of the addressees is dialogic. This interpretation is possible, first, due to the fact that the addressor positions the participants in their interactional roles, i.e. addressor as 'requester' and the addressee as 'requestee'. Second, the

interpretation is enabled by the fact that the continuing message is an explicit monitoring reaction to the initiating message eliciting non-compliant action by the addressees as expressed through lexico-grammar by the anaphoric references *not the ones I requested* and *the ones below* where *below* refers to the attached initiating message (White 2003:260-261 citing Bakhtin/Vološinov 1995:139) to which the responding turn reacts by conveying compliance but no directives.

Addressor-derived need for writing continuing messages

The reason for writing the continuing turn in the message chain 26–27–28 is the addressor's personal mistake as explained in the initiating and continuing turns. The issue of the interaction is requesting for an issue of a document. The addressor of the initiating and continuing messages is an operative-level female Sales Assistant in the SMO in the USA, and the addressee and the respondent an operative-level female Sales Assistant at the mill in Finland.

26) Initiating message (RFA1-LEGI-ReiRFA1P-LEGI-ReiRFA1P-RFA1E-RFA1E-THA)

12.11.99
Subject: Invoice 111111
Hi Liisa
I need to get a credit issued because of an overcharge. I made the mistake….sorry. I was supposed to ship {type of material} to {Customer Company Name}, but instead I shipped {type of material}. The customer decided that he needed the material that I sent (lucky for me), but I have to get a credit issued because of the price difference.
Please get a credit issued for item 4…….the price should of been .xx not .xxx. The credit should be around $xxx.xx.
Thanks,
….lynn

27) Continuing message (LEGI-CanRFA-THA)

16.11.99
Subject: Re: Invoice 111111
Hi Liisa
Ok, you know the below e-mail that I sent to you regarding the wrong price……..well anyway, I received a credit invoice. Unfortunately I just realized something when I was doubling checking the credit amount……..I did not need the credit because I priced the item right for the type of material and finish {particularized} that I sent to {Customer Company Name}.
I am sorry about requesting a credit when I didn't need one, so please have credit 222222 voided.
Thanks and sorry……lynn

28) Responding message (COMP)

17.11.99
Subject: Re: Invoice 111111
Hi Lynn,
No problem, we'll cancel the credit note.

Have a good day
Regards
Liisa

Apparently upset by her mistake, the addressor conveys the request for action by three paraphrased directive utterances in the initiating message 26 carrying the consolidated function of demanding goods & services. In other words, the addressor conveys the request for issuing a credit three times through different structural forms. The first occurrence of the request for action is the message-initial modulated declarative form *I need to get a credit issued*, followed by the first-paragraph-final modulated declarative structure *I have to get a credit issued*, and the congruent imperative *Please get a credit issued* initiating the message-final paragraph. The structures *need to* and *have to* are interpreted as behaving as high modal operators conveying the necessitating function in requesting action that is explicated by the use of the material process verb *issue*. The reiterated requests for action occur in a pulse-like rhythm as the interaction unfolds (White 2003:124). Perhaps the most salient consequence of this pattern of reiterative paraphrasing of the request for action is an orientation to temporal sequence in which the actual chronological ordering of acts is afforded little importance, contrary to the chronology of the verbal and mental processes in messages 29 and 30 by the same addressor. In other words, the unfolding structure of the on-going interaction does not explicate chronological sequence of the acts taken by the addressor, in contrast to conventional business writing. The interaction in the turn requesting for action due to a mishap caused by the addressor is organized around the paraphrased reiterated directive and the subsequent reason expressed by two occurrences of the conjunctive *because*-clauses. Consequently, the unfolding of the interaction in message 26 takes the reader backwards and forwards in time as it moves in a zig-zag pattern (White 1997:124).

The repetitive requestive behaviour allegedly aims to ensure that the credit will be issued to correct the mishap caused by the addressor. The reiteration of the request for action can be perceived as an implication of the speech-like and undeliberated nature of email interaction, i.e. lack of editing and revision, in a situation in which the addressor's emotional stance impacts the interaction due to the explicated personal negligence in managing her share in the business transaction. The conversational stance is emphasized by the use of dots as a typographical tool to signal pauses and hesitation typical of oral interaction. In view of the interactional structure, the repetitive linguistic behaviour can be interpreted as having interpersonal functions in that it allows the addressee to see something of the processes of the addressor's mind as the processes translate an idea into the first realization of the directive, and without deleting the first, into a second and a third realization of the directive (Mulholland 1999:80) with the same function.

Message 26 contains several directive utterances varying in realization, location and function in contributing to conveying the one and the same request for action. The directives are realized, in the order of appearance, by two

declarative forms modulated by the modal operators *need* and *have to*, one imperative form with foregrounded *please*, and two modulated declaratives with *should*-structures.

The foregrounded *need*-realization *I need to get a credit issued* is followed by an explication of the mistake and an elaboration of the circumstances resulting in the mistake conveyed by the *because*-clause. I interpret the explicit utterance of responsibility for the mistake and an utterance of apology *I made the mistake….. sorry.* immediately after the first *need*-utterance as conveying interpersonal functions in that they mitigate the situational social obligation typically conveyed by the high modal operator *need*, especially in interaction when the explicated actor is the second person *you*. In the present context, it can be suggested that by elaborating on the reason for the mishap and by uttering apology the addressor aims at protecting the addressee's face in requesting action deriving from her own mistake. Further, by explicating personal responsibility the addressor aims at enhancing her own face by implicating that she is an ethical responsible person (Turnbull & Saxton 1997:156) ready to admit personal errors.

The second paraphrased realization of the directive is conveyed after the legitimizing elements by the utterance *but I have to get a credit issued*. The reason is re-explicated in the subsequent *because*-clause, i.e. *because of the price difference*. The addressor-oriented high modal operator structures *I need to* and *I have to* function as introductory elements in initiating the directive utterances by explicating the necessity of the requested action. The structure *get a credit issued* is used in the three paraphrased directives in message 26 in conveying future necessary action. The *need to*- and *have to*-structures and *please* emphasize the necessitating function. The *get*-passive structure conveys the same meaning as the structure *have credit voided*, which is used in the continuing message 27 with the prolonging and expanding function.[41]

The *get*-passive construction co-occurs in message 26 with a lexical item 'to issue a credit' which in this context expresses a beneficial future condition to be achieved by the expected future action (Downing 1996:196). Through the *get*-passive structure the addressor responsible for the mishap explicates her interest in the Goal participant, i.e. the credit invoice, and what happens through it as a result of the action described by the verb (Downing 1996:204). In systemic-functional terms (Halliday 1994a:161-175), these three clauses involving the *get*-passive structures are of the material process type in which the Goal is brought about as a result of the action expressed by the verb, i.e. a credit invoice is expected to be issued in order to correct the mishap caused by the incorrect invoice. This structure does not have the Agentive Circumstance element realized as a *by*-phrase, i.e. the underlying actor is structurally played down (Downing 1996:185) and the action is emphasized. The actor of the explicated action is contextually interpretable by the addressor and the addressee of the message as the Invoicing Clerk responsible for issuing credit invoices and the addressee is to forward this request to the Invoicing Clerk,

41 For research on the use of *get*-passive, see Downing (1996).

who is neither identified in the addressee line nor mentioned in message 26. The respondent's use of the exclusive pronoun *we* in the response message 28 *we'll cancel the credit note* indexes the Invoicing Clerk and the respondent as the persons managing the credit note. Thus, contextually and interactionally interpreted real-life language use in English implicates agency and instrumentality (Halliday 1994a:165; Downing 1996:192), and consequently the Invoicing Clerk can be read as the expected 'issuer' of the credit and the addressee can be interpreted as the person to inform the Invoicing Clerk.

The *because*-clauses backgrounded at the level of the clause provide legitimation for the requested action to complete the incomplete previous action by the addressor, i.e. to correct the negligence caused by the addressor. Further, the legitimizing *because*-clause can be interpreted as diminishing the assertiveness of the high modal expressions (Iedema 1997) together with the fact that the Subject is *I* and not *you* as in message 16 in *you need to issue*. even though the two utterances explicated the action and convey the implicit 'you' as the expected actor or the 'issuer' of a credit. Thus, in message 26 the *because*-clauses realizing a cause: reason relationship between the *need*- and *have to*-clauses and the adjacent *because*-clauses function not only as expressing dependency or subordination between the clauses but also as expanding the directive utterances in explicating the reasons.

The third paraphrased realization of the request in the final paragraph is the backgrounded imperative form *Please get a credit issued for item 4…….*. The imperative form carries the expanding function in that it specifies the credit to be issued. The imperative form conveys the implicit 'I' and 'you' as the requester and requestee respectively and re-explicates the expected action. Thus, the message-final imperative form directive utterance *Please get a credit issued for item 4* is an iterative elaboration of what the addressor expects to be done, expanded by the *should*-structures to follow.

The two *should*-structures *the price should have been .xx not .xxx.* and *The credit should be around $xxx.xx.* function as expanding the preceding requestive utterances by particularizing the request by the agentless *should*-structures which typically involve addressee-oriented social obligation. In other words, despite the nominal group Subjects, *the price* and *the credit*, the implicit actor 'you' is expected to include the dollar amounts particularized on issuing the credit. Further, in this context the utterances with *should* can be interpreted as functioning as implicit references to what was uttered after *I was supposed to* where the reason for the incorrect procedure was explicated. Thus, I interpret the use of *should of been* (original spelling) and *should be* as conveying requests with a corrective function in relation to the past action implied especially by the past tense *should of been*. The exact dollar amounts function as elements of expansion in the directive utterance at the level of clause complex. The tentativeness of the requests conveyed by the median modal operator *should* is emphasized by the use of the lexical item *around* functioning as diminishing the precision in the precise numerical expression in dollars. Thus, the function of both *should* and *around* in this addressor-responsible event can be seen as that of mitigating the requestive utterances, since the addressor may not want to sound

too authoritative and assertive. From the business context point of view, the use of the ambiguous additive to the dollar amount is intriguing, since preciseness tends to be preferred to ambiguity. The use of the approximative item *around* prior to an exact dollar amount may function as bringing in a feature of oral interaction contributing to creating an informal context of interaction. In other words, ambiguity may be a conscious linguistic choice by the addressor in this interactional event (Cheng & Warren 2003:384-385). There is inherent ambiguity in the contextual use of particular approximatives, including *around*, and assigning one or more precise functions to this lexical item in this context would be speculative as it seems that the addressor has linked inextricable interpersonal meanings to this lexico-grammatical choice. Thus, it can be suggested that the context makes the use of *around* meaningful but does not make it fully precise (Chen & Warren 2003:395).

As to the situational functions of the directives, the function of the message-initial first directive utterance is initiating and prescribing in that it requests for action from the addressee. The second paraphrased directive utterance is interpreted as conveying the function of reiterating in that it repeats the original request and the reason for the request for action. The third paraphrased realization is conveyed through the imperative mood structure, and the utterances with the modal operator *should* declaratives to follow are interpreted as conveying the directive utterance function of iterating and expanding in that they give further particulars in relation to the original request for action expressed message-initially.

In terms of the positioning of the interactants in their interactional role slots, the first request utterance in the initiating message employs the high modal element *need* in the addressor-based utterance *I need to get a credit issued*. On the one hand, structures employing the verbal groups *need to get* and *have to get* in phrasing requests are more difficult to refuse by the expected actors than structures employing verbs with a less demanding lexical meaning. On the other hand, the status of utterances employing addressor-based *need to*- and *have to*-structures are fuzzy in that the degree of obligation in terms of compliance varies with the features of the social and interactional context (Trosborg 1995:208). Here, I argue, the necessitating function is conveyed through the shared knowledge between the participants, i.e. the addressee knows that it is necessary for her to issue the credit to enable the addressor of message 26 to proceed with the processing of the business transaction in question. Thus, the addressor-oriented *need to*-structure conveys the implicit 'you' addressee as the 'requestee' and the 'issuer' of the credit in this context.

Interpreting a marked feature of repetition of the first request for action as set out in the opening clause as serving a particular functional objective is partly speculation. Through the interpretation of the nuanced situational and contextual functions of utterances, the repetitive linguistic behaviour can be perceived as showing the dynamism with which the positioning of different interactional subcomponents or interactional metafunctions can be managed without damaging the overall functionality of the on-going interaction, i.e. the ordering and placement of the metafunctional components reflect an

interactionally meaningful arrangement in that they act to construct and maintain social realities (White 1997:119). Further, I understand email as a medium of interaction which is permissive of speech-like and undeliberated linguistic behaviour in view of the linguistic realizations and their positionings especially in interaction between peer interactants.

As is shown above, the addressor uses the congruent imperative structure *please have credit 222222 voided* in a turn-final position in the continuing turn 27 conveying the prolonging and expanding function. The function of the backgrounded imperative form directive utterance is that of iterating and more precisely that of cancelling, i.e. it cancels the original requestive utterance realized by three paraphrasing utterances in the initiating message 26 sent one week previously.

In order to offer insights on the use of particular linguistic elements used by the addressor in achieving functional and structural cohesion between different 'interactional or metafunctional contributions' (Iedema 1997), a brief analysis of the use of particular speech-like conjunctives in message 27 is provided. The linguistic elements discussed below are typically connected with oral interaction. In the continuing message 27 there is a message-initial explicit reference to the initiating message by the utterance *Ok, you know the below e-mail that I sent you regarding the wrong price……..well anyway*. This is followed by an elaborate chronological explanation of the material process resulting in the mental process of the addressor realizing that the credit invoice was not needed after all because there was no mistake made by her concerning the price.

The textual adjuncts (Eggins 1994: 169) expressed in message 27 by the conjunctives *Ok, anyway, so* have functions to do with the organization of the message itself. They are suggested to have predictive functions in casual conversations, i.e. relating previous interactional elements to interactional elements which follow, and boundary marking functions, i.e. demarcating stages or elements of schematic structure in a text (Ventola 1987:165 citing Martin 1983a:56). The use of the textual adjunct *ok* was discussed in analyzing message 13 and there it conveyed the initiating function. Here, the use of the continuative conjunction *Ok* followed by the mental verbal process *you know* can be interpreted as functioning as initiating a backward pointing interactional element (Ventola 1987:169, 216) in the continuing turn.

Further, the discourse markers *well* and *anyway* are preceded by the eight dots in ……..*well anyway*, and can also be interpreted as functioning as discourse markers initiating a backward pointing interactional element (Ventola 1987:217). They can be interpreted in relation to the message-initial utterance explicating the email message sent by the same addressor the previous day requesting for action. The multifunctional *well* together with *anyway* mark the beginning of the explanation of the reason for uttering the directive in the continuing message, i.e. the explanation of the process of the addressor realizing that she did not need the credit because she did not make the mistake she reported in the initiating message requesting for corrective action. The utterance of this realization process is followed by an utterance of apology and a request for action, *please have credit 222222 voided*. *Well* can be interpreted as

marking a transition to a new or specific issue of interaction, and *anyway* as signalling disagreement or conflict in relation to the propositions submitted previously. They can jointly be seen as functioning as warning-signals at the beginning of an expanding interactional element in that the utterances of *well* and *anyway* indicate that the addressor is about to convey information that is contradictory to or in disagreement with the information given previously (Aijmer & Simon-Vandenbergen 2004:1129; Cameron 2004: 97), i.e. in the initiating turn. The information, i.e. *the wrong price*, uttered in the initiating turn is contradicted by the utterance *I priced the item right for the type of material* in the continuing message. In this context, I interpret the functions of *well* and *anyway* as primarily textually charged rather than interpersonally charged.[42] However, it can be suggested that the use of *anyway* may be interpreted as signalling an interpersonal element in that the addressor evaluates or assesses the situation by the utterances *well anyway* as problematic in relation to what she uttered previously concerning the same issue. The utterances conveyed in the continuing message can be interpreted as problematic since they may affect the relationship between the participants in that the addressor conveyed an unnecessary request for action in the initiating turn that she cancels by a new request for action targeted at the same addressee, i.e. the same 'requestee'. Further, the use of *Ok* and *well anyway* can be seen as conveying interpersonal functions in that they do relationship work by bringing about an informal atmosphere in the interactional event.

The congruent imperative form request is backgrounded or deemphasized not only at the level of the turn through its message-final position but also at the level of clause complex in that it is preceded by an utterance of apology *I am sorry about requesting a credit when I didn't need one.* In other words, following the utterance of apology the addressor conveys a cancelling function by *please have credit 222222 voided.* in relation to the original request for action expressed in the initiating message. The implicit 'I' requests an implicit actor to carry out the explicated action, the utterance-initial *please* emphasizing the request. The use of the material process verb *void* makes the expected action explicit. The overall orientation in the clause complex is changed, since the personal orientation by the explication of apology and responsibility is followed by the conventional passive form *please have credit 222222 voided* denoting institutional and impersonal orientation. A similar reversal from personal orientation to institutional orientation at the clause complex level takes place in the same addressor's utterance *Can you please do me a favor and have it redone again by invoicing.* in message 9. According to the interpretation provided in the initiating turn 26, the Invoicing Clerk and the Sales Assistant addressee are the expected actors again and they will co-operatively manage the voiding of the credit note as is conveyed in the addressee's response message 28 by the

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42 See Aijmer and Simon-Vandenbergen (2003:1128 citing White 1999, 2000 and Martin 2000) for interpersonally charged functions of the discourse particle *well* in its translations into Swedish and Dutch.

utterance *No problem we'll cancel the credit invoice*, where the response utterance explicates full compliance with the request for action.

The continuing turn 27 closes by *Thanks and sorry……lynn* where the elliptical *thanks* and the repetitive *sorry* appear as follow-up utterances marking the end of interaction in action-oriented interaction typical of the email data. Thus, the request for action is expressed in the context of apologizing, since the addressor assumes full personal responsibility for the error and utters apology twice. The use of the pronoun *I* in the utterance of apology and the utterance of the error emphasize the personal stance adopted by the addressor. The explicit consequential conjunctive *so* is used in message 27 in the request for action to convey the request as a consequence or result of the preceding justifications and the addressor's personal error explicated in the previous clause, thus introducing an expanding element into the turn. Here the range of this conjunctive reaches back to the reasons presented both in the first paragraph and in the preceding clause (Ventola 1987:172). Thus, *so* can be interpreted as marking the end of the reasons and justifications sequence and the beginning of the cancelling request for action *please have credit 222222 voided*. The cancelling utterances can be seen as a result of the addressor's preceding interaction not only in the continuing message but also in the initiating message where the original request for action for issuing the credit note was conveyed. The use of the additive conjunctions *Ok, well anyway,* the speech-like *you know* to refer to something shared between the addressor and the addressee, and the use of the eight to six dots to indicate pauses of oral conversations signal an interactional informality and closeness between the interactants.

The responding message 28 can be seen as carrying the speech function of reacting and responding with the supporting function in that the reply conveys compliance in relation to the directive utterance expressed in the previous turn. The use of *No problem* typical of oral interaction can be interpreted as an appropriate initiating utterance in the interactional context confirming compliance in a routine and recurrent situation. The responding message conveys no directives. There is other interaction in the current data, i.e. messages 13, 46, and 48, where the same addressor assumes personal responsibility by explicating her error in managing documentation and requests for action by the addressee. It is interesting that despite the fact that messages 46 and 48 convey no explicit request for a verbal response, the To: addressees respond by explicating full compliance and include the utterance *no problem* as in message 28. Thus, the responding message 28 can be seen as an interesting verbal reaction by the respondent in that it deals contextually and situationally appropriately with both the request for action and the apology uttered in the previous turn. Further, I interpret the reply as conveying that the error can be routinely managed by the reissue of a particular document.

Messages 32 and 33 represent vertical upward interaction informing of the updating of claims database. The addressor is a female Technical Adviser at the mill in Finland and the To: addressee is a management-level male employee in the SMO in the USA, and the cc: addressee is a male Area Sales Manager at the mill in Finland.

32) Initiating message (ADR/RFA)

Subject: {Customer Company Name} claim
See the database for comments -> (Document link not converted).
Rgds Teija

33) Continuing message (INFO-RenADV/RFA)

Subject: {Customer Company Name} Claim
I heard from Lasse that there is no need to send the comments any more. Nevertheless, here they are -> (Document link not converted)!
Rgds Teija

The initiating message is a standard message[43] *See the database for comments* with a similar function to those in the directive utterances *Please check the mill comments* and *Check the database for comments* in messages 20, 21 (Appendix 5), and *See the database for comments* in message 126 (Appendix 8). These utterances are realized by the imperative form which is the congruent clause mood for expressing the speech function of command, i.e. request for action (Halliday 1994a:68-69) with no other text except for a document link to the database and a complimentary close and the first name to sign off the message. Similarly to messages 20 and 21, message 32 is labelled with the consolidated speech function of requesting for action since the request for 'seeing' in this context is interpreted as inciting material processes.

The messages are by a female Technical Adviser at the mill in Finland and To: addressed to a management-level employee in the SMO in the USA and cc: addressed to a male Area Sales Manager at the mill in Finland. First, the purpose of these standard messages is to provide advisory information to the To: addressee, i.e. the fact that the claims databases have been updated by Finnish employees and the updated information is available for the SMO office employees in the USA. The document link enables access to the database. Second, as indicated by the verb *check*, the function of these directives can be seen as requesting for action from the addressees. Thus, the function of the messages providing the document link to a specified claims database would be that of initiating and requesting for action. However, the turns can be interpreted as multifunctional since the function of giving information and more specifically giving facts is prominently present (Eggins and Slade's 1997: 193). I interpret that the addressor's utterance is not a necessitating demand to the management-level addressees to take physical action to show compliance, which is typical of imperative forms used as advices (Trosborg 1995:190).

There are four occurrences of the standard messages in my data with differences in how the interaction unfolds after the initiating turn. Two initiating messages, messages 20 and 21 (Appendix 5), uttering *Check the database for comments* and *Please check the mill comments* respectively elicit no

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43 The notion used by the addressor of messages 20, 21, 32, 33, and 126 in her email interaction with the present writer.

verbal responses from the addressees. In a message chain (a chain comprising messages 126,127, and 128 in Appendix 8), the initiating turn 126 conveys the imperative structure *See database for comments*. The initiating turn elicits a verbal reaction and the respondent attributes two polar interrogative form requests for information to a customer's inquiries in seeking to acquire further details of the manufacturing processes of the claimed material. The initiator's response provides the requested information. As the discussion of the initiating messages 20, 21, 32, and 126 shows, interaction in different interactional events may unfold differently due to contextual constraints deriving from outside the on-going interaction independent of the initiating turn conveying the same function realized through the same lexico-grammar.

The directive utterances in the standard messages are realized by a congruent clause mood typical of expressing the speech function of commanding, i.e. demanding goods & services or requesting for action. I interpret the directive utterance *See the database for comments* in message 32 as carrying an informative and advisory function rather than a necessitating requestive function. Interactionally and contextually interpreted, the addressees have a choice of compliance and I perceive the function of the directive utterance as that of an initiating and prescribing advice in line with Iedema's (1997: 91) semantic typology of directives. Further, the imperative form utterances are interpreted here as conveying textual functions in that they indicate the way the addressee can move from the on-going interaction to the database through the link displayed in the message (Hyland 2002b:218). Thus the imperatives serve as references to texts external, here 'virtual', to the on-going interactions (see Hyland 2002b:217, 218) but integral for the interaction at the global contextual level. In terms of the participant roles in the interactional events, the contextual interpretation deriving from the presence of the explicit hyperlink in these messages is that the congruent imperative form positions the addressor and the addressees as equals in that they convey that through the document link they all have equal access to the same information pool, utilizable by each of them for their particular purposes when and if found necessary.

The continuing message 33 functions as indicating that the procedure of sending the routine messages is changed and the new software implemented will indicate by a red light on the screen that the database has been updated by employees at the mill in Finland.[44] Message 33 is interpreted as conveying the prolonging and expanding function in that the addressor adds to her previous contribution by providing further information concerning the proposal expressed in the initiating message. The structure *there is no need to* with the noun of modulation *need* may be referred to as an embedded projection and can be interpreted as conveying a proposal, i.e. a request (Halliday 1994a:268). The structure with the necessitating noun *need* in the polar clause *there is no need to send the comments any more* is referred to as a 'directive-like permutation' (Iedema

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44 Information obtained from an email message sent to the SMOs which is part of my email data but not analyzed in this work. The message written by the addressor of messages 32 and 33 is at the present writer's disposal.

1997:94) and it is interpreted here as carrying the function of aiming at contributing to the process of renovating or changing the current practice of managing claims databases in the company. The change is due to the new software for managing claims in the company to speed up the process of dissemination of information. In the new software, unread claims appear in the computer's view with a red star indicating that the databases are accessible. Thus, the function of the structure *there is no need to send the comments any more* can be seen as renovating in relation to the previous directive utterance *See the database* in the initiating message in that it conveys a directive applicable in the future time, i.e. 'See the view of your screen instead of the standard message and the link to the claims database'. In other words, as the addressor will stop sending out the standard messages, the action of observing the blinking of a red light on the screen will be required from the addressees. Message 33 explicates at the level of the on-going interaction, with interdependency with previous interaction on the same issue, how particular interactional practices in the business domain cease to exist due to proliferated communications technologies.

The utterances in message 33 can be seen as functioning as contextualization elements in that they place the different participants in their organizationally-determined social positions. Pragmatically, the female addressor speaks through the voice of the Area Sales Manager, who is the cc: addressee of messages 32 and 33. Through the Area Sales Manager's voice she attributes her action of not sending the standard messages in the future time, first, to the new practice of managing claims databases in the global corporate context and, second, to the quote from the Area Sales Manager's past statement in the local interactional context. However, the utterance of the latter clause, i.e. *Nevertheless, here they are!*, can be interpreted as contesting this and as positioning herself as an interactionally ratified sender of the standard message in the present time.

I interpret that the two clauses are interpersonally charged utterances and they imply dynamic negotiation of interactional roles of the addressor and the Area Sales Manager. Thus, despite the Area Sales Manager's advice the Technical Adviser manages the situation during the transition period in her own way in the present time following the advice she gave in her email message reporting the software change, i.e. *But before this becomes a routine, I advice you to send a standard message on which you refer to the database* (original spelling). It is possible to suggest that by sending out the standard message and uttering *I heard from Lasse that there is no need to send the comments any more. Nevertheless, here they are!* the addressor may imply that she knows what ramifications are brought about by the implementation of a new software in the corporate context.

Through message 33, the addressor can be interpreted as emphasizing her pragmatic knower's role in managing the company's particular business practices during transition periods. The act of sending, which is explicated in the latter clause by *here it is!*, can be seen as an adversative act by the addressor in relation to what she *heard* from the Area Sales Manager. The addressor uses reported speech or a projection of a verbal event or representation of the

original wording (Halliday 1994a:254-255) in reporting the gist of what was said by the Area Sales Manager. The use of the past tense mental process *I heard from Lasse* instead of the use of the past tense verbal process 'Lasse said to me/told me' can be perceived as less obligating from the point of view of the addressor in her quoting the superior's statement. Thus, by the choice of lexis the addressor combines the informational meaning with a sense of interpersonal engagement (White 1997:109).

The consequential conjunction *nevertheless* used in conveying the logical-semantic relations of adversative expansion at the beginning of the latter clause is in the thematic position and constitutes a cohesive bond between the two clauses (Halliday 1994a:324-325). The use of the adversative consequential conjunction (Halliday 1994a:324; Ventola 1987:169) *nevertheless* in explicating that the standard message is sent contrary to the Area Sales Manager's statement, emphasized by the use of the exclamation mark at the end of the clause, may be seen as reinforcing the interpretation that the addressor is conscious of her situational knower's role in relation to the Area Sales Manager. The use of the elliptical nominal group *the comments* can be interpreted as implicating a reference to the initiating message, since it is about the same claims database as particularized in the subject line, and as is explicit from the document link. Thus, the impersonalized *need*-structure *there is no need to send the comments any more* can be interpreted as carrying a renovating directive function in that it informs about the new future practice of managing claims databases that will be used instead of the practice of sending out the standard messages, and the whole continuing turn functions as a logical expansion in relation to the previous turn. This message exemplifies how the functions at the level of the utterance can be interpreted as carrying functions more delicate than the consolidated function at the level of the turn.

Customer-derived need for writing continuing messages

The message chains 24-25 and 34-35-36 represent interaction initiated by a customer-derived need for writing the continuing message. The chain 34-35-36, high in density of directive utterances, is analyzed below for the involvement of both management- and operative-level addressees positioned into the requestee's roles through different lexico-grammatical realizations of the directives in accordance with their organizational rights and obligations.

The message chain 34–35–36 is about changing order details and the interaction can be interpreted as representing both horizontal operative-level and upward vertical interaction since the female Sales Assistant in the SMO in Singapore conveys requests for action which are targeted both at the operative-level Sales Assistant To: addressee in charge of making the changes and to the Area Sales Manager identified as the cc: addressee. Both addressees are identified in the salutation in the initiating message 34, *Dear Mrs Aila / Lasse*, the operative-level female first, followed by the male Area Sales Manager. Only the Area Sales Manager, however, is identified in the salutation in the continuing message 35. Consequently, there is ambiguity in view of the direction of

interaction and the categorization of the message. Here, the continuing message has been categorized under upward vertical interaction and horizontal operative-level interaction since the requestive utterances are targeted both at the operative-level and the management-level addressee. The Area Sales Manager, who is the decision maker in accepting the changes, responds within one minute of the arrival of the continuing message conveying full compliance and cc: addresses his message for information to the Sales Assistant in Finland.

34) Initiating message (RFA1-RFA2-RFA3-RFA4-LEGI-RFA5-RFA6)

17.2.2003
Subject: {Customer Company Name} stocks
Dear Mrs Aila / Lasse,
Ref to your order no. 29504:
- Pls delete/cancel case No.{ particularized}
- Add the following: {particularized}
pls reserve and book in.
Also, I have faxed to you another list chosen from {Finnish supplier's town} for {Customer Company Name}. Pls reserve and book accordingly.
Rgds
Tina

35) Continuing message (LEGI-RFA1-LEGI-RFA2-LEGI-RFA3-RFA4-RFA5)

17.2.2003
Subject: Re: {Customer Company Name} stocks
Dear Lasse,
For 29504, those booked on Friday {quantity of material particularized} please accept at {price and type of material particularized}. I have confirmed at the same price (as previous order) to customer. Pls assist.
For additional sizes chosen today (both {plant in Holland and in Finland}), you can add extra for {quantity and type of material particularized}.
Pls assist and confirm by return accordingly.
Rgds
Tina

36) Response message (COMP/INFO)

17.2.2003
Subject: Re: {Customer Company Name} stocks
Tina,
we book 29504/ 1 – 4 with the price of {price particularized} and the additional items with {price particularized} european sizes.
Regards
Lasse

The initiating message 34 shows a high density of requests (Yli-Jokipii 1994:106), i.e. it is a multiple directive turn. It includes the following contextually and interactionally constrained requests targeted at the operative-level addressee: - *Pls delete/cancel case No. {particularized}*, - *Add the following: {particularized}, pls reserve and book in.*, *Pls reserve and book accordingly.* Here the request structures are interpreted as conventionally appropriate linguistic

choices of the imperative mood for horizontal operative-level interaction in that imperatives explicate the action to be carried out by the Sales Assistant and use the contracted politeness form *pls*, which seems to indicate idiosyncratic use by some interactants in the data. The three interactants share the knowledge of the expected actor responsible for carrying out the explicated actions. In this context, in the directive utterances the explication of the material action verbs *delete/cancel*, *add*, *reserve*, and *book*, which all refer to the use of the order software, convey the actions expected from the To: addressee as the user of the order software and, consequently as the expected actor in the material processes explicated by the verbs. The identification of the Area Sales Manager on the cc: addressee line enables the Area Sales Manager to receive the information concerning the changes in the order.

The continuing message 35 is written on the same day and To: addressed to the Sales Assistant and cc: addressed to the Area Sales Manager. The message has the prolonging and expanding function in that it adds new propositions and proposals, i.e. there are details of items of material dealt with earlier between the interactants as explicated by the temporal elements *Friday* in *those booked on Friday* and *today* in *sizes chosen today*, followed by the subsequent requests for action, i.e. proposals. The turn resorts to the use of similar conventional imperative forms as the initiating turn. The imperative *Pls assist*, which is expressed for both items discussed in the message, conveys the action to be carried out by the To: addressee, i.e. Sales Assistant. The imperative *please accept* refers to the *Friday* item and *pls … and confirm* refers to the *today* item, which is expressed in the message-final request comprising two requests and combined with the additive conjunctive *and*. Thus, the requests for action in this continuing turn function in relation to the initiating message convey processes of action that are extended in scope due to the additions and changes made in relation to the original requests for action expressed in the initiating message. The use of the mental process verbs *accept* and the verbal process verb *confirm* convey the actions to be carried out by the Area Sales Manager who is assigned the 'acceptor's' and 'confirmer's' role in compliance with his social rights and obligations in the corporate hierarchy. I interpret the modulated declarative utterance *you can add extra for* with the low modal operator *can* as conveying the function of a request for action. The utterance with the pronoun *you* and the material process *add* can be interpreted as requesting for action to be carried out by the operative-level female addressee in compliance with her social role. Thus, the choice of the lexicon together with the mood choices function as explicitly positioning the addressor and the addressees in their social and interactional roles in the interactional event. According to the company practices, the Area Sales Manager's duties include informing the Sales and Marketing Office employees about the acceptance and confirmation of changes in orders suggested by customers and negotiated by the local Sales and Marketing Office employees.

The response message 36 by the Area Sales Manager on the same day expresses full compliance with the operative-level interactants' requests also on behalf of the operative-level addressee by uttering *we book*. In other words, the

Area Sales Manager confirms, and thereby accepts, the changes by explicating the particulars of the changes. Thus, the function of the response message is of type reacting and responding and more specifically that of supporting in that the reply conveys a complying reaction in relation to the requests expressed in the previous messages. This interactional chain shows how email interaction is used in the company to negotiate changes in customers' orders provided that the changes can be accepted in the framework of the company's practices and procedures.

7.6 Turn and utterance functions

7.6.1 Speech functions carried by different turns

On the basis of the analysis of the seven (7) message chains in this chapter, a functional typology of the different initiating, continuing and responding turns was created by utilizing Eggins and Slade's (1997) account of different speech functions. As a result, the different email messages or turns in the chains are assigned different consolidated speech function labels. In this category of message chains including a continuing turn, all initiating messages carry the commanding function in that they demand goods&services, i.e. in every initiating message there is at least one request for action utterance.

Figure 7 shows the different turn functions and how the interaction unfolds in the different turns in the seven chains. The numbers under the functional labels denote the number of turns realizing each turn function.

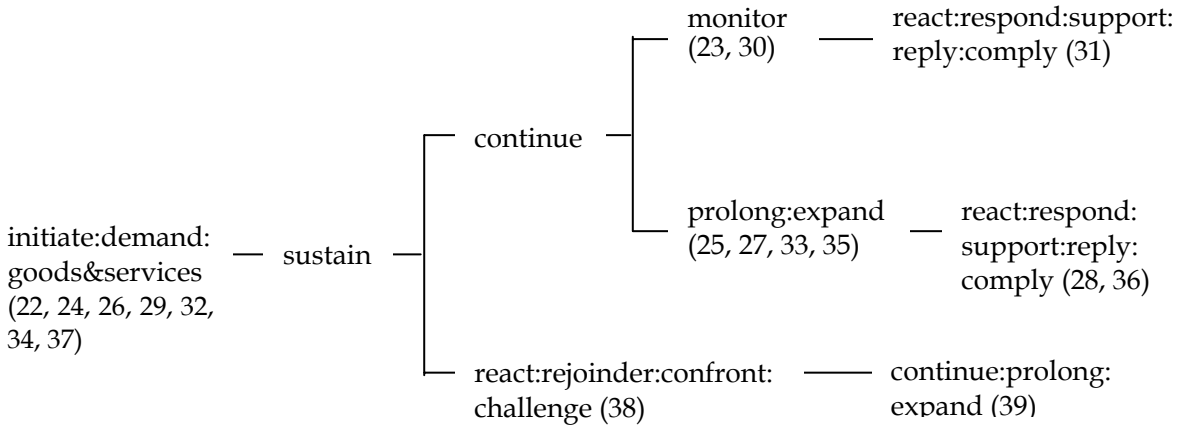

FIGURE 7 Speech functions carried by initiating, continuing and responding turns

In view of the unfolding of interaction in the chains, the same proposal is negotiated by a continuing turn right after the initiating turn by the same addressor in six (6) chains, i.e. continuing turns 23, 25, 27, 30, 33, and 35. In the message chain comprising messages 37, 38 and 39 the same proposals are negotiated in a continuing turn after the response turn by the same respondent,

i.e. continuing turn 39. In other words, the respondent, i.e. the addressor of the response message, sustains and continues interaction in the turn carrying a continuing speech function. Here the continuing turns are interpreted at aiming at negotiating the interpretations of the activity requested in the initiating turn where the requests set up the expectation of a compliant response by the addressee/s within the framework of a sequential pattern for a request for action and an expected compliant reaction (Halliday 1994a:69).

The addressee has been non-compliant in view of the initiating requests for action and the addressor resorts to monitoring in messages 23 and 30. The monitoring turns here imply the addressors' readiness to hand over the turn to involve the addressees into the interaction to convey a compliant response that supports the addressors' position as a 'requester' for action in order to successfully manage the on-going interactional event embedded in a broad corporate context. As a pragmatic explanation the following is suggested: especially in business situations when a request for action has not been fully complied with by the expected actor, it is a conventionally straightforward procedure from the original addressor's part to monitor or check that the other party is following, occasionally providing some further details to expand on the issue. Here the original addressors do the monitoring work (Eggins & Slade 1997:195) by returning to the matter in order to re-request through paraphrased linguistic choices the addressee/s to fill in the interactional slot either by a verbal or non-verbal action. Thus, here the need for writing the continuing messages conveying the monitoring function is caused by the addressee's non-compliant behaviour (messages 23 and 30), whereas in the five continuing messages with the prolonging and, subsequently, expanding function the need for writing the continuing message is caused by the addressor's (messages 27, 33, and 39) and the customers' (messages 25 and 35) previous activity. The continuing turn 30 carrying the monitoring function in the message chain 29-30-31 elicits a supporting reply by a verbal conveyance of compliance with the requested action conveyed in the initiating and continuing turns, whereas the monitoring turn in the message chain 22–23 does not elicit a response via email. The responding turn 31 expresses no directive utterances.

The remaining five continuing turns, i.e. messages 25, 27, 33, 35, and 39, carry the sustaining function in that as they continue the interaction they simultaneously prolong it by expanding it since they provide further details or clarification or contradicting information in relation to the previous turn and the previous directive utterance as a result of changed circumstances due to a present or non-present party's previous activity. The continuing turn 27 provides contradictory information in relation to the request for action expressed in the initiating message in that it cancels the original request owing to the addressor's personal error. The continuing turn 35 provides further details concerning the original requests for action expressed in the initiating turn through the inclusion of additional requests for action resulting from a customer's requests for changes in an order. The two continuing turns carrying the prolonging and expanding function in the message chains 26-27–28 and 34-35-36 elicit a supporting reply through an addressee's verbal conveyance of

compliance with the requested actions including no directive utterances. The continuing turn 25 conveys a cancellation of the original request for action with reasons due to changes in a customer's requirements. The continuing turn 33 is written due to a change in the corporate procedure. The message chains 24–25 and 32-33 do not elicit a verbal response by the addressees.

As was stated above, the responding messages 28, 31 and 36 convey a supporting function in that they explicate compliance with the requests expressed in the previous turns and they do not include directive utterances. In the message chain 37-38-39 the responding message 38 carries the rejoindering function in that it confronts and challenges the requests for information and action conveyed in the initiating turn 37. The responding turn conveys two interrogative utterances message-finally with the defying or challenging function in view of a customer's inquiries intermediated by the addressor of the initiating turn. Thus, rather than aiming at interactional completion by negotiating the proposal or proposition introduced in the previous turn, the respondent resorts to the rejoindering function by querying the veracity of the customer's inquiries concerning the testing procedure of a particular material delivered to the customer. The respondent demands further details in a challenging way after having foregrounded the information requested in the initiating message. The continuing turn 39 realized by the respondent carries the prolonging and expanding function by expanding on the propositions and proposals negotiated in the initiating and responding turns. There are no directive utterances in the continuing turn 39.

Before discussing the moods realizing the different directive utterance functions, the functions of the different directive utterances occurring in the initiating, continuing and responding turns will be summarized below by drawing from Iedema's (1997:88-91) semantic typology of different types of directive utterances.

7.6.2 Functions of directive utterances and their linguistic realizations

7.6.2.1 Functions of directive utterances

The categorization of the different directive utterances is compiled on the basis of the linguistic analysis by amending and re-labelling Iedema's (1997:1997:88-91) semantic typology of directives. The types of directive utterance functions as revealed in the category of message chains including a continuing turn in the email data are depicted in Figure 8 below. It displays a condensed account of the directive utterance functions conveyed in the seven message chains comprising an initiating, continuing and a possible responding message with subsequent numbering. Figure 8 shows that the joint category of iterating and initiating utterance functions branches out in the proscribing and prescribing sub-categories with the subsequent delicate functions. In 'request action' the requesting function is that of requesting for action.

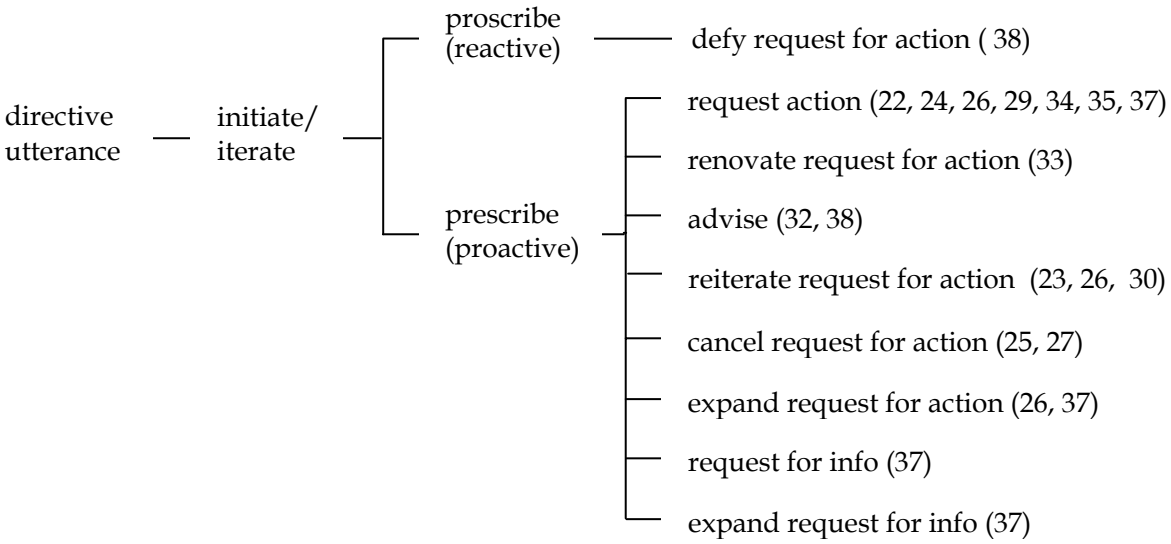

FIGURE 8 Directive utterance functions in the seven chains

Before discussing the linguistic realizations of the different directive functions, some differences between Iedema's (1997:90) findings and the findings here are worth pointing out. The differences concern the interrelationship between the different types of directive functions in different types of speech functions conveyed in different turns. According to Iedema (1997:90), both reactive and proactive directives represent the initiating move of an administrative exchange. Further, according to him, directives may also represent follow-up moves within administrative exchanges and they may merely reiterate an earlier command, or iterate it and elaborate it. In the email data, however, the occurrences do not take place in the way suggested by Iedema (1997). The distinctiveness of the initiating and iterating functions of directive utterances in this study in comparison with Iedema's (1997) work can be seen as deriving from the fact that this study analyzes interaction realized in concrete chains of email messages in an intra-corporate business context whereas Iedema analyzed individual administrative texts with potential intertextual connections to other administrative texts.

For example, the defying directive function here that represents the proscribing function appears in the response message 38 which conveys a reacting and more specifically the rejoinder function in that it confronts and challenges the proposal expressed in the previous turn. Thus the defying function is a direct response to what the addressor of the previous turn interacted. Such function does not appear in Iedema's network. Further, I interpret the function of the first realization of the directive utterance in the initiating message 26 as an initiating request for action, i.e. *I need to get a credit issued*, the function of the second paraphrased realization as reiterating the request, i.e. *I have to get a credit issued*, and the function of the third paraphrased realization as expanding the request in that it gives further particulars to enable the requested action, i.e. *Please get a credit issued for item 4…….the price should*

have been .xx not .xxx. The credit should be around $xxx.xx. Consequently, I use the conception for the dichotomy of initiate – iterate/reiterate differently from Iedema in that an initiating message within a message chain may have directive utterance functions that are iterating/reiterating. In Iedema's (1997) account the iterating/reiterating functions are typical of follow-up turns. Thus, in the framework of the present analysis, the different directive utterances realized by different mood choices, either congruent or incongruent, can be assigned nuanced situational and contextual functions on the basis of the fact that they are rephrased and enriched realizations of the original request for action not only across subsequent turns but also within the same turn.

Here another difference is that directive utterances conveying the functions of prohibiting and interdicting (Iedema 1997:91) do not occur at all. In other words, nobody prohibits others' potential future behaviour or interdicts current or past behaviour in these message chains mainly representing routine interactional events. However, here a directive function of confronting and defying, not present in Iedema's typology, is assigned under the reactive and proscribing function. In addition to Iedema's (1997) typology, under the proactive and prescribing function the directive function of requesting for action was detected on the basis of the analysis. Requesting for action is the most frequent directive utterance function in the messages in this category of message chains since every initiating turn conveys at least one. Lastly, as was discussed above, the notion of the directive function of expanding instead of the function of extending (Iedema 1997: 91) is used in the functional categories of directive utterances as revealed in the email data.

Figure 9 shows the break-down of the occurrences of the different directive utterance functions in the initiating, continuing and responding turns. The directive utterance functions carried by the initiating, continuing and responding turns are depicted in their own sub-networks to give a clear-cut illustration of the different directive utterance functions in different turns.

By referring to both Figure 8 above and Figure 9 below it is possible to draw a parallel between the directive utterance functions and the turns and message chains in which they occur. As the number of message chains is as low as seven, no generalizing findings are offered. However, the discussion below will make a brief summary of the occurrences of directive functions.

All initiating messages realize at least one directive utterance conveying the function of a request for action. The single-utterance message 32 with the imperative form directive utterance has been interpreted as multifunctional in that it has been interpreted as conveying the nuanced contextual function of advising similarly to the interpretation in section 6.5 (messages 20 and 21). Consequently, all seven (7) initiating messages are represented in Figure 9 (messages 22, 24, 26, 29, 32, 34 and 37).

The multiple appearances of some message numbers under some functions, such as 26, 37, and 38, indicate that the messages are multiple directive turns in that they convey several directive functions. There are directive functions with the iterating function in the initiating messages 26 and 37 since the addressor either reiterates or expands on the first utterance of a

directive. All directive utterance functions in the initiating messages contribute to the consolidated turn function of demanding goods & services, i.e. requesting for action.

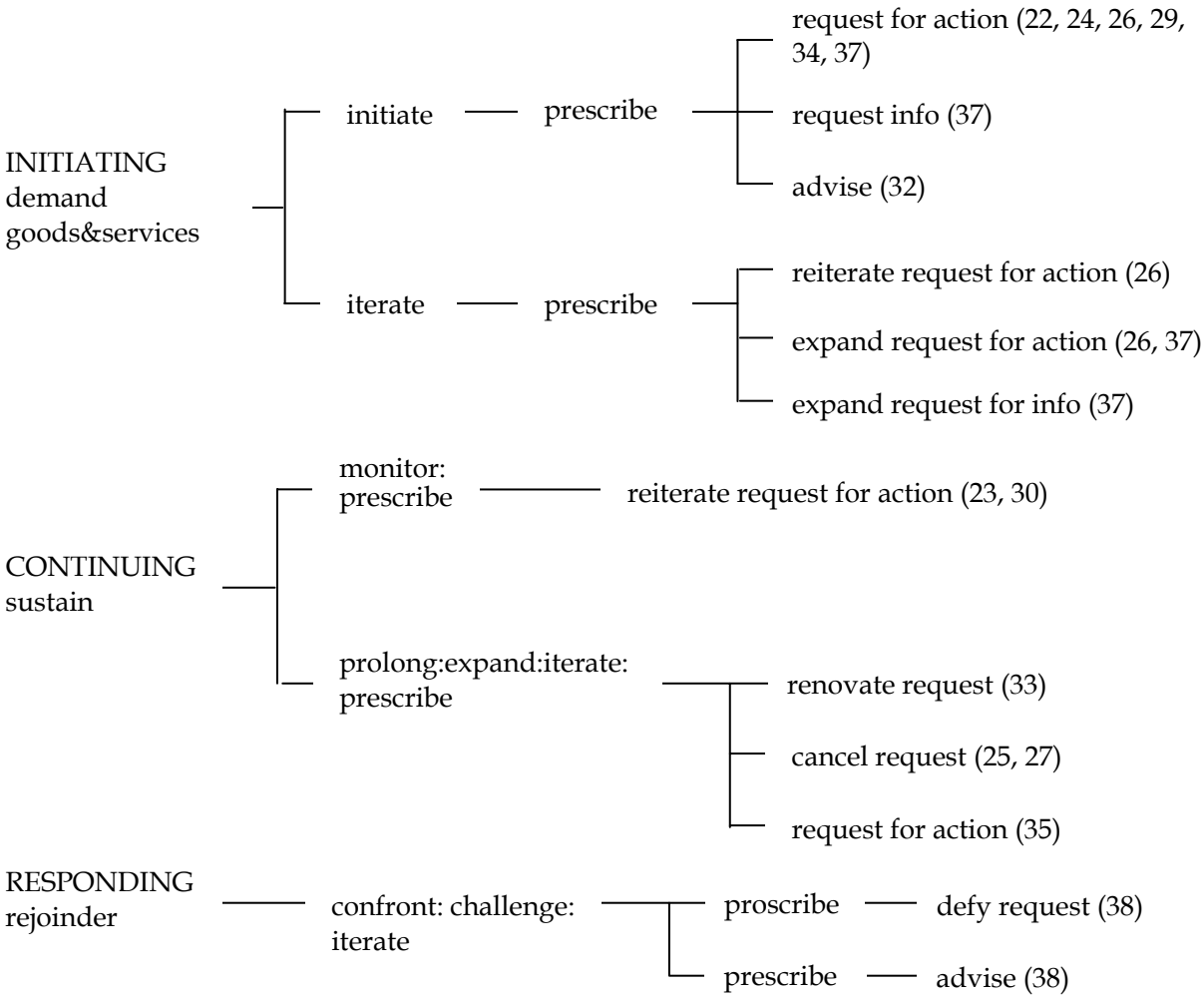

FIGURE 9 Directive utterance functions in initiating, continuing and responding turns

As was pointed out in section 7.6.1, the responding messages 28, 31, and 36 and the continuing message 39 do not utter directives and, consequently, they do not appear in Figure 9. The continuing messages 23, 25, 27, 30, 33, and 35 have utterances conveying directive functions, whereas only one responding message, i.e. message 38, has utterances with directive functions. The continuing and monitoring turns 23 and 30 reiterate the request for action through paraphrased utterances in relation to the directives expressed in the initiating turns, whereas the four prolonging turns convey directive utterances with the expanding function in that through the directives the addressors either renovate or cancel the previous request or request additional action from the addressees. The only responding turn conveying three directives defies the request for providing information expressed previously and advises the addressee concerning the information requested.

On the basis of the linguistic analysis, the following can be concluded. In the initiating messages, the nuanced request for action functions vary from the initiating and prescribing to iterating and reiterating and expanding, with two occurrences of the initiating and iterating and expanding requests for information. One initiating message conveys the function of advising. In the continuing message with the prolonging and expanding function, the nuanced iterating functions of requesting for action, renovating request and cancelling request are realized. In the monitoring turns the requests for action are reiterating in that they rephrase the original request for action. One responding message conveys the proscribing and defying function together with the prescribing and advising function.

7.6.2.2 Mood choices realizing directive utterance functions

The occurrences of the lexico-grammatical realizations of the directive utterances conveying different directive functions in the email message chains including a continuing message are depicted in Appendix 2. First, the consolidated message or turn function is indicated, followed by the directive utterance function, examples of the linguistic realization of each function, the mood type realizing the directive utterance function, and, lastly, the number of the message in which each directive is realized. The messages are displayed in full in Appendix 6. As was pointed out previously, messages 28, 31, 36 and 39 are not represented in Appendix 2 due to their lack of directive utterances.

Appendix 2 depicts the lexico-grammatical realizations of the different mood systems selected for conveying directive functions by the addressors. The same abbreviations for the mood types are used as in Appendix 1, i.e. MI for modulated interrogatives, IM for imperatives, MD for modulated declaratives, PI for polar interrogatives, DE for declaratives, with the addition of WHI for WH-interrogatives appearing here. The utterances including two requests for action conjoined by the additive conjunctive *and* or the slash / are counted as separate requests for action, such as *Could you please reissue draft 981716 and deduct credit not 565646 from it?* and *pls reserve and book in*. However, the utterance *Pls delete/cancel* is counted as one occurrence as the material process verbs *delete* and *cancel* mean the same action. The intertwinedness of the different mood choice realizations and the directive functions they carry will be discussed below with the focus on the mood choices realizing the different directive functions here.

In Table 10a, the numbers in parentheses after the mood choices indicate the number of occurrences of each mood choice in different realizations of directive functions. The different data-driven directive functions were illustrated in a network in Figure 9. Table 10b below shows the frequencies of the different mood type choices realizing directive functions in message chains with continuing turns. The abbreviations are the same as explained in section 7.4.

TABLE 10a Functions realized through different mood choices with frequencies of mood choices in chains with continuing turns

Functions	Mood choices
INIT/ITER:RFA	imperative (10), modulated interrogative (3), modulated declarative (3), declarative (1)
INIT/ITER:ADV	imperative (2)
INIT:RFI	declarative (1)
ITER:RFIE	modulated declarative (1)
ITER:ReiRFA	modulated declarative (1), modulated interrogative (1), WH-interrogative (1)
ITER:RFAE	modulated declarative (2), imperative (2)
ITER:RenRFA	modulated declarative (1)
ITER:CanRFA	declarative (1), imperative (1)
ITER:DEF	polar interrogative (1), WH-interrogative (1)

TABLE 10b Frequencies of mood choices realizing directive functions in message chains with continuing turns

	Total	Frequency of occurrences in turns		
Mood type	Frequency	Initiating	Continuing	Responding
MI	4	3	1	
IM	15	9	5	1
MD	8	6	2	
DE	3	2	1	
PI	1			1
WHI	2		1	1
TOTAL	33	20	10	3

In a total of eighteen (18) messages, there are seven initiating turns, i.e. messages 22, 24, 26, 29, 32, 34 and 37, seven continuing turns, i.e. message 23, 25, 27, 30, 33, 35 and 39. In message 39 there are no directive utterances. Messages 28, 31, 36 and 38 are responding messages, message 38 including directive utterances.

In the eighteen messages there is a total of thirty three (33) directive utterances expressed which indicates the existence of multiple directive turns. The initiating turns convey twenty (20) directives and the continuing turns convey ten (10) directives. The only responding message expressing directives is message 38 and it realizes three (3) directive utterances.

The mood realizations vary from the most congruent imperative form to a range of incongruent mood choices for utterances conveying directive functions. Table 10a and Appendix 2 showing the mood choices indicate that there is variation on the one hand, and overlap, on the other, in the ways addressors convey directive functions in different interactional events in terms of the mood type choices.

As to the mood type choices realizing the directive utterances in the initiating, continuing and responding turns, the following predominate, in the order of frequency of appearance: (i) the congruent imperative form with fifteen

(15) occurrences; (ii) the incongruent modulated declarative with eight (8) occurrences; (iii) the incongruent mood type realized by the modulated interrogative with four (4) occurrences; and (iv) the incongruent mood type of declarative with three (3) occurrences. In the modulated declarative category, the high-modal *need*-structure has two occurrences (messages 24 and 26). The utterances realized by the verbs *need* without a material process verb explicating the expected action (messages 22 and 37) are categorized under the declarative mood type and are contextually interpreted as conveying a necessitating function. Further, two modulated declarative structures are realized with median modal operator *should*, one modulated declarative with *have to*, one with *would like*, and one with *can*. Further, there are two (2) WH-interrogative structures and one polar interrogative realizing a request for action.

The mood choices for realizing directives show a degree of similarity of form with the linguistic realizations of directives in the category of initiating messages not eliciting a verbal response analyzed in the previous chapter. However, in this category of messages the imperative form realizations are proportionally more frequent,[45] which is caused by the high density of imperative form requests for action in the initiating message 34, with six (6) occurrences and the continuing message 35 with four (4) occurrences. The mood types used to realize other directive functions than the requesting for action function in the initiating, sustaining or continuing and responding turns vary in frequency and function.

Imperatives

As was pointed out above, the initiating message 34 abounds in imperative form directive realizations by six (6) occurrences. An operative-level addressor realizes six directive utterances to request for action from an operative-level addressee due to changes requested by a customer's in order details. The continuing message 35 conveys four (4) imperative form requests for action due to the changes requested by the same customer, two of which are targeted at the same operative-level requestee as in the initiating message, and two at a management-level addressee. It may be possible that the legitimation by the customer's activity influences the use of the congruent imperative forms with or without *please* in the two turns. The management-level addressee is placed in an 'acceptor's' and a 'confirmer's' role by the utterances *please accept* and *please confirm*. The verbs in the directives targeted at the operative-level addressee represent material process verbs, such as *delete/cancel*, *reserve and book in*, and *assist*. Thus, it can be suggested that task-relevant and role-appropriate directives may be direct rather than embroidered or embedded utterances since they aim to draw the addressee's attention to the task-plan and, consequently, they need to be marked less for interpersonal purposes.

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45 Here the ratio of imperatives of the total occurrences of different mood types is 15/33 against the ratio of 11/39 in the interaction analyzed in the previous chapter.

In addition, the imperative form occurs once in the initiating messages 26 and 37 to expand requests for action, in the former situation deriving from the addressor's personal error and in the latter from a customer's request for information. Both messages are repetitive in expressing directives in that they convey rephrased and expanding realizations of the original request for action. In the former there are five realizations and in the latter three realizations. In addition, the imperative structure is used in the continuing, i.e. prolonging and expanding, message 27 in the iterating and cancelling function. The cancellation is due to the addressor's personal error in conveying the original request in the initiating message 26.

The imperative form directive *See sections 16, 17, 19 of {Standard}* expressed in message 38 was interpreted as conveying an advising function. Further, the imperative mood has one occurrence in the initiating message realizing the directive function of advising in the one-utterance message 32 with the consolidated function of demanding goods & services. If taken at its face value, the utterance choosing the imperative mood in *See the database for comments -> (Document link not converted).* can be interpreted as carrying the function of a request for action in a turn with the initiating and commanding function. However, here the imperative form directive has been labelled with the function of advising, as the utterance indicates a link through which information concerning the particular claim database, expressed in the subject line, is available for the addressee, and the addressee has a choice of compliance. This interpretation is made on the basis of the context as was discussed in the analysis. The imperative form directive is uttered and a document link to a particular claims database is provided. The inclusion of the link can be interpreted as contributing to bringing about the function of providing information or facts (Eggins & Slade 1997:193). The function of the individual directive utterance is that of advising in accordance with Iedema's (1997: 91) semantic typology of directives.

Thus, even though congruent imperative forms set up expectations of a compliant response which may well be non-verbal, imperatives may also be used to negotiate action indirectly, i.e. imperatives function to convey advice (Eggins & Slade 1997: 88), the utterance of which allows for the addressee's choice of compliance. Further, textual metafunctions are assigned in previous research (Hyland 2002b:218) to imperative form utterances of this type. From the textual metafunctional point of view, the imperative form utterance *See the database for comments -> (Document link not converted).* can be understood as guiding the reader from the current email message through a document link to the adequate text or a sequence of texts outside the current email interaction.

Another similar occurrence of the use of the congruent imperative form interpreted as conveying the advising function here is *See sections 16, 17, 19 of {Standard}.* in the responding message 38. The contextual function of advising is assigned to this directive utterance since the utterance is interpreted as referring the addressee to a particular standard and particular sections in it for more information in addition to the information provided in the responding message. Thus, the operative-level addressee in the SMO is given the choice of

compliance. Also *See sections 16, 17, 19 of {Standard}.* can be understood as having the textual function of guiding the addressee from the on-going interaction to a sequence of text outside the on-going interaction. This utterance can be seen as functioning as positioning the Technical Adviser addressor as having knowledge-based institutional power over the operative-level addressee to enable her to direct or advise the addressee in an assertive way (Eggins & Slade 1997: 88) by the use of the imperative form. The naming of the standard can be perceived as functioning as an element conveying institutional legitimation for the addressor's declarative form utterances following the directive utterance. Further, the imperative form directive utterance can be seen as legitimizing not only the declarative form statements of facts in the posterior utterances, but also as legitimizing the utterance of the defying interrogatives in the message-final paragraph questioning or challenging the veracity of the customer's inquiry conveyed in the initiating message. As a result, I interpret the consolidated message function of the responding turn as that of confronting and challenging, and the directive utterance function as advising. Thus, by utilizing Eggins and Slade's (1997) account for analyzing consolidated speech functions at the message or turn level and by drawing from Iedema's (1997) semantic typology of directives at the utterance or clause level, the different directive functions appearing in the email data can be analyzed at a level that enables the analyst to make delicate distinctions between different contextual and situational utterance functions.

Modulated declaratives

The modulated declarative mood has six occurrences in initiating turns. The modulated declarative mood with the necessitating *need*-structure is used to convey the initiating function of requesting action in two directives in the initiating turns 24 and 26. The interaction in turns 24 and 26 represents operative-level peer interaction.

The *would like* –structure including the median modal operator *would* with the mental process verb of reaction *like* conveying desire rather than necessity is used in message 37 representing operative-level peer interaction. The utterance has been interpreted as conveying the iterating and expanding function of a request for information as it is expressed after the message initial *need*-structure directive conveying the same proposal. The utterance with *would like* is interpreted as conveying the function of requesting since it is used to express the customer's requirements in the same way as the *need*-structure in the same message. Thus, the customer's requirements explicated in the utterance are seen as contributing to the requesting function in this context.

Further, the necessitating *have to* –structure is used in a directive conveying the reiterating function and *have to* is used to express the expanding request for action in the initiating message 26. Message 26 realizes five directives in a situation in which the addressor reports her personal error in managing particular documentation. The median modal operator *should* conveying necessity is used in two directives to realize the expanding request

for action function in the initiating message 26. Thus, the modulated declarative mood realized by the *need*-, *have to* -, and *should*-structures have occurrences both in the initiating and the iterating and expanding functions in messages 24 and 26 by two different addressors.

The structure realized through the noun of modulation *need* explicating polarity in *there is no need* in the continuing message 33, which represents upward vertical interaction, is iterating in function and in its necessitating function in projecting proposals it is interpreted here as conveying the function of renovating request for action. The *can*-structure in *you can add extra* in the continuing message 35 carries the iterating request for action function in upward vertical interaction. The declarative forms relying on the *need*-, *have to* -, *should*-, and *can*-structures have initial, middle and final positions at the level of the turn and at the level of the clause. In other words, the high or median modal operator structures are used to express the initiating or first realization of a directive, and also to expand on the previously uttered request within the same turn or across the subsequent turns in the iterating categories in interactional events among operative- and management-level interactants discussing different business issues.

Modulated interrogatives

The occurrences of the modulated interrogative mood are fewer here than in the messages analyzed in Chapter 6, in which a total of eighteen (18) directives were realized though this mood choice in the 21 initiating messages. Here only three modulated interrogatives are uttered in the seven initiating messages and one in a continuing turn. Apparently the lower number of the initiating messages here explains the difference in occurrences of the modulated interrogatives in the two categories of messages since here, as in the previous chapter, the direction of interaction in most messages is horizontal operative-to-operative and, consequently, the issues of interaction are similar in the two categories of messages, i.e. mainly documentation of some kind.

In the initiating turns, the three modulated interrogatives are realized through the *could/can you please* and convey the initiating function of requesting for action in interaction between operative-level peers, as did most modulated interrogatives in the initiating messages analyzed in the previous chapter. In the continuing and monitoring turn *can you tell me* is used to realize the function of the reiterating request for action. The courtesy subjunct *please* is used in the three realizations in the initiating turns, whereas the assertive continuing turn does not utter *please* which may be due to the addressee's non-compliant behaviour in relation to the action requested in the initiating turn.

Declaratives

In the initiating turns, there are two declaratives interpreted as carrying directive functions. The message-initial utterance *Paul, we need for the {Initials of*

the UK office}-meeting cost estimate in the initiating turn 22 representing management-level peer interaction is realized through the verb *need* and it has been categorized under the mood type of declaratives. Similarly, the verb *need* without a material process verb is used in the initiating function of request for information in discussing different documentation in the initiating message 37 representing operative-level interaction. As the *need*-structure does not realize any material process verb to explicate the expected action, the verb *need* is not treated as a modal operator. However, in its context of use the verb *need* is seen as conveying a necessitating function and the utterance has been interpreted as realizing an initiating request for action. In other words, the verb *need* is interpreted here as functioning similarly to the high modal operator *need* in that it conveys obligation leaving no choice of compliance to the addressee.

The use of the *need*-structure without a material process verb by some interactants can be interpreted as implying that the *need*-structure in its non-auxiliary pattern without any other verb is used for conveying necessity or obligation in the email data (Trudgill and Hannah 2002). In other words, despite the absence of the material process verb expressing the expected action in the non-auxiliary *need*-structures discussed above, it is maintained that on the basis of the corporate contextual knowledge the *need*-structures in those utterances are interpretable as carrying necessitating functions.

In the continuing turn 25 carrying the prolonging and expanding function, one declarative form utterance with the *will*-structure is used for the directive function of cancelling request for action in *he has decided that he will keep things as they are*. According to Halliday (1994a:357), the modal operator *will* construes meanings of obligation and the projecting clause with *will* projects the writer's opinion that it is the reader's obligation to carry out the explicated action. The use of the verb *decide* and the future tense in the *that*-clause are interpreted as conveying the necessitating function. Through the use of the incongruent declarative form directive utterance the addressor avoids conveying an explicitly transparent request since, due to the customer's change in handling the documentation, she requested for unnecessary action from the addressee in the initiating turn. Thus, it can be suggested that through the statement of a fact by the incongruent declarative utterance the addressor conveys an appropriately disambiguating directive to enable a correct interpretation by the addressee.

Interrogatives

In the responding turn 38 there is one polar interrogative realized message-finally, i.e. *Is the customer of {Wholesaler Company Name} saying that…does not meet the…test requirements of…?* The responding turn is written by a technical expert as a reaction to a management-level addressee's message conveying a customer's inquiry. The location of the interrogative after an elaborate account of the test procedure and a reference to a standard applicable for the test procedures contributes to the interpretation that the polar interrogative conveys the defying function in the turn carrying the consolidated speech function of

confronting and challenging. In other words, the interrogative functions as questioning the veracity of the customer's inquiry concerning the appropriateness of the test procedure.

The WH-interrogative *What were the budget costs for 98, please/JKL* uttered in the minimalist continuing and monitoring message 23 carries the function of reiterating the request for action expressed in the initiating message 22. The directive is uttered in management-level peer interaction. The addressee failed to provide the budget information and the addressor monitors, i.e. invites the addressee to take the next turn in Eggins and Slade's (1997:15-196) terms, through this minimalist turn. The use of the turn-final *please* can be interpreted as emphasizing the necessity of a compliant response. The straightforwardly assertive interrogative *What were the results?* is expressed in the responding turn 38 that is written by a technical expert to a female assistant as a reaction to the sales assistant's previous message reporting a customer's inquiry concerning particulars in a certificate. The turn is seen as carrying the confronting and challenging function, and more specifically the defying function in its message-final position together with the polar interrogative discussed above.

As Appendix 2 illustrates, the linguistic realizations conveying different directive functions vary in terms of their functions in different types of turns, and, consequently, it is difficult to pinpoint any generalizable tendency in how the interactants realize different directive functions in different situations and contexts. The comparably high frequency of imperative forms in the initiating and requesting for action function is caused by the high density of imperatives in the initiating message 34, i.e. a total of six occurrences, and in the iterating and requesting for action in the continuing message 35 with four occurrences. Thus, ten (10) imperatives were used by the same addressor in the message chain comprising messages 34 and 35. Such abundant use of the imperative forms in one message can be interpreted as an indication of contextual language use made interactionally possible by the situational constraints of the on-going interaction, including the direction of interaction, and the reason for requesting action concerning the issue of interaction. In addition to their requesting for action function, imperatives are used for the advising function, whereas modal interrogatives can be used to convey the function of reiterating the previous request for action together with two WH-interrogatives used for the reiterating function in relation to previous directive utterances conveyed in previous turns in an attempt to achieve full compliance by the addressees. One polar interrogative form and one WH-interrogative are used in a non-initial position in the turns to convey the directive function of defying the previous request for action. Further, modulated declaratives have either the initiating or the iterating and expanding request for action functions.

7.6.2.3 Lexis contributing to realizing directive functions

The lexis appearing in the directive utterances is closely integrated with the issues of interaction, the actions expected and the present or non-present

participants with different social roles expressed as the expected actors in interaction dealing with documentation. The imperative and modulated interrogative and modulated declarative realizations use the material process verbs, such as *reissue, deduct, issue, provide X, delete, cancel, add, reserve, book in, fax*, not only to explicate the expected action but simultaneously to imply the expected actor as was the case in the category of initiating messages eliciting no verbal response. This interpretation is made possible by drawing on the global context of interaction and the rights and obligations each interactant is vested with due to her or his organizational position and the subsequent tasks and duties imposed by the position on them. A material process verb referring to documentation, i.e. the verb *void*, is used in a directive utterance with a cancelling function, and the verb *assist*, in a directive utterance carrying the function of expanding. These two verbs in their situational and contextual use explicate the expected action and at the same time index the expected operative-level actor as the requestee of the expected action. The mental process verb *accept* and the verbal process verb *confirm* in their context of use contribute to the directive function of expanding in that the operative-level addressor explicates the expected action and indexes the management-level addressee as the expected actor, i.e. positions him as the requestee.

The nouns or nominal groups typically used in the directive utterances realized through different mood systems denote the issue of interaction and the Goal participant or the object of the explicated action. The nouns or noun groups include *cost estimate, budget/costs, draft, bills, price, credit, invoice, breakdown, bills of lading,* and *information*, i.e. to a high degree the same as in the category of initiating messages eliciting no verbal responses.

As to the use of the pronouns, the explicit *I*, *he*, and *we* appear in the directive utterances as the 'directors' and *you* as the 'directees' in different variations in modulated declaratives, modulated interrogatives and a declarative utterance. The modal of obligation/necessity *need* is used in declarative structures in *I need to get*, in an impersonalized utterance *this needs to be reissued* and in *there is no need to* with existential *there* (Halliday 1994a:130) in realizing different directive functions and it pronounces future action, i.e. it is a marker of future action and simultaneously a marker of the claim that a necessary course of events needs to be followed by the expected actor. In addition, there are occurrences of the verb *need* and *would like* in their non-modulating uses as was discussed under the declarative mood type above. Further, the obligating *have to* is used in *I have to get a credit issued* which targets the addressee as the issuer of the credit. Two *should*-structures are used in expanding requests for action and they are necessitating in their context of use. The utterances conveying necessity and obligation signal an organizationally unproblematized requester – requestee relationship since the participants act and interact within their hierarchical social roles vested with particular situational and contextual rights and obligations.

Imperative form directives convey the implicit 'I' as the 'director' and 'you' as the 'directee'. Further, there are impersonalized directives such as *so this needs to be reissued as well* and *there is no need to send the comments any more*

where the 'director' and the 'directee' can be interpreted on the basis of the contextual knowledge shared by the addressor and the addressee and on the basis of the action requested concerning the particular object of action.

The use of *please* functions as a courtesy subjunct since it is a conventional politeness marker especially in congruent imperative form directives and incongruent but transparent modulated interrogative form directives. Simultaneously *please* functions as emphasizing the requestive function of modulated interrogatives or WH-interrogatives, such as *What were the budget costs for 98, please/JKL*, because it can be seen as signalling directive functions in interaction (Mulholland 1999:72) in addition to signalling status difference in organizational contexts (Iedema 1997:75). Thus, *please* is a typical marker of an action-oriented exchange in that it marks the action requested explicitly (Ventola 1987:115).

Three initiating messages utter the post-sequence or a follow-up element *thanks* by *Thanks* in two turns and *Thanks for your help*. One continuing turn utters *Thanks and sorry* in a turn cancelling the previously uttered request for action due to the addressor's personal error. Thus, the message-final *thanks* is used in three action-oriented turns and it functions as an appropriately supportive utterance following requests for action. *Thanks for your help.* indexes the addressee as the expected actor by the use of the pronoun *your*.

In sum, the directive utterances realized by different lexico-grammar and conveying different interactional and contextual functions enable the addressors to explicate the expected action and explicate or imply the expected actor. By the use of particular verbs and nouns in multi-person interactional events the verb explicating the expected action differentiates between the expected actors of different acts concerning different objects of action. The role assignment or the positioning of the interactants takes place in a conventionally appropriate way in that these utterances convey the intended function in a way not emphasizing the role asymmetry between the interactants. In addition, vocatives, pronouns, and nouns are used to denote the present or non-present participants and their subsequent interactional roles.

7.6.3 Establishing and re-establishing participant roles

In this section a somewhat different picture is revealed concerning the role relationships enacted by the participants when compared to interaction unfolding in initiating messages eliciting no response. The initiators of interaction establish the role of an addressor and by sustaining the interaction in the continuing turns they re-establish their addressor's role to expand or monitor on the proposals realized in the initiating turns. In one chain, the respondent re-establishes her role as the respondent by sustaining interaction after the first responding turn.

As is shown in Appendix 2 and the discussion above, the exploration of mood choices, i.e. the major grammatical resource for making interpersonal meanings in the English language, shows a high degree of variation and

overlap in conveying different directive utterance functions. Further, as a result of the dynamic use of the resources offered by the mood system and lexis in realizing directive functions in the unfolding of interaction in the initiating, continuing and responding turns, the addressors assert themselves differently in their speaking positions in different turns, and, subsequently, they enact dynamic interactional roles in different turns.

In particular message chains the addressors' linguistic behaviour enacts the interactional role dichotomies of an 'appreciator' and 'requester' and an 'appreciatee' and 'requestee' in the initiating turn, with the maintenance of the 'requester' – 'requestee' dichotomy in the continuing turn, including the additional roles of an 'information presenter' and 'information provider' respectively as enacted in the continuing turn. In a message chain comprising an initiating, responding and a continuing turn, the initial role assignment is that of a 'requester' and 'a requestee'. In the responding message the 'requestee' of the initiating message enacts the role of a 'knower' by declarative and imperative structures, 'requester for further information' and 'questioner of veracity of the customer's inquiry' by interrogative structures. Simultaneously, the addressee of the defying and challenging turn is assigned the roles of a 'not-knower', 'information provider' and 'requester of questionable information'. In the continuing message, the same addressor assumes the role of an 'information provider' by the use of declarative form utterances and the addressee is assigned the complementary role of an 'information providee'.

In other interactional events with different documentation as the topic of interaction, the 'requester's' role assumed by the initiator may result in positioning the addressee in the 'issuer's' role, whereas the continuing message may assign the 're-issuer's' or the 'canceller's' role on the addressee.

In sum, it can be suggested that to the extent that particular lexico-grammatical patterns are used to convey social activity, for example to realize requests for action, certain lexical and structural patterning show a dynamic progression or unfolding of interaction and social processes. This progression is shown for example in that interactant roles can be seen as explicitly revealed when language use is understood as language-as-action and approached from the point of view of a fine-grained contextual social activity. Thus, even though the interactional events 'textualized' in the email message chains seem to be routine in nature to a certain degree due to their recurrency in day-to-day management of business transactions shown by the rather unproblematic ways of resolving the situations by transactions and interactions, the lexico-grammatical and structural and functional analysis reveals a dynamic and complex social reality maintained and construed through the sequential email interaction. By integrating the features of the local context in view of the locally organized and jointly constructed on-going linguistic interactions and the features of the global context in view of the socio-economic-cultural context, both the addressor and the addressee through their interactional roles contribute to creating a shared interactional experience for the fulfilment of each interest group's interactional and transactional goals.

7.7 Summary

To conclude, the interaction analyzed in the seven (7) message chains introduced a new angle into the addressor and addressee roles in comparison with the interaction analyzed in Chapter 6. Horizontal management-level and operative-level as well as upward and downward vertical interaction is represented in the message chains. There are seven initiating messages and in six chains the same addressor maintains the interaction by addressing a continuing message to the same addressee. In other words, the respondents take the floor only after the original addressees' monitoring turns in which the addressors reiterate the original request for action, or after the prolonging turns in which the original addressors expand the original request for action for various reasons. Thus, the continuing turns re-establish the initiators' roles as the addressors and allow them to take on new directive-driven roles in their monitoring and prolonging interaction. In one chain the respondent maintains her respondent's role through a continuing turn in order to expand on her rejoindering and challenging responding turn.

In respect of the mood choices used to realize different directive functions, a wide variety of mood choices has been operationalized to convey different directive functions in interaction in the message chains with continuing turns, as was also done in the messages eliciting no verbal reaction. Table 10a and Table 10b in section 7.6.2.2 show the frequencies of mood choices realizing different directive functions. The most frequently used moods are the congruent imperative form and different structural varieties of modulated declaratives. The seven occurrences of the imperative form in one message increase the ratio of the imperative mood to other mood choices here. Most imperatives are used to convey requests for action with ten (10) occurrences out of the total of fifteen (15) occurrences. As was suggested previously, in the present intra-corporate email interaction the frequent use of the imperative form with or without *please* to convey different directive functions can be seen as deriving from its transparency in terms of the requester, requestee and the expected action as well as from its ease of formation. Similarly to the interaction unfolding in the messages eliciting no verbal reaction, legitimations before or after directives are frequently conveyed which can be interpreted as signalling low status differences between the requesters and the requestees.

8 INITIATING TURNS ELICITING ONE RESPONDING TURN

8.1 Introduction

The focus of this chapter is on thirteen (13) two-message chains comprising an initiating turn and a responding turn. The analysis addresses the questions of how different directive utterances are linguistically realized and what functions they convey in the initiating messages carrying the consolidated speech function of demanding goods and services and in the responding messages carrying different functions. Closely intertwined with these questions is the question of how the directive utterances with different functions occurring in the responding messages are linguistically realized as verbal reactions to previously uttered directive utterances carrying different functions. It is also examined how the different realizations of directive functions among other functional elements, such as orientation, legitimation, facilitation, or thanks, contribute to the consolidated speech function of different turns. In addition, the aim is to investigate the participants' contextual and interactional role positionings by addressing the questions of how different interactants assert themselves in their speaking positions especially through their directive performance.

Before the linguistic analysis, only a compact discussion of the initiating and responding speech functions will be provided since they were discussed in more detail in the two previous chapters with references to Eggins and Slade's (1997) functional networks. However, an illustration of which functions the responding turns carry in the thirteen (13) chains will be given in Figure 10. Further, categorizations of the initiating turns will be provided in Table 11 on the basis of particular constraints of the situational contexts, including the direction of interaction in the initiating turns, and the reasons necessitating the initiating turns and the directive linguistic behaviour.

8.2 The initiating and responding speech functions

Initiating turns conveying the speech function of demanding goods and services have been analyzed and discussed in the two previous chapters. In order to avoid repetitive analysis and discussion, references to and comparisons with the findings of the analyses in the previous chapters will be made when found relevant in view of the linguistic realizations and functions of the directive utterances and the overall message structure in the initiating messages bearing the situational and contextual constraints in mind.

The different subclasses of the responding speech functions in the thirteen (13) responding turns capture the essentially interactive and dialogic nature of email interaction unfolding in the message chains. The responding turns are related to the prior initiating turns with the speech function of demanding goods and services in that the respondent sustains or carries on verbal negotiation of the proposal or proposition expressed by the addressor of the initiating turn. In other words, in the unfolding of interaction the respondent collaboratively takes on the role of the respondent and through that role is involved in the negotiation of the proposals or propositions. Responding messages, either supporting or confronting, are reacting turns which carry the interaction towards completion even though they enable resistance (Eggins & Slade 1997:200-201). Here the responding turns reveal a picture of the interactional and dialogic nature of the email interaction somewhat different from and more versatile than that in the four responding turns discussed in the previous chapter, not only in terms of their number of realizations but also in terms of their location and interactional organization as the second turn in the chains, functions, and linguistic realizations in the chains of message exchanges. The higher variation in the functions is arguably caused by a higher number of responding turns in this sub-section. Particular responding messages functioning as reactions to the initiating messages convey directive utterances urging verbal action by the addressee/s, but they do not elicit verbal reaction by the addressee. These "truncated" message chains will be discussed further in the analysis part.

Figure 10 depicts the network of the types of the responding turns realized in the thirteen chains. Tentative explanations are provided below to gloss the distinctions between the types. The respondents' use of the resources available to respond to interaction in previous turns in the email data is limited when compared to Eggins and Slade's (1997:202) account of resources revealed in their study.

The responding turns convey either the supporting or confronting function. In eleven (11) chains the responding turn is interpreted as conveying the supporting function, with one turn carrying the developing and expanding function while ten (10) turns provide a compliant verbal reply. Two (2) responding turns convey the confronting function, one through a non-compliant reply and one through a disagreeing reply. Thus, in a majority of

responding turns the respondents verbally indicate their willingness to accept the proposals or propositions of the previous addressor, whereas confrontation is conveyed linguistically only in two replies.

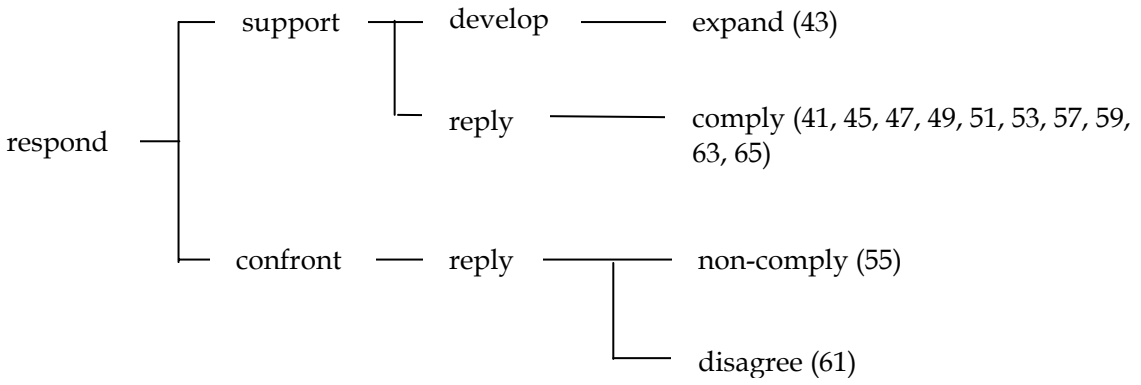

FIGURE 10 Responding speech functions in the thirteen email chains

8.3 Categorizing initiating turns

The categorization of interaction in Table 11 is based on whose previous action or non-action caused the need for writing the initiating turn, i.e. the need to request for action. On the basis of the analysis, three categories were revealed, i.e. (i) addressee- or addressee-party-derived, (ii) addressor- or addressor-party-derived, and (iii) customer-derived need for requesting action. The categorization in Table 11 simultaneously depicts the direction of interaction in the initiating turns as the horizontal – vertical scale will be discussed as one of the constraining components of the participants' linguistic behaviour in realizing directive functions. In Appendix 7, the message chains comprising an initiating and responding message are categorized in accordance with the direction of interaction, i.e. horizontal and vertical, as was done in Appendix 5 and 6 for reasons of uniformity.

TABLE 11 Categories of initiating turns.

Direction	Previous action by	Message chains
H/O-TO-O	Addressee-party	40 – 41; 50 – 51;
H/O-TO-O	Addressor	46 – 47; 48 – 49;
VD	Addressor-party	54 – 55;
H/O-TO-O	Customer	42 – 43; 44 – 45; 52 – 53;
VD		56 – 57; 58 – 59; 60 – 61;
VU		62 – 63;
H/M-TO-M		64 - 65

In two message chains (40 – 41 and 50 - 51) the addressee's or addressee's party's non-action caused the need for requesting for action in the initiating

turn. In one message chain (54 – 55) a person's marriage and a subsequent name change caused the need for requesting action. This represents an interactional event in which an employee's personal life has implications for corporate practices. This exchange is analyzed under the addressor-party-derived need category together with two message chains (46 – 47, 48 – 49) where the addressor's own incorrect action caused the need for requesting for action in the initiating message.

In eight message chains (42 – 43, 44 – 45, 52 – 53, 56 – 57, 58 – 59, 60 – 61, 62 – 63, and 64 – 65) the customer's previous action caused the need to request for action in the initiating message. The request is either explicitly or implicitly attributed to previous activity by a customer typically identified in the initiating turn in the subject line or in the message text, and in some turns in both.

In these exchanges, management-level addressees and operative-level addressees are involved in interaction as addressors, or as To: and cc: addressees, i.e. as potential 'next speakers' or as 'recipients of information' respectively. The involvement of management-level participants as either To: or cc: addressees seems to be intertwined with the topics or issues of interaction to an extent. The topic of interaction is documentation in eight message chains, five of which represent horizontal operative-to-operative level interaction discussing payment documents and three downward vertical interaction discussing different material certification. One message chain representing operative-to-operative level interaction discusses sales material. One message chain is about updating access rights, representing downward vertical interaction. The remaining three chains are about business deals and terms of the deals, representing operative-to-operative level and management-to-management level horizontal interaction and upward vertical interaction.

8.4 Structure of initiating and responding turns

The abbreviations in Table 12 denoting the structural elements to illustrate the occurrence and location of the different structural elements in the initiating and responding messages in the thirteen email chains are those introduced and discussed in section 5.3.3.2. In addition to the functional elements appearing in the interaction analyzed in Chapters 6 and 7, there are functional elements here that were not present in the interaction analyzed previously. RFC stands for a request for confirmation or acceptance of a proposal, and DEF is short for the defying function. The abbreviation ENC stands for encouragement, while ST stands for another interpersonal functional element of small talk.

Table 12 shows the overall structural composition of the thirteen initiating and responding turns and illustrates the unfolding of interaction at the level of the turns and at the level of the message chains. This broad contextual information is used in analyzing the lexico-grammar of the directive utterance function realizations in section 8.5.

TABLE 12 Turn structures in the thirteen initiating and responding turns

Need for initiating turn	Turn No.	Turn structure Initiating	Turn No.	Turn structure Responding
Addressee-derived				
H/O-TO-O	40	RFI-INFO-RFA-THA	41	INFO-COMP
H/O-TO-O	50	RFA1-LEGI-RFA2	51	THA-COMP-INFO
Addressor-/Addressor-party-derived				
H/O-TO-O	46	ORIEN/LEGI-RFA-INFO-THA	47	ENC-COMP-ENC-ST
H/O-TO-O	48	ORIEN/LEGI-RFA1-RFA2-THA	49	ENC-COMP-INFO
VD	54	RFA-THA	55	INFO–LEGI-ADV1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Customer-derived				
H/O-TO-O	42	ST-RFA1-LEGI-RFA2-THA	43	ST-RFI1-RFI2-RFI3-THA
H/O-TO-O	44	RFI-LEGI/INFO-RFA-THA	45	COMP-INFO-RFI1-INFO-ST/RFI2
H/O-TO-O	52	INFO-RFA-LEGI-RFI	53	ORIEN-COMP-INFO-RFA-RFI-INFO-THA
VD	56	RFA-THA	57	COMP-INFO-RFI
VD	58	LEGI/RFA-INFO-THA	59	COMP-RFI
VD	60	ORIEN/INFO-RFA1-LEGI-RFA2-THA	61	INFO-COMP-DEF1-DEF2
VU	62	LEGI/RFA1-INFO-LEGI-RFA1P	63	THA-INFO-COMP-INFO-RFI
H/M-TO-M	64	ORIEN/INFO-LEGI-INFO-RFI-RFA	65	ORIEN/LEGI-INFO-PROH1-INS- COMP-PROH2-INFO/ LEGI-SUG-RFC

The variety of the functional labels of directive utterances appearing in the turns is represented by requests for action and for information in the initiating turns, and by the functions of advising, requesting for action and information, defying, prohibiting and instructing in the responding turns. As in the previous chapters, there are few turns realized through minimalist two-element structures without legitimation, i.e. two initiating and two responding turns. Thus, the presence of legitimizing elements especially in the initiating turns, independent of the direction of interaction and of whose previous activity necessitated the requesting behaviour, is equally prominent as in the interaction analyzed in the previous chapters. There are only three initiating turns, i.e. 40,

54, and 56, where legitimization for the request for action is not linguistically conveyed. Turn 40 represents operative-level peer interaction where the initiating interrogative concerning prices can be interpreted as indicating the reason for the requests, similarly to turns 54 and 56 representing vertical downward interaction where the modulated interrogative utterances can be interpreted as indicating the reason for requesting. Here it can be suggested that legitimizations function as persuasive elements since the requesters aim at achieving immediate compliant responses from the addressees, either verbal or non-verbal. Simultaneously, legitimations can be interpreted as conveying interpersonal functions in that the addressors aim at diminishing the possible status asymmetry especially in vertical interaction (Iedema 1997:76). Further, as legitimizing elements tend to be closely intertwined with orientating elements, they collaboratively function as a practical linguistic tool in orienting the addressees into the on-going interaction especially in their foregrounded positions at the level of the turns and at the level of the clauses.

As the structural illustrations of the responses show, the respondents express compliance through linguistic elements that may be in foregrounded, middle, or backgrounded positions at the level of the turn. The responding message 43 is the only response not conveying explicit compliance by linguistic means. Instead, it aims at continuing the negotiation since it conveys requests for information, thus urging the addressee to take the next turn. However, no email reaction is available for analysis.

8.5 Lexico-grammar of directive utterances

As was indicated previously, the consolidated speech function of the thirteen initiating messages is that of commanding in that they demand goods and services, i.e. request for action. Consequently, in the analysis this function is taken as default and not repeated categorically. When discussing the responding turns, the To: addressee is typically the addressor of the initiating turn. If the To: addressee's role is assigned to a different person, it will be indicated in the analysis. One message chain from each category of different directions of interaction, i.e. operative-level peer interaction, vertically downward interaction, vertically upward interaction and management-level peer interaction, is subjected to detailed analysis below with references, including cross-chapter references, to other message chains for lexico-grammatical and functional similarities. All message exchanges in this category are displayed in full in Appendix 7.

Addressee-derived need for requesting action

The analysis of interaction in the category of addressee-derived need for requesting action in the initiating turn is represented by the chain 50-51. The

issue of interaction is issuing new documents. The addressor is a representative of a SMO in Brazil and handles particular documentation. The addressee is a Sales Assistant at the mill in Finland and her responsibilities include documentation for the sales in the Americas. Requesting for action is necessitated by a new shipment schedule sent by the addressee's party.

50) Initiating message (RFA1-LEGI-RFA2)

29.1.2003
Subject: {Customer Company Name} – confirmed orders
Dear Liisa:
{Customer Company Name} will need new proforma invoices and certificates of origin according to shipment schedule sent last week.
He asks you to make one B/L for each shipment.
Best regards
Rosa

51) Responding message (THA-COMP-INFO)

29.1.2003
Subject: Re: {Customer Company Name} – confirmed orders
Thanks Rosa,
I'll make changes and sent new proforma invoices and certificates when ready,
Kind regards,
Liisa

Message 50 commences with an assertive declarative utterance conveying a customer company's need or requirement which is modulated and reinforced by the use of the future tense auxiliary *will*. Consequently, I interpret that the declarative structure with *will* and the verb *need*, in its non-auxiliary use, carries a necessitating function and conveys a request for action. The utterance *{Customer Company Name} will need new proforma invoices and certificates of origin* is phrased in terms of a mental process of 'desire', i.e. need, where the objects of the need is particularized. The future tense median modal operator *will* is interpreted as modifying the necessitating *need* by emphasizing the assertiveness of the directive, i.e. the need for the documentation is conveyed as non-negotiable and no choice of compliance is allowed. Further, it can be suggested that the use of the future tense *will* can be seen as indicating that it is typical of this transactional stage for the addressor to request for the issue of the documents (Yli-Jokipii 1994:178). In view of the on-going interaction in the present business context, the need is explicitly attributed to a named customer, which can be interpreted as contributing to the requesting function of the utterance with *will* and *need*.

As was discussed in the previous chapter, the *need*-structure, both in its modulating and non-modulating functions, is used in other messages in the data to convey necessitating functions in requests for action. The structure *you need to* analyzed previously (message 16 analyzed in section 6.5) in vertically downward interaction can be seen as highly obligating since the operative-level

requestee is explicated by *you*, whereas the impersonalized *need*-structures *so this needs to be reissued* (message 24) and *I need to get a credit issued* (message 26 analyzed in section 7.5) in operative-level peer interaction can be seen as conveying mitigating functions by only implicating the requestee. The utterance *{Wholesaler Company Name} needs more information about the physical properties for this cert.* (message 37) is phrased similarly to the *need*-structure utterance in message 50, except for the use of the present tense. Further, in message 37, similarly to messages 50 and 26, the message-initial non-auxiliary *need*-structure conveying a request for information in *{Wholesaler Company Name} needs more information* does preparatory work for reiterative, paraphrased and expanding requests expressed message-finally. In message 37, the addressor expresses a second request for information by a declarative utterance with an iterating and expanding function *So {Wholesaler Company Name} would like more details, he asks about results from test during processing (making the material).* This utterance is realized through the modulated mental process of reaction, i.e. 'like', including the median modal operator *would* and by an utterance where further details are particularized. The mental process of reaction, here 'like', can be interpreted as construing less mental influence than the mental process of desire, here 'need' (Iedema 1997:78) expressed by verb *need* in reference to the customer. In other words, *need*, and *want* with no occurrences in my data, can be seen as more necessitating than *like* (Blum-Kulka et al. 1989b:282).

As was contended above, in message 50 the *need*-utterance is interpreted as conveying a request for action. The request incites physical action, i.e. 'making' as explicated message-finally in the request for action utterance *He asks you to make*. in which the performative verb *ask to* indicates that the addressor reports a request. The reference to the customer by the pronoun *he* can be seen as a type of projection. The declarative clause denotes the customer's previous proposal, i.e. 'asking' here is seen as denoting necessity in that the customer 'told' by an imperative *'Issue the below certificates!' In other words, the addressor of message 50 has been in contact with the customer's representative to find out the need in order to be able to forward the proposal or request to the addressee of message 50. On the basis of the shared knowledge between the addressor and addressee of message 50, the interactants know who the requestee is, i.e. whose responsibility it is in the corporate hierarchy of duties and rights to issue or 'make' the particularized invoices, certificates, and the bills of lading.

I interpret that the use of the particle *to* following the verbal process verb *ask* in *He asks you to make one B/L for each shipment.* functions as conveying that the declarative utterance functions as a reported proposal (Halliday 1994a:258, 261), i.e. a request for action here with the initiating and prescribing function. Further, the verbal group verb *ask to* can be seen as explicitly necessitating in this context since there was a request for action asserted previously in the same turn. There is interdependency between the first and the second request for action in that the action conveyed in the first request causes the need to realize the second request in accordance with the corporate documentation practices. By uttering *{Customer Company Name} will need* and *He asks you to* in the two

requests in message 50 the addressor explicitly positions himself in the intermediator's role in attributing the origin of the request for action to the customer, simultaneously legitimizing his requestive utterances. In view of the on-going interaction, the addressor takes on the role of the requester. Thus, the *ask to* -utterance explicates the original requester *he*, the expected actor *you* and the expected action of 'making'. Both directives are categorized under the initiating and prescribing function in that they demand goods & services, i.e. request for action.

There are other occurrences of the verb *ask* in directive functions in the data. The performative verb *ask* appears in a mitigated form including the mitigating *if it is possible* in Customer *asks if it is possible to change* (message 52) in operative-level peer interaction. Despite the element inquiring the addressee-party's ability to comply, the directive is interpreted as conveying a request for action, i.e. the act of 'changing ' payment terms, by drawing interpretational resources from the responding turn where the respondent explicates partial future compliance by informing about a change in payment terms for particular deliveries. Further, the performative verb *ask* appears in *The customer asks to issue below certificates* (message 58) in vertically downward interaction where the more assertive form *asks to* is used by a management-level addressor in reporting the named customer's previous proposal. The message-final elaborate version of *thanks*, i.e. *Thanks in advance for y/help.* in message 58 can be interpreted as signalling and reinforcing the requestive function of the *ask to*-structure. Another occurrence of the performative verb *ask to* appears in message 62 which represents vertically upward interaction. The operative-level addressor's *ask to*-utterance *{Customer Company Name} kindly ask you to try your best to offer* realizes a request for action in a tentative form mitigated by *kindly*, the material process verbal group *try your best* and a legitimation referring to old-established customer relationships. The request is reiterated by a turn-final request for a quotation in a formulaic and indirect way through *we hope you can help to reserve some {quantity} for them*. The mental process verb *hope*, conveying an affective and mental process of reaction of hoping (Halliday 1994a:259) can be seen as mentally projecting a proposal in the clause.

The responding message 51 opens with a direct reaction to the previous turn by uttering *Thanks* meaning 'thank you for letting me know'. The response is supporting in that it explicates message-initially full future compliance in relation to the first request with the inclusion of the medial modal operator *will*, i.e. *I'll make changes and sent* subject to a temporal condition uttered by *when ready* message-finally. As to the second request for making the Bills of Ladings, there is no explicit linguistic reaction. On the basis of the verbally expressed compliance in relation to the previous request for action, I interpret that the consolidated function of message 51 is that of a compliant reply.

Addressor/Addressor-party-derived need for requesting action

Message chains 46-47 and 48-49 represent operative-level peer interaction in the category of addressor-derived need for requesting for action in the initiating

message. Similarly to interaction in the initiating message 13 (analyzed in section 6.5), the same Sales Assistant addressor in the USA opens the interaction in the initiating messages 46 and 48 by *Ok* and explicates her personal error as a reason for requesting action from the addressee. In message 46 the addressor utters *Ok, despite the fact that I actually have a post-it-note stuck to my computer that says "Bonehead Remember Surcharges!" I still forgot to add a surcharge*, thus indicating that despite her knowledge of the right procedure she made the mistake because she forgot to follow a particular practice. Thus, despite her role as a knower at a global contextual level in view of the surcharges, she assigns herself the role of a 'wrongdoer' at the level of the on-going interaction due to lapse of memory. In message 48 the addressor utters message-initially *Ok, I just learned that on a {Customer Company Name} order that I entered recently, I was supposed to add a {detail} to four items. I did not know that I was automatically supposed to do that to any order from them, but now I do*., and continues in the message-final paragraph by uttering *I don't know if I was supposed to send it to a certain checkpoint.* These utterances convey that the addressor moves between the roles of the 'not-knower' and the 'knower' in different temporal spaces, since she explicates that she did not know the right procedure previously, but now she knows. However, the addressor explicitly re-establishes the role of the 'not-knower' in view of a particular stage in processing orders from a particular customer by uttering *I don't know*. The addressor conveys the requests for action through the modulated interrogative form *Can you please make an additional surcharge invoice* and *can you make sure that* in messages 46 and 48 respectively. Similarly to the response to message 26 (analyzed in section 7.5), the Sales Assistant respondent at the mill in Finland conveys full immediate compliance with the requests by committing herself in turn 47 and a non-present company employee in turn 49 to perform the requested action. Further, similarly to message 26, in addition to explicating compliance the respondent utters *No problem* as a verbal reaction to the apology expressed in the initiating messages 26 and 46. I interpret the utterance of *no problem* as emphasizing the recurrent nature of such situations and the straightforward way of managing the situations through documentation at the mill in Finland.

The interaction in chain 54-55 initiates vertically downwards. The need for requesting for action from the addressee originates from a Dutch female's recent marriage and a subsequent name change for access rights. The addressor of the initiating turn is the IT manager in the subsidiary in the Netherlands. The addressee is a Systems Support person at the mill in Finland with duties involving responsibilities for access rights also in the Netherlands. Leila Kangas is an Invoicing Clerk working at the production plant in Finland. The chain is analyzed in detail in an effort to illustrate how the initiating turn requesting for action elicits a response interpreted as carrying a confronting (Eggins & Slade 1997) or a challenging (Ventola 1987) reaction to the previously uttered request.

54) Initiating message (RFA-THA)

17.9.96
Hello Eija,
Could you change the name of NLEB – Elsa de Buur to Elsa Tannen – de Buur
Thanks,
Jan

55) Responding message (INFO-LEGI-ADV1-11)

18.9.96
Hello,
A few weeks ago Leila Kangas (our export charge d'affairs) asked me to change MEMO-id NLEB's name from Elsa de Buur to Elsa Tannen. I made the change to mailbox but I have no rights to change calendar's name. Leila said that Elsa is on holiday but when she's is back on the office, Leila contact her and ask to make the calendar's change.
Now the situation is different you said that the name must be Elsa Tannen – de Buur or is the order de Buur – Tannen.
In any way the owner of the mailbox and calendar can herself make the changes.
You can try it on your mailbox:
Screen MAILBOX put on the left corner P2 (profile) and press enter. You get your user profile: put in the field FULL NAME your name. Then you must make the change also to screen where is your X.400-address. There you get as follows: in the user profile-screen you put on the left corner E1 (extension) and press enter. On this screen you see your X.400-address.
Instructions in these double names is that in the surname field we put the first part of the surname and in the first-name field first name and the rest of the surname (I hope you understand what I mean because this is difficult to explain).
With F3 (update) you must update both screens.
In the calendar you change the name as follows:
Mailbox left corner Z4 and enter, again to left corner and there P2 and enter. Now you can change the name as you want.
With F3 you update the change.
And that's it.
with best regards Eija

The addressor realizes the request for action in the initiating turn through the modulated interrogative together with the *thanks* element, which are among the typical linguistic realizations of requests for action in the email data. Here in vertically downward interaction the modulated interrogative without *please* can be seen as conveying a clear-cut role relationship between the interactants. In the act of speaking through the modulated interrogative, the management-level male addressor explicates his position of taking on the requester's role and assigning to the female addressee the requestee's role in view of the expected action through the use of the material process verbal group *change name*.

The directive utterance function of this modulated interrogative is interpreted as iterating and prescribing. The functional labelling draws from the interpretational resources of the linguistic context of the utterances in the response turn 55 in *A few weeks ago Leila Kangas (our export charge d'affairs) asked me to change MEMO-id NLEB's name from Elsa de Buur to Elsa Tannen*. As asserted response-initially, the named person previously forwarded a request for the name change to the respondent. However, the name change was mismanaged and the IT manager iterates the request. Thus, message 54 can be seen as

conveying follow-up functions in the broader interactional context in which the IT manager has self-selected himself as the addressor. Deriving from the local on-going interactional context, message 54 is labelled as an initiating turn in the email exchange.

The responding message 55 details message-initially the previous process of the name change and together with the second paragraph indicate that the information previously forwarded by the Finnish Invoicing Clerk was incorrect in comparison with the information given in message 54 by the IT manager. Thus, the incorrect information and the consequent mismanagement of the name change seem to necessitate the iteration of the request for the name change. Originally, the Dutch employee's marriage necessitates the request. In accordance with the previous interpretation, messages 54 and 54 should be analyzed under the addressee-/addressee-party-derived category. However, as a practical solution I rely on the latter interpretation in categorizing the initiating turn under the addressor-derived need type. This derives from the lack of complementary contextual or linguistic information in view of the original request for the name change, i.e. it is impossible to say whether the first request for the name change was formulated incorrectly or disambiguously to cause the incorrect entering of the name in the mailbox by the respondent.

In view of the consolidated speech function carried by the response, there is some ambiguity involved. The response is supporting to the extent that the respondent conveys her partial, if erroneous, past compliance by uttering *I made the change to mailbox but I have no rights to change calendar's name.* The polar *but*-clause conveys that what comes next will be negative or contrasting in view of the addressee's situational and contextual expectations, i.e. full compliance by the respondent is not possible due to the reason made explicit in the *but*-clause. Thus, the *but*-utterance conveys a confrontational function in view of the previous requests for action. However, a non-present actor's, i.e. the Invoicing Clerk's, deferred compliance with the previous request is explicated in the utterance to follow. I interpret that the supporting and developing function is realized through the utterances in the first paragraph in that they expand on the act of changing the name.

Even though deferred compliance is explicated by committing the Finnish Invoicing Clerk to advising the person with the changed name, the respondent's message-final linguistic choices in providing a list of stage-to-stage advice of how to change the name are interpreted as conveying a negating or a non-compliant reply. The list of advice follows the utterances *In any way the owner of the mailbox and calendar can herself make the changes. You can try it on your mailbox:*. Consequently, the list of advice conveyed contributes to the confronting speech function of the turn in relation to the IT manager's turn with the request. Thus, rather than carrying out the action expected from her, the respondent proposes that the IT manager carry out the action himself. However, asserting whether the consolidated speech function of the response is that of supporting or confronting is not unproblematic. At the interactional level of the on-going interaction, the challenging (Ventola 1987:90-91) or confronting (Eggins & Slade 1997:206-207) nature of the responding turn is

experientially mitigated by the utterance of deferred compliance message-initially. Further, at the global interactional level the factual reason that the respondent has no rights to change the name in the calendar functions as mitigating confrontation. By explicating this reason, the respondent institutionalizes the legitimation for her non-compliance.

By offering the advice, the respondent allows the IT manager and the person with the changed name, providing that the IT manager forwards the advice to her, a choice of compliance with the directives. The functional label of advising derives from the respondent's explication of the addressee's choice of compliance in *In any way the owner of the mailbox and calendar can herself make the changes. You can try it on your mailbox:*. I interpret that the latter clause is targeted at the IT manager, *you*, as a reaction to his request in the previous turn. The use of the low modal operator *can* and the material process verb *try* indicate the advisory and non-necessitating nature of the directives and be interpreted as enforcing the operative-level respondent's want to explicate the addressee's choice of compliance in carrying out the actions described to avoid sounding too assertive in relation to the management-level addressee. The pronouns *her* and *herself* refer to the female person with the changed name previously identified. Thus, through the directives carrying the function of advising, the respondent reverses the role positionings assigned by the IT manager in turn 54 and repositions her in the requester's or the 'advisor's' role and the IT manager in the requestee's or 'advisee's' and 'advice forwarder's' roles.

The respondent resorts to a versatile selection of linguistic realizations in conveying the pieces of advice. She conveys eleven (11) directive utterances and they are realized by six (6) imperative forms, three (3) declarative forms and two (2) modulated declaratives. The respondent uses the material process verb *put* as a generic verb instead of more specific verbs used in software manual language, i.e. in two imperative utterances *put on the left corner P2 (profile)*, and *put in the field FULL NAME your name*. Further, *put* appears in the declarative utterance *in the user profile-screen you put on the left corner E1 (extension)* which addresses the advisee directly by using the pronoun *you*. The sequence that advises the name change in the mailbox abounds in *you*, the use of which can be seen as a feature of software manual language. Further, the respondent may imitate the typical feature of the software manual English language, i.e. the imperative structure of the directive utterances. She uses imperatives, such as *and press enter* twice in the interactional sequence conveying the advice of how to change the name in the mailbox. The form *and enter* is used twice in the subsequent interactional sequence advising the name change in the calendar.

The declarative structure with the high modal operator *must* conveying high degree of obligation in proposals is used twice in the interactional sequence advising the name change procedure in the mailbox, i.e. *Then you must make the change also to screen where is your x.400-address.*, and *With F3 (update) you must update both screens.* The high degree of obligation achieved by the use of *must* can be interpreted as indicating that the action described is necessary for a successful name change. The necessitating nature of the *must* structures can be

interpreted as becoming mitigated since they are uttered here in the context of advising. The declarative utterance *Instructions in these double names is that in the surname field we put the first part of the surname and in the first-name field first name and the rest of the surname* is different from the declarative structure with *you* as Subject. It can be interpreted as a sequence of indirect speech with the exclusive *we* as Subject in the Finite clause with the material process verb *put*. This utterance is interpreted as representing reported proposal or indirect command in that the respondent allegedly draws from the directive utterance, typically in the imperative form, from the instruction manual and reports how the Systems Support persons, i.e. *we*, make the name changes in compliance with the manual. Thus, the deictic element of the implicit 'you' of the imperative structure is shifted to the first person plural exclusive *we* in the indirect command.

The interactional sequence advising the name change in the mailbox partly resorts to linguistic choices typical of software manuals, such as the imperative structure without *please*, the frequent use of the pronoun *you* and the use *as follows* or the colon as directive preparatory utterances. The linguistic choices in the clauses and clause complexes in the first paragraph, however, can be seen as reflecting the oral mode of interaction. For example, the way of reporting the chronological order of the previous actions and the named persons involved in them together with the reasons for the incorrect entry of the name in the initial paragraph has a spoken-like cling into it. Particular utterances, such as *Now the situation is different you said that the name must be Elsa Tannen – de Buur or is the order de Buur – Tannen.*, *(I hope you understand what I mean because this is difficult to explain).* and *And that's it.* uttered message-finally denote oral style, which can be interpreted as a sign of familiar relationship between the interactants. Further, I interpret that the bracketed utterance *(I hope you understand what I mean because this is difficult to explain)* emphasizes the advisory function of the directive utterances, i.e. the respondent does not necessarily expect the addressee's compliance.

Customer-derived need for requesting action

Message chain 42-43 represents interaction between operative-level peer interactants in a situation in which a named customer's previous activity necessitates requesting for action in the initiating turn similarly to chains 44-45 and 52-53. The chain 42-43 is subjected to detailed analysis since the responding turn 43 is the only responding turn carrying the developing and expanding function in interaction analyzed in this chapter. Further, even though the initiating turn does not convey turn availability, i.e. it does not urge the addressee to take the next turn, it elicits a verbal reaction by the addressee. However, the response conveys three explicit requests for information eliciting no verbal reaction by the requestee, i.e. the interactional chain is 'truncated'. Some suggestions are offered why no verbal reaction is elicited, at least not available for analysis. In addition, the message exchange here touches upon the interactional functions of small talk appearing in both turns.

In message 42 the issue of interaction is cancelling an invoice and the interaction takes place between two operative-level Sales Assistants. The addressor works in the SMO in the USA and the addressee at the mill in Finland.

42) Initiating message (ST-RFA1-LEGI-RFA2-THA)

1.10.99
Subject: {Customer Company Name}
Hi Liisa,
Hope your holiday was good. Could you please have invoice 234567 cancelled.
I have added surcharges to the order because material will be delivered week 40.
Please print copy of the new invoice for me, I will mail to {Customer Company Name}.
Thank you.
Best regards,
Norma

43) Responding message (ST-RFI1-RFI2-RFI3-THA)

4.10.99
Subject: {Customer Company Name}
Hi Norma,
Yes Norma, holiday was good, thanks for asking. It was our first trip to Athens, so there were lot of things to see, Acropolis and so on. We also spent two days in one beautiful island near Athens.
As to below message, would it be possible to issue additional invoice for surcharge. I could do it here. Or do they insist to get revised invoice, please advise.
Thanks and regards,
Liisa

The initiating turn 42 opens with a sequence of small talk which can be seen as representing casual pre-business interaction with interpersonalizing functions. The requests for action to follow are realized through two directive utterances, first by the modulated interrogative *Could you please have invoice 234567 cancelled.* with the initiating and prescribing function, and second by the imperative form *Please print copy of the new invoice for me* with the iterating and expanding function. The latter request is interpreted as conveying the iterating function in that it expands on the previously uttered request for the cancellation. More specifically, the addressor explicates an additional action through a material process verb *print*. The need for 'printing' is caused by the cancellation of the particularized invoice. The object of 'printing' is explicated by the use of the definite form and the adjective *new* in *the new invoices* in the latter request for action. The reason for the cancellation is explicated in *I have added surcharges to the order because material will be delivered week 40.* The declarative form utterance indicates that the customer's previous activity caused the change of the delivery time, since the extra costs incurring from the change are debited to the customer, as is explicated. Consequently, the addressor requests for the cancellation of the old and the printing of the new invoice.

The two mood choices typical of the directives in the email data are used in realizing requests for action in the initiating message, i.e. the modulated interrogative and the imperative, with the inclusion of *please* in both utterances and the message-final *thanks*. These realizations enable the addressor to explicate the actions expected from the addressee by the material process verbs *cancel* and *print*. Further, the addressor does role work through the explicit *you* in the modulated interrogative and the implicit 'I' and 'you' in the imperative structure and positions the addressee as the expected actor and the requestee, while she takes on the role of the requester. The message-initial small talk sequence has interpersonal functions in that it conveys the familiarity of the relationship between the interactants and by its message-initial positioning imprints the interaction with informality.

The responding turn 43 is interpreted as conveying the supporting speech function in that it develops and expands on the proposals or requests for action expressed in the initiating message by requesting for further information. Despite the fact that the response offers alternatives in relation to the original request for action, it accepts the idea of doing something about the original invoice. Consequently, it is interpreted as carrying the supporting function (Eggins & Slade 1997:203).

Message 43 initiates with a direct reaction to the previous turn. The position of the textual continuity adjunct *yes* message-initially indicates an affirmative reaction to the wish expressed through the small talk sequence in the initiating turn. Thus, this textual adjunct (Eggins & Slade 1997:96), typical of oral interaction, functions as signalling or constructing continuity between the initiator's turn and the respondent's turn (Eggins & Slade 1997:96). Here the response adjunct *yes* and the subsequent utterances signal that the respondent has taken the floor and is about to declare her position as a reaction to the previous turn. Despite its foregrounded position the continuity element *yes* is not stressed (Eggins 1994:168, 170) since it introduces a clause complex conveying the addressee's name, a reconfirmation of the addressee's wish and an utterance of appreciation in the small talk sequence, i.e. *Yes Norma, holiday was good, thanks for asking.* The repetitive use of the vocative *Norma* is interpreted here as a vocative adjunct and it functions as controlling the interaction (Eggins 1994:169) by designating the addressee as the initiator of small talk.

The second paragraph opens with *As to below message* which also functions as signalling or constructing explicit continuity between the initiating turn and the responding turn. The modulated interrogative *would it be possible to issue additional invoice for surcharge* and the polar interrogative *Or do they insist to get revised invoice, please advise.* are understood as requesting for information concerning the alternative ways of managing the cancellation of the original invoice requested in the previous turn. Thus, they are labelled with the iterating and prescribing function. Through the two requests, the respondent reverses participant roles in relation to the roles assigned to the participants in the initiating turn, i.e. the respondent takes on the requester's role and subsequently assigns the addressee the requestee's role.

The first requestive utterance is realized through the modulated interrogative structure, including the median modal operator *would*. The conditional form interrogative inquires the possibility of an alternative solution by an impersonal structure with the copula *be* in *would it be possible to issue*. The expected actor would be the respondent as indicated by the material verb *issue* in the modulated interrogative and explicated in the declarative to follow, *I could do it here.*, should this alternative be accepted. The polar interrogative to follow, i.e. *Or do they insist to get revised invoice,* uses the third person plural pronoun *they* to refer to the customer signalling the customer as the decision maker in this matter. The conjunctive expression *or* in a thematic position initiates a clause complex offering an explicit alternative to what was uttered previously. The third requestive utterance in the imperative form *please advise* can be interpreted as reinforcing the function of requesting for information. The absence of a reacting turn to message 43 can be interpreted as a confronting reaction, i.e. the addressee disengages with silence.

There are three message chains initiated by vertically downward interaction with customer-derived need to request action in the initiating turn, i.e. chains 56-57, 58-59, and 60-61. The interaction in chain 60-61 is subjected to a detailed analysis here due to the fact that the requests in the initiating turn elicit challenging reactions by the technical expert addressee in his responding message conveying confrontational or challenging functions. Further, the analysis of this chain allows for comparison with the challenging interaction realized by another technical expert in her responding turn 38 in the message chain 37-38-39 in the category of initiating messages eliciting a continuing turn and a responding turn which were treated in the previous chapter.

In the initiating message 60 the topic of interaction is identification of heat numbers and it is sent on the 21st of August, 1998. The management-level addressor works in the SMO in the USA and the addressee, a Works Inspector with responsibilities in Quality Assurance, works at the mill in Finland. A previous email message titled 'Explanation to the heat identification numbers at our works' written by the Works Inspector is attached to message 60. It was originally sent to a Sales Assistant in the SMO in the USA and a Sales Assistant working in Finland on the 11th of March, 1996. The attachment is referred to as an inserted sequence and is discussed for its situational and contextual functions but not analyzed for its lexico-grammar.

From the point of view of intra-corporate communication, the discussion of messages 60 and 61 in this sub-section shows that email is not only used to manage immediate transactional and interactional corporate needs. The exchange of messages on the same issue in different years reveals the sometimes extended time span within which particular issues may be negotiated via email. The first occurrence of interaction on the issue of heat numbering is in the message from 1996 attached to message 60 written in 1998. In the data, the last occurrence of interaction on the same issue appears in the message exchange between the same interactants on the 3rd of May, 1999. The built-in feature of message permanency allows for the attachment of email messages sent out originally several years previously. This feature has a

contextualizing function in that attachments or extracts from previous messages create a concrete link to previous interaction. Simultaneously, saving previously sent and received messages in the email system has a reminding function in that email messages can be filed away for further consultation and the issues of consequence can be reverted to when they become topical and whole previous messages or excerpts from them can be attached for reference.

60) Initiating message (ORIEN/INFO-RFA1-LEGI-RFA2-THA)

21.8.98
Subject: Heat Numbers
On 96-0311 there was information sent by you regarding heat identification numbers at our works. According to that the 2nd and 3rd digits are for the week of the year. Yesterday we noticed a neat number with the 2nd and 3rd digits of 55. We are now informed that our knowledge is incorrect. Please update us as to the revised system. We do have to relate this information to customers from time to time. Please inform everyone at {the initials for the SMO in the USA}. Thanks.
--- Received from XXXX.53MP {telephone number} 96-03-11 11.28
Explanation to the heat identification numbers at our works
==========
Each heat consists of a continuously {process type} charge of total xx to xx {quantity} of {type of material}.
A charge is cut to successive {product type} of x to xx meter length.
A {process type} charge is identified using a five digits charge number. The 1st digit is for the running year. The 2nd and 3rd digits are for the week of the year. The 4th and the 5th digits are used for the successive {process type} during a week.
The last (6th) digit is used for notation of the successive {product type} within a {process type} charge. The 1st {product type} is marked with digit 1, the second {product type} with 2 etc.
Each {product type} is {process} to a {product type} of max xx {quantity} weight. The {product type} number is 6 digits long and consists of 5 digits long chargenumber as explained above and the {product type} number respectively.
As a {process type} {product type} is {process type} and {process type}, it has logically the same 6 digits long {product type} all the time, up to the finished products.
A testunit for {test type} testing and for the test results is a {product type} with same thickness and same {type of treatment}, thus the 6th digit is called a test number on our inspection certificates. See the title on a certificate: "Charge-test No."
Each {product type} corresponding to a {product type} of a continuous {process type} has the constant uniform {product property}, thus the {product property} is shown for the respective {process type} charge with 5 digits long charge number, see the title "Charge No." for the {product property} shown on our certificates.
Don't hesitate to ask more, if there is still anything unclear on the subject.
best regards,
Mikko Puro
Works Inspector

61) Responding message (INFO-COMP-DEF1-DEF2)

24.8.98
Subject: Re: Heat Numbers
Good morning!
The information regarding heat identification is such as defined in our Quality Assurance Manual, paragraph 8.1.1.
This is just stating the same what I told in year 1996. This is however an obsolete information since 1997 already.

The updated QA Manual will be issued at the end of this year. That will give also the official updated explanation for melt and slab identification. I will give to you just an unofficial explanation only in the meantime.
As you certainly know, our production was constantly increasing during 1996 and 1997. Finally, more than 100 {process type} a week were produced thus exceeding the two digits limit reserved for the running {process type} number. We were forced to change the "weeknumbers" to the succeeding weeks any time as the 99th {process type} was done. This is the situation still now: the real calendar week 35 is just at the beginning, however our {process type} are running at the "weeknumber" 841 already! The first {process type} of this year 80101 according to the old notation was done 29the November 1997 already! Thus there is no correspondence of the {process type} numbers to the real week anymore.
We are so sorry as we have designed so bad identification system in the first year of production 1976 as we couldn't imagine, the 99 {process type} a week limit would be ever exceeded. Now we know, it was a big mistake.
I don't see, why the customer should really know the actual dates of the {process type} produced in our mill.
The product identification must be the same as shown on the test certificates. That's all what is required, in my humble opinion.
regards,
Mikko Puro

Message 60 commences with a mention of the attached email message sent by the addressee in 1996. Attaching the previous message can be seen as functioning as indicating that the complex identification system causes recurrent problems for customers. Further, the details in it evidence that the information is obsolete as is confirmed by the respondent. The emphatic utterance *We do have to relate this information to customers from time to time.* functions as legitimizing the requests to follow. Thus, the addressor attributes the request to customers demanding information in order to ensure compliant reply by the addressee.

There are two requests for action realized in message 60 by two imperative mood choices backgrounded at the level of the turn and at the level of the utterance, i.e. the initiating *Please update us as to the revised system.* and the iterating *Please inform everyone at {the initials for the SMO in the USA}.* followed by *Thanks.* The material process verbs *update* and *inform* contribute to conveying requests for action and 'updating' and 'informing' in this context mean that the addressee is expected to 'act' on the issue conveyed, i.e. to compile and send an explanation of the numbering system as in 1996. Thus, the addressee in the Works Inspector's and his technical expert's role is responsible for 'translating' the information and his knowledge into 'lay' language. The SMO employees can access the information through the Quality Assurance Manual but the translation makes the information and knowledge better accessible for customers via the SMO employees, i.e. *us* and *everyone at {the initials of the SMO in the USA}*, who are professionals in the sales and marketing issues rather than the technical aspects of doing business. Further legitimation for the requests is provided through the utterances *We are now informed that our knowledge is incorrect.* and *the revised system*.

The respondent cc: addresses his responding message 61 to an Area Sales Manager for the USA, a Technical Adviser involved in Quality Assurance, and a management-level employee involved in Quality Assurance all working at the

mill in Finland. Interaction on the same issue is continued on the 5th of May, 1999 between the addressor and the addressee of message 60. The message sent in 1999 gives a supporting and expanding reply in that it provides a citation from the updated Quality Assurance Manual and the particular section on the heat numbering system. This message chain is not included in the analysis in this work as there are no directive utterances conveyed in the messages.

I interpret that the responding message 61 conveys a confronting or challenging function in relation to the proposals, i.e. requests expressed in the turn. Even though there are linguistic elements conveying the supporting function, full compliance is not conveyed. The response opens with declaratives stating facts, i.e. the present state of matters. I suggest that the supplier's image and the respondent's expertise may be seen as endangered by the respondent's admittance that the information concerning the heat numbering system is obsolete. Following this statement, the respondent shows compliance by uttering that *I will give to you just an unofficial explanation only in the meantime.* The emphasis is on *unofficial*, the function of which is reinforced by the use of *just* and *only*. Thus, this emphatic utterance can be seen as functioning as conveying that the unofficial information is meant for the addressee but not for the whole personnel of the SMO, as explicated by the use of *to you* referring to the addressee. I interpret that irony is at play in the elaborate explanation of the changed circumstances at the production department and in the apologetic utterance *We are so sorry as we have designed so bad identification system in the first year of production 1976* emphasized by *so* on two instances and the evaluative utterance *it was a big mistake*. I interpret that irony signalled through these linguistic means primarily functions as contributing to challenging the veracity of the customers' inquiries for more details of the heat numbering system. Thus, irony contributes to the consolidated speech function of confronting.

The confronting and disagreeing function, especially in terms of the reference to the customers' inquiries, is emphasized by the utterance *I don't see, why the customer should really know the actual dates of the {process type} produced in our mill.* This utterance is labelled with the defying function. By uttering *I don't see* the respondent with an expert role can be interpreted as re-expressing the internal mental process of 'not understanding' or 'not knowing' through the external mental process of 'seeing'. Thus, through the external mental process of perception of 'not seeing', the technical expert can be seen as assigning this utterance the function of an understatement together with the message-final utterance *in my humble opinion*. I interpret that these understatements, and especially the adjective *humble* as a self-reference by the technical expert, carry the irony function in this context. As a result, through the irony function signalled through different linguistic resources, especially in message-final positions, the respondent emphasizes the confronting and defying function of the whole turn as was suggested above.

The comment adjunct *really* has interpersonal functions by expressing assertion and adding attitude and evaluation. The use of *really* can be interpreted as contributing to re-claiming the respondent's expertise since *really* can be seen as conveying confrontational and challenging functions in relation

to the reported customers' inquiries. Further, the technical expert's knowledge of standards, quality assurance manuals and corporate procedures enables the respondent to assert *The product identification must be the same as shown on the test certificates. That's all what is required.* The high modal *must* and the necessitating verb *require* in the passive voice functioning as quoting a proposal, i.e. instruction in the Quality Assurance Manual reinforce the respondent's re-claimed 'knower's' or 'expert's' role. The respondent uses these utterances to legitimize the confronting and challenging stance through de-emphasizing the interpersonal nature of the directives by institutionalizing and objectifying must-ness (Iedema 2000:50). Further, through the selection of the high modal operator *must* and the use of the de-personalized verb form *is required* the respondent asserts himself as an expert whose knowledge carries more weight in terms of credibility than of the non-expert customers. In other words, the utterance *That's all what is required.* with *that* referring to what was conveyed as necessary action from the respondent's part, can, in Iedema's (2000:50) terms, be interpreted as separating must-ness from the commandee, i.e. it serves as providing a legitimizing reason why the respondent has not informed the details of the heat numbering system. Thus, in his expert's role the respondent realizes the directives as institutionally non-negotiable, and in doing that he can be seen as using 'demodalisation' in neutralizing control by conveying it as ideational state of affairs rather than as interpersonal claim (Iedema 2000:50). Thus, the expert representing organizational authority vested with his knower's and expert's role, which is shared corporate-internal knowledge, indexes himself as having superior knowledge and uses assertive language to disagree with or defy the addressee's original request, to defend the established corporate system and his own position of not having informed of the outdated heat numbering system, and to urge the addressee to discontinue interaction on this issue.

In addition to the message chain 60-61 involving a male technical expert at the mill in Finland, in the message chain 37-38-39 an operative-level female technical expert at the mill in Finland realizes defying functions through a polar interrogative and a WH-interrogative in reacting to an operative-level requester's requests. After providing particulars as a reaction to the requests for information in the initiating turns and a reference to the applicable sections in the particularized standard the respondent reacts in her responding message 38 through the imperative form advisory utterance *See sections 16, 17, 18 and 19 of {Standard}* with an implicit 'I' as the adviser and 'you' as the advisee. Further, the respondent utters message-finally *Is the customer of {Wholesaler Company Name} saying that our product does not meet the {Material property} test requirements of type {Type of material particularized} Standard Specification for {Type of material} and {Type of material} {Types of products delivered} for {Use of material}? What were the results?* The two interrogatives are interpreted here as questioning the veracity of the customer's inquiry concerning the test procedure. The challenging interrogative utterances convey the defying function and I interpret that in this response message the interrogatives do not exclusively request for further information but simultaneously function as questioning the justification

for what was inquired and suggested by the customer via the addressee concerning the appropriateness of the details of the certificate. In other words, by the use of the interrogatives the respondent implies her critical assessment of the customer's past behaviour (Hutchby & Wooffitt 1998:152). Thus, the two interrogatives aim at shifting the turn back to the first addressor or to the cc: addressees. The use of the interrogative mood typical of oral interaction instead of for example the declarative mood in conveying the challenge can be interpreted as emphasizing the critically defying tone of the two utterances. Due to the location of the defying interrogatives at a message-final position similarly to message 61, I interpret the rejoinder speech function as more emphatic than the expanding function in this context. Rejoinders tend to set underway sequences of interaction that interrupt, postpone, abort or suspend the initial speech function sequence in that they may demand further details or reject or defy the original proposition or proposal by offering alternative explanations (Eggins & Slade 1997: 211-212). In other words, I interpret that the responding message 38 conveys the rejoindering function in that it conveys a challenging speech function, even though the first paragraph carries a reacting and responding function, and more specifically the supporting, developing and expanding function.

Messages 64 and 65 interact on a request for an order confirmation for a quantity of material sold on to a new customer by the SMO in Hong Kong since the material was refused by the original buyer. Message 64 is written by a management-level employee in the SMO in Hong Kong, and To: addressed to an Area Sales Manager at the mill in Finland. One employee in Hong Kong and one at the sales department in Finland are the operative-level cc: addressees. The response is cc: addressed to the same persons as the initiating message. The chain is subjected to detailed analysis due to the assertive stance adopted by the management-level respondent in his verbal reaction to the management-level initiator's interaction.

64) Initiating message (ORIEN/INFO-LEGI-INFO-RFI-RFA)

18.02.2003 09:30
Subject: xx {quantity} for [Customer company name]
Hi Lasse,
Regarding the above xx {quantity}, although we push hard, but is seems that Mr. {Customer name} of {Customer Company Name} do not appreciate this special arrangement, they just keep saying that they can get a better offer from Asia supplier, mainly stock item, so no interest!!
In order to avoid lossing this {quantity}, we have sold this to {Customer Company Name} and we have enter the order as follows:
{Order details particularized}
Thickness: they requests x.xx to x.xx, so we enter Xxxx with manual input of –x.xx to –x.x,hope this is OK
Look forward to receiving yr OC.
Regards,
Walter

65) Responding message (ORIEN/LEGI-INFO-PROH1-INS-COMP-PROH2-INFO/LEGI-SUG-RFC)

18.02.2003 10:07
Subject: Material for {Customer Company Name}
Walter,
you have already overbooked your tonnage for April xxx, and therefor below sales is not "good" for us. Sometimes we can make the special offers to keep the relationship for some customer, but it does not mean that if he does not buy, you can sell the quantity to another customer without our notice. So next time please talk me first before giving the quantity to another customer. We take below order, but do not sell more. We must enter below order for early May xxx.
The thickness tolerance of –x.xx to –x.xx is not acceptable. The thickness tolerance area must be minimum x.xx, and now you have entered it as x.xx. If you use the thickness tolerance acc. to Xxxx, the aim thickness is x.xx – x.xx. So it is very close to the customer's requirement. Therefor we propose to use it (Xxxx). I make this thickness tolerance change here.
Ok ?
Regards
Lasse

The addressor of message 64 conveys message-initially background information and justification for the original customer's refusal of the material. This is followed by the statement of the sales of the material to a new customer preceded by a justification focusing on financial aspects. By providing background information and legitimation, the addressor conveys the sales of the material to a new customer as unproblematic. The use of tenses is intriguing in that the addressor reports message-initially in the present tense the process of negotiation with the original customer implying that the matter is still under negotiation. However, in the paragraph to follow he writes in the past tense to inform the addressee of the procedure of closing the sales with the new customer on their own initiative without negotiating with the Finnish producer/supplier party. This sequence is followed by the particulars of the order requested by the new customer.

The turn closes with *hope this is OK* aiming at sustaining interaction between the addressor and the addressee on this issue. In other words, the *hope*-statement indicating anticipation can be interpreted as seeking to elicit the addressee's compliant verbal reaction, and here I interpret it as functioning as a request for information, i.e. a turn-final appeal to the addressee's benevolent attitude towards the addressor's decision and its appropriateness. Thus, *hope it is OK* assigns the addressee with the role of the 'acknowledger' and the addressor with the role of the 'acknowledgee'. Further, the message-final *Look forward to receiving yr OC* expresses the addressor's expectation of approval by the addressee, i.e. he expects the addressee to 'act' on the issue of order confirmation. Thus, I interpret it as a request seeking to achieve compliant activity by the addressee. The use of the two rather formulaic expressions typical of oral and written business interaction can be interpreted as conveying that the addressor sees the situation as non-problematic. The indication of 'we receive' presupposes the meaning that 'you compile and send', involving material processes. Through this directive, the addressor takes on the requester's role and assigns to the addressee the requestee's role.

As the responding message 65 indicates, the respondent's reaction differs from what the requester obviously expected. The verbal reaction to the initiating message is sent via email within a good thirty minutes. The verbal response in itself is a direct reaction to *hope this is OK* but it is not a fully compliant reply. I interpret the urgency in reacting to the initiating message as contributing to the reversal of the non-problematic nature of the issue. The problematic nature of the issue is attributed to the Hong Kong office's previous activity and decision made without consulting the Finnish producer/supplier party. The verbal reaction, despite its assertively instructive and prohibitive stance, conveys the consolidated speech function of supporting in that it conveys compliance with the original request, however, with some amendments made when confirming the order negotiated between the SMO employees and the new buyer.

The response message initiates, after the first name salutation, with the clause complex *you have already overbooked your tonnage for April xxx, and therefor below sales is not "good" for us*. This establishes that there is a problem due to the addressee's previous action. In other words, the respondent linguistically reverses the non-problematic situation to a problematic situation message-initially. In functional-dialogic terms, foregrounding the explicitly negative evaluative utterance shows that the addressor submits an explicit response to the addressee's previous message by asserting his non-acceptance of the addressee's prior activity. In doing this he draws on the generic corporate goals of financial profitability.

The use of *therefore* conveys that one event causes another to happen and here *therefore* (original spelling) is used to make explicit the cause-effect chain between the addressee's previous non-compliant activity and the subsequent financial ramifications. In other words, the respondent uses the consequential conjunction *therefor* to assert the negative consequences of the distorted past social order from his party's point of view and to justify his negative assessment through which he takes on an argumentative position. Thus, the foregrounded clauses made interdependent through *and therefore* can be interpreted as carrying reprimanding and legitimizing functions in view of the linguistic realizations of the instruction and prohibitions to follow. From the transitive point of view (Halliday 1994a), the relational process is realized by the verb *be* in its present tense form *is,* representing the subclass of attribution.

Strategically interpreted, the respondent foregrounds the cause-effect chain expressed as factual statements at the level of the turn. This adds to its legitimizing force to the respondent's assertions in relation to the addressee's previous activity and future activity. Foregrounding can be referred to as a tendency for particular instances of interaction to make some meanings stand out against others (Martin & Rose 2003:214), and it can take place at the level of clause structure and at the level of text structure (Iedema 1997:85). By foregrounding the problem through the institutionalized category of 'overbooked tonnage' involving negative financial ramifications (Hall et al. 1999:299), the respondent topicalizes the problem resulting from overbooked tonnage.

The realization of the foregrounded cause-effect chain can be interpreted as functioning as contributing to particular kinds of interpersonal and organizational positionings in terms of interactants' roles.[46] The respondent's reprimand indicating the target by the use of the person pronouns *you* and *your* refers either to the To: addressee named in the salutation or alternatively to the To: addressee and the Hong Kong cc: addressee collectively. I interpret that the target of the negatively evaluative utterance is the management-level To: addressee named in the salutation. Through this authoritative reprimand targeted at *you* the respondent uses his authority over the addressee, and the interactional role label of a 'not-knower', 'wrong doer' or 'loss causer' is signalled. Through the utterance of *below sales is not "good" for us.* the respondent takes on a 'knower's' role in the on-going interaction by indicating his knowledge of the financial implications of the transaction in question. The pronoun *us* is used as an exclusive pronoun including the addressor and the Finnish supplier's representatives, i.e. the knowers. However, the use of the pronoun *us* is admittedly ambiguous in this context, and it may also receive the reading of an inclusive *us*. According to the latter interpretation, by uttering *not "good" for us* the respondent refers to the generic corporate goals of good financial returns, and the addressee's financially detrimental behaviour in violating the established corporate practices is conveyed as an observable and objective fact. Selections from the pronoun system *you* and *your* and *us* function in the on-going dialogic interaction as contrasting the addressee's incorrect activity reported previously with the established corporate practices (Simon-Vandenbergen 2004:416) linguistically realized by the message-initial cause-effect chain. The conception of 'overbooked tonnage' is used to explicate the addressee's violation of corporate practices and procedures since corporate policy and established practices are expected to be shared knowledge among competent corporate employees, including the Sales and Marketing office staff working in different locations globally. Thus the directive utterances to follow are conveyed in the context of expressing a negative assessment or reprimand concerning the addressee's past incorrect action.

The second paragraph in turn 65 is prohibitive and instructive in view of the addressee/s future activity. Prohibition is understood as the addressor's aim to forbid or prevent others' future verbal or non-verbal action. Through the inclusion of the semantic feature of negative polarity in the analysis, the treatment of a 'directive' subgroup of 'prohibition' is made possible, e.g. the utterance type 'Something must not be done.' Prohibitions are reactive directives and they are negative in meaning in that they proscribe actual or suspected behaviour, i.e. interdict incorrect past and current behaviour and prohibit potential incorrect future behaviour (Iedema 1997:89). Here the first prohibitive function is conveyed through *but it does not mean that if he does not buy, you can sell the quantity to another customer without our notice*. The declarative form prohibition operates with the combination of explicit adjuncts of polarity and zero polarity in

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[46] See Halliday (1994a:109; Rose 1996:293; Iedema 1997:95 on authority), and Thornborrow (2002:11, 108, 133 on the relationship between power and language).

the sequence of clauses, with the previous conveying a hypothetical condition in the future time and the latter prohibiting future action. The material process verb *sell* is used in the directive to convey the prohibited action under the circumstances described, and the generic noun *quantity* is the object of the action. In the clause complex, the clause initial *but* links this clause to the meaning of the previous clause where activity and temporal space are indicated on a generic level, i.e. *Sometimes we can make the special offers to keep the relationship for some customer*. The indefinite adverbial *sometimes* and the indefinite pronoun *some* can be interpreted as conveying that the respondent avoids precise propositional specification in order to avoid any potential provocation of such precision (Blum-Kulka et al. 1989b). I interpret this imprecision as functioning as conveying the respondent's commitment to negotiating issues of the same nature in the future. The prohibition is reactive in that it functions as an explicit reaction to the addressee's previous activity reported by him in the initiating turn as non-problematic. Further, it is reactive in that it proscribes, or more specifically judges as non-acceptable, the addressee's past action. Through the exclusive *we* the respondent contributes to adding authority to his directive and takes on the 'prohibitor's' role and explicates the 'prohibitee' by *you*. The use of the pronoun *our* in *without our notice* explicitly conveys that the respondent wants to take on the 'negotiator's' role in similar situations in the future. Further, the time adjunct *next time* referring to future time in the directive to follow signals that the issue of reselling refused material will be negotiable in each future case. The pronoun *he* is a generic reference to the generic noun group *some customer*.

In the responding message 63, the same management-level respondent, in his reaction to an operative-level addressee's request for a quotation, explains the corporate practice of increasing prices for the requested period as an empowering reason to refuse the request at the global corporate level. However, at the level of the on-going interaction, apparently due to the reason explicated by the initiator through *Since {Customer Company Name} is our longterm and most reliable customer* in the previous turn, the respondent gives a concessively supporting reaction to the previous request for quotation via *but we can make the exception for {Customer Company Name}. So our offer is as follows.* In other words, in the two responding turns (messages 63 and 65) the respondent conveys his compliance after asserting the corporate practices with which the original requests are not in agreement.

The consequential conjunctive *so* as a textual adjunct has linking functions between the meanings of two adjacent clauses, here between the preceding prohibition and the instruction to follow. In message 65, the congruent imperative *So next time please talk me first before giving the quantity to another customer.* carries the function of an instruction. Instruction is seen as the addressor's authoritative urge to the addressee to act in a particular way, here explicated by the intended action or action plan. Further, instructions expect compliance by the intended actor, and the prescribing function is conveyed through particularizing the appropriate course of future action. One purpose of the responding turn 65 can be understood as proactive in that it prescribes the addressee's/addressee party's future behaviour in the situations detailed. In

other words, the instruction aims at achieving the addressee's future compliance with the established corporate practices and procedures. By uttering the instruction legitimized by the policy statement of corporate practices at this stage, the respondent commits himself by the use of the first person pronoun *me* personally to negotiating the issue in future similar cases, simultaneously establishing his authority over the addressee. The utterance conveys the instruction without option in terms of compliance, since it asserts the procedural action obligating the addressee/addressee's party in view of corporate practices. In this context, the imperative form with the implicit 'you' positions the addressee to the interactional role of an 'instructee' and, subsequently, the implicit 'I' respondent takes on the interactional role of an 'instructor' and the 'negotiator's' role over the addressee which is explicated by the pronoun *me* and the ordering numerative *first* in *talk me first*. The verbal process verb *talk* emphasizes the respondent's insistence on the 'negotiator's' role.

The congruent imperative form *do not sell more* following the utterance of compliance in *We take below order, but do not sell more.* is categorized under the directive function of iterating prohibition. The clause complex-initial conjunctive adjunct *but* has a textual function in linking the meanings of the two adjacent clauses. In other words, even though the addressor conveys compliance with the original request in *We take below order* the *but*-clause conveys a reactive and proscribing directive. The repeated prohibition is conveyed by the emphatic full-form imperative, not with a contracted form with *don't*. The paraphrased prohibition also repeats the material process verb *sell* as the prohibited action. Thus, the paraphrase of the previously uttered declarative form prohibition is made assertive through the repetition of the prohibited action, the unmitigated imperative form and the explicit adjunct of polarity, *not* in *do not sell more*. The pronoun *we* in *We take the below order* carries the excluding function by referring to the producer/supplier in Finland. The imperative form re-establishes the respondent's role as a 'prohibitor' and the addressee's as a 'prohibitee'.

The inexact qualifying numerative *more* can be seen as an extended reference (Halliday 1994a:183; Hasan 1994:153) in its function as a reference to a section of interaction under focus, here to selling on future deliveries of material rejected by original buyers, without literally repeating the section through explicit lexico-grammar (Trosborg 1997a:89). *More* may convey contrast or comparison between the past incorrect action and the future action transparently proscribed by the imperative form in the sentence, and it can be interpreted as a comparative reference in respect of quantity (Halliday & Hasan 1976:77-78) of deliveries of material. However, *more* may receive a contextual interpretation of denoting to the reader's future action, i.e. it may simultaneously refer to comparison in respect of future time as was discussed above. Thus, I interpret *more* as multifunctional in that it does not only indicate quantity but also refers to future time. In this context I see *more* as receiving its future-oriented temporal interpretation from the immediate context of the interactional sequence in that in a previous utterance *next time* is used as an explicit reference to future action.

The prohibitions aim at renovating the addressee's potential future action, because the respondent has a reprimand and correction of procedure to convey in view of the addressee's past action. The instruction conveyed between the two prohibitions resorts to explicit linguistic resources in detailing the correct future action plan to ensure compliance. In this context, the prohibitions and instruction are concerned with organizing and regulating future action in the community of practice. Simultaneously, through their lexico-grammar they contribute to critically reviewing the addressee's earlier action and calling him to order in an assertive way presupposing the addressee's future compliance with corporate practices and procedures. Here the respondent makes his interactional voice heard in a role and moral authority that enables him not only to assert a highly negative assessment, or a reprimand, in view of the addressee's previous activity, but also to assert the reprimand in a way which selects not to recognize, and hence would interdict, the activity reported in the initiating turn by drawing not only from his own authority but also from the authority of the corporation (White 2003:264).

The declarative form suggestion *Therefor we propose to use it {standard}.* can be interpreted as having an interdependent function with the immediately preceding utterances and the message-final elliptical interrogative *Ok?* The use of *therefor* makes explicit the cause-effect chain between the propositions in the preceding utterances and the proposal in the suggestion. The utterance of *Ok?* can be seen as referring to the previously uttered declarative clause with the verbal process verb *propose* denoting negotiability of the proposal. The use of the pronoun *we* used in the iterating suggestion *Therefor we propose to use* voices the same *we* as in *therefore below sales in not "good" for us*, *Sometimes we can make the special offer*, *We take below order*, and *We must enter below order* uttered previously. On the one hand, the respondent uses *I* dialogically in utterances to signal his personal involvement in particular activities to be reacted to by the addresee, such as *please talk me first* and *I make this thickness tolerance change here*. *Ok?* with the implicit 'I' and 'you'. On the other hand, the use of the exclusive or corporate *we* signals that the respondent draws for the use of situational and contextual interactional resources from the corporate practices. *Ok?* with the question mark functions as conveying that the respondent urges the addressee to take the next turn to acknowledge the conditions put forward by him, i.e. *Ok?* urges a supporting verbal reaction to the respondent's proposal, i.e. it can be interpreted as requesting for compliance with or acceptance of the proposal put forward. Thus, *Ok?* can be seen as indicating turn-availability and, as a result, it has been categorized under the iterating and prescribing function of requesting for verbal acknowledgement or confirmation of the order entered into the corporate database. Consequently, by the two utterances the respondent takes on the requester's and 'acknowledgee's' roles and labels the addressee with the requestee's and 'acknowledger's' roles.

Previous research suggests that discursive organization, linguistic realizations of interaction and participants' relative institutional status provide particular types of positions for participants, which set up subsequent interactional roles for them to talk from (Thornborrow's 2002:11 notion of

discursive identities). In this context considering the participants' organizational positions and the interactional event with an issue involving negative financial ramification, the SMO employees in Hong Kong do not have choice as to future compliance with the Finnish Area Sales Manager's directives without violating established corporate policy and practices. This interpretation is made possible by the organizational asymmetry between the interactants in that the named addressee is in a subordinate position in relation to the respondent holding the position of Area Sales Manager for the geographical area in question. The rights and obligations vested on the latter together with his knowledgeablity legitimate his assertions in this context. I argue that the Finnish respondent's position of Area Sales Manager and his reliance and explication of established corporate procedures and practices give him concurrently appropriate authorization over the addressee to assert the prohibition and the instruction.

As the analysis above shows, the role label dichotomies assigned through directive utterances to the two interactants in messages 64 and 65 vary from the requester and acknowledgee to requestee and acknowledger in the initiating message, through prohibitor1 – prohibitee1, instructor – instructee, and probihitor1P – prohibitee1P, to acknowledgee and requester – acknowledger and requestee in the responding message. Further, the respondent takes on other interactional roles, i.e. knower, negotiator, decision-maker, and proposer, and labels the addressee with the subsequent roles of a not-knower, negotiator, wrong-doer, and proposee.

The interaction here shows that the management of a frequently straightforward corporate practice of requesting for an order confirmation may result in complications. In other words, an unproblematic situation from the Sales Office perspective is not reacted to as such from the producer/supplier's perspective. The addressor in the SMO seems to rely on a set of inferential expectancy principles that reselling rejected material to a new buyer is a local undertaking within the subsidiary office and that the supplier company's participation in the negotiation process is not necessary.[47] However, the Area Sales Manager perceives the negotiation process as a supplier-company issue. Thus, at the global level, the interactional sequence accomplished by the email chain represents a non-routine situation with a non-routine issue in that financial results are at stake. Further, at the level of the on-going interaction, the assertive nature of the directive utterances in the response assigns a non-routine and non-recurrent label on the interactional exchange.

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47 See Firth (1991:93) and Loos (1999:322) for the participants' linguistic behaviour in situations of the same kind.

8.6 Turn and utterance functions

8.6.1 Speech functions carried by different turns

The analysis of the thirteen (13) message chain drawing from Eggins and Slade's (1997) speech function network revealed a functional typology of the initiating and responding turns as depicted in Figure 11. On the basis of the lexico-grammatical analysis of the interaction, each turn in the chain is provided with a functional label. The initiating turns carry the consolidated function of demanding goods and services, while the responding turns carry either the supporting or confronting function. In Figure 11, the numbers in brackets under the delicate speech function labels indicate the message numbers.

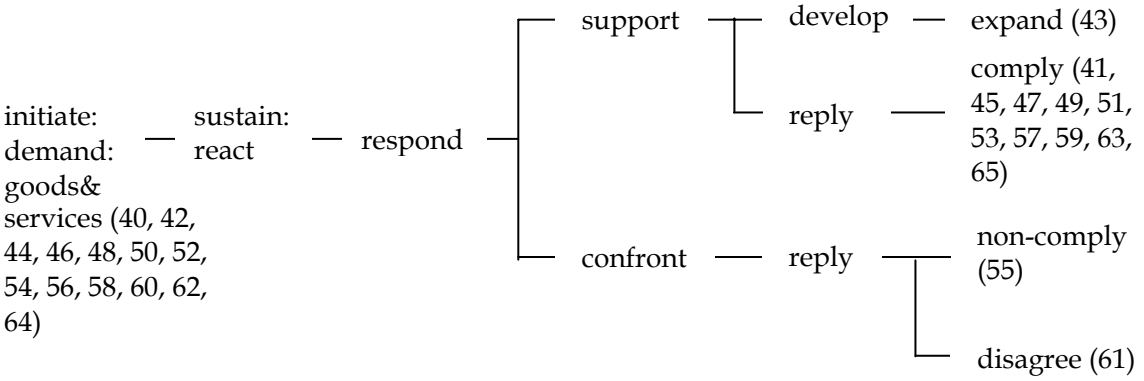

FIGURE 11 Speech functions in the thirteen email chains with initiating and responding turns

Four sustaining and reacting functions are conveyed, i.e. the supporting function by a compliant reply, the supporting function by a developing and expanding response, the confronting function by a non-compliant reply, and the confronting function by a disagreeing reply. Turn 43 conveys the supporting and developing function by expressing a high level of acceptance of the previous addressor's proposal of cancelling an invoice. In other words, it can be seen as an interactional turn reinforcing the collaborative and dialogic nature of interaction. Interpersonally it is supportive in that it reacts to the addressor's turn by expanding on it. As the developing turn builds on the proposal expressed in the previous turns by expanding it experientially, it has an important experiential or ideational function. Here the developing turn can be seen as enriching the previous addressor's turn (Eggins & Slade 1997:202-204) by inquiring the acceptability of alternative ways of resolving the issue of cancelling an invoice.

The remaining ten (10) responding and supporting turns convey a compliant reply in relation to the request for action expressed in the initiating message. The verbalized compliance varies from full to partial, from immediate to future or deferred, from addressee to non-present participant compliance in relation to the previous request. Messages 47, 57, 59, and 63 convey full

immediate compliance by the addressee, messages 41 and 51 convey full future compliance by the addressee, and message 65 conveys partial immediate compliance by the addressee. Further, there are replies where compliance is attributed to a non-present participant, i.e. messages 49 conveys full immediate compliance by a non-present participant, message 45 conveys full future compliance by a non-present participant, message 53 conveys partial immediate compliance by a non-present participant. This is interpreted as showing that despite a degree of shared knowledge concerning corporate practices and employees' rights and obligations in the intra-corporate interaction, addressors may request for action through addressees not ultimately responsible for carrying out the requested action.

Here the linguistically explicated compliance with the expected action can be seen as signalling the non-problematic and straightforward nature of particular interactional events and the issues interacted through email in the intra-corporate environment where participants accept the hierarchical and interactional role positionings assigned to them in collaboratively pursuing the fulfilment of the generic corporate goals. Accomplishing the interactional and transactional goals in this category of message exchanges does not require an elaborate negotiation process, which may also be shown by the length of the message chains in that only two emails are exchanged. The supporting replies may include linguistic elements with confrontational or non-complying functions. Thus, for example linguistic elements conveying contrasting alternatives in view of the original request for action, or utterances of prohibition in view of the propositions expressed in the previous turn can be included in turns with the consolidated function of supporting.

There are two types of confronting replies realized. In message 55, the operative-level respondent conveys her non-compliance with the previous request by advising the management-level addressor of the initiating message to carry out the requested action himself. However, the respondent conveys partial future compliance through a non-present participant message-initially. In message 61, the respondent conveys message-finally his explicit disagreement by defying the appropriateness and relevance of the previous requests, and especially the adequacy of the reasons legitimizing the requests.

Further, as was pointed out in the analysis, there are "truncated" message chains, i.e. there is no verbal email reaction by the addressee despite the respondent's explicit urge to the addressee to take the next turn. Consequently, the silence can be interpreted as conveying a confronting function. A practical reason for the silence in the data may be that the responses were sent outside the time frame of the data collection from the company. Alternatively, the reaction was managed through face-to-face contact, the telephone or via fax which was in active use at the time of the data collection in the company. However, this is speculation since I had no access to the possible backchannel interaction on these issues.

8.6.2 Functions of directive utterances and their linguistic realizations

8.6.2.1 Functions of directive utterances

The functional categories of directive utterances illustrated in Figure 12 are data-driven, i.e. they are arrived at through the analysis of the occurrences of different directive utterance functions by amending and re-labelling Iedema's (1997:88-91) semantic typology of directives as discussed previously. Figure 12 below provides a condensed account of the directive utterance functions conveyed in the thirteen (13) message chains, each comprising an initiating and one responding message. The responding messages 41, 47, 49, and 51 do not convey any directive functions and, consequently, they are represented neither in Figures 11 and 12 nor in Appendix 3. The even numbers denote the initiating turns and the odd numbers denote the responding turns. 'Defy' is short for the defying function of a request for action.

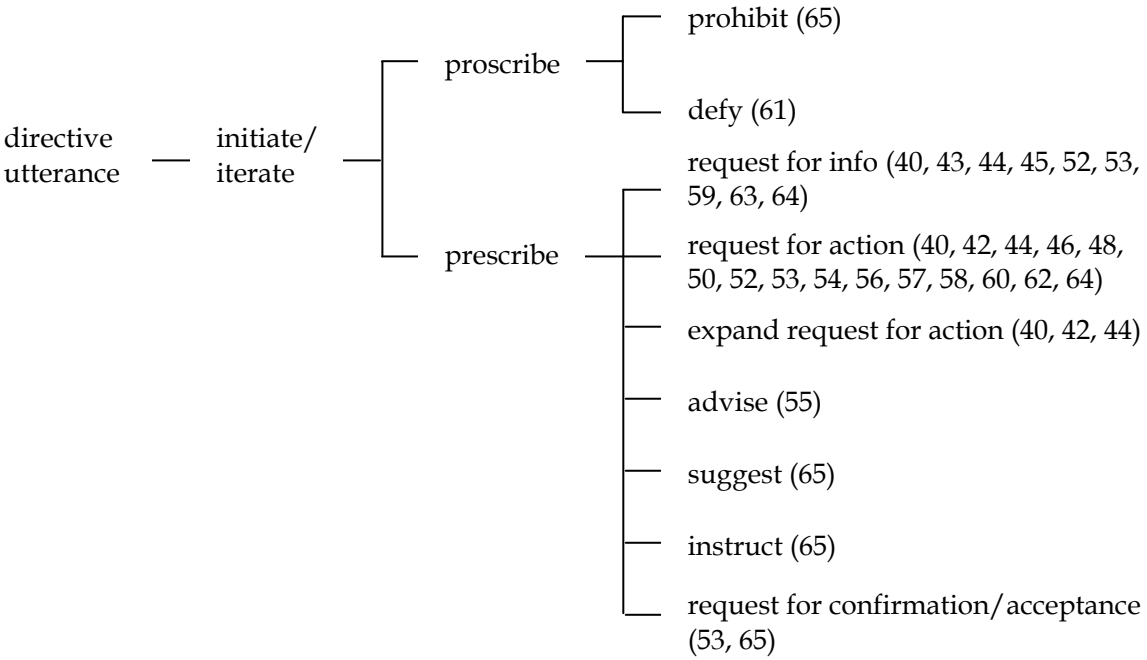

FIGURE 12 Directive utterance functions in the thirteen message chains

The joint category of the initiating and iterating functions is used for purposes discussed in the previous chapters when comparing Iedema's (1997) account and my account. The main difference in comparison with Iedama's (1997) typology is that particular directive utterances expressed in the initiating messages in particular contexts can be interpreted as conveying the iterating function, as was exemplified by the analysis of the initiating message 54 analyzed above. The differences in interpretations concerning the initiating and iterating functions of directive utterances in this study in comparison with Iedema's (1997) work can be attributed to the different nature of his data and the email data. The email data represents interaction unfolding in chains of

email dialogue where functions of the turns and utterances are anchored to and shaped by the immediately prior turns or other prior turns in different sequences of interaction in different contexts, whereas Iedema analyzed individual texts with potential intertextual connections to other texts.

The proscribing function of prohibiting someone's future behaviour or interdicting someone's current of past behaviour is conveyed through two prohibitive utterances in message 65 and three defying utterances in message 61 as direct reactions to the requests expressed in the previous message. The defying function, not present in Iedema's (1997) semantic typology, was detected also in the interaction analyzed in the previous chapter. The utterance function of prohibition was conveyed in message 9 (see Appendix 5). The prescribing utterance functions of requesting for information and action, advising, suggesting, instructing and prohibiting, all present in Iedema's (1997) account, were discussed previously and, consequently, they are not touched upon here. The directive utterance function of expanding request for action, not appearing in Iedema's (1997) typology, is conveyed in messages 40, 42, and 44. The expanding requests all add experientially to the previously uttered requests for action.

Figure 13 below depicts the categories of directive utterance functions conveyed in the initiating turns and the responding turns in their own sub-networks in order to provide a detailed account of the occurrences of directive utterance functions in the unfolding of interaction in different turns. The directive utterance functions in the responding turns are labelled as iterating since all directive utterances in the responding turns are interdependent with the directive utterance functions expressed in the initiating turns. Consequently, the notion of iterating does not appear in Figure 13 in the sub-network of the responding turns. As was stated previously, due to the limited number of message exchanges under analysis in this sub-section, i.e. thirteen (13) message exchanges, no generalizable suggestions concerning email interaction in a broader view are provided. Thus instead, a concise outline is offered.

In the initiating turns, the categories of the initiating and iterating utterance functions branch out in the prescribing sub-categories with the subsequent delicate directive functions illustrated on the right hand side of the network in Figure 13. All initiating turns convey at least one directive utterance with either the initiating or iterating function of requesting for action. Messages 40, 42, 44, 52, 60 and 62 are multiple directive turns in that they all have two realizations of different directive functions, the first realization conveying the initiating and the second realization the iterating function. The most frequently realized directive function in the initiating messages is requesting for action, with fifteen (15) occurrences, followed by four (4) occurrences of the requesting for information function. Further, there are three (3) iterating and expanding requests for action.

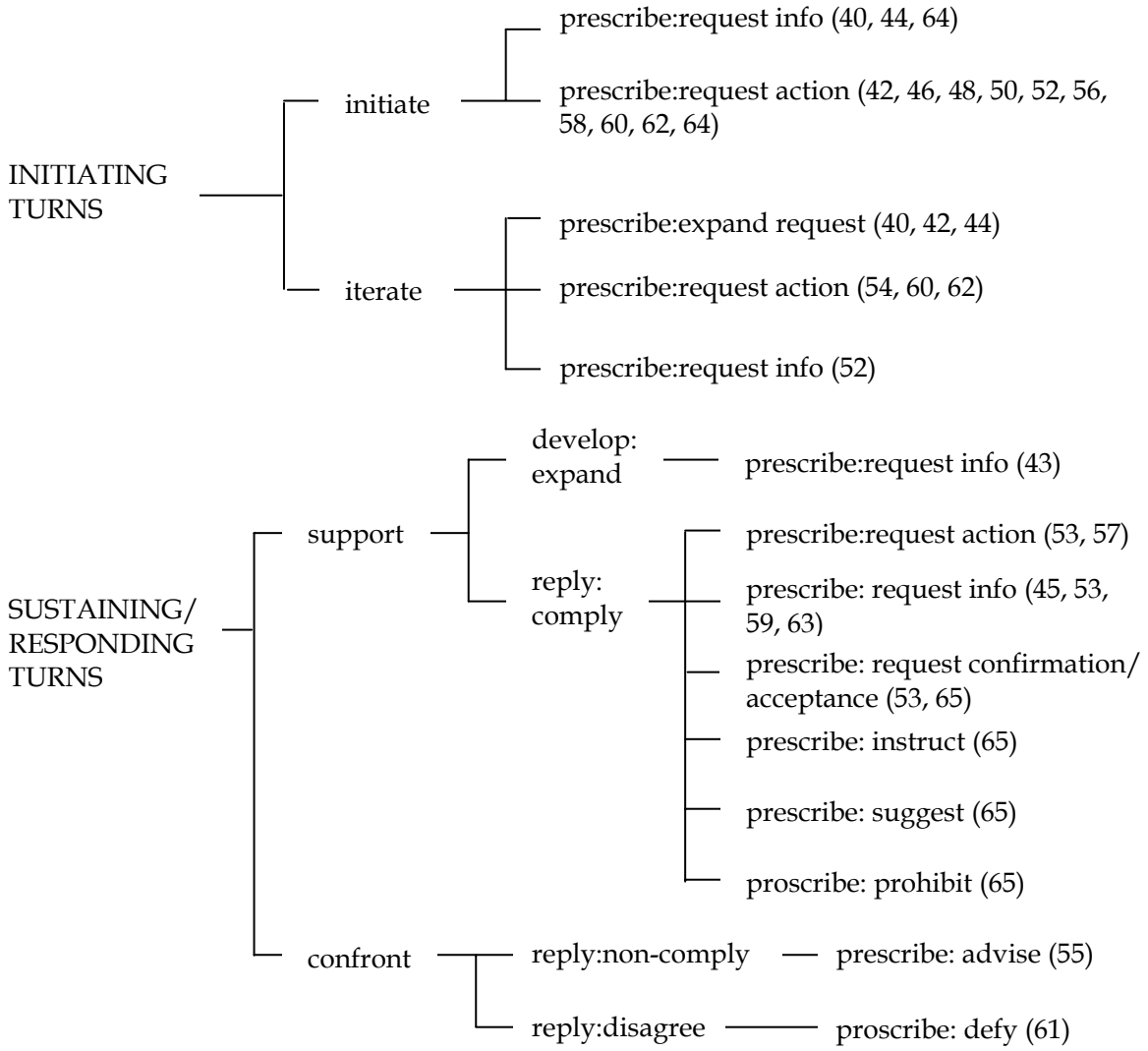

FIGURE 13 Directive utterance functions in initiating and responding turns

In the responding turn category the functional diversity of directive utterances is more varied than in the initiating turn category. A majority of directive utterances convey the prescribing function. Requesting for information with eight (8) occurrences and for action with two (2) occurrences are the most frequently realized functions, with fewer occurrences of other functions. The occurrences of prohibitive and defying functions, i.e. proscribing, are rare in the data. The proscribing functions are conveyed in two responding turns in this category, with two (2) occurrences of prohibition in one supporting turn targeted at the addressee, and three (3) occurrences of the defying function in one confronting turn targeted at a non-present participant. In the previous chapters there was one occurrence of the proscribing and defying function targeted at a non-present participant in a confronting turn, and one prohibition conveyed in the initiating turn targeted at a non-present participant. Consequently, it can be suggested that the proscribing functions in my intra-corporate email data seem to be targeted at non-present participants rather than the addressees. Further, due to the infrequent occurrence of the proscribing

functions, it can be suggested that email does not seem to be a much-used media choice for conveying proscribing functions.

There is one occurrence of the instructing function targeted at the addressee appearing in the same turn as the two prohibitions. Further, there are eleven occurrences of the advising function targeted at the addressee, all in the same responding turn with the confronting function. One suggestion is conveyed in a supporting turn. Lastly, a request for confirmation and for acceptance of a proposal or instruction is conveyed in a compliant reply in message 53 and 65 respectively. The directive utterance function of requesting for confirmation, not present in Iedema's (1997:91) functional typology, will be discussed further in the following chapter where this function has more occurrences.

8.6.2.2 Mood choices realizing directive utterance functions

Appendix 3 depicts the directive utterance functions and illustrates their lexico-grammatical realizations appearing in the category of message chains comprising an initiating turn and one responding turn. First, the consolidated turn function is provided, followed by the directive utterance function, the linguistic realization of each directive utterance function, and the mood type realizing each directive utterance function. Further, the number of the message in which each directive is realized is given. The abbreviation MI stands for modulated interrogatives, IM for imperatives, MD for modulated declaratives, PI for polar interrogatives, DE for declaratives, WHI for WH-interrogatives, and PI/EL for elliptical polar interrogative appearing here. All messages are displayed in full in Appendix 7. As was pointed out previously, the responding message numbers 41, 47, 49 and 51 do not appear in Appendix 3 since these turns do not carry any directive functions.

The paragraphs to follow concentrate on discussing the lexico-grammatical realizations of the directive utterance functions by detailing the mood choices made by the interactants in contributing to conveying directive functions in the unfolding of interaction. The use of lexis is discussed in section 8.6.2.3. Table 13a shows the different directive utterance functions realized through different mood choices together with the frequencies of the mood choices in realizing different functions. Table 13b details the mood choice categories and the frequencies of the occurrences of different moods in the initiating turns and responding turns. The abbreviations used for the directive utterance functions in Table 13a are the same as used in Table 12 in section 8.4. The discussion of the mood choices for realizing different directive utterance functions to follow draws from the two tables below.

TABLE 13a Functions realized through different mood choices with frequencies of mood choices in messages chains with one verbal response

Function	Mood choices
INIT/ITER:RFA	modulated interrogative (6), declarative (6), modulated declarative (1), imperative (4)
INIT/ITER:RFI	polar interrogative (2), WH-interrogative (1), declarative (3), imperative (3), modulated interrogative (2)
ITER:RFAE	imperative (2), declarative (1)
ITER:INS	imperative (1)
ITER:SUG	declarative (1)
ITER:ADV	imperative (6), modulated declarative (2), declarative (3)
ITER:RFC	imperative (1), elliptical polar interrogative (1)
ITER:PROH	declarative (1), imperative (1)
ITER:DEF	declarative (2), modulated declarative (1)

TABLE 13b Frequencies of mood choices realizing directive functions in the two-message chains

Mood Type	Total frequency	Occurrences in turns	
		Initiating	Responding
MI	8	6	2
IM	18	4	14
MD	4	1	3
DE	17	9	8
PI	2	1	1
WHI	1	1	
PI/EL	1		1
TOTAL	51	22	29

The chains comprise twenty six (26) messages and there are fifty one (51) directive utterances realized through different mood choices. In other words, there are multiple directive turns with twenty two (22) directives realized in the initiating turns and twenty nine (29) directives in the responding turns.

The four most frequent mood choices for realizing directive functions in interaction in this category of message chains, including initiating turns and one subsequent responding turns, are (i) the congruent imperative mood with eighteen (18) occurrences; (ii) the declarative mood with seventeen (17) occurrences; (iii) the modulated interrogative mood with eight (8) occurrences; and (iv) the modulated declarative mood with four (4) occurrences. The polar interrogative structure realizes two (2) directives, whereas the WH-interrogative realizes one directive and the elliptical interrogative structure *Ok?* realizes one directive function.

As in interaction analyzed in the previous chapter, the congruent imperative form is the most frequent mood choice for realizing directives here with the ration of 18/51. Also here, one responding turn, i.e. message 55, is dense with imperative form with six (6) occurrences of the congruent imperative. The declarative mood choice is used here more frequently in realizing directive utterance functions both in the initiating and responding

turns than in the interaction analyzed in the two previous chapters. The use of the different mood choices and lexis in realizing different directive utterance functions will be discussed in more detail below.

Imperatives

As was stated above, the imperative form with eighteen (18) realizations is the most used mood choice for directive utterance functions here. In eight (8) message chains the topic of interaction is documentation, and the issues vary from changing details on invoices or different certificates. As a result, similarly to the directive interaction in the initiating turns in the previous two chapters, imperative forms are used to realize the directive function of requesting for action, with four (4) occurrences of the congruent imperative mood in realizing either initiating or iterating requests for action. The material process verbs explicating the requested action are *add*, *print*, *update* and *inform*, i.e. those appearing in the requests for action analyzed previously. Two iterating and expanding requests for action appear in operative-level peer interaction, and one initiating and one iterating request for action in vertically downward interaction in message 60, all occurring with the foregrounded *please*. Requesting for action is the only function that the imperative mood is used for in the initiating turns. In the initiating turns, the imperative slightly loses in frequency to the modulated interrogative and the modulated declaratives in request for action realizations.

In the responding turns, imperatives are used for requesting for action or for confirmation in with *please specify* and *kindly check … and confirm* in operative-level peer interaction and in vertically upward interaction, and three for requesting information with one occurrence of *kindly confirm* and the mitigating *just* in *just let me know* in operative-level peer interaction in turns carrying the speech function of a compliant reply. In a turn carrying the developing and expanding function one imperative form with *please advise* conveys the utterance function of requesting information in operative-level peer interaction. In interaction representing management-level peer interaction in a turn carrying the function of a compliant reply an instruction and a prohibition are realized through the imperative mood. The assertive imperative form conveying the prohibition *but do not sell more* is used in a context of reprimand in a turn with the supporting function in that the reply is compliant even though the respondent asserts instructions and a prohibition concerning the addressee's incorrect past behaviour. The responding message 55 represents upward vertical interaction and carries the speech function of a non-compliant reply. It is a multiple imperative mood turn with realizations such as *put on the left corner*, *and press enter*, *put in the field*, and these utterances are seen as conveying pieces of advice to the addressee. The responding turn 55 conveys eleven (11) realizations of pieces of advice, including six (6) imperative forms with no appearances of *please*. Thus, by drawing from a close contextual interpretation, the congruent imperative forms traditionally regarded as the most direct way of commanding others can be assigned functional labels

deviant from the conventional obligating and necessitating requesting functions.

Declaratives

The declarative mood is used in seventeen utterances for realizing different directive utterance functions here, whereas only one declarative form was used for realizing directives in the initiating messages eliciting no verbal response and three declaratives in chains which included a continuing turn. There are four (4) declaratives realized through the verbal process verb *ask to/if*-structures realized with Finite clauses with an identified customer as the subject through *The/Customer* or *he*. All realizations appear in initiating turns and all convey the initiating function of requesting for action. Three realizations appear turn-initially, while in one turn there is a previous request for action uttered turn-initially. I interpret the foregrounded *ask*-structures as contributing to the legitimation of the request in that they attribute the request to an identified customer. Messages 50 and 52 represent operative-level peer interaction, message 58 vertical downward interaction and message 62 vertical upward interaction with an addressor working in Brazil, Italy and Hong Kong respectively. The fact that there are no realizations by native speakers of English is in line with Yli-Jokipii's (1994:171) findings concerning the use of *ask* for requestive purposes in American and British company letters.

In the analysis of interaction in the thirteen chains, there are utterances that are referred to as formulaic. The declarative utterances realized through *Look forward to* are interpreted as conveying turn-completing functions, simultaneously conveying turn-shifting functions in that they indicate the addressors' readiness to continue negotiation on the same issues. The utterance *Waiting your comments* and the elliptical *Ok?* are interpreted as conveying similar functions to the *Look/ing forward* structures in their turn-final positions. In the initiating turn 52, a turn-final statement of anticipation *Waiting your comments* conveys an iterating request for information in operative-level peer interaction. In the initiating turn 64 representing management-level peer interaction, *hope this is OK* conveys an initiating request for information followed by a turn-closing initiating request for action *Look forward to receiving your OC.* In message 62 there is a turn-final iterating request for action realized through *we hope you can help to reserve*. in upward vertical interaction. In the initiating turn 44 *Anyway, I think if we get* conveys an iterating request for action in operative-level peer interaction. The material process verbs *receive*, *reserve*, and *get* in messages 64, 62, and 44 indicate that physical action of particular kind is requested.

In the responding turn 63 conveying a compliant reply by a management-level addressee, the utterance conveying a request for information *Looking forward to hear from you* is realized turn-finally, eliciting no verbal reaction. In the responding turn 65 conveying a management-level respondent's compliant reply, a declarative with the verbal process verb *propose* is used to convey the function of a suggestion. The non-compliant reply 55 represents upward

vertical interaction and it realizes three declarative form advices by either *you put* or *we put*. Assertive declarative form clause complexes are used for the function of prohibiting, i.e. *but it does not mean that if he does not buy, you can sell the quantity to another customer without our notice.* in the responding message 65 carrying the consolidated function of supporting despite two explicit prohibitions. In the responding message 61 representing upward vertical interaction, assertive declarative form utterances are used to convey the defying functions, i.e. *I don't see, why the customer should really know the actual dates of the {process type} produced in our mill.* and *That's all what is required, in my humble opinion.* These declaratives seeking legitimation from corporate practices and the addressor's expertise are asserted in a confronting turn and the reply provided indicates disagreement in view of the requests for action and the reasons put forward in the initiating turn.

Modulated interrogatives

In this category of messages, eight (8) modulated interrogatives realize directive utterance functions. In the initiating turns there are six (6) occurrences of the modulated interrogatives realizing the directive utterance function of requesting for action, five appearing in the initiating and one in the iterating function. Four realizations appear in operative-level peer interaction, and two in downward vertical interaction. The modulated interrogatives are realized through the modal operators *can* and *could*, with the politeness element *please* appearing in two requests realized in operative-level peer interaction.

In the responding turns, the modulated interrogatives are used for the function of requesting for information, i.e. *Can you print the certs out there by your self* in a turn conveying a compliant reply and *would it be possible to issue additional invoice* in a turn with the developing and expanding function. Thus, these interrogatives query the addressee's possibility in terms of either the technical devices or corporate practices to carry out a certain activity. These utterances are labelled as requests for information rather than as requests for action since the addressees can provide a yes/no reply without any elaborate material processes involved in achieving the expected reaction.

In some research, the use of such elements as *Can you / Could you* (Girard & Sionis 2004) in particular contexts are referred to as formulaic expressions. The formulaic nature of these elements is shown here in that they seem to be frequently used in email interaction to convey especially the directive function of requesting for action in initiating turns, in that they aid addressors' production of directive utterances and the addressees' processing of directive utterances. In other words, they aid addressors' comprehension of directive utterances since they are transparent in conveying the expected actor and the expected action. In this chapter, the modulated interrogatives lose in frequency to imperative and declarative forms.

Modulated declaratives

One modulated declarative is realized in the initiating turn 50 through the *will*- and *need*-structures realizing an initiating request for action. In the responding turns, three (3) modulated declarative structures are realized through the *must*-structures, all in turns representing upward vertical interaction. In message 55 conveying a non-compliant reply, the directives realized through *must* convey the function of advising, whereas in turn 61 the directive utterance conveys the defying function in a turn carrying the consolidated speech function of disagreeing reply. Thus, the interaction here shows that the high modal operator *must* can be used in intra-corporate upward vertical email interaction, on the one hand. On the other hand, the contextual interpretations of the directive utterances show that the *must*-structure can contribute to conveying other than the prototypically highly necessitating functions, here those of advising and defying.

Interrogatives

In the initiating turn 40, the congruent polar interrogative *Do you already know prices* conveys the function of requesting information. In the responding turn 43 carrying the developing and expanding function, the polar interrogative *Or do they insist to get* also requests for information in that it expects the addressee to take the next turn. Both directive functions are realized in interaction between operative-level peers.

In addition to the two full-form polar interrogatives, there is one elliptical polar interrogative expressed through *Ok?* in the responding turn 65 carrying the function of a compliant reply in management-level peer interaction. The message-final elliptical *Ok?* is interpreted as requesting for verbal acceptance or acknowledgement of the proposal put forward in the turn. Despite the fact that the utterance *Ok?* requests for a verbal reaction from the addressees of the message, there is no verbal reaction through email by the addressees, at least not available for the purposes of this study.

Lastly, there is one WH-interrogative realizing a request for information turn-initially in the initiating turn 44 representing operative-level peer interaction. The WH-interrogative is foregrounded by *We were wondering* – element mitigating the turn-initial request.

On the basis of the occurrences of different mood realizations in this category of message chains, it can be stated that the default request formats of interrogative and modal-initials are largely replaced by the declarative mood (Yli-Jokipii 1994:147; Bargiela-Chiappini & Harris 1996:643). The percentages of declarative requests in Yli-Jokipii's (1996:169) corpus were well over 50 % among the different groups. Here the several occurrences of the declarative forms can be attributed to the initiating messages realizing directives through *ask to* and the turn-final declarative form requests expecting the addressee to react either through action or interaction to the proposals put forward. Further, in the responding turns there are also declarative structures realizing the

functions which aim at sustaining interaction. It seems that in this category of message chains they are used more frequently than in the interaction analyzed in the two previous chapters. In addition, the assertive declaratives used for the defying function and the declaratives used for the advising function add to the coincidental occurrences of declaratives here.

8.6.2.3 Lexis contributing to realizing directive functions

In terms of the lexis, here as in the previous chapters, the lexis is closely intertwined with the issues of interaction. In the directive utterances requesting for action regarding documentation, i.e. invoices and different certificates, the following material process verbs or verbal groups and subsequent nouns or noun groups are used: *add – prices - details*, *issue – additional invoice*, *print – copy – invoice*, *check- invoice – proforma invoice, print out – certs*, *fax – copies*, *mail – invoice*, *cancel – invoice*, *make – surcharge invoice*, *make – B/L*, *change – days*, *specify certs*, *make – specs – certificates*, *update – revised system*, and *offer*. The selection of the material process verbs and the subsequent nouns are similar to those appearing in the two previous sub-sections. Particular verbal process verbs with a mitigating element, such as *kindly… and confirm*, *just let me know*, *please advise*, are used in the responding messages with the turn-closing and turn-shifting functions in that the addressors convey their readiness to involve the addressees in the negotiation of the issue by urging them to take the next turn. Further, as was discussed above, formulaic expressions, with more occurrences than in the previous chapters, are used here to convey requests including such anticipation lexical items as *hope*, *look forward to*, *waiting*, and the elliptical *Ok?*

Further, differently from the previously analyzed interaction, the addressors use *ask to/if*-structures in realizing the directive function of request for action in the initiating turns. The use of the noun or pronoun denoting a named customer as the subject in the Finite clauses simultaneously contributes to conveying a legitimation to the requests. The use of *must* has other than the conventional highly necessitating functions in that the *must*-structures convey defying and advising functions.

There are two instances of *kindly* substituting the use of *please* in requests for action. Also *please* is used in different directive utterances, and *just* appears once in an imperative form request for information.

The use of *thanks* or *thank you* seems to have replaced the use of the more formal utterances of *grateful* and *appreciate* in intra-corporate email interaction. The use and function of the follow-up element *thanks*, presupposing a transfer of goods and services from the addressee to the addressor (Leech 1995:124-135), seem to be context-bound in this category of message chains in that it is expressed in nine (9) initiating messages realizing a request for action out of a total of thirteen (13) initiating messages. There are three occurrences of *thanks* in the responding messages, one turn-closing *Thank you.* in a turn requesting for action, and one message-initial *Thanks for your enquiry.* explicating the respondent's appreciation of a request for quotation conveyed in the initiating

message. One turn-opening *Thanks Rosa* is interpreted as meaning 'thank you for the information you provided in the initiating message'. In other words, the foregrounded *Thanks Rosa,* and *Thanks for your enquiry.* can be interpreted as conveying two functions in that they acknowledge the receipt of the initiating message, and they simultaneously express appreciation for that. Further, in particular interactional events, the *thanks* element may be used as delimiting interaction, i.e. *thanks* can be seen as indicating that there is no need for a verbal reply. For example, the initiating message 40 conveys a conditional request for action *If so please add them.* after which there is *Thank you*. The initiating message 42 utters *Thank you.* after an imperative form directive utterance *Please print copy of the new invoice for me*. In both turns, the addressor may be interpreted as expecting the addressor's compliance by carrying out the action explicated in the initiating message. However, in these interactional events, the addressees provide verbal reactions to the initiating messages 40 and 42 indicating why immediate compliant action is not possible or requesting for further information in order to act in a compliant way.

8.6.3 Shifting role relationships

One of the aims of the analysis was to examine the participants' contextual and interactional role positionings by addressing the question of how participants take on different roles and assign different roles to other participants. In other words, my aim was to find out how different participants assert themselves from different interactional positionings. The discussion of dynamism in participants' role relationships is extended in the analysis from the intermediary role held by the employees of the Sales and Marketing Office employees between the non-Finnish local customers and the Finnish producer/supplier, via the dichotomy of addressor – addressee in the initiating turns and the respondent – addressee in the responding turns, to the more situationally and contextually dynamic roles constructed in the unfolding interaction through directive language use. Further, in this study, approaching the email interaction from a functional-dialogic perspective enriched by particular tools from Conversation Analysis, the generic notions of the 'present speaker' and 'the next speaker' are used.

In uttering directives in interactional events where the direction of the interaction is vertically downwards, clear-cut role relationships are assigned to the interactants depending on their organizational positions and the subsequent transactional and interactional duties and rights. Further, the different request formulations convey that management-level addressors are in the position of assuming the requester's roles and assigning addressees in the requestee's roles. As an example of such role positioning, the interaction in the message chain 64 – 65 is reverted to. The chain exemplifies an interactional event where a clear-cut organizational role asymmetry is made explicit in the management-level peer interaction. In the initiating message the role relationship of a requester – requestee is established. In the responding message, the respondent asserts his role and moral authority by expressing a reprimand or a reproach concerning

the addressee's previous activity. Further, he asserts the assessment in the context of reprimand in a way enabling the respondent to interdict the addressee's previous activity and proscribe [48] his future activity reported in the initiating message. The respondent's legitimation draws not only from his personal managerial authority but also from the authority of the corporation (White 2003:264) as the producer/supplier of the material providing the framework within which material supplies are managed. The respondent's pronominal selections of *we* and *us* refer to the corporate authorization, and the pronouns *I* and *me* refer to respondent's personal managerial authority. 'We' and 'I' are assigned the interactional role labels of the knower, prohibitor, instructor, acknowledgee and requester in the responding message. The addressor of the initiating message, i.e. the referent of the pronouns *you* and *your*, are positioned in the roles of a wrong-doer, loss-causer, not-knower, prohibitee, instructee, acknowledger and requestee. Further, in the unfolding of interaction in the responding turn, the respondent takes on other interactional roles, i.e. negotiator, decision-maker, and proposer, and assigns others to the addressee, i.e. negotiator and proposee.

In addition to a managerial position in the corporate hierarchy, the role of an expert seems to legitimize assertive linguistic behaviour and assertive directive utterances. In message chain 60–61, the operative-level respondent with an expert role was interpreted as maintaining and re-claiming his expertise by particular emphatic utterances with an imprint of irony. Through emphatic linguistic choices the respondent asserts himself as an expert by implying that his knowledge carries more weight, i.e. is superior to, in terms of credibility than the knowledge of the non-expert customers or the addressee. However, in the same turn, the technical expert uses language for less assertive purposes in that he translates the information and knowledge into 'lay' language to make the content of his turn easily accessible to the SMO employees who are professionals in the sales and marketing work rather than the technical aspects of doing business.

In particular interactional events where the direction of interaction is vertically upwards, operative-level addressors may take on the requester's roles and subsequently position management-level addressees in the requestee's role. This is empowered by the participants' social roles in the company's organizational hierarchy involving rights to and responsibilities for conveying directive functions obligating addressees or non-present participants at different hierarchical levels to carry out the expected action in organizing action in the company. However, the organizational and hierarchical role positionings may be reversed interactionally on the basis of situational and contextual constraints. For example, in an interactional event represented by messages 54 and 55, the operative-level respondent reverses the role positionings assigned to her by the management-level interactant in the initiating message by advising the management-level addressee to act. In doing this, she repositions herself in the advisor's role and the management-level interactant in the advisee's role. In

48 See Harris (2003:30) making and responding to 'requests' in institutional settings.

other words, by explicating the action plan to be carried out by the management-level addressee, the operative-level interactant repositions herself in the advisor's or the requester's and the management-level addressee in the advisee's or requestee's role, which can be referred to as a reversal of role positionings.

Thus, the dynamic role construction in the unfolding of the dialogic email interaction can be referred to as self- and other-assigned role work in different temporal spaces. An example of a self-assigned 'not-knower's' role in the past temporal space and a self-assigned 'knower's' role in the present and future temporal space is in the initiating message 48. Such role assignment is conveyed by an American operative-level addressor who linguistically positions and repositions herself between the 'knower's' and 'not-knower's' roles in different temporal spaces concerning different aspects of the same issue of interaction, simultaneously legitimizing her requester's role. The labelling of the addressee's with the requestee's role can be referred to as other-assigned role work (Halliday 1994a:68).

In sum, the institutional practice of constructing interpersonal or intersubjective positionings through linguistic behaviour is approached in this analysis from the functional-dialogic perspective in that the respondents' language use is analyzed in view of how it responds to and takes up what was uttered previously by the addressor of the initiating message. Further, the initiators' and the respondents' reliance on corporate practices represents another type of retrospective dialogism in that the interactants may draw intertextually from a range of interactional resources external to the on-going interaction. Further, participants' lexico-grammatical realizations of directive functions, sometimes assertive in tone, emphasizing the participants' role asymmetry can be seen as functional in that asymmetry enables the management of day-to-day transactions on the interactional level by allowing the more powerful to transmit important corporate practices and procedures on the one hand, but allowing the less powerful to convey for example requests for action across corporate hierarchies without disrupting or disturbing the social relationships between the corporate employees at different hierarchical levels.

8.7 Summary

In the thirteen (13) email exchanges comprising an initiation and one verbal reaction, there are 51 directives realized through different mood selections. Seven exchanges take place between operative-level interactants and one between management-level participants. Four initiating messages are sent vertically downwards and one vertically upwards. Independent of the direction of the initiating interaction, foregrounded or backgrounded legitimations are conveyed, except for three initiating messages, one representing operative-level peer interaction and two vertically downward interaction. Thus, the addressors

seem to find it appropriate in their intra-corporate interaction to justify or legitimize their requesting behaviour. The presence of legitimation in Iedema's (1997) terms signals the addressor's, i.e. the requester's, readiness to negotiate with the addressee, i.e. the requestee, or the addressor's aim to display short hierarchical distance in relation to the addressee, which is in line with the lean organization policy of the multinational company.

Most typically the directive functions in the 26 messages are realized through different structural variations of the congruent imperative mood with eighteen (18) realizations and the incongruent declarative mood with seventeen (17) realizations as is shown in Table 13a and Table 13b in section 8.6.2.2. The use of the imperative is especially frequent in the responding turns, and especially in message 55 with six (6) occurrences of the imperative form all interpreted as conveying the contextual function of an advice. In addition to the typical function of requesting for action, the functional variety of the imperative is wider in the 26 messages analyzed here than in the messages analyzed in Chapters 6 and 7. There are six (6) requests for action realized through the imperative mood, as well as the functions of requesting for information, instructing, prohibiting and requesting for confirmation. This can be seen as meaning that the participants regard the imperative form as an appropriate linguistic form to convey different directive functions in intra-corporate interaction due to its transparency and ease of formation. The declarative form with seventeen (17) occurrences is also used to realize several directive functions, mainly the requesting for action function in situations where the legitimacy for the requests is explicitly assigned to a customer. There are four occurrences of the declarative expressions with the verbal process verb *ask* in expressions such as *Customer asks* or *He asks* in initiating messages, and they all elicit a verbal compliance, and a subsequent non-verbal compliance, by the respondent. Different modulated interrogative structures are also used here to convey requests for action and requests for information. Other mood choices have a few occurrences each in realizing different directive functions.

The dynamism in the participants' role assignment is illustrated in some multi-directive messages, such as message 53 and 65, where the addressors through several directive realizations establish, shift and re-establish different roles and simultaneously assign different complementary roles to the addressees. In addition, the responding messages conveying confronting or challenging functions display a versatile selection of roles that the respondents assume through their sustaining interaction and the complementary roles that they simultaneously assign to the addressees by reacting to the initiating message through non-compliance or disagreement. Thus, despite the fact that the thirteen (13) message exchanges comprise an initiation and one verbal response, the interaction unfolds in an interesting way especially from the point of view of the participants' self- or other-assigned roles.

9 INITIATING TURNS ELICITING MULTIPLE RESPONSES

9.1 Introduction

This chapter concentrates on analyzing eighteen (18) message chains comprising initiating turns conveying at least one request for action and eliciting sustaining turns, including continuing turns (Eggins & Slade 1997:195). The analysis focuses on the lexico-grammatical realizations of different directive utterance functions in the interaction unfolding in the email message chains. Further, this chapter addresses the question of how the different lexico-grammatical realizations of directive utterances and of utterances carrying other functions, especially justifications or legitimations, contribute to the interpretation of the directive utterance functions and the consolidated speech function of different turns. It is also investigated how the participants' contextual and interactional role positionings are constructed lexico-grammatically in the on-going interactions particularly through directive language use. In doing this, similarly to the previous chapters, the discussion addresses the question of what kind of associations there are between consolidated speech functions carried by turns and directive utterance functions and their grammatical realizations and the social action they accompany in the broad intra-corporate context while organizing corporate activities. In comparison with the analysis of the unfolding of interaction in the email chains in the previous three chapters, some chains here include inserted sequences of email interaction either in English or Finnish as will be discussed in more detail below. Further, the chains under analysis here comprise longer interactional sequences in terms of the number of responses realized as verbal reactions to previous interactions by different interactants.

9.2 The initiating and sustaining speech functions

Drawing from a functional-dialogic perspective the analysis aims to find parallels and relationships between the interactants' lexico-grammatical realizations of directive utterance functions in the initiating turns and in the turns reacting to the preceding turns, including the initiating and subsequent continuing and responding turns, through different linguistic contributions by present or non-present others. In this chapter, the initially non-present others' presence is revealed differently in comparison with the previous chapters. In some message chains there are several interactants involved in interactional events as a result of extended message exchanges. In other words, as negotiation of the issues prolongs interaction, new interactants may be actively involved by the addressors by identifying them as To: addressees, i.e. selecting them as prospective next speakers. Further, cc: addressees may take on the addressor's role, or interactants from outside the on-going interaction may self-select the addressor's role in the on-going interaction as active participants. In other words, in CA terms, self-selection of the next addressor may occur even though the addressor of the previous message selected a different next addressor. Thus, in the email interaction analyzed here, there are turns where new interactants with an organizational right or obligation to carry on interaction involve themselves actively in the on-going interaction by reacting to previous turns. However, the practice of self-selection in taking on the addressor's role is rare in the data and typically the To: or cc: addressees take on the addressor's role as the next speaker.

Further, in some interactional events analyzed here, non-present others' participation is made visible by explicit intertextuality by attaching previous email messages sent or received by them, i.e. there are previous email messages or email exchanges, both in English and Finnish, included as inserted sequences in the on-going interaction. As this work focuses on analyzing intra-corporate interaction and as some attached emails in English represent interaction with customers' involvement and some are in Finnish, the inserted email are neither numbered nor subjected to detailed linguistic analysis. Thus, attached email messages will be discussed for their contextual and interactional functions from the point of view of the on-going interaction in responding turns rather than for their lexico-grammatical realizations of possible directive utterance functions.

The notions of initiating and sustaining speech functions and the nuanced and delicate functional categorization of the sustaining speech functions subdivided into reacting and continuing functions (Eggins and Slade's 1997: 195) were discussed in the previous chapters. Consequently, the discussion of the functions of different turns will be limited to those appearing in the data analyzed in this chapter and not in the previous chapters. All initiating turns here are interpreted as carrying the consolidated speech function of requesting for action, similarly to those in the previous chapters, despite the fact that some

turns are multifunctional since they may carry information-seeking functions simultaneously.

Continuing interaction refers to interaction in turns realized by the addressor of the previous turn as was discussed in sections 5.3.1. As interaction is sustained by the same addressor who wrote the previous message, the turn carrying the continuing speech function allows the addressor who wrote the previous message to continue. Messages 122 (3rd responding turn), 86 (4th responding turn), 117 (7th responding turn), 124 and 143 (5th responding turns), and 134 (1st responding turn) all carry the consolidated speech function of prolonging in that they expand on the previous turn experientially. The chains with continuing turns are analyzed here since the continuing turns appear in more extended chains than those analyzed in Chapter 7. The re-labelled speech function of expanding was discussed in section 5.3.1.

The notion of responding message or turn is used as a generic concept to refer to the next turn realized by a different addressor from the addressor of the previous turn. Here responding turns continue dealing with the same topic or issue introduced in the initiating turn, with possible expansions of the same topic or introductions of new points of view into the same topic. In other words, the interaction in the message chains does not include turns introducing new topics into interaction. Responding interaction as understood in this chapter refers to interaction in turns realized either by the To: or cc: addressee of the previous message taking the role of the addressor or by a new entrant interactant taking the role of the addressor as will be discussed in the analysis of the chain comprising messages 66, 67, and 68. The conception of 1st, 2nd, 3rd, 4th, etc. in responding turns is used to refer to the order of the reacting turns realized by different interactants.

In view of the functions of the responding turns, the supporting functions of developing and expanding and compliant replies were discussed in the previous chapter, similarly to the confronting functions of replies conveying non-compliance and disagreement. The variety of the speech functions carried by different turns is wider here than in the responding turns discussed in the previous chapters. This is allegedly due to the length of the message exchanges prolonged by negotiation, i.e. in the responding turns in this chapter the interaction encourages addressees to sustain interaction on the issues through for example realizing directive utterances with different functions.

The linguistic analysis reveals the supporting speech functions of replies conveying an affirmation, not carried in the responding turn in the previous turns. Affirming replies provide positive reactions to requests for information (Eggins & Slade 1997:208). However, through the use of tentative lexico-grammar, they may simultaneously convey negotiatory functions in interaction. In addition, the consolidated supporting turn function of answer is carried by some turns. In other words, the turn conveys an answer to a previous request for information (Eggins & Slade 1997:208). The supporting turn function of a reply conveying agreement indicates support of the information provided in the previous turn (Eggins & Slade 1997:208).

In the confronting turn function category, a reply withholding response is revealed in two responding turns. Providing a withholding reply indicates the addressor's inability to submit the information requested in the previous turn (Eggins & Slade 1997:208). In other words, providing the requested information is postponed. One turn carries the confronting function of a reply conveying contradiction in that it negates or ignores the information provided in the previous turn (Eggins & Slade 1997:208).

9.3 Categorizing initiating turns

The interaction unfolding in these eighteen (18) message exchanges is approached from the point of view of the direction of interaction in the initiating message. As a result, the following categorization is presented: a) horizontal interaction among operative-level interactants; b) horizontal interaction among management-level interactants; and c) upward vertical interaction. Further, there is one message chain initiated by a representative of a customer company in Thailand, and one message chain by a representative of a customer company in El Salvador. These messages are originally To: addressed to the info@ address in the company under analysis. The message from Thailand is redirected without any covering text to a management-level employee in the SMO in Singapore, and the message from El Salvador is forwarded with a covering text to two operative-level employees involved in Quality Assurance, one in Finland and one in Sweden. As the customers' messages originate from outside the corporation under scrutiny, the message chains initiated by these messages are placed under their own categories of redirected and forwarded messages.

The notion of 'redirecting' is used in this context to mean that the 'redirector' does not add any text to the message, whereas the notion of 'forwarding' is used to mean that the 'forwarder' adds some covering text as she forwards the message sent by a customer's representative. As a result, the 'redirected' or 'forwarded' messages are not numbered consecutively in the message chains. However, the 'forwarding' message 109 with text added by the forwarder is numbered and referred to as a forwarding message in the message chain.

The categorization in Table 14 illustrates the direction of interaction in the initiating turns. It also shows whose previous action or non-action caused the need for requesting action in the initiating turns. Appendix 4 displays the whole message chains categorized according to the direction of interaction in the initiating turn.

TABLE 14 Categories of initiating turns

Direction	Need for requesting caused by	Message chains
H/O-TO-O	Addressee-party	66-67-68; 69-70-71-72; 73-74;
	Addressor-party	75-76-77; 78-79-80-81;
		82-83-84-85-86-87-88-89;
H/O-TO-O	Authorities	90-91-92-93-94;
VU	Authorities	119-120-121-122-123-124-125;
H/O-TO-O	Customer	95-96-97; 98-99-100-101;
H/M-TO-M	Customer	102-103-104-105;
		106-107-108-109;
		110-111-112-113-114-115-116-117-118;
VU	Customer	126-127-128; 129-130-131-132;
	Bank	133-134-135;
Redirected message	Customer	136-137;
Forwarded message	Customer	138-139-140-141-142-143-144-145-146-147

In three chains (66-67-68, 69-70-71-72, and 73-74) the addressee-party's deficient action or non-action necessitated the request for action in the initiating turns in horizontal operative-level peer interaction. Addressor-party-derived need initiated five message exchanges, representing either horizontal operative-level peer interaction or upward vertical interaction. In one chain, (90-91-92-93-94), authorities' non-action in issuing a certificate necessitated the request for action in the initiating turn in operative-level peer interaction, whereas in one chain (133-134-135) a bank's unjustified charges urged an operative-level addressor to request for action from a management-level addressee. In nine message chains, previous action by a customer caused the need for requesting action in the initiating turn, two initiating turns representing operative-level peer interaction, three management-level peer interaction, and two upward vertical interaction. Both the redirected message and the forwarded message convey a customer's request for issuing a certificate.

As was discussed in the previous chapters, the direction of interaction in the initiating turns, and in the subsequent continuing and responding turns, seems to be intertwined with the type of topics and issues that are dealt with in the on-going interaction. In other words, it can be assumed that the direction of interaction in the initiating message is constrained by the rights and obligations to initiate directive interaction on particular topics. In horizontal operative-level peer interaction the topic is documentation in six (6) chains, covering different specific issues such as sending overviews, certificates, and making changes in documents. Two chains include an inserted sequence in Finnish. Further, one chain deals with access rights, whereas one chain is about rights to sign particular documents. One chain discusses credit collection with the issue of checking a situation with a particular credit, including inserted sequences of interaction in English between the addressor of the initiating turn and a customer's representative. The directive utterances in the initiating turns in operative-level peer interaction are primarily action-oriented, i.e. requests for action, in that they expect compliance in view of the action requested. Further,

requests for information, which mostly appear in the responding turns, expect an answer providing the information demanded. In other words, requests for information seem to be straightforward and replies easily accessible to the respondents in that they can be provided by the respondents on the basis of their previous knowledge. Such requests for information do not incite an actual physical process of searching and interpreting information and compiling for example a summary of it before replying.

Horizontal management-level peer interaction is represented by three chains. In one chain the issue of interaction is a price proposal which is negotiated between three management-level interactants. One is about a customer's request for spreading deliveries with inserted sequences in English, and one is about checking the tenability of a customer's claim.

Five message chains are initiated by vertically upward interaction. Two chains deal with contacting Japanese authorities, two discuss the tenability of claims by customers, and one is about unjustified fees charged by a bank from the producer/supplier with an inserted sequence in Finnish. In other words, horizontal interaction between management-level interactants and vertical interaction involving management-level interactants seems to include information-orientation in addition to action-orientation.

9.4 Structure of initiating and responding turns

Table 15 below uses the abbreviations introduced in section 5.3.3.2 in illustrating the presence and location of the different structural elements conveying different functions in the unfolding of interaction in the initiating, continuing, responding, and forwarding turns in the eighteen (18) message chains. Due to the high number of the responding turns in some exchanges, the illustration of the email message exchanges differs from those presented in Tables 6, 9, and 12. Here the functions of the turns, i.e. initiating, continuing, forwarding, are not indicated. However, in addition to the turn structures, the need for requesting action in the initiating turn, the direction of interaction in the initiating message, and the number of the initiating turn is indicated. Colons preceded and followed by spaces are used to indicate the beginning of the next turn. The abbreviations (INSER FINN) and (INSER ENG) indicate that email message exchanges either in Finnish or English have been inserted to some message chains. The abbreviation CONF is short for confirmation. The outline showing the overall structural composition of the different turns is seen as providing broad interactional information at the turn level and at the message chain level and, consequently, as contributing to describing the turn functions and analyzing the lexico-grammatical realizations of the directive utterance functions.

TABLE 15 Turn structures in the message chains with multiple reactions to the initiating turn

Need for initiating turn	No. of initiating turn	Turn structures in chains
Addressee-party-derived		
H/O-TO-O	66	ORIEN-LEGI-RFA-THA : RFI-LEGI-SUG-LEGI : ORIEN-INFO
	69	RFA-LEGI-THA-ST : COMP-RFI-ST : INFO-THA : ORIEN-SUG1-SUG2
	73	ORIEN/LEGI-RFA-PROH-THA : INFO-COMP (INSER FINN)
Addressor-party-derived		
H/O-TO-O	75	INFO/LEGI-RFA-THA-INFO : ORIEN-RFI-LEGI-THA : ADV/ORIEN-INFO (INSER FINN)
	78	RFA-INFO-THA : RFI1-RFI2 : INFO-RFA-INFO-THA : COMP-INFO-LEGI-RFI
	82	ORIEN-LEGI-SUG-RFA-THA : COMP1-COMP2-INFO-RFA : THA-COMP-RFI1-RFI2 : INFO : RFI-LEGI : ORIEN/INFO-COMP-INFO : RFA-LEGI : INFO
Authority-derived		
H/O-TO-O	90	RFI-LEGI-RFA : INFO-RFI : INFO : ST-INFO-RFI1-RFI1E-RFI1E : ORIEN/LEGI-RFA1-RFAIE-RFA2-RFA3-ST
VU	119	ORIEN/INFO-RFI1-RFI1E-RFI1E-RFI1E-RFA : THA-ORIEN/COMP-INFO-INS1-INS2-INS3-INFO-INS4-INS5-INFO : INFO : ORIEN-LEGI-RFA-RFI1-RFI2-RFI3-SUG-LEGI : COMP : COMP-INFO-ADV1-ADV2-INS-SUG1-SUG2 : ORIEN-SUG1-RFA-SUG2-SUG3-SUG4-SUG5-SUG6-SUG7-INFO-ADV
Customer-derived		
H/O-TO-O	95	RFA1-LEGI-RFA2-INFO-THA : INFO-RFI-RFIE : RFA-ST
	98	ORIEN/INFO-RFA-SUG-INFO : THA-RFI : INFO (INSER ENG) : ENC-RFA
	102	ORIEN/INFO-INS-LEGI-RFA1-RFA2-RFA2E-RFA2E : INFO-RFI : THA-INFO-RFA-INFO-SUG : THA-COMP-INFO
	106	LEGI/INFO-RFA-RFI : RFI : INFO : INFO-RFC
	110	LEGI-RFA-LEGI-RFI : INFO-SUG-RFI : ADV-SUG (INSER ENG) : COMP-RFC : RFA-THA (INSER ENG) : INFO : THA:INFO : ORIEN-RFI : INFO-THA
VU	126	ADV : INFO-RFI1-RFI2-LEGI : INFO
	129	ORIEN/INFO-LEGI-RFA-RFI : COMP-INFO-RFC-RFA-LEGI : COMP : CONF
Bank-derived		
VU	133	ORIEN/LEGI-INFO-RFA (INSER FINN) : ORIEN-INFO : ENC
Customer-derived		
Redirected	136	RFI-INFO/LEGI : INFO
Forwarded	138	RFA : RFI-RFA : RFI-INFO : ORIEN-INFO-SUG : ORIEN-INFO-RFI-INFO : ORIEN-INFO-RFI1-INFO-RFI2-RFI3-RFI4 : ORIEN-INFO-SUG-RFC : ORIEN-INFO-SUG-RFI1-RFI2-RFI3-LEGI : COMP-RFA : VIEW-INFO-RFA

In terms of the structural organization of the interaction unfolding in different turns, there is notable variation in the number and order of the structural elements. Some turns in some message chains, including chains 90-91-92-93-94 and 119-120-121-122-123-124-125 discussing authority-related topics and issues, are multiple-directive turns in that they realize several directives conveying different functions. Especially the functions of requesting for information, suggesting and advising are conveyed in negotiating the issues. As Table 15 shows, the initiating messages vary in the number and location of the different structural elements in relation to the directive utterances. A notable feature in the initiating turns is the high frequency of legitimizing elements. The eighteen initiating turns representing horizontal and vertical interaction convey at least one request for action, and in twelve turns there is a linguistic element interpretable as carrying the legitimizing function. As was discussed previously, elements of legitimation function as conveying reasons or causes that enable or legitimize the addressors' directive behaviour in the on-going interaction. According to Iedema (1997:76, 88), the inclusion of legitimations in directive language use indicates low degree of hierarchical distance and status difference between the participants and the addressors' readiness to negotiate the topics and issues of interaction. In other words, legitimations can be seen as indicative of institutional and interpersonal relationships (Iedema 1997:87-88). Particular institutional entities (Iedema 1997:88), for example references to standards, manuals, corporate practices, are used as legitimations here to indicate that the proposals and propositions put forward by the current addressor are non-negotiable. Iedema (1997:88) refers to this category of legitimations as elements experientializing the interaction, whereas the more interpersonally coloured reasons, such as *I forgot* or *I didn't know*, may contribute to conveying the proposals and propositions more negotiable in the on-going interactions (Iedema 1997:85-86). Here both experiential and interpersonal work is done through different types of legitimizing elements. No generalizable tendency in the location of legitimizing elements was revealed at the level of the turn, i.e. they were realized either before or after the first realization of a directive function.

As Table 15 above shows, elements of legitimation are not used in the responding turns conveying a directive utterance as frequently as in the initiating turns. This can reflect the fact that as the legitimation for requesting action, i.e. for initiating the interaction, is typically explicated in the initiating turn, the respondents do not find it necessary to reiterate or extend on the legitimations in their verbal reactions to the original proposals. The responding turns also vary in number and location of the different structural elements conveying different functions. One notable tendency in the responding turns is that the turns comprising one element, in addition to the possible salutations and complementary closes, typically provide information. All two-element turns are responding turns and they typically either provide information or request for information, i.e. these turns explicitly contribute to the exchange of information by either providing or seeking it. Further, the occurrences of the single- and two-element turns, i.e. concise turns as verbal reactions to previous

turns characteristic of oral conversations, may be seen as reflecting the conversational nature of email interaction in the extended sequences of email message exchanges. In other words, brief and to-the-point verbal reactions are considered as efficient in fulfilling the expectations vested on them by the previous addressor.

In the interaction analyzed in this chapter small talk (ST) was carried out in some exchanges. In two exchanges small talk was reciprocated, i.e. the next addressors reacted verbally to the small talk initiated in the previous turn. In one turn the small talk occurred in an exchange-ending turn. The topics of small talk were weather and health. In addition to small talk, another interpersonalizing element, i.e. encouragement (ENC), occurred in turns in which the respondents reacted to previous interaction between a customer's representative (the email interaction attached) or a bank's representative (the results of the interaction reported) and the addressees who aimed to put matters right from the respondents' party's point of view. The interpersonal element of thanks (THA) functioned both as referring to the past, i.e. thanked for a previously performed action in message-initial locations, or as referring to the future, i.e. thanked in advance for compliance with the actions requested in the on-going interaction. In its latter function, i.e. request reinforcing function, the thanks element was typically located in the final positions at the level of the turn. Requests for confirmation (RFC) and one confirmation (CONF) appeared in turns which were part of message chains where the topics or issues of interaction were negotiated in extended exchanges. In other words, the requests for confirmation were reactions to the proposals or propositions conveyed in previous turns and aimed at closing the interaction in the message exchanges, while the confirmation functioned as an on-going-interaction-closing resource since the previous turn indicated that further interaction on the same issue will be necessary.

To conclude, the different turns take a variety of different structural forms in terms of the functions, numbers and locations of the structural elements. Some turns carry multiple directive functions, the turns vary from one-element to eleven-element turns, and the directive utterances take different locations in relation to the other structural elements conveying different functions. The prominence of the functional elements central to information and knowledge exchange and negotiation, i.e. the information seeking function of requesting for information and the functional element of providing information, can be interpreted as indicating that the sequences of interactions are characterized by negotiations of issues in exchanging and sharing information and in making it more accessible to those who need it for accomplishing their duties and tasks within the broad corporate context. The analysis to follow will discuss the different structural elements from the point of view of how the various functional elements can be seen as contributing to identifying, describing, and interpreting the turn functions and the directive utterance functions.

9.5 Lexico-grammar of directive utterances

The consolidated speech function of the eighteen initiating messages is interpreted as that of commanding in that they demand goods and services, i.e. request for action. The speech function of commanding is only discussed in analyzing the message chains if the initiating turn function is ambiguous, such as message 119 with several requests for information and one request for action. In the responding turns the respondent is the To: addressee of the initiating turn, and the To: addressee is typically the addressor of the initiating turn. If different role assignments occur, it will be indicated in the analysis. All message chains are not subjected to detailed analysis in view of the lexico-grammar contributing to realizing different directive functions and role positionings. All message exchanges in this category are displayed in full in Appendix 8. If messages appearing in other exchanges are discussed, the appendix in which the messages appear will be indicated. This decision is based on the fact that there are similarities in the functions and lexico-grammatical realizations of directive utterances here in comparison with those analyzed in the previous chapters. However, particular message chains revealing intriguing interactional or linguistic features will be analyzed in detail below.

Addressee-party-derived need for requesting action

In this category the need for requesting action in the initiating turn is caused by the addressee-party's non-action or deficient action. In the three-message chain 66-67-68, the responding turns carry confronting (Eggins & Slade 1997) or challenging (Ventola 1987:90-91) functions, whereas in the four-message chain 69-70-71-72 and the two-message chain 73-74 with an inserted sequence the responding turns carry supporting functions. The latter two chains will be briefly discussed for their lexico-grammar realizing different directive functions.

In the message chain 66-67-68 the issue of interaction is sending out a missing overview customarily sent to the addressor's party. The interaction represents horizontal operative-level peer interaction. The initiator, i.e. addressor of the initiating message, is a female Quality Assurance Clerk at the plant in the Netherlands and the addressee is a male Works Inspector at the mill in Finland with global responsibilities for documentation concerning Quality Assurance. The addressor of the second responding turn is a male supervisory-level employee in charge of Quality Assurance work at the plant in the Netherlands. Thus, the supervisory-level employee in the Netherlands has self-selected the role of a respondent, i.e. an active interactant. The message was written in the year of 1996 when global databases were not utilized in the corporation. Further, there were two different email systems in use with different features, and the two systems did not have a built-in subject line. Hence there are no subject lines in the 1996 messages.

66) Initiating message (ORIEN-LEGI-RFA-THA)

19.11.96
Hello Mikko,
Normally we get from you every month an overview from The most expensive defects in the month.
But we didn't received this overview since june.
We are missing the month july, august, september and october.
Is it possible to send these to {Dutch Subsidiary Initials}.
Thanks, Celia

67) 1st responding message (RFI-LEGI-SUG-LEGI)

10.12.96
Hi Celia
Do you use ccMail or any similar system on your PC, capable to receive the attached binary files? MEMO is not able to that.
In that case I could send our monthly quality reports in form of Excel-files instead of faxes.
The files are certainly more useful for you than some paper prints.
regards,
Mikko

68) 2nd responding message (ORIEN-INFO)

18.12.96
Mikko,
Last week you send Celia Verker a memo about the monthly quality reports to send these in the form of Excel-files.
On this moment it's still easier for us to get these files by fax.
On this moment we don't use ccMail or any similar system.
Best regards,
Detlef Vendt

The initiating turn 66 foregrounds three declarative clause complexes. The foregrounded declaratives can be seen as functioning as orientating and legitimizing elements for the request for action as the declaratives explicate the corporate practice of sending the overviews and the absence of particular overviews. The absence of the overviews is caused by the addressee-party's non-action. Thus, through the declaratives the addressor constructs institutional positionings by adopting the role of the 'recipient' by the use of the exclusive *we* and in so doing assigns to the addressee the role of the 'sender' as is explicated in the polar interrogative form request for action backgrounded at the level of the turn. In this context, the reference to the corporate practice can be seen as an experientializing element depersonalizing obligation in view of the request to follow (Iedema 1997:96 citing Martin 1993a). The request for action utterance can be seen as an appropriately transparent and mitigating in its present context of use initiated with *Is it possible* without the pronoun structure *for you*. In other words, the expected actor is only implied in the message-final request followed by *Thanks*, and the message-initial utterance of *you* in *we get from you* can be seen as indicating the expected actor. I interpret the polar interrogative directive as carrying the function of an initiating request for action even though the

operative-level addressor inquires the technical expert addressee's possibility of sending the overview rather than directly requests for action from him. The polar interrogative expresses the material process verb *send*, i.e. it explicates the action expected by the implicit actor. Thus, contextually the linguistic form of the directive can be seen as conveying interpersonalizing functions (Iedema 1997:91) by avoiding overt directness. The message-ending *Thanks* can be interpreted as contributing to conveying the activity performed in the message, i.e. a request for action.

The 1st responding turn 67 opens with a polar interrogative requesting for information. Thus, the fact that the respondent asks a question prevents or 'puts on hold' the exchange from being performed in the way the initiator allegedly expected it to be carried out (Ventola 1987:90). In Halliday's (1994a:69) terms, in this exchange the expected response to the request for action of sending the missing documents would be compliant action by the respondent. However, here the turn-initial request for information has confronting (Eggins & Slade 1997) or challenging (Ventola 1987:90) functions. In other words, rather than providing an expected response (Halliday 1994a:69) through carrying out the action requested in the previous turn, the responding turn carries the discretionary, i.e. challenging or confronting, function as it asks a question. Thus, this turn carries the function of requesting for clarification in view of the proposal put forward in the initiating turn in order to be able to act in a compliant way. Consequently, it can be interpreted as expanding on the previously uttered request for action as the respondent's inquiry concerning the addressee's options of 'receiving' the files can be seen as inquiring optional ways of 'sending' the files. The word *memo* in the clause to follow refers to an email system called MEMO through which the initiating message was sent. I interpret this declarative clause as conveying legitimation for the respondent's non-compliant behaviour on the one hand, and for the suggestion to follow on the other hand, i.e. *I could send our monthly reports in form of Excel-files instead of faxes.* The suggestion offering an alternative way of sending the overviews is realized through a modulated declarative utterance, followed by the respondent's personal opinion concerning the usefulness of the different options. His opinion can be seen as an expert's opinion reinforced by the emphasizing *certainly*, however, taking into account the addressee's position which is explicated by *for you*. The need to react to the previous request for action by a challenging turn derives from the fact that the email systems used by the interactants were incompatible to allow the exchange of files. However, with the implementation of compatible email systems in the corporation, the interactional practices of inquiring the options of receiving files have become extinct.

The 2nd responding turn begins by an orientation element referring to the previous interaction between the addressee and the operative-level initiator of the interaction by repeating the addressee's previous suggestion. The turn is interpreted as carrying the confronting function since it conveys disagreement in view of the suggestion expressed in the previous turn. The use of the temporal adjunct *On this moment* in its thematic or foregrounded position in the

turn-final utterances can be interpreted as intensifying the impact of the utterance to follow (Blum-Kulka et al. 1989b:285). I interpret that the temporal adjunct emphasizes that at the present time the Excel file option is discarded but simultaneously conveys that in the future time receiving Excel files may be possible. The disagreement is supported by argumentation from the respondent's point of view by *it's still easier for us to get these files by fax*. The turn can be interpreted as multifunctional in that it can be seen as supporting since it provides a backgrounded answer to the request for information expressed in the previous turn. However, I interpret that the confronting function is also prominent. The confrontational reading can be seen as deriving from the fact that the supervisory-level employee has self-selected the respondent's role in this situation. By taking on the respondent's role instead of the operative-level employee, who initiated the interaction in message 69, the respondent may want to add authority to the confronting reaction to the technical expert addressee's emphatic suggestion. Thus, I interpret that the respondent's self-selection of the addressor's role in the on-going interaction has interactional and interpersonal functions. Such self-selection of the addressor's role without the To: or cc: addressee status is rare in the email data.

The four-message chain comprising message 69, 70, 71, and 72 represents operative-level peer interaction between two Sales Assistants, the initiator working in the SMO in the USA and the addressee at the mill in Finland. The interaction in this chain unfolds differently from the interaction in the chain 66-67-68 in that all three responses convey supporting functions.

69) Initiating message (RFA-LEGI-THA-ST)

8.11.99
Subject: BN
Good morning Liisa,
Could you please send bn 11111 and 22222 to my e-mail. These two must have been missed when the changes were being made.
Thank you and have a nice day.
Best regards,
Norma
P.S. It has been very nice here. The sun has been shining all weekend. For the next 3 or 4 days it will be about 21C. But soon snow and the cold winds will be coming.

70) 1st Responding message (COMP-RFI-ST)

9.11.99
Subject: BN
Hello Norma,
I sent those loads to you mail box. In case you didn't get them please let me know.
Our weather has been also warm. Normally we have got snow by the middle of November, this year it is still 'warm' here +5 c. It has been raining but not too much, and today seems to be sunny day.
You too, have a nice day
Regards
Liisa

71) 2nd responding message (INFO-THA)

10.11.99
Subject: bn
Hi Liisa,
It is okay. I understand that I am getting the bn because my name is on the orders.
I will just keep sending to Lisa.
Thanks,
Norma

72) 3rd responding message (ORIEN-SUG1-SUG2)

10.11.99
Subject: bn
Hi Norma,
It seems we sent messages same time. Good timing!
As to those initials, why dont you just update those initials to old canadian orders to show Lisa's initials instead of yours. Anyways. In case you dont mind getting canadian loads, just let it be as it is now.
Kind regards.
Liisa

The initiator of message 69 commences by an initiating request for action from the addressee by *Could you please send bn 1111 and 2222 to my email*. The modulated interrogative with or without *please* represents a conventionally straightforward and formulaic way of conveying requests (Yli-Jokipii 1994:165) since they typically convey an explicit requestee and the expected action, here the material process of 'sending by e-mail'. A legitimation following the request is realized through an impersonalized clause *two must have been missed when the changes were being made* not explicating the non-actor. Thus impersonalization is used as an interpersonalizing tool since it is contextually possible to interpret that the addressee or the addressee's party is in charge of making the changes and sending the changed documents. In other words, the addressee-party's deficient action necessitates the act of requesting here. The turn closes with *Thanks* signalling the end of the requestive turn. The complimentary close is followed by a P.S. sequence comprising small talk on the local weather conditions. The function of the small talk sequence can be interpreted as mitigating the request for action in a situation where the addressee's party is responsible for the non-action necessitating the request for action.

The initiating turn elicits three responding turns with supporting functions negotiating the issue of sending the documents. The need for negotiation is attributed to a change in the chain of responsibilities for particular orders as revealed in the responding turns. The 1st responding turn (message 70) is assigned the functional label of a compliant reply since it explicates turn-initially the respondent's compliance with the action requested in the previous turn. The explication of compliance is followed by a conditional iterating request for information, i.e. *In case you didn't get them please let me know.*, realized through an imperative form. In this context the congruent imperative form *please let me know* is interpreted as requesting for information

not inciting material processes. The respondent reacts to the initiator's small talk sequence by discussing the local weather conditions.

The 2nd responding turn (message 71) carries the speech function of a supporting reply in that it provides an answer to the request for information, including no directive utterances. The 3rd responding turn (message 72) is labelled with the supporting function as it develops and expands on the addressee's reaction in the previous turn by suggesting alternative ways of managing the situation. The first directive utterance suggesting a material process of 'updating' is realized by a WH-interrogative utterance including a foregrounded suggestory *why dont you* formula in *why dont you just update* typical of oral interaction. The second suggestion offering an alternative option of non-action is foregrounded by a mitigating element explicating the addressee's choice of compliance and the suggestion conveying non-action is realized through an imperative form *just let it be as it is now*. The use of *just* in the two suggestions discussed above illustrates how the Finnish Sales Assistant interactant uses the mitigating *just* in her email messages in conveying directives in operative-level peer interaction.[49] I interpret *just* here as a mitigating device used in interaction between participants of coequal status to dispel any suggestion of being too assertive in the use of the congruent imperative forms (Trosborg 1995:212; Lindemann & Mauranen 2001:468; Hobbs 2003:256). As there is no verbal reaction to this turn, the 3rd responding turn can be referred to as a chain closing turn as it seems to convey situationally and contextually unproblematic resolutions to the addressee in compliance with customary corporate practices.

The two-message chain comprising messages 73 and 74 (Appendix 8), the latter with an inserted sequence in Finnish, discusses a faulty procedure in printing out open status reports. The initiator is an operative-level Inside Sales Representative, previously Sales Assistant, in the SMO in the USA and the addressee is a Sales Assistant at the mill in Finland. The responding message has attached to it a message previously sent to generic To: addressees 'Operators' who are responsible for ensuring the correct printing procedure of different documents in the SMOs world wide. The Operators' reaction, which is referred to in the responding message, is not available for this study.

The initiating turn 73 opens with an apologetic *Sorry*, which in this context is interpretable as meaning 'sorry for having to revert to this matter again' expressed in a situation where the addressee's party's previous action necessitates the request for action. Thus, *sorry* can be interpreted as opening an exchange where non-present participants will be placed in a one-down position (Hobbs 2003:253) by implicating in the initiating turn and explicating in the 1st responding turn its responsibility for the mismanagement of the printing work.

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[49] Further examples of the Finnish Sales Assistant's use of *just* are *just let me know* in message 45 (Appendix 3), and *Just let us know* in message 99 (Appendix 4). In addition, in the messages obtained from the Finnish Sales Assistant, not analyzed in this work, such imperative form utterances as *just let me know*, *just increase the item … and send it …*, and *just do so if …* appear without the politeness word *please* in her operative-level peer interaction.

In other words, putting someone in the one-down position means here that the blame for the mismanagement of the matter is put to non-present participants. The reading that the addressor has to revert to the matter is enabled by the use of the time adjunct *again* and the first clause in the email in Finnish attached to the responding message 74, i.e. *Soitin tästä joku viikko sitten/'I phoned about this a few weeks ago'* addressed to the operators in charge of the printing process. The problem is still unresolved and the addressor has to revert to the same issue. Consequently, in the present context the modulated interrogative *Could you please ask again to stop printing twice.* is interpreted as carrying two iterating directive functions. I interpret that *Could you please ask again* functions as requesting the addressee to contact the operators in order to forward the prohibition *stop printing twice* to them. The use of the verbal process verb *ask to* is interpreted as conveying a necessitating function as was discussed in the analysis of messages 50 in the previous chapter.

As conveyed through the modulated interrogative, the addressee is expected to quote or project the addressor's proposal (Halliday 1994a:141, 252), or more specifically here a prohibition, to the 'prohibitees' when contacting them. The prohibition is explicit in view of the prohibited action in its use of the verb *stop printing twice*. In other words, the directive primarily aims at prohibiting future incorrect activity by addressee-party participants, i.e. operators as explicated in the responding message. Thus, as in message 9, the addressee is placed in an intermediary position, here between the addressor and the operators. The addressee is assigned to the 'requestee's' role in conveying the prohibition to the operators, the 'prohibitees', whereas the addressor takes on the 'requester's' and the 'prohibitor's' role. In other words, within the one modulated interrogative utterance the addressor fuses situationally and contextually multiple positions in view of herself, the addressee and the non-present addressee-party participants. (Iedema et al. 2003:29.) The turn closes with conventional turn-ending *Thanks* which conveys appreciation toward the action expected by the addressee, i.e. it is closely related to the activity performed in the turn.

The respondent attaches the email addressed to the operators in Finnish to the responding message to evidence that she has managed her duty as an intermediary between the SMO employees and the operators in Finland. As she explicates, she also attached the initiator's email message to the message addressed to the operators allegedly in order to legitimize the iterated prohibition by attributing it to the initiator. The responding turn 74 carries the supporting speech function as it provides a verbal response indicating compliance with the initiator's previous turn and the prohibition realized in it. Further, it expresses apology message-finally through *Sorry it takes so long time to get it done.* which I interpret as a reaction to the initiator's utterance of the message-initial *Sorry*, and through the utterance *sorry* the respondent takes other-blame, i.e. implies that the addressee's party is at fault. There are no directive utterances expressed in the responding turn.

The addressee's or addressee party's non-action or deficient action necessitates the addressor of the initiating message to request for action in the

three message chains analyzed above. In the chain 69-70-71-72 representing operative-level peer interaction, the three responding turns carry the supporting function in that the 1st response conveys compliance and a request for information and the 2nd responding messages conveys compliance when negotiating the changes in managing particular documentation, whereas the 3rd response is supporting in that it develops and expands by suggesting alternative ways of handling the documentation. Thus, the change in the corporate practice of managing particular documentation resulted in an extended negotiation of how to manage the particular documentation which was the target of the request for action in the initiating message, even though immediate compliance was conveyed in the 1st responding turn. The interaction in the chain 73-74 also represents operative-level peer interaction. The responding message is supporting in that it conveys compliance with the request for action expressed in the initiating turn. The email message in Finnish attached to the responding message shows the respondent's compliant action, and no further negotiation of the issue is elicited. The interaction in the chain 66-67-68 is initiated between two operative-level interactants. The 1st responding turn is interpreted as conveying a confronting function in that it does not convey compliance with the request for action expressed in the initiating messages but instead prolongs the interaction by requesting for information through two utterances and by one utterance suggesting a procedure for sending documents in order to be able to act in a compliant way.

The addressor of the 2nd responding turn is a management-level interactant who self-selected himself as the respondent. The 2nd responding turn as a verbal reaction to the 1st responding turn can be seen as carrying multiple functions in that it gives a compliant reply in terms of the requests for information, on the one hand. On the other hand, the reaction to the suggestion can be seen as confronting since the respondent discards the suggestion with legitimizing reasons to do with technological ramifications. Thus, despite the similarities in the reasons for requesting action in the initiating messages, in the topics of interaction, i.e. issuing or managing documentation practices, and in the direction of interaction, the interaction in each chain seems to unfold differently with different directive utterance functions conveyed due to different contextual constraints, such as differences in technological devices used for sending and receiving documents, changes in corporate practices of handling documentation, and particular employees' negligence in managing documentation. As a result, even though the number of chains analyzed here is very low, it may be suggested that the unfolding of interaction seems to be highly context-bound with implications for the directive utterance functions and the consolidated turn functions.

Addressor-/Addressor-party-derived need for requesting action

There are three message chains initiated by a request for action necessitated by the addressor's or addressor-party's previous action, i.e. chains 75-76-77, 78-79-80-81, and 82-83-84-85-86-87-88-89. The chain 75-76-77 and the eight-turn chain

are analyzed in detail, whereas the chain 78-79-80-81 is not analyzed here due to its more straightforward nature of the unfolding of interaction, especially in view of the number of active participants in the interaction.

The issue of interaction in the message chain 75-76-77 including two inserted sequences in Finnish is changing order details. The interaction represents operative-level peer interaction between two Sales Assistants. The initiator works at the mill in Finland, and the To: addressee in the SMO in the USA. The initiating and the responding messages are cc: addressed to an Area Sales Manager at the mill in Finland. There is a message exchange in Finnish attached to the 2nd responding message 77, similarly to the 1st responding message 74. There the interaction takes place between the initiator and an employee in the Sales Support at the mill in Finland.

75) Initiating message (INFO/LEGI-RFA-THA-INFO)

3.3. 2003 7:40 AM
Subject: ATI 30242 items 1 and 2
Lisa,
Production informed the following:
{Product type}l weights should be changed, {particulars given}
Then our production can proceed with items.
Please make required changed
Thanks and regards,
Liisa
{the details particularized}

76) 1st responding message (ORIEN-RFI-LEGI-THA)

3.3.2003 21:16
Subject: RE: ATI 30242 items 1 and 2
Hi,
Before I ask Harry and Lucy about this I need to understand why we need to make this change. It helps me if I understand why. Thanks for your help.
Regards,
Lisa

77) 2nd responding message (ADV/ORIEN-INFO – INSER FINN)

04.03.2003 10:10
Subject: RE: ATI 30242 items 1 and 2
Hi Lisa,
Please see below Eeva's email explaining why certain type of {Quantity} are needed.
Both items will be produced of {particulars given} and both items will have two {product type} side by side.
item 1 either {particulars}, or {products}, each of them {weight} item 2 either {product type}, each of them {weight}, or {products}, each of them {weight}
Kind regards,
Liisa

*1st inserted sequence in Finnish (translation by the present writer)

4.3.2003 08:11
Subject: RE: ATI 30242 items 1 and 2
Hei Eeva,
Oliko tuossa kysymys {A} vai tilatun määrän ja {B} suhteesta. Kiitos, Liisa
(Hello Eeva, Was that about {A} or the relation between the quantity ordered and {B}. Thanks, Liisa)

**2nd inserted sequence in Finnish (translation in the responding turn 77)

04.03.2003 09:44
Subject: RE: ATI 30242 items 1 and 2
Hei Liisa.
molemmat positiot kannattaa ja oikeastaan voi tehdä ainoastaan {yksityiskohdat}, joten se tarkoittaa että aina kaksi {yksityiskohdat} tehdään rinnakkain, elikä pos.1) pitää siis tehdä joko {yksityiskohdat} tai {yksityiskohdat} ja vastaavasti positiota 2) joko {yksityiskohdat} tai {yksityiskohdat}. Että tämmönen tapaus.
Terveisin,
Eeva

The initiator utters a request for action through the congruent imperative form *Please make required changed*, backgrounded at the level of the initiating turn. The request is attributed to the corporate entity of *production* or the production department in two turn-opening declaratives. The production department in its thematic Subject position is personalized through the utterance *Production informed*, and indicated as the origin of the changes detailed after the impersonalized utterance *weights should be changed*. The medial modal operator *should* conveys necessity in this context. The declarative *Then our production can proceed with items.* is made interdependent with the previous declaratives through the temporal adjunct *Then* with textual functions in conveying the chronological order of the material processes of 'changing' the weights and subsequently 'proceeding' with the production of the items. Thus the declaratives, foregrounded at the turn level, report the production department's proposal and function as a complex of legitimations justifying and supporting the request for action. The imperative form request with *please* assigns the role of the 'requestee' and 'changer' to the addressee. In the nominal group *required changed*, i.e. required changes, *required* refers to the production department's previous request explicated turn-initially. The turn closes with the utterance of *Thanks*.

Despite the provision of particulars of the changes and legitimation for the request, the interaction does not continue in a non-problematic way as allegedly expected by the initiator. The 1st response is interpreted as conveying a confronting function in that it only makes an implicit promise of future compliance turn-initially by *Before I ask Harry and Lucy about this*, and requests for information as a precondition for full compliance. It is suggested (Ventola 1987:91) that the confronting function may be resorted to for example due to unpredictable complications in the unfolding of an exchange and can generally be described as carrying a dynamic function of challenge which can be responded to (Ventola 1987:91) as was discussed previously. Here the unpredictable complication is explicated by the addressee in her request for

information realized through the *need*-structures in *I need to understand why we need to make this change*. in which the WH-interrogative *why*-clause inquiring the reason indicates the missing piece of information the addressee expects to be provided with. Within one clause complex the respondent uses the interactional and interpersonal dynamics of the *need*-structures in requesting for information by simultaneously conveying the legitimation for her request. *I need* casts the respondent as a 'requester' in the on-going interaction, and *we need* casts the respondent as a representative of the SMO personnel as a 'changer', i.e. future actor, in a broader corporate context. The use of *I* positions the respondent in the 'requester's' role and the use of the exclusive *we* includes *Harry* and *Lucy* who supposedly are a customer's representatives. The declarative to follow, i.e. *It helps me if I understand why.*, has interpersonalizing functions in that the respondent explains the reason for requesting for information from her own point of view, i.e. it seeks the addressee's understanding and approval for the request. The addressee's role as a 'requestee's' is reinforced through *Thanks for your help*.

The 2nd responding turn begins with a congruent imperative utterance *Please see below Eeva's email explaining why certain type of {Quantity} are needed.* It is interpreted as functioning as an advice to the addressee in guiding her to read the attached message exchange in Finnish between the respondent and an employee in Sales Support. The response is a translation of the Sales Support employee's email message, and the message exchange in Finnish is attached to evidence the appropriateness of the numerical information provided. Further, the attached message can be seen as evidencing that the respondent has managed her duty as an intermediary between the SMO employees and the operators in Finland responsible for providing correct information. Thus, the response conveys a supporting answer by providing the information requested. By attaching her "backchannel" email interaction with the Sales Support employee, the respondent enables the addressee to follow the evolution of the interaction external to the on-going interaction (McElhearn 1996:34, original emphasis). In doing that, the respondent explicates that the interaction is constructed and the information conveyed is contributed to by more than the active participants in the on-going interaction. Thus, the provision of the requested information is a collaborative achievement of a number of participants.

The initiating message 82 in the message chain comprising eight turns (messages 82 through 89) requests for rights for a third person to print and sign quality certificates. The initiator is an employee with responsibilities in Invoicing and Logistics in the Netherlands, and the addressee works at the mill in Finland with global responsibilities in Quality Assurance. Fredrik Nielsen and Ira Kunf, who are referred to in the interaction, have responsibilities in Quality Assurance at the mill in the Netherlands together with Rudi Kogen who is the addressee of turn 86. Eila Kumpu, who interacts in turns 88 and 89, is a Systems Designer at the mill in Finland. All active or non-active participants are operative-level employees.

The extended message chain shows how changing the subject line can take place as the interaction unfolds without an attempt to introduce a new topic. Further, this message chain illustrates how the actively participating interactants can select and involve new active participating interactants into the interactional space of the on-going interaction on the basis of their organizational or interactional roles and the subsequent obligations. To facilitate comprehension of the exchange, the whole chain is displayed below.

82) Initiating message (ORIEN-LEGI-SUG-RFA-THA)

28.02.2003 15:09
Subject: Manually signed cert.
Terve Mikko,
Last year October we have agreed that our people from quality department (Fredrik Niesen and Ira Kunf) are allowed to sign the quality certificates manually.
It happens quite often that Fredrik and Ira are not in the office at the same time. At that moment I have a big problem because there is nobody who can sign the certificates which I need to sent to the bank.
Now is my question is it possible that we have a thirth person in our mill who is allowed to sign the certificates ?
Would you please check if there are more people in our mill who may sign ?
Thank you very much for your help.
Kind regards,
Eva

83) 1st responding message (COMP1-COMP2-INFO-RFA)

03/03/2003 10:29
Subject: Call for membership of the team for signing the certs!
Hello Eva,
I see that we could add Rudi to our team which may sign the certs.
It depends only whether Rudi is willing to join as a new member of the team or not. Can you ask him?
Best regards,
Mikko

84) 2nd responding message (THA-COMP-RFI1-RFI2)

03.03.2003 11:47
Subject: Re: Call for membership of the team for signing the certs!
Hello Mikku,
Thank you very much for your help.
I have just called to Rudi and he willing to sign the certificates when Fredrik and Ira are not in the office.
Do we have to sign a kind of agreement that Rudi is allowed to sign or is the way we are handle this now a legal way ?
Kind regards,
Eva

85) 3rd responding message (INFO)

03.03.2003 12:35
Subject: We let ABC know about inspector nominated
Hello Eva,
it is sufficient that we do inform ABC about the new work's inspector authorized for signing.

I'll ask our IT to add the authority needed for Rudi. It should not usually take a long time to get it.
Best regards,
Mikko

86) 4th responding message / Continuing message (RFI-LEGI)

03.03.2003 12:39
Subject: We let TÜV know about inspector nominated
Hello Rudi,
do you have the initials for MTS?
We need that so that we can add you to the list of authorized inspectors signing the certs.
Regards,
Mikko

87) 5th responding message (ORIEN/INFO-COMP-INFO)

04.03.2003 10:22
Subject: Re: Still waiting for MTS ID
Hi Mikko
The reason why you haven't received any answer from Rudi yet is not because he is afraid to give you his initials hahaha but because he is not in the office I think !
I have checked and his initials in mts are : NL RK
Regards,
Eva

88) 6th responding message (RFA-LEGI)

04.03.2003 10:40
Subject: a new MTS ID
Eila,
can you please add NLRK to YSCE so that he can use AIKY and print certificates for manual signing.
(I have no authority to YSCE)
Thanx,
Mikko

89) 7th responding message (INFO)

04.03.2003 11:00
Subject: Re: a new MTS ID
Hi Rudi
You can now print certificates without signature using AIKY.
Regards,
Eila

The interaction opens by an orienting element into the issue by stating the present situation. The second paragraph explicates the problems and the negative implications deriving from the present situation with only two eligible signers of certificates. Thus, the second paragraph conveys legitimation for the suggestion to follow, i.e. *Now is my question is it possible that we have a thirth person in our mill who is allowed to sign the certificates?* I interpret the question-preparatory declarative utterance *Now is my question* and the polar interrogative *is it possible* as contributing to conveying a suggestion rather than a question

expecting a yes/no reply. Thus, the need for requesting action in the initiating turn is necessitated by the addressor-party's needs, i.e. *we* and *our mill*, conveyed through the intermediary of the explicit *I*. The realization of the suggestion can be seen as avoiding overt assertiveness in expressing the directive targeted at the technical expert addressee. The turn closes with an iterating request for action realized through a modulated interrogative, i.e. the addressee *you* is requested to 'check' the situation in view of a third person to sign the certificates. As the process of 'checking' is interpreted as inciting material processes of going through some paperwork, the directive is labeled with the function of a request for action. The initiator elaborates on her appreciation in advance for the addressee's expected action through *Thank you very much for your help.* The use of *you* and *your* explicate the expected 'requestee'.

A cc: addressee is included into the 1st responding turn, i.e. the person referred to in the message. Further, the subject line is changed to *Call for membership of the team for signing the certs!* orienting the addressees to a new and specified point of view of the issue. The respondent conveys compliance turn-initially, first, with the previous request for action by explicating *I see*, which I interpret as indicating that he has gone through the necessary paperwork and, second, with the previous suggestion by *we could add Rudi to our team which may sign the certs*. The inclusive pronouns *we* and *our* here and in message 84 refer to the Quality Assurance team where the addressor and the To: addressee are members. I interpret that the 1st responding turn carries the supporting function by conveying compliant reactions to the directive utterances expressed in the previous turn. The turn closes with a request for action realized through a modulated interrogative, i.e. *Can you ask him?*, expecting the addressee *you* to contact Rudi Kogen to whom *him* refers.

The 2nd responding turn is supporting since it conveys turn-initial compliance with the request for action realized in the previous turn. Further, there are two backgrounded requests for information realized through two polar interrogatives. The addressor of the 3rd responding turn conveys a supporting reply by answering the questions, i.e. he provides the requested information and some additional information, part of which is included in the changed subject line *We let ABC know about inspector nominated*. Here and in message 86 *we* is the exclusive *we*. The change of the subject line utterances shows that the addressor uses the elaborate subject line as an interactional resource to orient the addressee/s into the new aspects of the issue introduced in the turns. The initiator of the chain also changes the subject line utterance in the 5th responding turn. The 3rd responding turn is cc: addressed to a Systems Designer in charge of giving access rights to Quality Assurance employees. No directive utterances occur in the 3rd responding turn.

The 4th responding turn is by the same addressor as the previous turn, and consequently it can be referred to as a continuing turn with a different To: addressee or primary addressee. It is To: addressed to Rudi Kogen and cc: addressed both to the initiator of the chain and the Systems Designer with the same subject line as the previous turn. The turn opens by a request for

information, i.e. I interpret the polar interrogative as functioning as a request for information not inciting material processes. The request is followed by a declarative clause with the *need*-structure functioning as legitimation for the foregrounded request. The exclusive *we* in the legitimation element refers to the respondent and the cc: addressee Systems Designer and *you* to the To: addressee identified in the salutation. Thus, the 4th responding turn carries the function of a supporting turn by developing and expanding on it experientially. Further, it involves a previous cc: addressee as an expected next speaker.

The 5th responding turn conveying a compliant reply is written by the initiator of the chain, i.e. the other cc: addressee of the previous turn, and not by the To: addressee of the previous turn. It has a new subject line utterance *Re: Still waiting for MTS ID*. The new subject line implies what the respondent explicates turn-initially, i.e. Rudi Kogen is not in the position of supplying the reply himself. The inclusion of *hahaha* in the clause complex informing this in a joking way gives the interaction a familiar and conversational imprint. The utterance backgrounded at the turn level conveys compliance with the previous request in that the respondent explicates that she has checked the initials and she provides them.

The 6th responding turn involves a new To: addressee, the Systems Designer, with the initiator of the chain identified as the cc: addressee. The turn opens with a modal interrogative utterance requesting for action from the addressee *you* followed by a legitimizing element supporting the request for action. The legitimation or reason clause is initiated by *so* conveying consequentiality and the pronoun *he* refers to Rudi Kogen. Further, the bracketed turn-final declarative utterance functions as legitimizing the addressor's request for action. The Systems Designer has been involved in the previous interaction as a cc: addressee in the 3rd and 4th responding turns. Thus, she knows the background and the turn-initial request for action is self-explanatory for her. Further, the changed subject line utterance *a new MTS ID* functions as an orientating element into the request for action. The consolidated turn function is supporting since the turn develops and expands on the proposals and propositions experientially. The turn closes with *Thanx*, a structural variation of *Thanks* rare in my email data.

The Systems Designer To: addresses the 7th responding turn is to Rudi Kogen and cc: addresses it to the initiator and the addressor of the previous turn. The exchange closing turn carries the supporting function by developing and expanding on the interaction experientially by providing information to the third person eligible to sign and print quality certificates in the Netherlands. The utterance *You can now print* can be interpreted as implying that the addressor of the 7th responding turns has complied with the request for action conveyed in the previous turn.

The unfolding of interaction in the message exchange comprising eight messages (82-83-84-85-86-87-88-89), illustrates how email can be used as a dynamic mode of interaction in organizing action and managing interaction in intra-corporate situations requiring active participation of several employees who have mutual responsibilities in different functional areas in the company.

The issue of interaction in this chain of messages is a change in a corporate practice which may be interpreted as having implications for the extended negotiation process of the issue before achieving a resolution. The flexibility in involving new active participants into interaction in the supporting responding turns enables successful management of corporate issues, including changes in corporate practices, through email interaction where different directive functions realized through a variety of linguistic resources play an integral role. The interaction in the chain can be seen as showing how a change in a corporate practice is a collaborative achievement of several interactants taking the active participants' roles at different stages of the negotiation of the issue. The chains 75-76-77 and 78-79-80-81 show how the original requests for action may elicit confronting verbal reactions due to the fact that the requestees require more information in order to act in a compliant way. Further, the two chains, similarly to the chain 82-83-84-85-86-87-88-89, show how different directive functions, such as requests for information, requests for action, advice, suggestion, in collaboration with elements providing detailed information with legitimations are used by interactants to contribute to a successful outcome through processes of negotiating the issues of interaction in supporting and compliant responding turns.

Authority-derived need for requesting action

This category includes a five-turn chain 90-91-92-93-94 and a seven-turn chain 119-120-121-122-123-124-125 (Appendix 8). The message chain 90-91-92-93-94 is about sending a copy of the *ISO XXXX-Certificate* as explicated in the subject line in the messages. The reason for requesting action in the initiating message is the certificate accreditor's failure to issue and send the certificate as promised. The initiator is an operative-level Works Inspector and a technical expert with responsibilities in Quality Assurance Processes in the corporation. The addressee is a Quality Assurance Coordinator at the plant in the Netherlands. There are no other To: addressees or cc: addressees in the five-message exchange. The three people referred to in the initiating turn are as follows: Mr. Voller is a representative of the certificate accreditor, Mr. Bellini is the head of the SMO in Italy, and Mr. More has a senior managerial position in the SMO in the UK. Elsa Tannen–de Buur mentioned in message 94 is a Sales Assistant at the plant in the Netherlands. The messages were submitted to me in a form that did not show the dates of all messages.

The initiating turn 90 begins with a polar interrogative form request for information *have you got already the new certificate*. The pronoun *you* in the interrogative can be interpreted as meaning the addressee since she is the contact person for the particular certificate at the plant in the Netherlands. The use of the temporal modifier *already* indicates that the addressor knows that the certificate is to be submitted in the near future as explicated in the utterance reporting Mr. Voller's promise. I interpret that the interrogative request for information and the use of the *already* are used as a preparatory element for the turn-final request for action. Before uttering the request for action, the

addressor reports Mr. Voller's promise and the two named management-level person's inquiries concerning the certificate, i.e. *Mr. Bellini … asked today from me and Mr. More … asked the same two weeks ago*. The references to the named management-level persons function as legitimizing the addressor's request for action to follow in that they imply that on the corporate level the need for receiving the certificate is regarded as urgent. The exact time frames of *after Easter*, *today*, and *two weeks ago* can be seen as adding to the legitimization of the urgent nature of the request for action. The modulated interrogative form request for action, i.e. *Can you send a copy*, explicates the addressee *you* as the 'requestee' and the action by the material process verb *send* with options in view of to whom to send a copy. The temporal modifier in *as soon as you receive it* functions as reinforcing the urgency of the matter.

The 1st responding turn 91 can be seen as supporting in that it commences with a direct answer to the polar interrogative form request for information expressed in the initiating turn, i.e. a no-answer intensified by the emphasizing element *not – anything at all* in *We still have not heard anything at all from Mr. Voller*. This utterance conveys legitimation for the respondent's non-compliance with the request for action expressed in the initiating turn. Further, the respondent states the non-receipt of another certificate they expect from the same authority. The turn-final declarative form *I assume that Mr. Voller's promise to issue after Easter also is relevant for {Dutch Subsidiary Initials}?* expressing the respondent's assumption with the question mark at the end can be interpreted as a conveying turn-availability in that it expects the addressee to react verbally, i.e. it functions as a request for information.

In the 2nd responding turn 92 the addressor reacts to the previous turns by elaborating on the promise by Mr. Voller and the situation at the mill in Finland. About a month later the addressee sends her response (message 93) which is initiated by a small talk sequence on her cold, followed by the news of the arrival of the certificate. The utterance *I hope you can tell me what the ways of handling is now.* can be seen as functioning as a request for information to be expanded and specified in the interrogatives to follow. The use of the mental process verb *hope* as a conventional anticipation element can be seen as mitigating the request which is followed by the WH-element clause *How many copies would you like to receive and for who are they?* conveying self-obligation from the addressee's side. In other words, the addressor indicates that she knows that she is expected to act, i.e. 'handle' the certificates by sending them to particular persons. Thus, 'you receive' means 'I send'. The polar interrogative form *Does it has to be copied in colour or just black and white?* can be seen as developing and expanding in function in relation to the request for action expressed in the initiating turn. Through the two interrogatives the addressor aims to receive answers informing her the correct action plan to be followed. The first WH-interrogative realized through *How many* and *for who* searches to find out the number and destination of the copies. The polar interrogative form searches to find out the desired colour option.

The exchange-closing 4th responding turn 94 opens with an orientation element with a reference to Mr. More referred to previously in the initiating

turn. Turn 94 carries the supporting function since the request for action to follow, i.e. *I would like to have a color copy.*, is a direct reaction to the question of colour options asked in the previous message turn-finally. The request is expressed through a conventional declarative formulation, including the mitigating modal operator *would* expressing hypotheticalness, the mental process verb of reaction *like* and the generic material process verb *have*. The foregrounded *please* in the imperative form request for action *Please, send color copies also to* explicating the action by *send* answers the question of the number and destinations of the copies. The expression *I hope to get the mail addresses* also requests for action and it is realized through a declarative structure with the mental process verb *hope*, which is made conditional by the *if*-clause to follow. In the utterance to follow, I interpret that the foregrounded *Do you mind* functions as seeking to involve the addressee and simultaneously as a mitigating element in the fourth request for action requesting action specified by *Do you mind sending first a fax copy to me*. The polar interrogative requests positions *you* and *me* as the 'requestee' sender and 'requester' recipient respectively. The turn closes with a small talk sequence reacting to the addressee's small talk sequence in the previous turn.

In sum, the chain 90-91-92-93-94 represents operative-level peer interaction and the interaction there unfolds in a straightforward way in that conventional and contextually appropriate linguistic realizations are used to convey the directive utterance functions of requesting for action and information. The interaction in a seven-turn chain involving a management-level interactant in Japan, also reporting different authorities' activities, unfolds in a less straightforward way as will be seen in the analysis below.

The interaction in the message chain 119-120-121-122-123-124-125 represents vertical interaction. The addressor of the initiating turn 119 is the same supervisory-level Works Inspector with responsibilities in Quality Assurance who wrote the initiating message 90 discussed above. The interaction centers round different Japanese authorities' regulations which have implications for the Finnish company's business in Japan. The interaction initiates by a request to contact Japanese authorities for information for writing and completing a particularized application for a certificate. The initiator is a supervisory-level Works Inspector at the mill in Finland with responsibilities in Quality Assurance work world wide. The addressee is a management-level employee in the SMO in Japan. Among the cc: addressees in the responding messages are particular management-level employees at the mill in Finland in charge of Quality Assurance and Sales and Marketing, but they are not assigned the To: addressee role in the interaction and do not take the addressor's role.

119) Initiating message (ORIEN/INFO- RFI1-RFI1E-RFI1E-RFI1E-RFA)

03/01/14 15:25
Subject: Table of company standards (Japanese Standard} Marking application) ?
Hello Hara!
I have a question concerning {Japanese Standard} marking application writing. Maybe you can help us.

Reading the section 2.3.4 How to write the application form,
(6) Table of company standards for the designated commodity...
Does it mean our written quality instructions and the structure of the instruction system as described in our quality manual?
Shall we list also the general standards which we use for analysis, tolerances, testing etc. according to the {Y Standard}, {Z}-standards, {W} and {Japanese}-standards?
Shall we strictly refer {Japanese} standards and with no reference to the foreign standards?
Could it happen that the Ministry of International Trade and Industry would refuse to read an application with references to the foreign standards?
Would you please answer until our next meeting for {Japanese Standard} marking on Friday January 17.
Best regards,
Mikko

120) 1st responding message (THA-ORIEN/COMP-INFO-INS1-INS2-INS3-INFO-INS4-INS5-INFO)

16.01.2003 11:23
Subject: Re: {Japanese Standard} Marking.
Dear Mikko,
Thank you for your mail and good to know that you can find vwesion 1997. Hope you can make your questions clear.
Anyway as I have informed you, I visited METI and ;
1.Regarding below question, which shows on page 33 in version 1997.
This part requires to show a diagram or chart(or tree) of your(Mill in Finland's) standard(s) =items and numbers and include claim handling, traceability control, or reporting and internal authority chart.
And inspector judge if requested {Japanese Standard} can be applied on submitted structure or quality/production/sales etc systems.
= Sorry I can not explain clearly.
2.METI recomended to use {Company Name} as an inspection/application/acceptance agent.
I contacted them and found that cost is not so much different from go directly through METI.
a. First of all, we submit application to them. = Pay \{amount}.
For application, they have some notes to be folowed.
Also they said that only the first page(page 171 Form 1-II) should be in Japanese with Jukka's signature.
I will mail you those "notes" submitted by {Company Name}.
b. Then {Company Name} starts checking the application and may need to revise couple of times before we proceeds to inspection.(say 2-4 monthes.)
c. Application of Audit inspection.
At the moment, it'll be after about three monthes for actual inspection.
So they recomend that when we submit application file, we can also advise them when we expect their audit in {Mill in Finland}.
(then we can roughly reserve inspector's schedule.)
Pay \ {amount}
Inspection fee \ {amount}.
Travel(air +hotel) costs \actual.
d. Acceptance certificate.
pay \ {amount}.
Best Regards,
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto
{Contact Information}

121) 2nd responding message (INFO)

11.02.2003 15:56
Subject: {Japanese Standard} Marking
Dear Hara,
We have discussed with Kari about METI's recommandation to use {Company Name} for {Japanese Standard} Marking certification audit.
We think it's OK to order them instead of METI while the costs would not increase too much.
We have finished the most elements required to the {Japanese Standard} Marking application.
The next meeting of our working team for {Japanese Standard} application will be on 17th Feb.
Best regards,
Mikko

122) 3rd responding message/Continuing message (ORIEN-LEGI-RFA-RFI1-RFI2-RFI3-SUG-LEGI)

03/03/18 23:04
Subject: {Japanese Standard} Marking Application,
Hello Hara,
We have to prepare as the last item of our application, the paragraph 2. It's about way of marking of the products, packings and the proper use of {Japanese Standard} mark.
We have to describe in detail how we will do these markings.
We need your help, could you ask for instance from {Company Name} or METI about the marking procedures:
- is it sufficient to show {Japanese Standard} mark on the test certificate only?
- shall we use {Japanese Standard} mark only on the packing label?
- is it necessary to stamp all the approved products with a {Japanese Standard} mark?
We prefer the first alternative: {Japanese Standard} mark only on the cerificates
Having this information, we should finish the application pretty soon.
Best regards,
Mikko
~~~~~~~~~~~~~~~~
{Company Name} OY
Qualitycontrol
{Contact Information}

123) 4th responding message (COMP)

03/03/20 10:07
Subject: Re: {Japanese Standard} Marking Application,
Terve Mikko,
I will contact {Company Name} and revert soonest.
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto.
{Contact Information}

124) 5th responding message/Continuing message (COMP-INFO-ADV1-ADV2-INS-SUG1-SUG2)

24.03.2003 07:54
Subject: Re: {Japanese Standard} Marking Application,
Terve Mikko,

I contacted {Company Name}.
Mr. Tanaka who is incharge told that {Company Name} is officially not allowed to give a consultations / they are the inspecter.
But he advised that your question regarding {Japanese Standard} mark indication is specified both in each {Japanse Standard} numbers and by {Standard Office} requirements.
So we shall also access {Authority}'s home page.(they have a home page and English page is available.)
Also he advised that we must have consultant or person in charge in Japan because of smoother communication in Japanese.
It seems that {Japanese Standard} process starts to take more and more time at our end when application is submitted and I feel we need some part time person for the process because I am not a specialist.
In fact I have checked above {Authority}'s home page but just took time and no findings.
Anyway let's have a meeting when I come to {Mill in Finland} next time in April.
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto.
{Contact Information}

125) 6th responding message (ORIEN-SUG1-RFA-SUG2-SUG3-SUG4-SUG5-SUG6-SUG7-INFO-ADV)

26.03.2003 10:33
Subject: Before 10th April meeting
Hello Harasan,
We are glad to see you in {Mill in Finland} on 10th April.
I would like to propose that you negotiate about this matter before our meeting with Mr Ikeda / METI.
You told us earlier that Mr Ikeda is a very kind and service minded person, thus he is certainly willing to help us.
Would you kindly ask him whether the proposed way of marking is acceptable as described below.
1) {Japanese Standard} Mark would not be affixed to the products. We should stamp it only on the inspection certificates manually.
{Japanese Standard} standard number (1234 or 5678) as well as the standard grade (e.g. XYZ12) are printed on the certificate anyway, thus maybe not necessary to repeat on the stamp for {Japanese Standard} Mark separately. Our company logo is already printed on the certificate too. The {Japanese Standard} Mark certification reference number may be either printed or included on the manual stamp.
2) We prefer stamping in the way as shown on the attached file "{Japanese Standard} Stamp.doc".
As you see, it has no {Japanese Standard} Mark especially but the {ABC} grade is there of course.
We can optionally include the respective {Japanese Standard} standard number if required.
I suppose, having the METI's advices, we could get our application finished soon after our meeting in {Mill in Finland}.
Best regards,
Mikko
(Pls, to see it correctly, use Attachment/Launch - not View option!)

The initiating turn 119 conveys the main topic through an elaborate subject line. The turn-opening utterance *I have a question concerning {Japanese Standard} marking application writing.*, interdependent with the subject line text, functions as an orientating or preparatory element to the four ensuing requests by which the initiator announces that he will request for action from the addressee for acquiring the information. I interpret that the utterance *Maybe you can help us.* also has request-preparatory functions in that the initiator aims at securing the addressee's pre-commitment before making the request (Trosborg 1995:217). Via a reference to a particular section in a particular standard, the first request for information realized through a polar interrogative structure

Does it mean can be seen as an introductory question aiming at outlining the target of the questions to follow. Two requests for information are realized by two addressor-oriented modulated interrogatives with the mandatory *shall* (Trosborg 1995:256) in *Shall we*. I interpret the use of median modal operator *shall* as conveying authoritative meanings in view of the information requested from the addressee. The addressor of message 119 occasionally includes quotes from different standards which use the mandatory *shall*.[50] The use of *shall* can be seen as indicating that the addressor of message 119 utilizes particular linguistic resources from the official standards he uses for his work, including the mandatory *shall* in conveying necessitating statements. The third modulated interrogative realized through *Could it happen that* requests for information and refers to the named ministry as an authority regulating the application procedure. The function of the three modulated interrogatives is seen as iterating and expanding since they request for additional details in view of the first request for information concerning the content of the application. The detailed requests for information are interpreted as inciting material processes involving the addressee. The turn-final modulated interrogative *Would you please answer until our next meeting* is seen as conveying an iterating request for action since mentioning the ministry in the previous request can be seen as urging the addressee to contact the ministry for correct information, i.e. contacting the ministry is imperative for acquiring correct information. Thus in seeking the necessary information, the addressor obligates the addressee to act in a particular way to acquire the information demanded.

The 1st responding turn opens with *Thank you for your mail* expressing appreciation for the previous contact and orienting to the information to follow. The respondent explicates his compliance with the expected action by uttering *I visited METI* (Ministry of International Trade and Industry). The respondent refers to the ministry in order to legitimize the correctness and authoritativeness of the information. In *I contacted them* the pronoun *them* refers to an agency recommended by the ministry to facilitate the application process. Thus, in replying to the requester's questions, the respondent reports the ministry's proposals (Halliday 1994a:258) and in doing that he attributes the directives to the ministry. Due to the authoritative and regulative nature of the directives, I interpret them as instructions independent of their linguistic realizations. Here instruction is understood as an authoritative urge to others to act in a particular way, with no choice of compliance. The following linguistic formulations realize the instructions: a declarative form *This part requires to show* with the necessitating *require* and a modulated declarative *And inspector judge if requested {Japanese Standard} can be applied* with the necessitating verb *request* in

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[50] The addressor uses *shall* for example in *The {process} (work code xxx) shall be added to the route and {process} shall be removed if it os not performed yet.* in a message dated 02.12.98, and in *Please read {Standard} chapter 13.1 {Process} and 13.1.1: {Process} test specimens shall be taken from finished material…* in a message dated 15.06.99. (The two messages are not analyzed here but are at the present writer's disposal.) See also message 59 (Appendix 3) for the use of *shall* in *Can you print the certs out there by your self or shall we fax the copies to you?*

the foregrounded conditional *if*-clause. In this context, authorization is conveyed through the impersonalized structures attributing the ministry as the originator of the instructions. The latter instruction is made less necessitating by the use of the low modal operator *can* than the former instruction by the use of *require*. In the section where the respondent explains the submission, checking and inspection procedures of the application he conveys a directive through the use of the verbal process verb *recommend* in *METI recommended to use*. I interpret the function of this directive as that of an instruction since it reports the ministry's regulated conduct of using an agency in application seeking.

The section continues by reporting the agency's proposals concerning the application procedure. Consequently, the respondent conveys three modulated declarative form directives through *only the first page (xxx) should be in Japanese with Jukka's signature*, *we can also advise them*, and *(then we can roughly reserve inspector's schedule)*. I interpret that also the three declaratives in this section carry the instructive function, since they report the agency's regulations. In other words, they are not to be taken as recommendations despite the use of the verbal process verb *recommend* and the low modal operators *can* instead of the more necessitating *should* used in one instruction. The addressee-party can choose if they write the application or not, which may influence the tentativeness of the addressor's instructive utterances. I interpret the use of the pronoun *we* as that of including the addressor and the addressee. Thus, through reporting the ministry's and the agency's regulations concerning the procedural conduct, the respondent positions himself in an intermediary role between the authorities and the producer/supplier company, and through his linguistic behaviour of conveying instructions, the respondent assigns to the addressee, and ultimately himself, the role of an 'instructee' as a representative of the producer/supplier company.

The 2nd responding turn 121 can be seen as supporting in that it reacts to the information provided by developing and expanding on the issue under discussion experientially by giving the addressee-party's views on the information provided by the addressee in his previous message. The respondent uses the exclusive *we* to refer to the corporate employees at the mill in Finland. No directives are conveyed.

The 3rd responding turn can be referred to as a continuing turn since the same addressor continues interaction by prolonging the interaction and expanding on the issue discussed previously. The turn opens with an orientating and legitimizing element, and continues with a declarative form request for action. The request is foregrounded by the high modal operator *need*-structure functioning as a request preparatory element explicating the addressor's party *we* as the requester and the addressee *you* as the requestee. The modulated interrogative form in *could you ask for instance from {Agency} or METI about marking procedures* realizes the request for action in that it urges the addressee to act, i.e. to contact the ministry and the agency for the information detailed through the three interrogative structures to follow. One expanding request for information is realized through the mandatory *shall* in a modulated interrogative as in the initiating message 119, and two through interrogative

structures. The declarative utterance *We prefer the first alternative* is interpreted as conveying the function of a suggestion where the use of the mental process verb *prefer* indicates the existence of options. Within two days a minimalist response is sent explicating compliance with the request for action.

The 5th responding message 124 can be referred to as a continuing message in that the same addressor continues interaction on the same issue, i.e. it carries the prolonging and expanding function. Compliance with the request for action expressed previously by the addressee is expressed turn-initially, i.e. the respondent has contacted the agency as requested. However, in view of the requests for information requested in the same turn, the respondent's reply can be seen as conveying a challenging function in that the respondent reports the agency's refusal to provide the requested information for reasons explicated by the respondent. The *but*-clause indicates that despite the agency's refusal, the respondent reports the sources referred to by the agency for the information requested. Through the authorization of these resources the respondent conveys several directives through different linguistic realizations. I interpret that the declarative clause *But he advised that your question regarding {Japanese Standard} mark indication is specified both in* and the modulated declarative initiated by the consequential conjunctive *So we shall also access {Standard Office} home page.* convey the function of an advise guiding the addressee to appropriate sources of information external to the on-going interaction. The modulated declarative realized through the high modal *must* with a necessitating function in *Also he advised that we must have consultant or person in charge* is interpreted as conveying the function of instruction in this context. The respondent uses the inclusive *we* in the two latter directives. In the paragraph to follow the addressor legitimizes his tentative suggestion *I feel that we need some part time person for the process* through the *It seems that* –clause, the *because*-clause, and the *In fact* –clause. The mental process verbal group *I feel* and the pronoun *some* conveying imprecision can be seen as mitigating the directive with the suggestory function in the declarative utterance modulated with *need*. The elaborate legitimation may indicate the addressor's aim to secure the addressee's acceptance of the suggestion. The turn closes with a suggestion realized through the inclusive imperative form *let's* (Eggins & Slade 1997:88). Here the inclusive or corporate *we* explicates both the implicit 'I' and 'you' as Subject and I interpret the directive as conveying a suggestory rather than ordering function (Iedema 1997:97) and, simultaneously, as serving as a contextually appropriate turn-closing utterance because the addressor's future visit in Finland is shared knowledge between the interactants.

The exchange closing 6th responding turn 125 refers directly through the subject line *Before 10th April meeting* to the backgrounded suggestion expressed in the previous turn, and opens with an element welcoming the addressee to the meeting. In other words, the respondent accepts the suggestion put forward by the addressee. Via a reference to a ministry representative in the modulated declarative form suggestion *I would like to propose that you negotiate about this matter before our meeting with Mr Ikeda/METI.*, the addressor prepares the addressee for the requests for action in *Would you kindly ask him*. Thus, the

addressor requests the addressee to contact the named ministry representative, i.e. *him* in the latter directive, for confirming the way of marking suggested by the addressor. The suggestion *{Japanese Standard} would not be affixed* is realized through an impersonalized polar modulated declarative, and the *we* actor of 'affixing' is made explicit in the following active voice modulated declarative *We should stamp* also conveying a suggestion. In the modulated declarative *maybe not necessary to repeat* the mitigating modal operator *maybe* and the explicit polarity element *not* with the necessitating lexical item *necessary* enable a contextual interpretation of a suggestion. The modulated declarative utterance *reference may be either printed or included* is interpreted as conveying a suggestion in that it gives options, together with *we prefer stamping* in that it allows for a choice between options. A choice between options is explicated in the suggestion realized through the modulated declarative *We can optionally include* by using the lexical item *optionally*. In this context, the six directives receive the reading of a suggestion since they will be subjected to the ministry representative's scrutiny for final acceptance through the intermediary of the addressee. The turn-final bracketed imperative form carries the advising function in that it aims at ensuring the addressee's success in opening the attached file.

In this category of message chains, the interaction in the chain 90-91-92-93-94 between two operative-level interactants unfolds in a straightforward and conventional way in that the interactants collaborate by taking on different interaction roles in seeking to achieve a solution satisfactory to everyone, including the named non-active corporate employees in the on-going interaction. The interaction concerns an ISO certificate for which the audit has been made earlier and the issue of the on-going interaction is the accreditor's failure to send the certificate as promised. The initiating request for information is given a supporting verbal reaction in the 1st responding turn even though compliance with the request for action cannot be expressed. Information is provided and requests for information and requests for action expanding on the original request for action are expressed in the subsequent responding turns during the negotiation process in order to ensure the right procedure in sending the certificate in the right form to the right destinations.

In the message chain 119-120-121-122-123-124-125 the issue of interaction is also certification. However, the certificate under discussion in the on-going interaction is under preparation which evidently has implications for the unfolding of the interaction in a less straightforward way than in the chain 90-91-92-93-94. In other words, here the management-level Japanese interactant negotiates with the local authorities concerning the requirements imposed on the certificate and the supervisory-level Finnish interactant negotiates and deals with the issue with his colleagues in Finland which is explicated for example by the utterances *We have discussed with Kari*, and *The next meeting of our working team for {Japanese Standard} application will be on 17th Feb.* in the 2nd responding message 121. Thus, in addition to the participants' shifting interactional roles in the on-going interaction, they both act "backchannel" in an intermediary's role assigned to them through their organizational position. Similarly to the

responding turns in the chain 90-91-92-93-94, the responding turns in the seven-turn chain carry a supporting function when negotiating the issue by giving compliant replies to the previously uttered requests for information and action, provide instructions to contribute to the processing of the certificate, expand on the previously uttered directives by providing further details, advice or suggestions through different lexico-grammatical realizations as was discussed in the analysis above.

Customer-derived need for requesting action

There are nine (9) message chains (see Table 14) out of a total of eighteen (18) messages chains analyzed in this chapter where an identified customer's previous action or non-action serves as the reason to request for action in the initiating turn. Thus the ratio of the customer-motivated requests for action in the chains analyzed in this Chapter is 9/18 against 3/13 in the data analyzed in Chapter 6, 10/21 in Chapter 7, and 3/7 in Chapter 8. As the ratios show, the proportion of customers' previous action or non-action as a reason to request for action in the initiating turns seems to be high in all chains except for the chains including a continuing turn analyzed in Chapter 6. The customers' previous action here include activities such as requesting for a change in a shipping destination, requesting a change in a delivery time, requesting for a quotation, requesting for a certificate, and submitting a claim. There is one instance of a customer's non-action, i.e. non-payment of a credit, as a result of which the addressor of the initiating message 98 requests for action from the addressee. Further, in one message chain, i.e. 133-134-135, a bank's deficient action is the reason for requesting action in the initiating turn. Two chains, i.e. 95-96-97 and 98-99-100-101, involve only operative-level interactants, whereas in the remaining eight chains management-level addressees' involvement in the on-going interaction is needed for the achievement of a resolution satisfactory to different parties. The following paragraphs will only discuss selected message chains in detail with a focus on interaction involving management-level interactants. By focusing on the selected message chains analyzed below I aim to illustrate how the email interaction is used for extended negotiations of issues that, according to corporate practices, necessitate the involvement of employees representing different hierarchical levels and functional areas at different stages of negotiation processes. In other words, the analysis of the extended chains concretely illustrates that email is used for collaborative negotiation of topics and issues across hierarchical and functional borders.

Interaction may unfold in a straightforward way not only in operative-level peer interaction but also in management-level peer interaction as exemplified in the chain 106-107-108-109 (Appendix 8). The initiating turn conveys a request for action and information *Please can you check and advice?* at the end of the turn. The reason for requesting is a customer's information about a defect in a material particularized as explained by the addressor. Before conveying compliance with the requests, the addressee realizes a request for information through a polar interrogative *Is the grade xxxx or yyyy…?*, to which

the addressee replies in the turn to follow. Enabled by the information provided in the previous turn, the addressor is able to convey compliance, i.e. he indicates that he has checked the matter and conveys the information requested in an assertive way in compliance with his organizational position of an Area Sales Manager and the interactional role of information provider. The 3rd responding turn closes with a request for confirmation *Please confirm it*. to which there is no email reaction in my data.

The message chain 102-103-104-105 represents management-level interaction. The initiator is a management-level employee in the SMO in Tokyo. The issue of interaction is requesting a price proposal. The To: addressees are an Area Sales Manager, and an operative-level laboratory employee at the mill in Finland. The operative-level To: addressee does not take on the addressor's role in the interaction. The cc: addressee is a management-level employee in the SMO in Tokyo, who is the addressor of the 2nd responding message To: addressed to the Area Sales Manager and cc: addressed to the initiator. The chain is analyzed here due to the challenges posed by the Japanese initiator's insistency of putting forward the customer's proposals in his responding turns despite the Finnish Area Sales Manager's refusal of the proposal in the 1st responding turn.

102) Initiating message (ORIEN/INFO-INS-LEGI-RFA1-RFA2-RFA2E-RFA2E)

11.02.2003
Subject: Specification for {Customer Company Name}.
Dear Lasse and Timo,
Below attached are a specifications of {Customer Company Name}.
{particulars provided}.
On the top of specified in the attached, we shall keep two specifications which we have agreed with {Customer Company Name} through several claim discussions.
1. {specification particularized}
2. {specification particularized}.
Reason {particularized}.
And their monthly volume is about xxxx/month and thickness is only xxmm. They expect to make a mid term contract, say 6 monthes or so.
So Timo, please check if their spec is OK for us.
Lasse, would you make a proposal of price in the case of 1111 in width and 222 in width both cases.
If you can indicate some formula, ie {formula specified} or even at {alternative} is OK.
If you have some questions, please contact our Keigo-san.
{Company Name} Japan K.K.
==========
Hara Arimoto
TEL
FAX
Mobile

103) 1st responding message (INFO-RFI)

14.2. 2003
Subject: Re: Specification for {Customer Company Name}.
Arimoto,
our prices / extras are as follows:

{prices particularized}
We do not like to give the prices for the long period like for 6 months or so. So we give the prices monthly basis. Also above prices / extras {details} will be checked every month. Ok?
Best Regards
Lasse

104) 2nd responding message (THA-INFO-RFA-INFO-SUG)

18.02. 2003
Subject: Re: Specification for {Customer Company Name}.
Dear Lasse
Thanks for you price information.
There is a possibility that {Customer Company Name} will ask us to submit the prices in Euro not in Jpy this time.
And also {Customer Company Name} is asking to negotiate the price for a long term such as 6months,
It is a quarter basis at least. I am checking again, and informing you soon. Please wait.
Best Regards
K. Keigo

105) 3rd responding message (THA-COMP-INFO)

18.02. 2003
Subject: Re: Specification for {Customer Company Name}.
Dear Mr Keigo,
thanks for your reply, I wait for your news.
But as mentioned normally we are not interested in negotiating the price for a long term as 6 months. But we'll see.
Regards
Lasse

The management-level initiator opens by detailing customer specifications. I interpret that the modulated declarative form utterance *we shall keep two specifications which we have agreed with … through several claim discussions* conveys an instruction, i.e. the specifications are as agreed, attributed to the claim discussions between the supplier's and customer's representatives. I interpret the mandatory *shall* as carrying necessitating functions in this context. The pronoun *we* is interpreted as an inclusive or corporate *we* similarly to the pronoun *us* in the imperative form request for action *So Timo, please check if their spec is OK for us.* The reasons deriving from the customer's action are explained before the first request for action and they convey legitimation for the requests for action to follow. The requests are initiated by a first name alerter and the imperative form is targeted at the operative-level To: addressee, whereas the modulated interrogative form request for action to follow is targeted at the management-level To: addressee. The request targeted at the operative-level realizes the material process of 'checking', i.e. going through documentation, whereas the request targeted at the management-level addressee realizes the material process of 'making a proposal of price'. In other words, the directives are contextually and situationally role-appropriate and task-relevant realizations. The expanded request for action to follow is realized through a modulated declarative form with *can* in the *if*-clause, i.e. *If you can indicate some*

formula, ie {…} or even at {…} is OK. It can be interpreted as expanding on the previously uttered request in that it aims at specifying the request for the price proposal by giving alternatives. The turn closes with a formulaic imperative form request for action *If you have some questions, please contact our Keigo-san.*

The 1st responding turn can be interpreted as conveying the confronting function in that it does not provide the proposal of price, i.e. it is a non-compliant reply in view of the requests for action expressed in the previous turn. In addition, it explicitly rejects the customer's expectation of a price proposal for six months by explicating that the acceptable validity time for price proposals is one month according to the corporate practices. The turn-final elliptical polar interrogative *Ok?* is used similarly by the same addressor in message 65 in that both uses of *Ok?* carry the turn-exchanging function by inviting the addressee to react verbally by taking the next turn. *Ok?* with the question mark is interpreted as conveying that the respondent urges the addressee to take the next turn to acknowledge or confirm the conditions put forward by him in the preceding utterances. In other words, I interpret that the elliptical *Ok?* invites a supporting verbal reaction to the respondent's proposal rather than gives options to the addressee. In sum, in its backgrounded position at the level of the 1st responding turn *Ok?* can be seen as indicating turn-availability and, as a result, it has been categorized under the iterating and prescribing function of requesting for verbal acceptance of the respondent's price proposal. Consequently, by the two utterances the respondent takes on the requester's and 'acknowledgee's' roles and labels the addressee with the requestee's and 'acknowledger's' roles.

The 2nd responding turn also carries the confronting and contradicting function in that the reply negates the prior information given by the addressor of the previous turn concerning the validity time of the price proposals. The respondent re-reports the customer's proposal through *And also {Customer Company Name} is asking to negotiate the price for a long term such as 6months. It is a quarter basis at least.* despite the addressee's refusal of it in the previous turn. The respondent uses the *ask to* –structure in reporting the customer's proposal and by doing that emphatically attributes the requests to the customer. I interpret this utterance as a request for action urging the addressee to negotiate the time of validity. In the utterances to follow the respondent commits himself to action of 'checking' and 'informing'. Therefore, the respondent conveys an imperative form directive *Please wait.* to the addressee inviting non-action from the addressee. I interpret the congruent imperative form *Please wait.* as carrying the function of a suggestion due to the fact that it is shared knowledge between the interactants that the management-level addressee is in the position of making the final decision in this matter. In other words, both interactants know that the addressee has a choice of compliance in view of the imperative form directive utterance. Thus, by suggesting non-action, the addressor aims to put the final decision 'on hold' to be able to re-negotiate "backchannel" with the customer. The addressee provides a compliant reply to the suggestion *Please wait.* expressed in the previous turn by uttering *I wait for your news*. in the 3rd responding message. However, the turn is confronting in that it rejects the

addressee's previous proposals by re-explicating the corporate practice of not negotiating 6-month deals, leaving an option open by uttering turn-finally *But we'll see.* No email reaction is available in my data to show how the interaction was sustained.

The responding turns in the chain 102-103-104-105 carry the confronting function in that the customer's request for a 6-month price proposal reported by the initiator of the on-going interaction is rejected explicitly by linguistic means by the utterance *We do not give the prices for the long period like for 6 months or so.* The initiator's verbal reaction to this response also carries the confronting function in that the initiator explicitly re-requests by the utterance *And also {Customer Company Name} is asking to negotiate the price for a long term such as 6 months*. In the confronting verbal reaction the addressor paraphrases his original rejection by uttering *But as mentioned normally we are not interested in negotiating the price for a long term as 6 months.* and leaves the floor open by concluding that *But we'll see.* The unfolding of interaction in the confronting responding turns can be interpreted as indicating that the interactants may need to negotiate the issue further through other means. The utterance *But we'll see.* may be interpreted as implying the option of negotiating the issue over the phone or face-to-face.

The unfolding of interaction in the nine-message chain (messages 110 through 118) analyzed next is intriguing in how different management- and operative-level interactants and a customer's representative are involved in the on-going interaction at its different stages in accomplishing different interactional and transactional activities. The issue of interaction in the chain is a customer's request for spreading out deliveries differently from the original specifications. The interaction initiates between two management-level employees, and the management-level addressor of the initiating message works in the SMO in the USA and the Area Sales Manager addressee at the mill in Finland. The 1st and 2nd inserted sequences attached to the 2nd responding message represent interaction between the initiator and a customer's representative, i.e. Nick Christie. The 2nd response is written by the initiator and addressed to the Area Sales Manager in Finland. The 3rd and 4th inserted sequences are attached to the 4th responding message written by the initiator and To: addressed to an Inside Sales Representative in the USA and cc: addressed to the Area Sales Manager in Finland. The 1st and 3rd inserted sequences by the initiator are cc: addressed to an Inside Sales Representative in the USA for information, but the 2nd and 3rd inserted sequences are only To: addressed to the initiator by the customer's representative. Thus, this message chain has attached to it a message exchange between the addressor of the message and a customer's representative similarly to the message chain 98-99-100-101 not analyzed here.

The last four messages in the chain, i.e. messages 115, 116, 117, and 118 are exchanged between the Inside Sales Representative in the USA and a Sales Assistant at the mill in Finland, both operative-level employees. The shift of interaction to the operative level is due to the fact that the operative-level interactants are in charge of making the changes in the documentation caused

by the change in the shipping schedule agreed on in the interaction between the management-level participants.

110) Initiating message (LEGI-RFA-LEGI-RFI)

17.02.2003 21:28
Subject: Order 27952
Lois,
{Customer Company Name} would like to have this order moved to arrive first of June. That would be late March {Delivery Terms}. Nick advised that with the Millennium material it's all coming in at one time. Spreading it out a bit helps inventory and payment.
Please advise.
Mark

111) 1st responding message (INFO-SUG-RFI)

18.02.2003 07:37
Subject: {Customer Company Name} / Millenium Order 27952
Mark,
There is the quantity for one cont' ready. Could we ship this one now anyway and the other one as requested by them.
Please advise
Lois

112) 2nd responding message (ADV-SUG-INSER ENG)

18.02.2003 17:36
Subject: Ferguson PO 10003364
Lois,
See Nick's note. Maybe {xx} days from invoice ?

* 1st inserted message

02/18/2003 08:40 AM
Subject: PO 10003364
Nick,
The mill has one container they would like to ship now and the second they would hold off per your request.
Please advise.
Mark

* 2nd inserted message; reply to previous

February 18, 2003 8:13 AM
Subject: Re: PO 10003364
Can the mill delay the invoicing on the first container if we allow it to ship now?
Nick A Christie
{Contact information}

113) 3rd responding message (COMP-RFC)

19.02.2003 09:05
Subject: {Customer Company Name} / Millenium Order 27952 - PO 10003364
Mark,
ok this time for {xx} days for this container
can you confirm before we ship and invoice
rgds
Lois

114) 4th responding message (RFA-THA – INSER ENG)

February 19, 2003 8:21 AM
Subject: FW: PO 10003364
Norma,
Please change the terms on the one container to 75 days.
Thanks

* 3rd inserted message

02/19/2003 08:09 AM
Subject: RE: PO 10003364
Nick,
The mill will extend payment terms by {xx} days. The standard terms are {xx} days from invoice (shipping), and for this one container it will show a due date of {xx} days from invoice (shipping). Please acknowledge.
Thanks
Mark

* 4th inserted message; reply to previous

February 19, 2003 8:12 AM
Subject: RE: PO 10003364
We will accept these terms but do not rush this material to port. We are not in a hurry to get any of this material and we would have been more satisfied if the mill would have offered better terms than an additional {xx} days.
Please advise when the first container will ship. I will adjust our system to reflect the second 40,000# due mid June. NO SOONER.
Nick A Christie
{Contact Information}

115) 5th responding message (INFO)

20.02.2003 15:28
Subject: FW: PO 10003364
Liisa,
Here is the information regarding the first container for {Customer Company Name} and ship date for second.
I will check again with them about the slitting on the second container.
Best regards,
Norma Kent
Inside Sales Rep
{Contact information}

116) 6th responding message (THA-INFO)

20.02.2003 15:34
Subject: Re: FW: PO 10003364
Hei Norma,
Thanks for this mail. I have seen those below ones too, anyhow I didn't realize at that time that they were talking about the same case.

117) 7th responding message (ORIEN-RFI)

February 20, 2003 7:40 AM
Subject: {Customer Company Name} / Millenium Order 27952 - PO 10003364
Still one and final question regarding this container. Can we ship it out immediately.
Thanks a lot
Rgds,
liisa

118) 8th responding message (INFO-THA)

20.02.2003 15:51
Subject: RE: Ferguson / Millenium Order 27952 - PO 10003364
Yes, you can ship now.
Thanks and have a nice evening.
Best regards,
Norma Kent
Inside Sales Rep
{Contact information}

The initiating turn in the chain commences with a modulated declarative form request for action realized through the modal element *would like to* in *{Customer Company Name} would like to have this order moved to arrive first of June.* with the customer company name as the Subject in the Finite clause. I interpret the directive as conveying the function of a request for action in this context in that it incites a negotiation process from the management-level addressee's part and a reissue of particular documentation from the operative-level employee's point of view. By reporting the customer's representative's previous proposal through a structure conveying the mental process of reaction through the lexical verb of liking or desiring, mitigated by *would* realizing hypotheticalness, the addressor can be interpreted as conveying that in this context of requesting for action the details of the change are negotiable. The customer's representative is identified by his first name and his proposals are reported as legitimizations for conveying the request in this context. Here the lexical verb of 'liking' expresses the inclination from the customer's perspective (*Subject: Customer Company Name*). By attributing the request to the customer, the original requester's role is assigned to the customer, whereas the addressor adopts for himself an intermediary role between the customer and the addressee who is assigned the requestee's role, or more specifically the role of a negotiator. By the same utterance the addressor adopts for himself the role of a negotiator in his intermediary role. The turn-ending formulaic imperative form iterating request

for information explicates the addressor's willingness for negotiation in that he expects the addressee to take the next turn.

The 1st responding turn by the Area Sales Manager can be interpreted as conveying a confronting reply by not conveying full compliance with the request for action expressed in the previous turn. The suggestion to follow is confronting in view of the previous request for action in that it suggest an immediate partial delivery, while the delivery of the remaining quantity would only take place as requested by the customer. The suggestion is realized through a modulated interrogative structure with the exclusive *we*. The turn-final request for information realized through a formulaic imperative form *Please advise* together with the respondent's previous suggestion indicate his willingness to continue negotiation.

After receiving the 1st responding message from the Area Sales Manager, the initiator forwards the Area Sales Manager's information to the customer's representative. The 1st and the 2nd inserted sequences attached to the 2nd responding turn show the interaction between the initiator and the customer's representative. The inserted sequences are not subjected to linguistic analysis due to the inclusion of interaction by a customer's representative. The 2nd responding turn initiates with an explicit reference to the customer's representative's reply, i.e. *See Nick's note*. The reply suggests an extension in the payment time. The imperative form directive is interpreted as carrying textual functions here as it guides the addressee in his reading and interpretation of the on-going interaction and the previous interaction external to the on-going interaction but interdependent with it (Hyland 2002b:217). In other words, through the directive the addressor advises the addressee to read the attached message exchange and especially the customer's representative's reply as a legitimization for the suggestion to follow in the turn.

Thus, I interpret that by attaching the message exchange with the customer's representative, the addressor conveys transparency of interaction with the customer and evidences appropriateness of the customer's proposals. Further, the attached email exchange enables the addressees to follow the evolution of the interaction concerning the details of the change in the delivery time. In his intermediary position the addressor specifies the customer's proposal for extension by suggesting a particular payment time in *Maybe {xx} days from invoice?* The probability meanings of the mood adjunct *maybe* (Halliday 1994a:82; Eggins 1994:166) are most closely associated with the meanings constructed by modal operators, and are considered as part of modality here. In the modulated interrogative structure it is in an initial or thematic position in a clause with no Finite verb which can be interpreted as emphasizing the suggestory and negotiatory nature of the directive utterance with a question mark at the end of the elliptical utterance. I interpret that the 2nd responding turn carries the supporting function in that it develops and expands on the proposals and propositions conveyed in the previous turns. The developing and expanding turn indicates a high level of acceptance of the requester's proposal, as it builds on it by expanding it experientially. Further, it is a co-operative interactional turn since it conveys interpersonal support for the

initiator, while offering further ideational content for negotiation (Eggins & Slade 1997:202-204).

The 3rd responding turn is interpreted as carrying the supporting function since the reply affirms the suggestion expressed in the previous turn in the turn-initial utterance *ok this time* indicating that this is not a corporate practice but a situationally negotiated outcome. The turn closes with a modulated interrogative utterance requesting for confirmation.

After the receipt of the 3rd responding message, the addressee forwards the affirmation of the extended payment time to the customer and cc: addresses the message to an operative-level employee in the USA. The customer's representative's reply contains more details concerning the timing of the deliveries with the inclusion of expressions of dissatisfaction concerning the terms. This message exchange is attached to the 4th responding message To: addressed to the same operative-level Inside Sales Representative in the USA and cc: addressed to the Area Sales Manager in Finland. Thus, the attached email exchange shows how the details of the change are negotiated and how the request for action to follow is legitimized by showing how the decision is arrived at by the customer representative's contribution to the interaction. In other words, the two attached email exchanges illustrate how agreement on the changed delivery time is arrived at through a collaborative work of a number of present and non-present participants in the on-going interaction. The 4th responding turn expresses a request for action targeted at the operative-level addressee through an imperative form with *please* explicating the expected action expressed through the material process verb *change*. The turn closes with *Thanks*. The turn can be interpreted as carrying the supporting function in that it develops and expands on the proposals and propositions conveyed in the previous turns.

The addressor of the 5th responding turn is the Inside Sales Representative and the addressee is a Sales Assistant in Finland. Thus, the interaction shifts from management level to operative level since the operative-level employees are in charge of the reissue of documents. The 5th responding turn carries the supporting function in that it develops and expands the interaction experientially by giving further delivery particulars, similarly to the 6th responding turn by the Sales Assistant which can be interpreted as conveying a confirmation of the receipt and understanding of the previous messages.

The same Sales Assistant in Finland continues the interaction through the 7th responding turn carrying the prolonging and expanding function. The turn opens with a declarative *Still one and final question* orienting the addressee for the request for information to follow, i.e. *Can we ship it out immediately*. The pronoun *we* is an exclusive *we* referring to the producer/supplier in Finland including the addressor. The modulated interrogative form request for information is followed by the turn-closing *Thanks a lot* utterance. The chain is brought to a close by the 8th responding turn where the Inside Sales Representative conveys a supporting reply in that she gives an affirmative reply to the request for information expressed in the previous turn and closes with *Thanks and have a nice evening*.

As was mentioned previously, the nine-message chain shows how not only different interactants representing different hierarchical levels and functional areas in the company but also a customer's representative are involved in the on-going interaction at appropriate stages to achieve a resolution that meets the needs of all parties concerned. In meeting these needs, versatile linguistic resources of directive functions play an integral part in successfully carrying out the different interactional and transactional activities within and outside the on-going interaction.

The issue of interaction in the chain 129-130-131-132 is checking and commenting a claim. The addressor of the initiating message is a Sales Assistant with responsibilities in negotiating claims with customers in the SMO in Hong Kong, the To: addressee is an Area Sales Manger in Finland, and the cc: addressee is a management-level employee in the Hong Kong office. Thus, the initiating turn represents vertically upward interaction.

129) Initiating message (ORIEN/INFO-LEGI-RFA-RFI)

19.02. 2003
Subject: 11111 claim
Dear Lasse,
{the claim details particularized}
During the cutting, no problem.
The enduser use the material {use particularized}.
Now the enduser found the finished {product} have the serious {defect}, so all these {products} were rejected now.
According to {Customer Company Name}, the problem is like order 222222 claim. (last year claim, that enduser also make {product}).
Please check your side, and advise if we should visit this enduser.
rgrds/Tina
Attachment: claim pictures from {Customer Company Name}

130) 1st responding message (COMP-INFO-RFC-RFA-LEGI)

20.2. 2003
Subject: 11111 claim
Tina,
we have checked our files as well as the pictures of the defect. Our comments are as follows:
{particularized comments}
and therefore the customer should be able to use this material. Please confirm.
You mentioned the defect is serious {defect}. Can you get the sample of these {defects}? We like to verify – is your {defects} and our {defects} same {defect} (we maybe just call it differently) ?
Regards
Lasse

131) 2nd responding message (COMP)

20.2. 2003
Subject: Re: 11111 claim
Dear Lasse,
Rick and I will go to {Enduser Company name} with {Customer Name} on next Monday. We will take some pictures and aim to get the sample back.
rgds/Tina

132) 3rd responding message (CONF)

21.2. 2003
Subject: Re: 11111 claim
OK

The initiating turn 129 details the claim and reports the customer's findings leading to the claim. The turn closes with an imperative form clause complex conveying two requests for action in *Please check your side, and advise if we should visit the enduser*. The nominal group *your side* refers to the producer/supplier in Finland and the pronoun *we* is an exclusive *we* including the Sales Office employees in Hong Kong. Thus, the operative-level addressor positions herself, together with the other employees, in the role of a requester and the management-level addressee in the requestee's role expecting from him the action of 'checking' and 'advising'. Thus, both requests for action in this context incite material processes.

The 1st responding turn explicates compliance with the action requested in the initiating turn. The turn initial declarative utterance *we have checked* conveys compliance with the first request and the utterance to follow *Our comments are as follows:* convey compliance with the second request by detailing particulars. The conclusion that the claim is unjustified from the producer/supplier's point of view is followed by a request for confirmation realized by an imperative form with foregrounded *please.* In the paragraph to follow the respondent requests for action through a modulated interrogative form utterance *Can you get the sample of these {defects}?* which is followed by an element legitimizing the request for action.

The 2nd responding turn conveys a supporting reply and explicates compliance by *We will take some pictures and aim to get the sample back*. The 3rd responding turn conveys support through a reply conveying agreement, i.e. it indicates support to the information given and the compliance expressed in the previous turn.

The message chain 133-134-135 is about contacting a bank for unjustified charges collected from the Finnish supplier. The initiating message is written by a Sales Assistant in the SMO in the UK and To: addressed to a Manager of Finances and a Manager of Invoicing both females working at the mill in Finland. The latter addressee forwards the message to an operative-level Invoicing Clerk. Elsie Hope, who is referred to in the messages, works for the bank charging for tracers.

133) Initiating message (ORIEN-INFO-RFA INSER FINN)

8.7.98
Subject: {Name of Bank} Update
Hi
Just to let you know that a month after our meeting little has changed. We are still being charged for tracers, but as yet nothing has been sent to the customer. I spoke to Elsie this afternoon and she confirmed that they were not being sent. She says they have "escalated us to top priority", but I'm not confident that anything is being done.
I wonder if something should be sent from the mill as I don't seem to be getting any joy!
Best regards,
Carole

* Forwarding message with the above message attached to it

9.7.98
Subject: {Name of Bank} Update
tiedoksesi /for your information
t. ritva /rgds ritva

134) 1st responding message/Continuing message (ORIEN-INFO)

3.9.98
Subject: Tracers
Hello!
Thought I'd keep you upto date with the latest developments. Elsie has sent tracers to about 6 customers, and the response has been good. Within 1 hour of being sent I had three customers contacting me re invoice queries etc. If I had sent the tracer they would not have responded for at least a day!
Also I have asked her to trace all customers who pay by cheque but are still in the system – {two Customer Company names} etc.
So far so good…
Rgds, Carole

135) 2nd responding message (ENC)

4.9.98
Subject: Re: Tracers
Hello!
Just fine, you have done a good work with them, giving them little pressure.
I hope this will become the future practice.
Have a nice weekend!
Sirpa

The initiating turn opens with a declarative indicating that previous interaction has taken place concerning the same issue, i.e. a meeting was held a month ago. The initiator continues by explaining the present state of the matter and her previous action in an effort to solve the problem. The use of the clause-initial conjunctive adjunct *but* conveying textual functions links the meaning of the *but*-clause to the meaning of the previous clauses, i.e. it sets up a contextualizing relationship with the preceding text sequence (Halliday 1994a:84) explaining the addressor's efforts. The *but*-clause initiated by the counter-expectational *but I* (White 2003:271) conveys the addressor's doubt

concerning the bank's representative's announcement of their future activity. I interpret that the *but*-clause functions as legitimizing the request for action to follow in that it voices the addressor's view on the basis of her contacting the bank's representative. Further legitimation for the request for action is given in the clause initiated by *as* meaning 'because' in *as I don't seem to be getting any joy*. The *as*-clause can be seen as a rephrased *but*-clause, i.e. repetitive in conveying legitimation for the request. Both legitimizing elements explicate *I* whereas the non-active party is referred to by impersonalized forms of polarity in *I'm not confident that anything is being done* and *I don't seem to be getting any joy*. The tentatively realized request for action is a modulated declarative utterance foregrounded by *I wonder if* typical of oral interaction in mitigating request preparatory functions and modulated with *should*. Further, the directive utterance is impersonalized through *something should be sent from the mill* simultaneously institutionalizing the actor through the generic noun *mill*. In other words, who is to act is 'downranked' by placing the generic noun *mill* as Circumstance of Place (Iedema 2000:60, original emphasis, citing Halliday 1994a:23/188). In Iedema's (2000:50, original emphases) terms, the linguistic-semiotic process resorted to here can be referred to as '*demodalisation*'. 'Demodalisation' in the utterance *I wonder if something should be sent from the mill.* can be seen as mobilized by realizing the directive as a modulated declarative, by passivizing the clause, and by dislocating the Subject-Object relation by 'downranking' the expected actor as Circumstance of Place (Iedema 2000:50). Thus, the expected actor's position can be seen as grammatically neutralized through 'downgrading' the actor from Participant to Circumstance (Iedema 2000:60). The mitigated and impersonalized request realization can be interpreted as conveying that the addressor seeks to avoid sounding too assertive in her interaction with a management-level addressee.

The Manager of Invoicing forwards the initiating message with a covering message in Finnish, *tiedoksesi*, *t. Ritva,* i.e. *for your information. Rgds Ritva.* About two months later the initiator sends a continuing message as a follow-up to the Manager of Finances who responds to the message on the following day. No information is available if there has been "backchannel" interaction in compliance with the request expressed in the initiating turn. Message 134 carries the consolidated speech function of continuing in that it prolongs the interaction by expanding on the proposal and propositions expressed in the initiating turn. In other words, the initiator continues by reporting the present situation with information of her efforts to speed up the process. The response by the Manager of Finances is supporting in that the reply conveys encouragement and appreciation of the addressee's efforts and the results achieved.

In the category of message chains initiated by customers' needs for requesting action in the initiating message, some message chains involve several interactants as a result of the need for negotiating the issues from different points of views and for involving different interactants to ensure an appropriate management of the issues under negotiation and to arrive collaboratively at satisfactory outcomes from the point of view of different parties present or not-present in on-going interactions. Consequently,

negotiation processes of the issues become prolonged as different interactants linguistically convey different interactional functions and are targets of different interactional functions. As the analysis of the different interactional chains in this category indicated, the different directive utterance functions conveyed by the addressors and reacted to verbally or physically by the addressees within and outside the on-going interactions in managing the interactions and transactions, have a consequential role in the achievement of the satisfactory outcomes also in the broad corporate context.

Redirected and forwarded importer's/customer's original message

This section is represented by two message chains showing how differently an importer's or a customer's redirected message requesting for action may elicit reactions from the addressees. The first chain comprises an importer's message and two reactions elicited by it, whereas the latter chain comprises ten reactions to the customer's original message requesting for action. The latter chain illustrates the involvement of new active participants during the unfolding of interaction as the request is negotiated from different points of view put forward by the interactants.

The importer's original message below is written by a management-level employee at the company in Thailand and it requests for action, i.e. an issue of a certificate. The message is sent to the info@ address of the producer/supplier company and it is redirected with no text added by an employee working in Sweden with responsibilities in Corporate Communications. The message is redirected to a Finnish management-level employee positioned in the SMO in Singapore. He attaches the importer's message to his forwarding message to a supervisory-level employee in Finland with responsibilities in Quality Assurance. Thus, the interactional chain here is initiated by the importer's message.

Importer's original message

22.2. 2003
Subject: {Product type particularized}
Dear Sir,
We have purchased recently {product type} to grade {AAA} ({123 material}) produce by your company as per attached material certificate.
However, we have an urgent requirement for {product type} {BBB} ({456}) describe in the mill certificate. We have compared the chemical properties of the {product type} to {AAA} (actual, based on attached material corticated) versus the extract of {BBB} and come into conclusion that it satisfies all the requirement for {BBB}.
We have proposed to our client to use this materials (due to time constraint) in lieu of {BBB} who have no objection provided that the mill could certify that this {material} meets the requirement.
We would appreciate if you could help us on this matter by issuing a {certificate specified} that based on the attached mill certificate of material {AAA} it meets the requirement of {BBB}.
Thank you in advance and were looking forward to receiving your reply. Yours faithfully,
For and behalf of {Addressor's Company Name}.
Addressor's Name
Project Manager
Contact information particularized

136) Forwarding message with the importer's message attached (RFI-INFO/LEGI)

24.2. 2003
Subject: {Product type particularized}
Terve Mikko,
Can you possibly comment? It looks to me that the order number is 2345, certificate number 678900, but I am unable to verify…
Best regards
Eero

137) 1st responding message (INFO)

3.3. 2003
Subject: Certificate 678900-002 for {BBB}
Hello Eero,
Here is a new better copy of the original certificate as sent to customer {Customer Company Name}.
As you can see, it was already certified to the grade {BBB} acc. to {standard}!
We can always certify the material {AAA} additionally to {BBB} (now acc. to {standards} instead of {standard})
However, {123} cannot be certified because of {reason particularized}: {product composite} must be {particulars}. Our {product composite} are normally in the range {x to y}.
Best regards,
Mikko

Message 136 by the management-level employee in Singapore opens with a request for information realized through a modulated interrogative form *Can you possibly comment?* with the low modal operator *can*. The request is made tentative by the use of the mood adjunct *possibly* expressing probability or possibility in the system of modalization (Halliday 1994a:89). The addressor expresses his own interpretation by *It looks to me* but explicates turn-finally his lack of reassurance by *but I am unable to verify…* I interpret this utterance as conveying legitimation for the turn-initial request.

The respondent provides a supporting reply by his answer, i.e. he provides the information requested and expected by the addressee in the previous turn. The respondent cc: addresses his message to the importer in Thailand and the employee in Stockholm who redirected the message to Singapore to evidence that the matter is being taken care of and to provide further information concerning the certification. In view of the importer's request for action for issuing the certificate, the response is not fully compliant in that it informs that all materials cannot be certified as requested by the importer which is made explicit through the sequence initiated by *However* in the last paragraph.

The issue of interaction in the ten-message chain (messages 138 through 147) below is issuing a certificate. The interaction is initiated by a buyer's representative's message from El Salvador. The message is sent to the info@ address of the producer/supplier company's main office. The message is forwarded by an employee in Finland with responsibilities in Corporate Communications to Mikko Puro, a supervisory-level employee with

responsibilities in Quality Assurance at the mill in Finland, and to Stina Lind, an operative-level employee with responsibilities in Quality Assurance at a mill in Sweden. Susan Hawks, the To: addressee of message 139, is an operative-level Quality Assurance employee, and Tim Nolan, the To: addressee of message 140, is a management-level employee involved in Quality Assurance work, both working at a production plant in the UK. Tim Nolan is an active participant in the interaction together with the supervisory-level employee in Finland and Mark Smith who is a management-level employee in the SMO in the UK.

Customer's original message

10.06.2003 20:21
Subject: ASKING FOR INFORMATION
Dear Sir or Mam.
I bought some {Product Type} from {Company Name}, but my QC department said that we need a certification that {The Present Company} is approved by {End User Company Name} or {End User Company Name} to use your material:
{Material particularized} and {Material Particularized}
in our {Product},
Thanks in advance for your atentention to our inquires,
MARIA MORALEZ
Technical Purchasing
{Company Name}
{Contact information}

138) Forwarding message (RFA)

2003-06-16 10:13
Subject: Re: ASKING FOR INFORMATION
Mikko and Stina,
Would you be able to help Maria?
Best regards,
Anne

139) 1st responding message (RFI-RFA)

16/06/2003 09:45
Subject: Re: ASKING FOR INFORMATION
Susan, isn't {Mill in the UK} the unit with the most {Line of Industry} approvals - can you assist.
/ Stina

140) 2nd responding message (RFI-INFO)

16/06/2003 10:33
Subject: Re: ASKING FOR INFORMATION
Tim,
Please advise on below.
I don't think we have this approval?
Susan

141) 3rd responding message (ORIEN-INFO-SUG)

16.06.2003 13:21
Subject: Re: ASKING FOR INFORMATION
Susan and Stina are both right,
{Mill in the UK}, {Mill in the UK} and {Mill in the UK} are approved by the UK {Line of Industry} Authority, by {Company Name} plc and by {Company Name}.
{Mill in the UK} also holds an {Line of Industry} approval and our {Line of Business} business is exploring {Line of Industry} approval. However, we are not approved either by {End User Company Name} or by {End User Company Name} at present, because there has not been a previous requirement, although one downstream customer has been recently enquiring with {End User Company Name} about approving us.
We have also supplied {ABC} material to the {CDE Standard} spec. {Standard 1234} for {Line of Industry} use over many years.
Unless others of you can add to, or correct this reply, I propose to send it to Maria tomorrow morning?
Tim N.

142) 4th responding message (ORIEN-INFO-RFI-INFO)

17/06/2003 09:12
Subject: {Line of Industry} tonnages and approvals
Dear all,
I agree with all and about everything said below.
However, I would like to point out that we have continuously orders to {Line of Industry} purposes by customers like {Company Name} in U.S. as well as to {Company Name} in France who deliver our material to {Company Name}.
We have got no formal certificates to show that we are approved.
We have been audited even by {Company Name} with positive results.
Mrs Nadja Jolie ({Subsidiary Company Name, Paris) may reply questions concerning deliveries of our material to {Company Name}.
Respectively, Mark Smith (Subsidiary Company Name, U.S.) should be able to answer questions related to busines with {Company Name}.
Who shall finally reply to Mrs Moralez?
Her name does not appear yet on the discussion thread.
Regards,
Mikko Puro
~~~~~~~~~~~~~~~~~~~~
{Company Name} OY
Qualitycontrol
{Contact information}

143) 5th responding message (ORIEN-INFO-RFI1-INFO-RFI2-RFI3-RFI4)

17/06/2003
Good morning,
It was stated yesterday that {Mill in the UK} is "the unit with the most {Line of Industry} approvals".
How about {Mill in the UK}'s tonnages outside from UK ?
Here are some statistics about our deliveries to {Company Name} and {Company Name} during last year and this year.

	Year 2002	*Year 2003*
{Companies and volumes particularized}		

These were delivered in spite of the missing approvals.
However, if {Company Name} definitely requires a written approval, is {Mill in Finland} consequently excluded from that business, thus giving a chance for {Mill in the UK}, unless for instance Mark is able

to show a kind of certificate or anything in black on white to confirm that we are in deed included on the list of the approved suppliers to {Line of Industry} industries.
Nadja called me yesterday and she said, she would ask {Company Name} if they can get an approval for us issued by {Company Name}.
There were on {Company Name} query some details which I could not quite understand:
{Material particularized} and {Material Particularized}
What is {Abbreviation} for? Does it mean {Process}?
Do these figures {1234} and {4567} mean {Material Property}, i.e.
{4321} and {7654} respectively?
Mikko Puro

144) 6th responding message (ORIEN-INFO-SUG-RFC)

17/06/2003 4:02 AM
Subject: Re: {Line of Industry} tonnages and approvals
Good morning Mikko and colleagues,
I think that Stina's statement is actually correct. {Mill in the UK} has also delivered tonnages to {CDE Standard} specifications, without there needing to be a special approval. In many cases, it seems that specific approvals are not required for material manufacturers in USA. Why such approval is specifically requested in this case, I do not know?
We are complementing each other, within the company, not trying to exclude plants from orders.
I believe that Mikko's comments on the meanings of the material described in this case is correct.
{Line of Industry} customers often want {Material types particularized}. Upto now, {Mill in Finland} has taken great volumes of the commonest {Material} grades from {Mill in the UK} and {Mill in the UK}, leaving {Mill in the UK} to handle these less common grades. It doesn't make economic sense for the highest tonnage plant [{Mill in Finland}] to bother itself with the fiddly requirements of these minority markets. Only if we were running on pride or prestige, would we do that. It is, however, quite possible, if enough time is spent on it, to arrange such approvals, if such approvals are really required for {Mill in Finland}? Let's get back to the customer! Are we all agreed that we have given Mark Smith all the information he needs to go back to the customer, and discuss her needs with her?
And is Mark Smith able and willing to give that reply?
Tim N.

145) 7th responding message (ORIEN-INFO-SUG-RFI1-RFI2-RFI3-LEGI)

17/06/2003 13:59
Subject: RE: {Line of Industry} tonnages and approvals
Good morning from the U.S.
Just a note regarding certifications. In the past we have had numerous requests that we be certified for {Company Name}, {Company Name}, {Company Name} and the likes. {Company Name}, the largest distributor of {ABC Material} in the States, has indicated that unless you serve these companies directly you won't get the approved certification as needed by the buyer. What {Company Name} has to do before they sell our product is have our material certified by a {Company Initials} or {Company Initials} approved {Line of Industry} lab. This of course costs extra. We are currently working on a certification program for {Company Initials}, but it takes a couple of years to go through all the steps.
I could advise Ms Martinez that we are not certified with {Company Name}, but we do supply. Directly or indirectly? If a certification is needed, than she would need to have a sample tested at an approved lab of {Company Name}.
Comments ?
Please advise. Then I could talk with Ms. Moralez.
Mark

146) 8th responding message (COMP-RFA)

17.06.2003 18:14
Subject: RE: {Line of Industry} tonnages and approvals
Dear Mark,
Unless Mikko want to add more, I think that you have enough information to talk to Maria now, including your own experience.
Please go ahead.
Tim N.

147) 9th responding message (VIEW-INFO-RFA)

8.06.2003 09:01
Subject: {Line of Industry} certification
Dear all,
I'm not sure did I understand correctly all about Mark's message.
I just wondered, is it really all required for our certification: nothing but a material testing on couple of samples, performed by an external
(accreditized) lab.
I imagined there should be an approval for our QM system in all cases - not only a simple material test.
Concerning {Company Name}, material is purchased by {Company Name}.
from us, we test it ourself and there is no extra testing afterwards to my knowledge - at least we don't pay for it. The other difference is that we have been audited (for production facilities & QM) by {Company Name}.
I assume that we will soon receive some QA questionary from {Company Name} to be answered and returned.
That is surely a good alternative for a complete audit.
Whatever, I agree that Mark could start now the negotiation about the order conditions with Mrs Moralez.
Mikko

The customer's message with a subject line *ASKING FOR INFORMATION* conveys a request for issuing a particularized certificate. The message is forwarded two employees with responsibilities in Quality Assurance, one in Finland and one in Sweden, with an iterating request for action realized through a modulated interrogative *Would you be able to help Maria?*. The turn can be interpreted as carrying the supporting function of developing and expanding since forwarding it to two Quality Assurance employees indicate a high level of acceptance of the customer's requests and pursuit of acquiring further ideational content for negotiation of the issue. The iterating function of requesting for action is arrived at due to the fact that the request for action derives from the original request for action conveyed in the customer's message initiating the chain of interaction. Sending the message to two addressees with responsibilities for issues under discussion and using a modulated interrogative inquiring the addressee's ability to contribute toward the issue indicates that the forwarder leaves a choice of compliance to the addressees. The rare occurrence of the median modal operator *would* in modulated interrogatives conveying directive function lends support to findings of other studies on business interaction carried out in the 1990's, including email interaction (Louhiala-Salminen 1995; Bargiela-Chiappini & Harris 1996; Kankaanranta 2001).

The Swedish Quality Assurance employee responds first and To: addresses her message to the forwarder and a Quality Assurance employee in the UK and cc: addresses it to the Quality Assurance employee in Finland. The 1st responding message 139 comprises *Susan, isn't {Mill in the UK} the unit with the most {Line of Industry} approvals – can you assist. / Stina*. I interpret this turn as carrying the supporting function since it, similarly to the previous turn, aims to develop and expand on the customer's request through seeking further details on the issue. The utterance requesting the specific information and the use of the first names here show that the employees in different localities know each other and each other's areas of expertise. I interpret that the polar interrogative utterance conveys a request for information. Further, I interpret that the turn-ending modulated interrogative *can you assist* conveys a request for action since the use of the material process verb *assist* can be seen as expecting action from the addressee.

The British To: addressee of the 1st responding turn reacts by addressing a management-level Quality Assurance employee in the UK and attaches the previously exchanged messages. The function of the 2nd responding turn can be seen as supporting and compliant in view of the requests uttered in the previous turn, i.e. *can you assist*, even though the addressee sends her reaction to a different interactant instead of the addressor of the previous turn. Thus, the respondent involves a new participant into the interaction, a management-level employee in the UK. The operative-level Quality Assurance employee opens with an imperative form utterance *Please advise on below* with a direct reference to the attached emails. I interpret the imperative form as carrying the function of a request for information since, allegedly, the management-level Quality Assurance employee knows which materials are approved by which authority and the request does not incite material processes of going through paperwork to provide the information. The addressor closes with her own view which is realized through a tentative declarative initiated by a polar *I don't think* with a question mark at the end. This can be seen as legitimizing her turning to a management-level employee in order to acquire correct information.

The 3rd responding turn by the management-level employee is To: addressed to the operative-level Quality Assurance employees in Britain, Sweden and Finland and two other employees in Britain, and cc: addressed to the forwarder of the customer's message and two employees in Britain for information. The turn carries the supporting and developing function in that it continues interaction by expanding on the ideational content of the interaction by providing further information as requested previously by explicating the situation at the mills in the UK through the exclusive pronoun *we* together with the mills' names. The turn-ending utterance *Unless others of you can add to, or correct this reply, I propose to send it to Maria tomorrow morning?* interpreted here as a suggestion. There is a degree of ambiguity in the utterance since it can be interpreted that the addressor commits himself to contact the customer's representative. However, in the 4th responding turn to follow, the Quality Assurance employee in Finland utters *Who shall finally reply to Mrs Morales?* conveying that the actor of the suggested action is not totally disambiguated.

However, the verbal process verb *propose* indicates the suggestory function of the utterance. Further, the element foregrounding the suggestion, i.e. *Unless others of you can add to, or correct*, can be interpreted as indicating that by showing his readiness to hear a second opinion the addressor does not assert but suggests. In addition, the fact that the message is sent to five To: addressees and three cc: addressees indicates, i.e. *others of you*, shows the addressor's inclination of negotiation of the matter if found appropriate by the addressees.

The 4th responding message by the Quality Assurance employee in Finland is To: addressed to the addressor of the previous turn, a management-level employee in the SMO in the USA and an Area Sales Manager in charge of customers in the Americas, two operative-level employees, one in Finland and one in the SMO in France. The subject line is changed to *{Line of Industry} tonnages and approvals* which indicates that the addressor will bring in a new aspect of the issue into discussion of the certificate, i.e. tonnages delivered. Thus, the turn can be interpreted as conveying a supporting function, as explicated by *I agree will all and about everything said below.*, by developing and expanding on the issue under discussion. The use of the conjunctive adjunct *however* in its clause-initial position to initiate negotiation of the issue carries textual functions in the expanding clauses in that it relates or links the meanings of the clauses to follow with the meanings of the previously uttered clauses (Halliday 1994a:49, 324; Eggins 1994:169-171). The adversative conjunctive adjunct is used since the information provided reports the situation at the mill in Finland which is indicated through the use of the exclusive *we*. The backgrounded request for information is realized through a WH-interrogative *Who shall finally reply to Mrs Morales?* I interpret that the use of *shall* is used here as a formal variant of the future temporal operator *will* (Halliday 1994a:76) and not as a mandatory *shall* as in message 119 by the same addressor.

The 5th responding message 143, sent to the same To: and cc: addressee as the previous message, can be referred to as a continuing message since the same addressor continues and prolongs the interaction by expanding on the ideational content, i.e. by elaborating on the tonnages delivered from Finland. Further, he poses four questions, all carrying the function of a request for information. Three requests are realized through polar interrogative structures, i.e. *is {Mill in Finland} consequently excluded from that business*, *Does it mean {Process}?*, and *Do these figures {1234} and {5678} mean…?*, whereas one request for information is realized through a WH-interrogative *What is {Abbreviation} for?*

The management-level employee in Britain responds to the addressor of message 143 and cc: addresses the response to all To: and cc: addressees of message 143, eleven altogether. The turn carries the supporting function in that it further expands on the ideational content of the interaction and replies the questions posed in the previous turn. The addressor suggests through a polar interrogative structure that the management-level employee in the USA, i.e. one of the cc: addressees, contact the customer's representative in El Salvador referred to as *the customer* and *she*, i.e. Mrs Moralez, in the suggestion. The

suggestion *Are we all agreed that we have given Mark Smith all the information he needs to go back to the customer, and discuss her needs with her?* can be seen as indicating the addressor perpetual readiness to negotiate the issue, i.e. readiness to give the floor to a different addressor. The pronoun *we* is an inclusive *we* including the active interactants and the 'silent' cc: participants. The turn ends with a polar interrogative form request for confirmation *And is Mark Smith able and willing to give that reply?* The request explicitly welcomes Mark Smith's involvement into the on-going interaction in urging his reaction to whether he knows enough to be able to reply and whether he wants to reply to the customer's representative.

The 7th responding message 145 is written by Mark Smith. The turn carries the supporting function in that it develops and expands the interaction ideationally as the addressor explicates turn-initially by *Just a note regarding certification.* He reports the history in the sequence initiated by *In the past we have had* and the present situation in the sequence initiated by *We are currently working* where the exclusive *we* refers to certification situation in the SMO in the USA. The addressor puts forward a suggestion through a modulated declarative structure *I could advise Ms Moralez that we are not certified with {Company Name}, but we do supply.* The suggestion is followed by a request for information realized through an elliptical polar interrogative *Directly or indirectly?* with a question mark at the end upgrading the requestive function. The turn is closed with two further requests for information, i.e. urges to the addressees to take the next turn, by the elliptical polar interrogative *Comments?* and the conventional imperative form request for information *Please advise.* The fact that the addressor expects the addressees to react is explicated by the declarative utterance *Then I could talk with Ms. Moralez.* where the thematic temporal adjunct *then* denotes the chronological order of the action conveyed, i.e. the addressees are expected to act first in agreement with the three requests for information to enable the addressor's future action.

The 8th responding message is by a management-level employee in the UK. His reaction to the previous turn can be interpreted as carrying the function of a supporting reply in that his reaction is in agreement with the proposals and propositions expressed in the previous turn. The turn closes with a request for action realized through an imperative form *Please go ahead.* typical of oral interaction. The address *Dear Mark* explicates the expected actor in the request for action.

The chain closing 9th responding turn 147 by the Quality Assurance employee in Finland has a changed subject line *{Line of Industry} certification*. He closes the turn with a statement in support of Mark Smith's message 145 in conveying agreement with the suggestion put forward there. The addressor of message 147 closes with *Whatever, I agree that Mark could start now the negotiation about the order conditions with Mrs Moralez.* I interpret that the modulated declarative form has the same function as *Please go ahead.* in message 146, i.e. it conveys a request for action. The use of the modal operator *could* mitigates the request and it may be seen as an import from Mark Smith's turn-ending utterance *Then I could talk with Ms. Moralez.* in message 145. The request for

action is uttered indirectly by identifying the actor by his first name in the *that*-clause foregrounded by the Finite clause with the *I* Subject. This indirect way of conveying the request for action can be seen to derive from the fact that the address form in this turn is *Dear all*. Consequently, the addressor identifies the expected actor by his first name in the modulated declarative clause complex. The use of the directive-initial conjunction of clarification *Whatever* conveying dismissive functions (Halliday 1994a:324) denotes that what was previously said is not in total agreement with what follows.

The interaction in the chain analyzed above shows that in the unfolding of interaction the active interactional roles are shifting. The forwarder, a corporate employee, becomes a cc: addressee together with other cc: addressees, who may be referred to as 'ratified participants' (Goffman 1981:9-10), receiving the messages for information without contributing to the on-going interaction. However, some cc: addressees do take an active participant role due to their obligation to contribute or right to carry on the interaction, for example in an expert's role, in accordance with their organizational positions and the subsequent transactional and interactional rights and obligations.

9.6 Turn and utterance functions

9.6.1 Functions carried by different turns

In view of the consolidated turn functions, the analysis of the eighteen (18) message chains reveals a functional typology of the responding turns as depicted in Figure 14. In the eighteen message chains the responding turns total fifty eight (58) in comparison with sixteen (16) initiating, two (2) forwarding, and six (6) continuing turns. The initiating turn function of demanding goods and services conveyed by the initiating turns, the developing and expanding function conveyed by the forwarding messages (messages 136 and 138), and the turn function of prolonging and expanding conveyed by the continuing turns (messages 86, 117, 122, 124, 134, and 143) are not depicted in Figure 14 since they have been explored in detail in the previous chapters. Presenting the responding speech functions in their own sub-network allows for concentrating on the different sub-functions of the responding turns which reveal a typology more varied than in the previous turns, probably due to the higher number of responses in this category of chains. As Figure 14 shows, the responding turn functions branch off to several delicate turn functions with occurrences of functions not conveyed in the chains analyzed in the previous chapters.

Figure 14 shows that the supporting turn functions predominate, the developing and expanding turn function conveyed by a total of eighteen turns. As expanding turns carry reactions to previous turns by expanding and enriching them experientially, they simultaneously convey prominent ideational functions. Further, all turns carrying the expanding function realize the directive utterance function of requesting for information in addition to the

functions of suggesting appearing in six turns and requesting for confirmation in two turns (see Figure 16 below). Consequently, the expanding turns have an important function in eliciting further reactions from the addressee/s, i.e. they stimulate a reaction from an addressee in eleven turns out of a total of eighteen expanding turns. Thus, as expanding turns express a high level of acceptance of the previous addressor's proposals or propositions and stimulate reactions from the addressees, they can be referred to as turns emphasizing the co-operative dialogic nature of interaction in the exchanges (Eggins & Slade 1997:204).

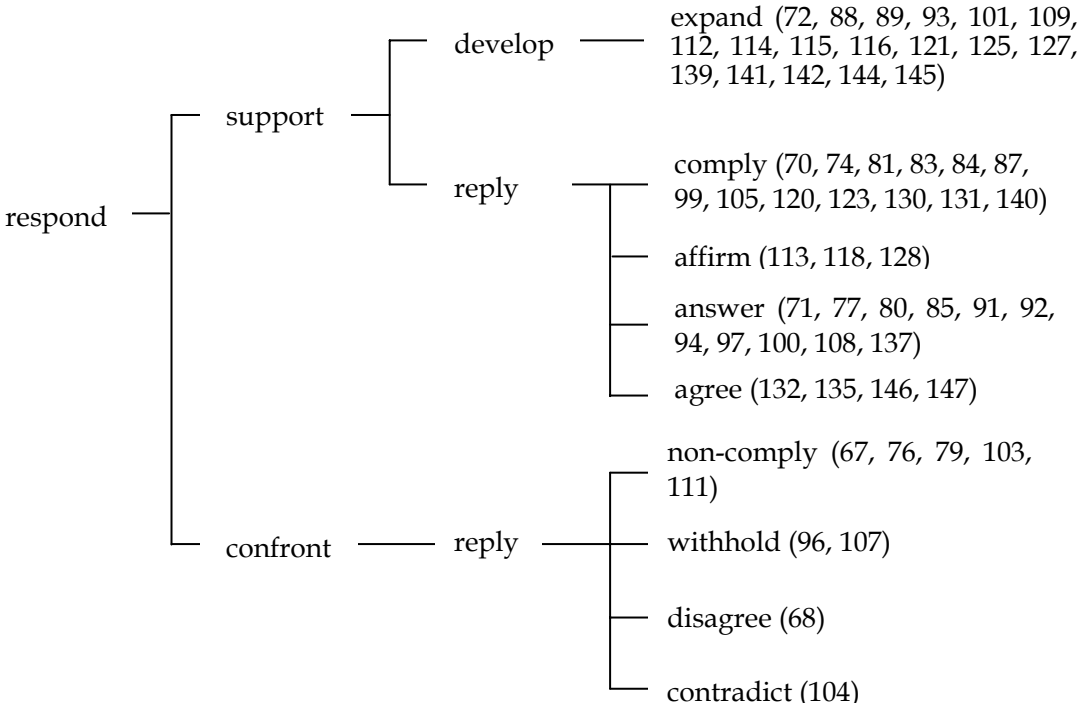


FIGURE 14 Responding speech functions in the eighteen email chains

Supporting replies indicate the addressor's willingness to accept the proposals or propositions put forward in the previous turn and create an alignment between the prior addressor and the respondent. Interactionally, replies can be seen as the most negotiatory of the responding reactions in that they negotiate the proposals or propositions expressed by the prior addressor. (Eggins & Slade 1997:206.) The supporting turn function of a compliant reply expresses immediate compliance with the action requested in the previous turn in eleven turns, and two turns (messages 123 and 131 with no directive utterances) express future or deferred compliance with the previous request for action. Three turns, i.e. messages 74, 81, and 105, are exchange-ending turns, turns 74 and 105 conveying no directives, and turn 81 conveying a request for information but not eliciting an email reply accessible for this study.

The three turns (messages 113, 118, 128) with the supporting function of an affirming reply provide positive or affirmative responses to requests for information in two turns and to a suggestion in one turn. The three affirming

replies initiated by the lexical item *yes*, i.e. a turn initiating element (Ventola 1987:226), or a textual adjunct (Eggins 1994:170), convey continuity in signalling that a positive reaction to prior proposal or proposition is about to be provided. In other words the turn is initiated by a lexical item conveying a declaration of the addressor's positive position. Two occurrences of the *yes*-initiated turns appear in the same chain, the first *yes* affirming a term negotiated in the on-going interaction and the second *yes* in the exchange-closing turn affirming the prior modal interrogative form request for information. The third *yes* appears in an exchange-ending turn affirming the polar interrogative form requests for information. Turn 113 conveys a request for confirmation and elicits a verbal reaction, whereas turns 118 and 128 are exchange-ending turns conveying no directive utterances.

The turns carrying the function of an answer provide the information requested in the previous turn (Eggins & Slade 1997:208). Six answers convey no directive utterances. Four answers carry the exchange-ending function in that they do not elicit verbal email reaction. The exchange-ending function can be explained by the fact that one turn conveys an advice, two turns convey a request for action and one conveys no directive, i.e. the addressor expresses no explicit urge to the addressee to take the next turn. The turn function of an agreeing reply is carried by four turns indicting support of the information provided in the prior turn (Eggins & Slade 1997:208). The following linguistic realizations are used to convey support in turns not conveying a directive, i.e. the single-utterance turn *OK* (message 132), and *Just fine* (message 135), explicitly convey the supporting response to be delivered. Two turns (messages 146 and 147) also convey support by *Please go ahead.* and *I agree that* as a reaction to the suggestion put forward by the prior addressor. The two former turns convey no directives, whereas the two latter turns request for action.

Only nine turns out of a total of 58 responding turns are interpreted as conveying the confronting turn function. I interpret this as indicating that the intra-corporate negotiation of the different issues via email proceeds in a straightforward way characterized by the participants' collaborative effort to manage interaction in an efficient and effective way from the point of view of all the present and non-present participants and interest groups. On the practical level, in this category of confronting turn functions, the confrontation (Eggins & Slade 1997) or challenge (Ventola 1987) mainly arises from the fact that the requestee is unable to comply with the request for action or provide the information requested due to lack or shortage of information necessary for compliant action or for conveying a supporting verbal reply. In other words, despite the confrontation or challenge created by missing information, the interaction in the confronting turns contributes to negotiation of the issues and achievement of a contextually and situationally appropriate resolution.

The five non-complying replies can be paired with a typical initiation of a request for action expressed in the prior turn. The respondent's non-compliance with the expected action is due to lacking information necessary for the respondent's compliant behaviour. Consequently, all turns carrying the confronting function of a non-compliant reply convey at least one request for

information, two of which also convey a suggestion. In other words, they explicate the need for negotiation.

Confronting turns withholding information indicate the addressor's inability to provide the information requested (Eggins & Slade 1997:208). In two turns (messages 96 and 107), the addressor requests for further particulars from the prior addressor and expands the request in the other turn in seeking to acquire the necessary information in order to be able to comply with the original request for action. In one turn carrying the function of disagreement, i.e. message 68, the addressor who has self-selected the respondent's role provides a negative response to the prior question and suggestion. The turn expresses no directives and it brings the on-going interaction to an end. A contradicting reply is provided by a respondent who negates the information given by the prior addressor by re-raising a discussion on a business term that was refused previously by the addressee. It conveys a suggestion, which indicates the respondent's willingness to continue negotiation of the issue.

Eggins and Slade (1997:207) suggest that confronting replies like supporting replies tend to close the exchange and avoid overt negotiation of any differences in casual conversations. As was discussed above, in the email data, this does not seem to hold since all turns, except for message 68, carrying the confronting function convey requests for information or suggestions, which I interpret as indicating that the addressors strive for overt negotiation of the issues. However, a point needs to be made here that the difference of the research data between casual conversations (Eggins & Slade 1997) and corporate email data may result in different realizations of the confronting speech functions. Further, the limited email data accords no assertive pronouncements on this function in the email data.

9.6.2 Functions of directive utterances and their linguistic realizations

9.6.2.1 Functions of directive utterances

Deriving from the analysis of the eighteen (18) message chains, the functional typologies of the directive utterances are depicted in Figure 16 by a sub-network for each turn category, i.e. the initiating, forwarding, continuing and responding turns. Twenty one (21) messages (messages 68, 71, 74, 85, 87, 89, 92, 100, 105, 108, 115, 116, 118, 121, 123, 128, 131, 132, 134, 135, and 137) convey no directives and, consequently, are not represented in the typological networks below. The initiating turns conveying the initiating prescribing functions illustrate the turn functions of the sixteen (16) initiating turns. As was pointed out previously, two chains are initiated by a customer's email message and two forwarding messages, i.e. messages 136 and 138, initiate the interaction among the corporate interactants. Therefore, the two forwarding messages are illustrated in their own sub-category in Figure 16. For clarity, a joint category of the different directive utterance functions expressed in all responding turns was provided in Figure 14 in section 9.6.1 instead of an illustration of their occurrences in different responding turns.

Figure 15 depicts the directive utterance functions with their frequencies of occurrences and it shows that several turns are multiple directive turns. Requests for action, including the expanding function, and requests for information, including the expanding function, are the most frequently conveyed directive functions in the multiple turn message chains. The several suggestions expressed, together with the information-seeking functions and confirmation/acceptance seeking-functions can be regarded as explicitly inviting negotiation of the proposals and propositions put forward in previous instances of interaction.

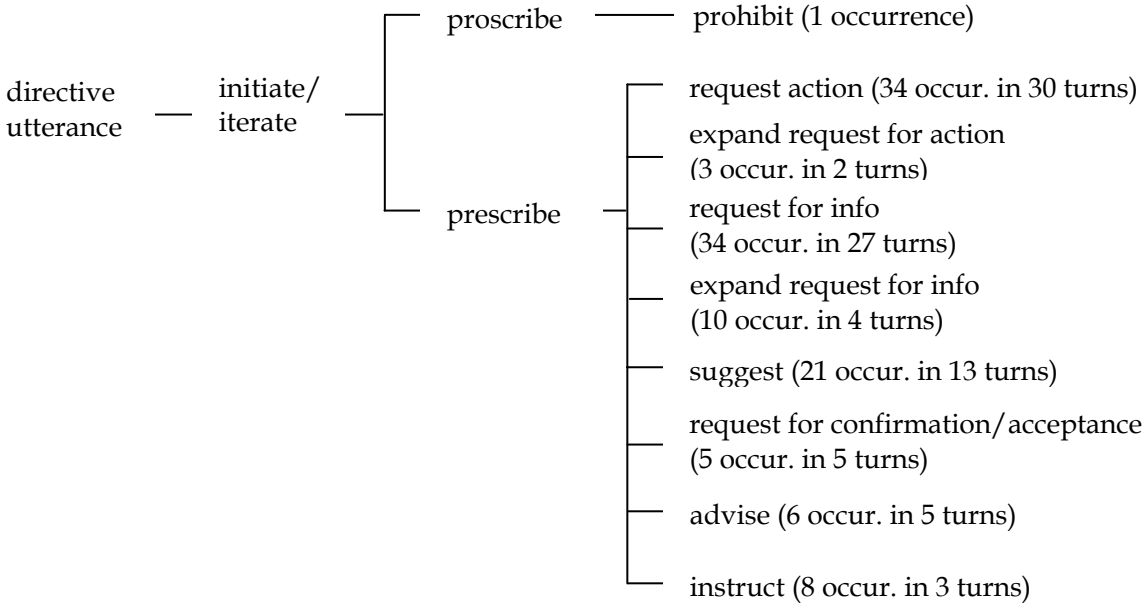


FIGURE 15 Directive utterance functions in the multiple turn message chains

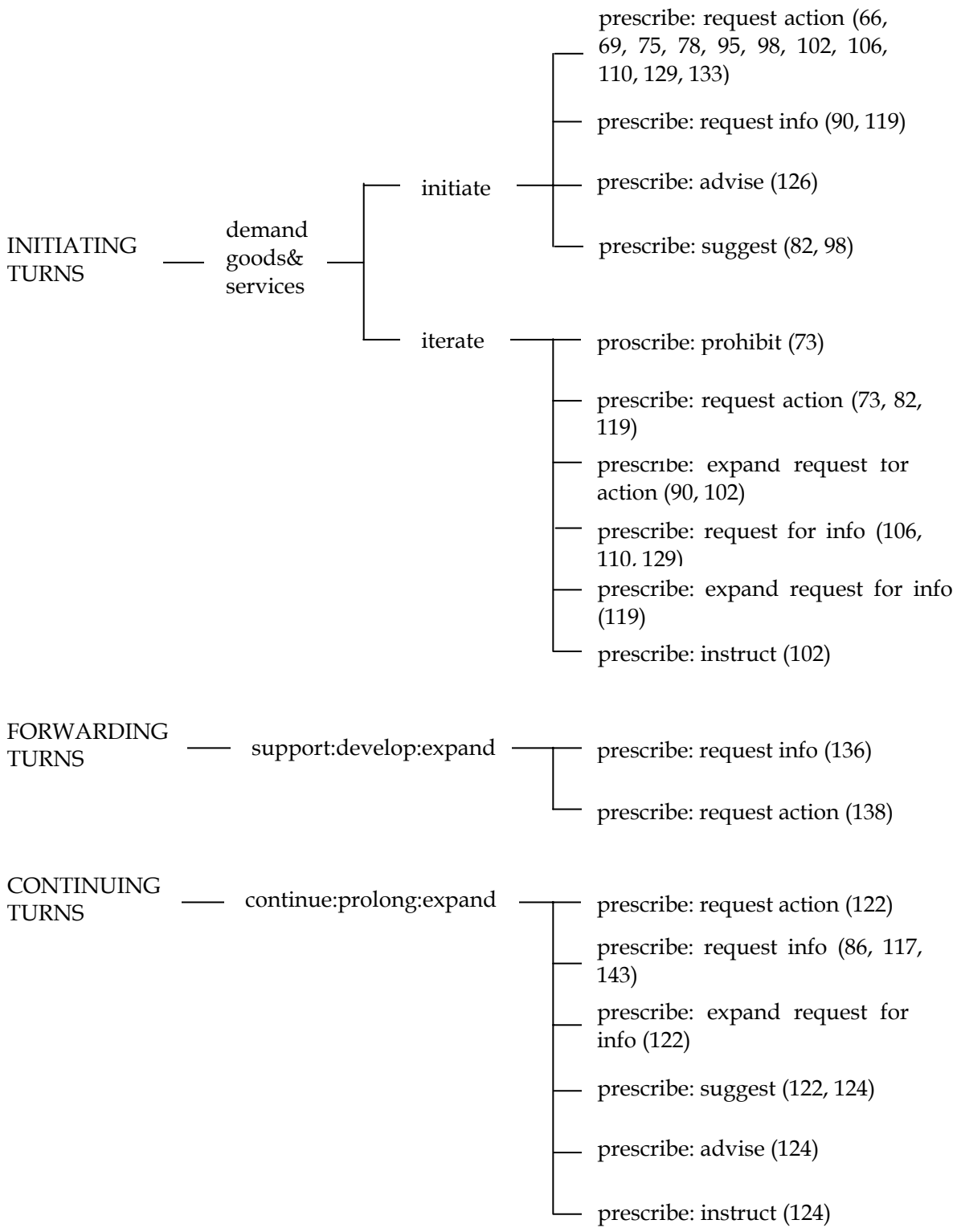
As Figure 16 illustrates on pages 344 and 345, in the initiating turns the prescribing directive utterance functions of requesting for action and information, expanding request for action and information, instructing, and the proscribing function of prohibiting convey the iterating function. This interpretation differs from Iedema's (1997) typology and it derives from the differing nature of his data and the email data as was discussed in the analysis of directive utterance functions in the previous chapters. All directive utterance functions in the forwarding, continuing and responding turns are iterating due to their interdependence with the directive utterance functions realized in the previous turns. Therefore the notion of iterating does not appear in the forwarding, continuing, and responding turn typologies in Figure 16.

As is depicted in Figure 16, the directive utterances expressed in the different turns are assigned functional labels similar to those analyzed and discussed in the previous chapters deriving from Iedema's (1997) typology. The directive utterance function of expanding request for action or information, not present in Iedema's (1997:91) typology, was discussed in the previous chapter and, consequently, is not elaborated on here. As the functions expressed in the initiating turns are similar to those analyzed and discussed in the previous

chapters and particular directive utterance functions were touched upon in the discussion of the turn functions in section 9.6.1, they are not subjected to detailed scrutiny here for avoidance of repetition. Further, all directive utterance functions in the responding turns depicted in Figure 16 carry the prescribing function and, therefore, it is not indicated in Figure 16.

The directive utterance function of requesting for action predominates in the initiating turns conveying the consolidated turn function of demanding goods and services. Seven initiating turns are one-directive turns, whereas nine turns are multiple-directive turns in that they express two or three directives. All initiating turns elicit a verbal reaction despite the fact that only five turns realize a request for information and two turns a suggestion, which can be interpreted as indicating the addressor's readiness to continue interaction. In other words, the turns realizing requests for action elicit a verbal reaction, typically including a request for information or request for confirmation to enable compliance with the request. Compliance is conveyed verbally as a reaction to the request for action and a prohibition expressed in message 73.

In Figure 16 'request action' is used for brevity and it is short for request for action, 'request info' is short for request for information, and 'request confirmation' is short for request for confirmation.


INITIATING TURNS
demand goods& services
initiate
prescribe: request action (66, 69, 75, 78, 95, 98, 102, 106, 110, 129, 133)
prescribe: request info (90, 119)
prescribe: advise (126)
prescribe: suggest (82, 98)
iterate
proscribe: prohibit (73)
prescribe: request action (73, 82, 119)
prescribe: expand request for action (90, 102)
prescribe: request for info (106, 110, 129)
prescribe: expand request for info (119)
prescribe: instruct (102)
FORWARDING TURNS
support:develop:expand
prescribe: request info (136)
prescribe: request action (138)
CONTINUING TURNS
continue:prolong:expand
prescribe: request action (122)
prescribe: request info (86, 117, 143)
prescribe: expand request for info (122)
prescribe: suggest (122, 124)
prescribe: advise (124)
prescribe: instruct (124)

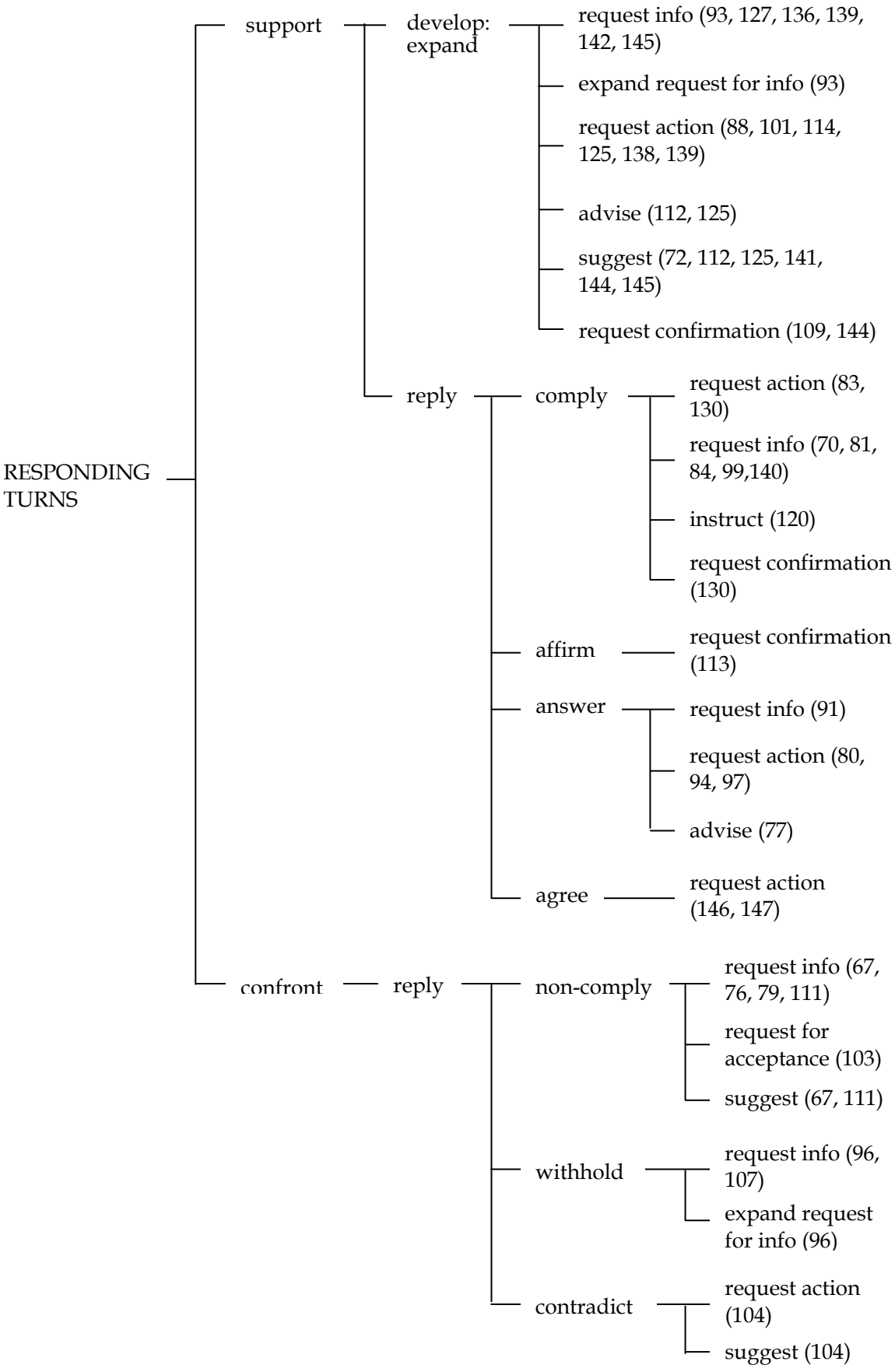


FIGURE 16 Directive utterance functions in different turns

The forwarding turns were preceded by an importer's and customer's email message requesting for action. Messages 136 and 138 are email messages written as reactions to those requests for action, and they realize a request for information and a request for action respectively in pursuing to initiate intra-corporate negotiation of the issue of certification which is the topic and the object of the two requests for action. The verbal reaction to message 136 is an exchange-ending turn, whereas message 138 elicits verbal reactions ending up into a ten-turn chain involving different interactants representing different geographical and, consequently, functional areas and organizational positions and subsequent rights and obligations in view of different corporate transactions and interactions as was discussed in the analysis part.

The six continuing messages are by the same addressor who wrote the previous message and they all carry the prolonging and expanding function of requesting for action or information or expanding on the request for information, or suggesting, advising or instructing as shown in Figure 16. All continuing messages in this category elicit a verbal reaction from a different addressor. Thus, the addressors of continuing turns contribute to extended negotiations of issues of interaction by self-selecting themselves as addressors and by stimulating a verbal reaction from one of the addressees. Messages 86, 117, 122 are preceded and followed by a turn conveying no directives, whereas message 124 is preceded by a turn conveying no directives but is followed by a multiple-directive turn realizing suggestions, a request for action and an instruction. Message 143 is preceded by a message requesting for information and followed by a message suggesting and requesting for confirmation.

In the category of the responding turns there are nineteen supporting turns conveying no directives, i.e. in answers (messages 71, 85, 92, 100, 105, 137), in compliant replies (messages 74, 87, 105, 123, 13), in expanding turns (89, 115, 116, 121), in affirmative replies (messages 118, 128), and in agreeing replies (messages 132, 135), while only one confronting turn, i.e. message 68 conveying a disagreeing reply, conveys no directives. Therefore, as was pointed out previously, they do not appear in Figure 16. The most frequently realized directive function is that of a request for information or an expansion of a request for information, appearing in twenty turns. Together with the directive utterance functions of suggesting appearing in nine turns and the request for confirmation appearing in four turns, the addressors can be seen as indicating their readiness or need to keep on negotiating the issues of interaction.

As was discussed previously, the requests for information and suggestions in the confronting turns convey not only the addressors' readiness but more prominently their need to extend negotiation to acquire further details in order to be able to act in a compliant way or to provide the information requested originally. However, a point needs to be made here that, as revealed in the analysis of the message chains, supporting turns with utterances conveying the requesting for action function with no other directives do elicit verbal reactions. However, there are four exchange-ending turns conveying a request for action in which situations compliance may have been achieved non-verbally by compliant action.

The directive utterance function of requesting for confirmation, with no appearances in Iedema's (1997) data, is realized in four responding turns, i.e. messages 109, 113, 130, and 144. It appeared previously only in one turn, i.e. message 53 conveying a compliant reply analyzed in the previous chapter. I interpret that the directive function of requesting for confirmation is closely intertwined with the interactional and dialogic nature of email interaction, and more specifically the negotiatory aspect of the interaction unfolding in the four chains in that requests for confirmation explicitly convey the addressor's expectation of the addressee taking the next turn. Message 109 is a chain-ending turn and the request for confirmation closes a developing and expanding turn which provides an assertive reply to a customer's previous claim through the intermediary of the addressee. No email confirmation is accessible for the purposes of this study. The other messages conveying request for confirmation utterances appear in middle positions in the chains, message 113 in a nine-turn, message 130 in a four-turn chain, and message 144 in a ten-turn chain, all eliciting a supporting verbal reaction as a response to the requests for confirmation. In addition, the responding turn 103, similarly to the responding turn 65 (Appendix 7), realizes the function of a request for acceptance of a proposal through the elliptical *Ok?* Thus, the request for confirmation function together with the request for information function and the request for acceptance function in the responding turns can be interpreted as explicitly conveying the addressor's readiness for turn change.

Further, the directive utterance function of suggesting seems to convey exchange prolonging function since it can be seen as conveying the addressor's openness for negotiation by providing the addressor's view and the addressor's readiness for continuing interaction on the issue. There are two occurrences of suggestion in initiating turns, two in continuing turns, and nine in responding turns. The function of suggestion appeared four times in the category of initiating messages eliciting no response and once in the category of chains analyzed in the previous chapter. In this category of message chains the function of suggestion appears in thirteen turns, two suggestions appearing in initiating turns. The remaining suggestions, except for two suggestions in chain ending-turns, appear in middle positions in the continuing and responding turns in chains ranging from three turns to nine turns in length. However, the number of the lexico-grammatical realizations of suggestions totals twenty one (21) since turns 72, 124, and 125 are multiple-suggestion turns.

The topics and issues of interaction introduced in the initiating turns can be seen as influencing the functional typology of directive utterances to a certain degree, especially in the reacting turns in sustaining negotiation on particular topics. In comparison with the issues of interaction in the email messages analyzed in the previous chapters, the issues here stimulate more extended negotiation chains. In other words, particular initiating requests for action here elicit verbal reactions rather than a compliant reply when the addressors choose to react verbally to particular turns on the basis of the contextual and situational constraints. In addition to the requests for action stimulating verbal reactions, there are directive utterances carrying the function

of requesting for information or suggesting in initiating turns and turns subsequent to the initiating turns contributing to extended exchanges or negotiation threads. However, independent of the extended length of the interactional chains, the interactional events and the unfolding of interaction in the eighteen message chains can be referred to as straightforward and recurrent in nature despite several turns, sometimes confrontational (Eggins & Slade 1997) or challenging (Ventola 1987:90-91) between the initiating messages and the exchange-closing or exchange-ending responding messages.

Thus, initiating messages tend to convey issues as unproblematic, the responding messages in the middle positions tend to pose challenges in the form of urges for negotiation, and exchange-ending responding messages tend to either explicate or implicate situationally and contextually unproblematic resolutions brought about in compliance with customary corporate practices as was also suggested in the analysis of the email data in previous chapters. The notion of exchange-ending responding message means that the message chains submitted for the purposes of this work do not include further sustaining messages even though three exchange-ending responding messages convey requests for information or confirmation or in some other linguistic means convey that the issue remains unresolved (message 81 through *Could you find it?*, message 105 through *But we'll see.*, and message 109 through *Please confirm it.*), i.e. they invite the addressee/s to take the next turn.

The lack of further sustaining email messages may indicate that due to contextual or situational constraints the interaction is shifted to take place through other media (Firth 1991), for example face-to-face, as is explicated in message 125 through *We are glad to see you in {Mill in Finland} on 10th April.*, or over the telephone.

9.6.2.2 Mood choices realizing directive utterance functions

This section focuses on discussing the selection of the moods used to realize the different directive utterance functions in the eighteen message chains. Appendix 4 illustrates all the different mood choices made by the interactants in realizing the different functions in the different turns. Consequently, for example the congruent imperative mood appears as a realization of several directive utterance functions in different turns. The consolidated turn functions are shown with the different directive utterance functions conveyed in them, followed by the linguistic realizations of each directive utterance function. Lastly, the mood type realizing each directive utterance function and the number of the message in which each directive is realized are indicated.

Due to the high number of messages exchanged in the chains analyzed in this chapter, Appendix 4, which illustrates the lexico-grammar of the directive function realizations in different turns, is more extensive than the Appendices showing the realizations and mood choices in the interaction analyzed in the previous chapters. In Appendix 4, the abbreviation MI stands for modulated interrogatives, IM for imperatives, MD for modulated declaratives, PI for polar

interrogatives, DE for declaratives, WHI for WH-interrogatives, and PI/EL for elliptical polar interrogative. The twenty one turns conveying no directive utterances are not depicted in Appendix 4. The continuing turns have been located in Appendix 4 in the positions showing their consecutive order in the message chains. Thus, for example the continuing turn 122 is placed under the 3rd responding turn category to indicate its consecutive order in the message chain 119-120-121-122-123-124-125. This section focuses on discussing the mood choices made by the addressors in conveying different directive utterance functions.

Table 16a below illustrates the directive utterance functions conveyed through different mood choices. The numbers in parentheses after the mood choices indicate the number of occurrences of each mood choice in different realizations of directive functions. The abbreviations used for the different directive functions in Table 16a are the same as those used in Table 15 in section 9.4 in illustrating the turn structures in the message chains with multiple reactions to the initiating turns. Table 16b shows the different mood choices and their frequencies in the initiating, forwarding, continuing, and responding turns.

Tables 16a and 16b will be drawn from in the discussion of the different mood choices that are used by the participants to realize the different situational and contextual directive utterance functions.

TABLE 16a Functions realized through different mood choices with frequencies of mood choices in message chains with several verbal responses

Function	Mood choices
INIT/ITER:RFA	modulated interrogative (14), imperative (9), modulated declarative (6), declarative (3), polar interrogative (2)
ITER:RFAE	modulated interrogative (1), modulated declarative (1), imperative (1)
INIT/ITER:RFI	polar interrogative (14), imperative (7), modulated interrogative (5), declarative (3), WH-interrogative (3), elliptical polar interrogative (2)
ITER:RFIE	modulated interrogative (4), polar interrogative (3), WH-interrogative (2), elliptical polar interrogative (1)
INIT/ITER:ADV	imperative (4), declarative (1), modulated declarative (1)
INIT/ITER:SUG	modulated declarative (10), imperative (3), declarative (3), modulated interrogative (2), polar interrogative (2), WH-interrogative (1)
INIT/ITER:INS	modulated declarative (6), declarative (2)
ITER:RFC	imperative (2), elliptical polar interrogative (1), modulated interrogative (1), polar interrogative (1)
ITER:PROH	modulated interrogative (1)

TABLE 16b Frequencies of mood choices realizing directive functions in chains with several responding turns

Mood Type	Total Frequency	Occurrences in Turns			
		Initiating	Forwarding	Continuing	Responding
MI	28	13	2	3	10
IM	26	9		1	16
MD	24	6		3	15
PI	22	4		6	12
DE	12			2	10
WHI	6			1	5
PI/EL	4				4
TOTAL	122	32	2	16	72

The eighteen message chains comprise eighty two (82) messages, i.e. sixteen (16) initiating, two (2) forwarding, six (6) continuing, and fifty eight (58) responding turns. The initiating turns realize thirty two (32), the forwarding turns two (2), the continuing turns sixteen (16) and the responding turns seventy two (72) directive utterances. As there are a total of 122 directive utterances realized through different mood choices as illustrated in Table 16 above, there are multiple directive turns.

In this category of message chains, the modulated interrogative (28 occurrences), the congruent imperative (26 occurrences), the modulated declarative (24 occurrences), and the polar interrogative (22 occurrences) are the most used mood choices in the realizations of directive utterance functions. Further, the declarative mood (12 occurrences), the WH-interrogative (6 occurrences), and the elliptical polar interrogative (4 occurrences) are used in realizing directive functions.

The interaction analyzed in the previous chapters reveal a somewhat similar picture in view of the three most frequently used mood types in realizing directive functions, i.e. the imperative, the modulated interrogative, and the modulated declarative. Here, however, the polar interrogatives have a considerably high occurrence rate, especially in the category of responding turns with twelve (12) occurrences, due to the high number of responding turns. The occurrences and functions of the different mood choices in different turns conveying different turn functions will be discussed in more detail below.

Modulated interrogatives

The modulated interrogative with a total of twenty eight (28) realizations is the most frequently selected mood for conveying directive functions here. In the initiating turns, different structural variations of the modulated interrogatives are used to realize five initiating requests for action. In the iterating category, modulated interrogative forms realize three requests for action, one expanding request for action, one request for information, three expanding requests for information and one prohibition in the proscribing category. Modulated interrogatives are used in initiating turns representing operative-level peer

interaction, management-level peer interaction, and vertically upward interaction, the need for requesting for action deriving from the addressee's or addressor's party, customers or authorities. In other words, as was stated in the previous chapters, the use of the modulated interrogative mood in my data does not seem to be dependent on the utterance function or the direction of interaction. In sum, the interactants seem to perceive the modulated interrogative as an appropriate mood for realizing different directive functions in different interactional events regardless of the direction of interaction.

The modal operators *could* and *can* together with *would* are used in the directives requesting for action with or without *please* where material process verbs explicate the requested action. Thus, the modulated interrogative mood choice can be referred to as a transparent directive function realization since it typically explicates the expected action and the requestee, i.e. *you*, with the implicit 'I' as the requester. An iterating prohibition is conveyed through *Could you please ask again to stop printing.* In this utterance the requestee is asked to contact a non-present participant whose past action is indicated as incorrect and, consequently, similar future action is prohibited. In the initiating turns in the iterating category, one request for information and three expanding requests for information are realized through modulated interrogatives, two of which use the mandatory *shall* in modulating the interrogatives.

There is one request for information realized through modulated interrogatives in each of the two forwarding turns, i.e. messages 136 and 138, with the structures *can you possibly* and *Would you* representing vertically downward and operative-level peer interaction respectively in messages initiating intra-corporate negotiation of requests for action, i.e. issue of certificates, conveyed in a customer's original email message attached to the on-going interaction.

In the continuing turns, one request for action is realized through *Could you ask*, one request for information through *Can we ship*, and one expanding request for information through *Shall we use*. The requests are conveyed in turns representing vertically upward interaction and operative-level peer interaction in situations where the requests derive from previous activity by a customer or an authority reported in the previous turn.

In supporting responses, there are five requests for action realized through modulated interrogatives with the modal operator structures *can you* and *would you* and material process verbs in 1st, 2nd, 3rd and 6th responding turns with three occurrences in expanding turns and two occurrences in compliant replies. They represent operative-level peer interaction and vertically upward and downward interaction, the request for action deriving from previous action by the addressor's party, a customer or an authority. Further, one expanding turn conveys a suggestion with the modal lexical item *maybe* in management-level peer interaction where the original request derives from a customer, one compliant reply a request for information through *could you* in addressor-party-derived operative-level peer interaction and one compliant reply a request for confirmation through *can you* in management-level peer interaction the original request attributed to a customer. In confronting turns, one withholding reply

conveys a request for information by *So should we ship this* in operative-level peer interaction attributing the original request to a customer, and one non-compliant reply conveys a suggestion by *Could we ship this* in management-level peer interaction where the original request for action derives from a customer.

Imperatives

The congruent imperative form with a total of twenty six (26) occurrences is the second most used mood choice in this category of message chains. As was discussed in the previous chapters, the imperative form with or without *please* seems to be a conventionally appropriate form for requesting action due to the ease of formation from the addressor's point of view and due to its transparency from the addressee's point of view in terms of the expected action, the requestee and the requester.

The initiating turns realize nine (9) directives with different functions through imperatives. In the initiating category, five requests for action are realized through imperative with a request-initial *please* followed by a material process verb in interaction representing operative-level peer interaction, management-level peer interaction, and vertically upward interaction in situations where the need to request for action is derived from a customer's previous action, except for one turn where the need is addressor-derived. In the iterating category the need for requesting action in the initiating turn is attributed to customers. There is one imperative- form expanding request for action and one request for information realized with *please* in management-level peer interactions where the requests are attributed to customers' previous activity. One request for action and one advice is realized through imperative forms without please in vertically upward interaction.

In the continuing turns there is one imperative-form suggestion realized through *Anyway let's have a meeting* in vertically downward interaction where the original need for requesting action derives from authorities' requirements.

The responding turns have the most occurrences of the imperative-form directives with sixteen (16) realizations. There are imperatives in seven expanding turns, in four compliant replies, in two answers, in one non-compliant reply, and in one contradicting reply. Three requests for action deriving from customers' previous action and one request for action deriving from authorities' regulations are realized with the request-initial *Please* followed by a material process verb explicating the expected action in operative-level peer interaction, management-level peer interaction, and in vertically downward interaction.

Five requests for information, all but one attributed to customers' previous activity, are realized through the rather formulaic *let us/me know* structures or by *Please advise.* Requests for confirmation are realized through *Please confirm.* There are three imperative-form advises guiding the addressee to read the attached email exchanges or to use correct software to access an attached image. Further, there are two suggestions realized through imperative structures, i.e. *just let it be as it is now* and *Please wait*. In other words, the congruent imperative

mood with the different structural variations is a productive mood choice in view of the directive utterance functions it realizes in the eighteen message chains.

Modulated declaratives

The modulated declarative mood is used to realize twenty four (24) directives, with most realizations appearing in the responding turns (fifteen occurrences). In the initiating turns there are two initiating requests for action realized through modulated declarative forms with the modal operators *can* and *would* in operative-level and management-level peer interaction respectively. In one initiating turn the median modal operator *should* appears in one impersonalized occurrence in the *if*-clause in *I wonder if something should be sent from the mill* (message 133) contributing to realizing a request for action in vertically upward interaction. The generic noun *the mill* can be seen as indicating the expected actor who is contextually interpretable by the interactants, i.e. the action explicated in the directive can be interpreted as being performed by particular corporate employees. In the iterating category, one expanding request for action is realized with the modal operator *can* in management-level peer interaction, while one suggestion in operative-level peer interaction resorts to the modal operator *should*, and one instruction to the mandatory modal operator *shall* in management-level interaction. The requests for action in all turns are attributed to customers' previous activity or non-activity.

In the continuing turn 124 different modulated declarative forms realize three directives, i.e. one advice with the *shall*-structure, one instruction with the necessitating *must*-structure, and one suggestion with the *need*-structure in vertically downward interaction reporting the information received from local authorities for writing an application. The interaction represents vertically downward interaction.

The 1st responding turn 120 is a multi-instruction turn, i.e. the management-level addressor conveys six instructions attributed to Japanese authorities in his compliant reply to a supervisory-level technical expert. Four modulated declaratives with three occurrences of the low modal operator *can* and one of the median modal operator *should* have contextually been interpreted as conveying the function of an instruction. In the same chain, the exchange-closing expanding turn 125 by the technical expert addressor conveys eight suggestions in detailing the application proposal to be forwarded by the management-level addressee to Japanese authorities. Seven suggestions are realized through modulated declaratives, with the modal operators *would*, *should*, *can*, and *may*, with the modulating lexical item *maybe* appearing in one suggestion. Further, in two answers and one agreeing reply, the modal operators *should*, *would*, and *could* are used in three utterances which have contextually been interpreted as conveying requests for action attributed either to customers or authorities in operative-level peer interaction and in vertically upward interaction. One suggestion that is conveyed by a management-level addressor in an expanding turn and addressed to several management-level

and operative-level employees resorts to the modal operator *should*. The modal operator *could* is used to realize a suggestion in operative-level interaction where the need for requesting action in the initiating turn is attributed to the addressee's party.

As is revealed here and in previous chapters, the mood choice of modulated declarative is rarely used for conveying requests for information. Here there are no such occurrences, and the only request for information was realized in responses analyzed in the previous chapter. The analysis of the unfolding of interaction in the data in this chapter shows that the addressors of the responding turns use the realizations of different requesting for information functions as a linguistic resource for negotiating the issues, and most frequently the information-seeking functions are realized here through one of the interrogative choices, i.e. the polar interrogative, the modal interrogative, and the WH-interrogative.

Declaratives

The continuing turn 122 conveys one suggestion through a declarative form *We prefer the first alternative:* in vertically upward situation attributing the initiating request to Japanese authorities. The continuing turn 124 in the same chain as the turn 122 and the turns 120 and 125 discussed above in the modulated declaratives group, realizes an advice through a declarative form *But he advised that* in a context where the addressor reports Japanese information and regulations acquired from Japanese authorities for preparing and writing an application. The continuing turn 124 is a turn with high density of directives, i.e. it conveys two pieces of advice, one instruction, and two suggestions through different lexico-grammar.

In the responding turns declarative-form directives are used in interaction in all directions and situations. In the confronting turn category, one request for information is conveyed through the *need*-structure in a non-compliant reply in operative-level interaction where the original request is attributed to the addressor. The *need*-structure in its non-auxiliary function in *I need L. Almeer's first name and department.* is interpreted as carrying a necessitating function and as conveying a request for information in the responding turn 78. The original need to request for action can be attributed to a customer in turn 141 conveying a suggestion through a declarative with the verb *propose*, whereas the need is attributed to the addressor's party in turn 80 conveying a declarative-form request for action in *I also have a request for*. Another suggestion is realized in *We prefer stamping* and a request for action through *I hope to get the mail*. In other turns, the original need to request for action is attributed to authorities. Turn 120, discussed in the modulated declarative group, conveys two instructions with the verbs *require* and *recommend*. Two turns convey requests for information through *I assume that..?* and *I hope you can tell me*. One contradicting response conveys a request for action through *{Customer} is asking to negotiate* in management-level peer interaction.

Interrogatives

In the initiating turns there are two initiating requests for information conveyed through polar interrogatives in operative-level peer interaction and vertically upward interaction in situations where the need for requesting action is attributed to authorities. There are two *is it possible* –structures conveying directives, one with the function of a request for action in operative-level peer interaction attributing the need for requesting action to the addressee's party and one with the function of a suggestion in operative-level interaction.

The directives conveyed through the polar interrogative forms in the continuing turns carry the function of a request for information and, consequently, they can be referred to as negotiation-sustaining and exchange-extending directives. The five requests for information are conveyed in vertically upward interaction by the same addressor in two different message chains, the other representing an authority-derived need and the other customer-derived need for requesting action in the initiating turn. One request for information is conveyed through a polar interrogative in operative-level peer interaction in an addressor-derived situation.

In the responding turns, the polar interrogatives convey the function of requesting for information in six supporting turns and in three confronting turns. In the supporting responses carrying the functions of expanding and a compliant reply, interaction represents either operative-level peer interaction or vertically downward interaction and the need for requesting action in the initiating turns is attributed either to customers or authorities. Message 144 is written by a management-level addressor to management- and operative-level addressees and conveys one suggestion and one request for confirmation through polar interrogatives. Further, one answer conveys a request for action in operative-level interaction where the need for the original request for action is attributed to authorities. In the confronting responses, in one turn conveying a withholding reply, a management-level writer addresses a request for information to his peer addressee though a polar interrogative. Two polar interrogatives convey requests for information in non-compliant replies in operative-level interaction where the need for requesting action in the initiating turn derives from the addressee's non-action and the addressor's previous activity.

There are four elliptical polar interrogatives in the responding turns, two realizing requests for information, i.e. in a supporting and expanding turn 145 through *Directly or indirectly?* and *Comments?* by a management-level addressor to several addressees, both management- and operative-level. *Ok?* is expressed in management-level peer interaction in the non-compliant reply 103 and it requests for acceptance of the previously uttered proposal. The utterance *If so, to Montreal or to Toronto* in the withholding reply 96 in operative-level peer interaction carries the function of an expanding request for action. In all chains, the request for action in the initiating turn is attributable to a customer's previous activity. In the elliptical polar interrogatives, no verbal elements are realized since they can be retrieved from the previous interaction. In other

words, the use of the elliptical interrogatives is made possible by the fact that the addressors are reacting to their previous utterances in the on-going interaction and, consequently, can abbreviate the interrogative structure (Eggins & Slade 1997:91).

The WH-interrogatives typically search for a missing piece of information through the WH-element, i.e. they are used to demand for information (Halliday 1994a:45). The WH-interrogative *What is {x} for?* carries the function of a request for information and appears in the continuing turn 143 representing vertically upward interaction in a customer-derived need situation. The responding turn 93 expresses two expanding requests for information in operative-level peer interaction and the supporting turn 72 a suggestion through a WH-interrogative in operative-level peer interaction. In the latter chain the need for the initiating request for action is attributed to a customer and in the former chain to an authority. The non-compliant responding message 76 representing operative-level peer interaction expresses a request for information in a situation in which the need for the initiating request for action is attributed to the addressor of the initiating turn.

In sum, twenty seven (27) interrogatives out of a total of thirty two (32) interrogatives convey the functions of requesting for information or expanding request for action. In other words, interrogatives in the initiating, supporting and confronting or challenging turns explicitly function as sustaining interaction and extending the negotiation of issues by seeking to involve the addressee/s by explicating turn availability with most occurrences in the initiating and 1st responding turns. In view of their location in the turns, the interrogative utterances can have initial, middle, and final positions, with most occurrences in the final positions. By backgrounding the transparent information-seeking directives realized through interrogative forms, the addressors can provide orientation, legitimation, information, and realize other directive functions, such as requests for action, suggestions, advice, prohibition, instructions, before explicitly offering the floor to the addressees by inviting them to take the next turn.

9.6.2.3 Lexis contributing to realizing directive utterances

The lexis used in directive utterances conveying requests for action is closely interconnected with the issues of interaction, and similar material process verbs or verbs indicating the involvement of material processes with different lexical realizations are used as in the interaction analyzed in the previous chapters. In other words, requests for action here are lexically realized through combinations such as *send – bn/copy*, *make – changes/a proposal*, *add* (id), *ship* (a delivery), *move* (something), *give – access*, *get – sample*, *help* (someone), *fax – credit note*, *contact* (someone), *ask* (to do), *check* (when, something, with someone, if), *indicate – some formula*, and *answer* in utterances with different mood choices as discussed above.

In view of the requesting for information function, the interaction in this category of message chains abounds in interrogatives in information seeking

functions in comparison with the interaction analyzed in the previous chapters. As was discussed previously, the different realizations of different interrogative forms typically request for information mainly in the continuing and responding turns and simultaneously explicate turn availability with lexis that is determined by the issues of interaction and how they are expanded and elaborated by different interactants as they are negotiated in the message chains. The formulaic expressions *please advise* and *let me/us know* for requesting information and *please confirm* or *can you confirm* for requesting for confirmation are used mainly in the responding turns to convey turn availability to the next speaker. The lexis used for realizing the other functions through different mood choices here is intertwined with the issues of interaction and how they are discussed from different points of view by different interactants.

For the lexical items used for either mitigating or emphasizing the necessity level, or 'shouldness' in Iedema's (1997) terms, I refer to the previous chapters where they are discussed in detail.

9.6.3 Dynamism in role relationships

In the intra-corporate email interaction, the actions of directing someone, for example requesting someone to do something when initiating interaction, when continuing interaction or when introducing a new point of view into the issue of interaction, are understood as social. Thus, the actions of directing are actions with regard to others, i.e. the addressor interacts with an active expectation of a verbal or physical response from the addressee or someone else empowered not only by his or her organizational authority but also by his or her contextual and interactional role positionings. Thus, as was pointed out previously, the conception of role and the subsequent authority or power relations are not seen as given and static but as interactive and dynamic in the intersubjective construction and negotiation of meanings in the message chains. As a result, in the present intra-corporate interactional events the asymmetry in roles and power relations is seen as functional and asymmetry is seen as of consequence to the management of corporate-level transactional and interactional practices empowering the initiation and continuation of interaction by contextually and interactionally appropriate participants with the subsequent rights and obligations.

Role relationships are in a state of flux to a higher degree in the interaction analyzed in this chapter than in the interaction analyzed in the previous chapters. One of the main reasons for the flux is the extended nature of the message chains. In other words, with the extended message chains the addressor's and addressee's roles are reversed every time the respondents react verbally to the previous turns. Thus, the more extended the chains are, the more frequently the addressor's and addressee's roles are established and re-established (He 2004:208). Further, in particular chains there may be several To: addressees and cc: addressees in particular turns and the respondent may choose a cc: addressee of the previous turn as the next speaker by To:

addressing the message to him/her or by identifying him/her in the salutation or directive-utterance initially as the next speaker.

The message chains with attached email messages explicating interaction external to the on-going interaction reveals a new angle into the role relationships in comparison with the interaction analyzed in the previous chapters. Particular responding turns have attached to them email exchanges in English between operative- and management-level employees in the SMOs and customers' representatives. The employees in the SMOs out of Finland act in an intermediary role between the producer/supplier in Finland and the local customers. By attaching exchanges in which customers' representatives are active participants, the customers' representatives' voices 'gain momentum' (Iedema et al. 2003:18 original quote) concretely through the intermediary of attached email messages. Simultaneously, the SMO employees' intermediary role both in the exchange external to the on-going interaction and in the on-going interaction is made explicit and transparent. This can be referred to as multi-vocality (Iedema et al. 2003:15) in view of the two-dimensional nature of the intermediary role of the SMO employees. In a similar way, particular email exchanges in Finnish, making transparent interactions that are external to the on-going interactions, are attached to particular responding turns. For example, by attaching the 'backchannel' (Mc Elhearn 1996) interaction with operators, a Sales Assistant at the mill in Finland reinforces her interactional role of a compliant requestee and an intermediary between the SMO employee and the operators within the corporation. By attaching her email exchange with an employee in Sales Support at the mill in Finland, the same Sales Assistant emphasizes her requestee's role as a provider of correct information. Through these attachments the employee in Sales Support 'gains momentum' in organizing and managing intra-corporate transactional and interactional practices.

New aspects into dynamic role work in email interaction are introduced, firstly, by the 'entrant' addressor of the 2nd responding turn 68. The notion of 'entrant' indicates that the addressor self-selects the addressor's and the respondent's role, and more specifically the role of the 'information provider' and the 'decliner' of a suggestion conveyed by the prior addressor. This is a rare instance where self-selection occurs from outside the To: and cc: addressees in the data analyzed. Secondly, self-selection takes place by addressees who are not identified as the next speaker in the salutation of the message in chains 82-83-84-85-86-87-88-89, 102-103-104-105, and 138-139-140-141-142-143-144-145-145-147.

How the different directive utterances and their functions in the on-going interaction contribute to the interactional dynamism of role relationships in interaction in different turns with different consolidated functions was discussed in the previous chapters. As many of the directive utterance functions revealed in this chapter are similar to those revealed and discussed previously, I refer to these discussions for a more details of the role positions taken on or assigned to the participants and the dynamism in role work stimulated by different directive functions in different interactional events.

9.7 Summary

Interaction in eighteen (18) message exchanges comprising 58 messages were analyzed in this chapter. The message exchanges can be referred to as extended exchanges since there are several reactions to the interactions opened in the initiating messages. Further, some chains have some inserted messages or message exchanges in English or in Finnish. The need for writing the initiating message derives from the addressee-party's, the addressor-party's, customers', or a bank's previous activity, which are generic reasons for writing the initiating messages analyzed in this study. The presence of legitimations is frequent, especially in the initiating messages with fifteen (15) occurrences, to justify the addressors' directive behaviour. The reactions and responses to previous messages are typically supporting in function. The number of confronting or challenging messages is nine (9) and the challenges are frequently realized through requests for information or suggestions by the respondents instead of the reactions expected by the addressor, such as immediate compliance with the requests for action. The challenges are tackled with negotiation which can be seen as signalling the collaborative nature of the intra-corporate email interaction through which the participants pursue the achievement of the generic corporate goals.

As the interaction unfolds in the message exchanges, participants from different hierarchical levels may be engaged into the on-going interaction. In the message exchanges, there are 122 realizations of directive functions through different mood choices as is illustrated in Table 16a and Table 16b in section 9.6.2.2. The most frequently conveyed directive function is the requesting for information function with 44 occurrences. The polar interrogative form in different structural variations realizes seventeen (17) requests for information or expanding requests for information. Different modal interrogatives realize nine (9) requests for information and the imperative form seven (7) requests for information. WH-interrogatives are used in five (5), elliptical polar interrogatives and declaratives in three (3) realizations of requests for information. There are twenty one (21) realizations of suggestions conveyed most frequently by different modulated declaratives (10 occurrences). Further, imperative, declarative, modulated declarative, and interrogatives are used in conveying suggestions. In addition, there are five (5) realizations of requests for confirmation or acceptance which can be seen as explicit urges to the addressees to react verbally. Thus, in the extended message exchanges about 55 % of the directive expressions convey functions that can be seen as explicitly encouraging the addressees to react verbally to the previous interaction in order to negotiate meanings. The more frequent involvement of managerial-level interactants and, consequently, the non-routine nature of the topics of interaction can be seen as influencing the need for negotiating meanings. There are 37 requests for action realized in the message exchanges. The typical mood choices for realizing requests for action in the email data are also used here

most frequently, i.e. different modulated interrogatives with fifteen (15) occurrences, imperative forms in different structural variations with ten (10) occurrences, and different modulated declarative structures with seven (7) occurrences.

In the unfolding of interaction in the extended message exchanges, the wide variety of different directive functions conveyed through different mood choices provide a dynamic venue for the addressors to take on several roles and to assign complementary roles to other participants. Further, more dynamically than in the interaction analyzed in Chapters 6, 7, and 8, new addressors are engaged to the sequences of interaction in the message exchanges. In addition, self-selection takes place when addressors who are not identified as respondents self-select the respondent's role and in that role take on different interactional roles through their directive and other interactional behaviour.

10 DISCUSSION AND CONCLUSIONS

10.1 Introduction

This study has pursued both empirical and theoretical aims. The central empirical aim of this study has been to examine the email addressors' behaviour in conveying directives. The main linguistic focus has been on addressing the primary research question: *How are directives realized lexico-grammatically and which contextual functions do the diverse linguistic manifestations serve in different turns in different interactional events?* A second empirical aim has been to address two subquestions: *How are the interactants' intertwined roles established, maintained and re-established through different directive utterances in the on-going interactions?*, and *How are the addressors, the addressees, and the non-present 'others', who are involved through the on-going email interactions, introduced by linguistic means into the interactions realizing directive functions?* The analysis has built on two functional networks suggested by previous research that draw from the systemic functional approach (Eggins & Slade 1997; Iedema 1997). The theoretical aim has been to test the applicability of the two networks and to develop a contextually and situationally viable functional account to capture aspects of turn functions and directive utterance functions useful in describing the participants' directive behaviour in the email interaction. Drawing from the conception outlined in the analytical framework in Chapter 4, an in-depth analysis of the interaction in the email messages conveyed in sequences of initiations and responses was carried out with a focus on the local level, i.e. the lexico-grammar, rather than on the global level, i.e. structure or organization of interaction. The global level, however, was included as a contributor to the analysis pursuing to identify the ways in which the email addressors covey different directive functions as verbal reactions to previous instances of interaction in order to organize corporate activities and collaboratively ensure the achievement of the generic corporate goals in the multinational corporation.

Chapter 10 will discuss the results and conclusions drawn from the study. As the findings of Chapters 6, 7, 8, and 9 were summarized in each chapter,

section 10.2 will focus on pointing out some central results of the study. The nature of directive behaviour in the email sequences will be outlined in section 10.2.1, while section 10.2.2 will raise for discussion some findings in terms of contextual and situational utterance functions and their lexico-grammatical realizations in the sequences of email interaction. Conclusions in respect of the role assignments in the sequences of email interaction will be drawn in section 10.2.3. An overview of the turn functions in the sequences will be given in section 10.2.4. Theoretical and methodological aspects will be considered, including the discussion of the applicability of Eggins and Slade's (1997) and Iedema's (1997) functional accounts from the point of view of the aims of this study in section 10.2.5. Further, limitations of this study will be discussed in section 10.3, and implications for further research in section 10.4. A concluding note will be offered in section 10.5.

10.2 Results

10.2.1 Directive behaviour in the email sequences

In this study directivity has been seen as a social, interactional and linguistic phenomenon. The linguistic analysis has explored directivity from the point of view of clause as an exchange. Directive behaviour has been analyzed through the lens of the grammatical systems of mood and modality, or modulation (Halliday's 1994a:89), which belong to the interpersonal metafunctions of language providing resources for constructing social relationships among the participants. The system of mood provides grammatical resources for the exchange of goods&services or information, while the system of modulation provides grammatical resources for expressing different scales of obligation or necessity.

The interaction unfolding in the email message chains has been perceived as a sequentially organized process of initiations and responses in which the participants to a high degree utilize the resources of the previous utterances or previous turns, or resources from outside the on-going interactions, in accomplishing their directive behaviour. The linguistic analysis of directive utterance functions has been brought into focus and the other utterances conveying different functions, such as reasons and legitimations, have been interpreted as enabling elements in the unfolding of interaction in that they are understood as logically, interactionally and lexically interdependent with the directive utterances. The frequent use of the legitimizing elements in the interaction indicated that legitimations were included when participants representing different functional areas interacted with each other. The interdependence between the directive utterances and the other functional elements has been interpreted as contributing to constructing the contextual and situational directive utterance functions. In the sequential processes, directive performance has been seen as taking place through realizations of

different functional elements following each other in dynamic orders. The different functional elements realized by the addressors in different turns carrying different consolidated functions did not link together to build a systematic structure or organization. Directive utterances were located in initial, middle and final positions in relation to other functional elements within different turns. In other words, there was a degree of variability at the directive utterance level in terms of foregrounding, e.g. *Add the following:*, and backgrounding, e.g. *We were wondering when we would receive the new calendars?*. Thus, the addressors' interactional behaviour in conveying directives in the email data did not display itself as pre-programmed, but rather, reflected contextual and situational dynamism, flexibility and unpatternedness, and sensitivity to different constraints of the on-going interactions at the turn level. Section 10.2.2 will discuss the directive utterance functions and their linguistic realizations in the email sequences.

10.2.2 Directive utterance functions and their realizations in the email sequences

The primary empirical aim of this study has been to address the question of how different directive utterance functions were realized lexico-grammatically in the email interaction. The present analytical framework has enabled a division between initiating and iterating utterance functions, on the one hand, and proactive, i.e. prescribing, and reactive, i.e. proscribing utterance functions (Iedema 1997:89-90) on the other, as was detailed in the analysis. Typically, the first realizations of directive utterances in the on-going interaction received the initiating interpretation. The iterating interpretations were assigned to directive utterances when they were interpreted as expanding on previously uttered directives, reiterating, renovating or cancelling previously uttered directives. One turn (message 54) was interpreted as carrying the initiating function from the point of view of the on-going interaction in the message chain, and the message-initial request for action conveyed through a modulated interrogative mood choice was assigned the iterating function by drawing from the interpretational resources of the linguistic context of the utterances in the response turn (message 55) which explicated that a previous request concerning the same issue was forwarded to the same requestee. In other words, the initiating message in the on-going message chain conveyed follow-up functions in the broader interactional context. The directive functions in the continuing, forwarding, and responding turns were labelled as iterating since their linguistic realizations were reactions to previously uttered proposals or propositions. Thus, by drawing from Iedema's functional account it was possible to make a distinction between initiating and iterating functions in the sequences of email initiations and responses. This distinction has not been made in previous research into requesting behaviour in email interaction which has mainly focused on investigating interaction within individual email messages. Further, by drawing from the way in which Iedema's (1997) account

assigned delicate and nuanced situational and contextual functions to utterances realized by congruent and incongruent mood choices (Halliday 1994a), it was possible to identify and interpret equally delicate and nuanced functions to directive utterances occurring in the email interaction, such as the expanding, reiterating, renovating, cancelling, paraphrasing, and defying functions. The analysis of the unfolding of email interaction in the initiation and response sequences made it possible to detect such nuanced functions not only within one message but also across individual email messages. Such functions have not been reported in previous research into requesting in email interaction since is has predominantly analyzed the construction of requesting behaviour for the duration of one message. In addition to the functions, such as requesting for action, information, confirmation, and acceptance, suggesting, advising, and instructing, reported by previous research, the delicate situational and contextual functions discussed above are interpreted as lending support to the interactionally dialogic nature of email interaction. The analysis showed that from the sequential point of view directive behaviour in email interaction is a joint goal-oriented interactional activity comprising initiations and responses by the participants when they organize action in the multinational company in order to achieve the generic corporate goals.

The directive utterances in the prescribing category conveyed the functions of requesting for action, reiterating requests for action, renovating requests for action, cancelling requests for action, requesting for information, expanding requests for information, requesting for confirmation or acceptance, instructing, suggesting, and advising, whereas the proscribing category comprised the functions of prohibiting and defying. The directives carrying the reactive function, i.e. prohibitions and defying utterances, played a minor role in terms of the number of occurrences in the data in comparison with the prescribing functions as will be discussed below. Regarding the mood choices, the whole mood system was taken into use by the addressors in realizing different contextual and situational directive functions.

The directive utterances in the prescribing category were referred to as positive since they realized the addressors' attempts to indicate through requests, suggestions, instructions, and advices what they regarded as the necessary or desirable courses of action or task plans to be accomplished in different situations. In this study, 245 directive utterances conveying different functions were identified, described and analyzed, with 50 % of the occurrences in the messages chains in which the initiating turns elicited several reacting turns. Chapters 6, 7, 8, and 9 discussed the delicate contextual and situational functions and their lexico-grammatical realizations in detail. Consequently, this chapter will point out the findings that were found interesting from the point of view of the data analyzed in this study.

In the intra-corporate email interaction, in realizing the function of requesting for action, the use of the imperative forms and the modulated interrogatives seemed to provide the addressors with adequately transparent and disambiguating linguistic realizations in terms of the actions requested, the requesters and the requestees. Congruent imperative forms with 70 occurrences

and incongruent modulated interrogatives realized through different structural variations with 58 occurrences were the most frequently selected mood types for conveying directive utterance functions in the data, followed by a variety of modulated declarative utterances with 42 occurrences. Imperatives and modulated interrogatives were used in their different structural variations especially in the initiating turns to request for action, even though they were also used in responding and continuing turns in the same function. Therefore, modulated interrogatives and imperative forms with or without *please* were used as conventionalized and formulaic expressions in conveying the function of a request for action in the data. The subjunct *please* appeared both in the mitigating politeness function and in the reinforcing and necessitating function.

Imperatives and modulated interrogatives were used both in horizontal and vertical interaction. Thus, through imperatives and modulated interrogatives task-relevant and role-appropriate requests for action were contextually and situationally made transparent and disambiguated rather than embroidered or embedded since the addressors aimed to draw the addressees' immediate attention to the expected action expressed through material process verbs. In the category of messages eliciting no verbal response, the use of modulated interrogatives predominated in conveying requests for action in operative-level peer interaction, such as *Could you please raise a new code*, *Auli can you please reissue*, and *Can you send me an open report for*. Thus, in action-oriented straightforward interactional events the addressors chose explicit linguistic structures to convey requests for action and the addressees responded by compliant physical action. The use of appropriately transparent and explicit directive utterances was made acceptable by the fact that action was requested, instructed or prohibited for the benefit of all parties, including the present active participants in the on-going interactions and the non-present others, for example in *Can you please send bn 11111 and 22222 to my email.*, *Could you change the name of*, and *Please formulate an answer to {customer's representative}*. In other words, the focus was on successfully carrying out task plans within the broad social corporate context. However, the mood choices of the congruent imperative and the incongruent modulated interrogatives conveyed a wide variety of other directive utterance functions in addition to the function of requesting for action. The functions of requesting for information, i.e. *Could you find it?*, expanding requests for information, i.e. *If possible please fax info. Tues.*, cancelling requests for action, i.e. *so please have credit 222222 voided*, requesting for confirmation, i.e. *can you confirm before we ship*, suggesting, i.e. *Could we ship this one now anyway.*, prohibiting, i.e. *do not sell more*, instructing, i.e. *So next time please talk me first*, and advising, i.e. *See sections 16, 17, 19 of {Standard}.* were realized through imperatives and modulated interrogatives in different contexts.

As was stated above, the function of advising was also conveyed through congruent imperative forms. In some turns, the imperative forms in the advising function were used as textual tools since they served as guiding the addressees within the on-going interactions, for example by references to attached email message, or referred the addressees to textual resources external

to the on-going interactions, such as standards, certificates or user guide books. Simultaneously, the imperative form references functioned as indicating the exact location of the legitimizing information that the addressors relied on to avoid possible future rejections of their proposals or propositions. Further, the references to shared knowledge resources external to the on-going interactions served as the knowers' or experts' linguistic resources for socially sharing knowledge by making it better available for the purposes of the on-going interactions. In addition, in one turn (message 55) the imperative forms were interpretable as conveying the advising function since the addressor had previously explicated in the same turn that the addressee had a choice of compliance in view of the action expressed. In other words, rather than directly prescribing action the addressor indicated that it was possible for the addressee to carry out the actions expressed by the advisory action plan provided. Thus, the congruent imperative form traditionally regarded as the most direct way of commanding others had functions deviant from the conventional obligating and necessitating requesting functions. The close contextual analysis indicates that the congruent imperative mood is a productive mood choice in respect of the directive functions it realized in the unfolding of interaction in the email data.

The function of a request for action was prominent in the directive utterances realized through the mood category of modulated declaratives. The modulated declarative mood in its different structural variations had 42 occurrences in the email data. The modulated declarative structures were mainly used to realize the function of a request for action (seventeen utterances), and predominantly so in the initiating turns through different modal operators, such as *need*, *have to*, *can*, *would*, *should*, and *could*. The use of the modal operators *should*, *could*, *can*, *may* and the lexical item *maybe* contributed to realizing another notable function through modulated declaratives, i.e. suggestions (twelve realizations), especially in the responding turns in the message chains in which the initiating turn elicited several responding turns (nine occurrences). This can be seen as indicating that the different modulated declarative forms realizing suggestions were used as a resource for inviting the addressees to take the next turn in order to provide their views concerning the suggestions. Consequently, among other functions, suggestions contributed to the extended negotiations of the topics and issues in the message exchanges.

The low, high or median modal operator structures in declaratives were used to express the initiating or first realizations of directives, i.e. *this needs to be reissued*, and also to expand on the previously uttered directives within the same turn, i.e. *but I have to get a credit issued*, or across the subsequent turns in the iterating categories in interactions in all directions, i.e. *It really should go to Montreal*, horizontal interaction among operative-level and management-level peers, and vertically upward and downward interaction discussing different business topics. In addition to the functions of requesting for action and suggesting, modulated declaratives were used to realize seven instructions, three advices, one prohibition, and one defying function. Further, the analysis

drawing from close contextual interpretations revealed that the high modal operator *must* contributed to conveying other than the prototypically highly necessitating functions, here those of advising, *Then you must make the change also*, and defying *The product identification must be the same as shown on the test certificates*. The analysis also revealed that the function of requesting for information was rarely manifested by the modulated declarative mood in the data. The analysis of the unfolding of interaction showed that the addressors use the different realizations of requests for information, including the expanding requests for information, as linguistic resources for initiating and sustaining negotiation of issues of interaction. Most frequently the information-seeking functions were realized through one of the interrogative choices, i.e. the polar interrogative, the modulated interrogative, and the WH-interrogative as will be discussed below. In addition, the imperative form and the declarative mood were also occasionally used in realizing the function of requesting for information.

The function of a request for action, including the expanding and cancelling functions, was the most frequently realized directive utterance function through non-modulated declarative structures (thirteen realizations). Further, requests for information (six occurrences), suggestions (four utterances), advices (four utterances), instructions (three realizations), and one prohibition were realized through the declarative mood and a selection of lexical items to contribute to each contextual function. Formulaic declarative form expressions, such as *Waiting your comments.* and *Looking forward to hear from you.*, were among the manifestations of the requesting for information function. In addition to the function of requesting for information, the function of suggesting was perceived as an exchange-sustaining function since requests for information and suggestions welcomed the addressee to take on the addressor's role in the next turn. Lexical verbs, such as *need*, *ask to/ask if*, *hope, propose, advise*, *require, recommend, assume*, and nouns, such as *a request*, were used in different directive utterances to contribute to realizing different contextual and situational functions. For example, the *need*-structure used without a material process verb in its non-auxiliary pattern *Paul, we need for the xx meeting cost estimate* conveyed necessity or obligation. In the declarative form *he has decided that he will keep things as they are* carried the function of cancelling a previous request for action. By using the incongruent declarative form directive utterance the addressor avoided conveying an explicitly transparent request since, due to the customer's change in handling the documents, she implied that she had requested for unnecessary action from the addressee in the initiating turn. Through the statement of a fact concerning the customer's activity the addressor conveyed by the incongruent declarative utterance an appropriately disambiguating directive to enable a correct interpretation by the addressee. In conveying a prohibition and two defying statements through declarative form directives in confronting turns, a management-level addressor and a supervisory-level technical expert were able to seek legitimation from corporate practices or established procedures and the addressors' knowledge of these

corporate entities in management-level peer interaction and vertically upward interaction respectively.

Requests for information were the most frequently conveyed function expressed through polar interrogatives in the initiating (four occurrences), continuing (six occurrences), and responding turns (seven occurrences). The polar interrogative was used as a typical or congruent mood choice for information-seeking directive utterances, i.e. for utterances expecting or desiring a verbal reaction from the addressees. In addition to requesting for information, one defying directive, two suggestions, two requests for action, and one request for confirmation were realized through different polar interrogative forms. As to suggestions, polar interrogatives were appropriately tentative and transparent to convey the suggestory function since the polar interrogative mood choice invites the addressees to engage in the on-going interactions by indicating that the addressees are given a chance to take the next turn in order to provide a verbal reaction. In the defying function, polar interrogatives were used to challenge or question the veracity of the previously uttered inquiry concerning the appropriateness of the test procedure.

The functions of requesting information or expanding on previous requests for information were expressed through WH-interrogatives in different situations in different directions (five occurrences). The WH-elements specified the type of information sought through these interrogatives. In addition to the information-seeking functions, a request for action was reiterated, a suggestion was conveyed, and a defying reaction was realized through WH-interrogatives. The elliptical polar interrogatives (five occurrences), such as *Ok?*, *Directly or indirectly?*, and *Comments?*, realized no verbal elements since they were retrievable by drawing from the previous interaction in the on-going interactions within or across turn boundaries. Therefore, the use of the elliptical interrogatives was made possible by the fact that the addressors were reacting to their previous utterances in the on-going interactions and, consequently, the interrogative structure could be abbreviated without hampering the addressees' interpretations. Thus, the multi-level contextual analysis with a focus on the sequences of initiations and responses to the initiations and to the previous turns revealed that that functions in real-life language use do not only derive from linguistic structures or from individual situational constraints.

To conclude, the functions of requesting for information or expanding the previously uttered requests for information were conveyed through interrogatives in different turns, supporting and confronting or challenging. In their information-seeking, and confirmation- and acceptance-seeking functions interrogatives explicitly functioned as sustaining interaction and extending the negotiation of issues by seeking to involve the addressees by indicating the addressors' need for further information. Simultaneously, interrogative form requests for information explicated turn availability. In respect of their location in the turns, the interrogative utterances were placed at initial, middle, and final positions with most occurrences in the final positions. Locating functional elements in the final position at the level of the turn means backgrounding

them. By backgrounding the transparent information- and confirmation- or acceptance-seeking directives realized through interrogative forms, the addressors were able to provide orientation, legitimation, information, and convey other directive functions, such as requests for action, suggestions, advice, prohibition, instructions, before explicitly offering the floor to the addressees in order to receive the needed information through the addressees' verbal reaction in the next turn.

The proscribing functions were referred to as negative since they proscribed actual or suspected behaviour by the addressees or some other non-participating actors. Thus, prohibitions aimed at interdicting or preventing past, current, or future action which was regarded as incorrect or non-compliant with the corporate practices and established procedures explicated as non-negotiable facts in the on-going interactions. The utterances carrying defying functions questioned the veracity of the previously uttered proposals or propositions and had interaction-closing functions. The explication of corporate practices and established procedures served as legal instruments or institutional entities (Iedema 1997:84; Iedema 2003:72) legitimizing the prohibitions and defying utterances. In other words, references to standards, certificates, user manuals, and established procedures for example in printing out documents, in carrying out particular material property tests or reselling refused materials, stressed the non-negotiability of the topics and issues by experientializing the legitimations when conveying prohibitions and defying utterances. Such institutional entities were used as legitimations in management-level peer interaction (message 65), in operative-level peer interaction (messages 9, 38, and 73) and in vertical upward interaction (message 61). In the five messages there were nine proscribing directive utterances. No systematic choices of the mood type were revealed in the proscribing category, and the mood choices varied from the most congruent imperative form (one occurrence) used in the prohibiting function by a management-level participant, through modal declaratives (two occurrences) with both the prohibiting and defying functions, one modulated interrogative with the prohibiting function, one polar interrogative and one WH- interrogative with the defying function, to one declarative form with the prohibiting function and two declaratives with the defying function. Therefore, extrapolating particular proscribing functions to certain mood type categories would be extremely speculative.

The linguistic realizations conveying different directive functions vary in terms of their functions in different types of turns and, consequently, it is difficult to pinpoint any generalizable tendencies in the use of the moods through which the interactants realize different directive functions in different situations and contexts. Therefore, the analysis of the limited data indicates that the mood choices were not dependent on the utterance function or the direction of interaction. Further, any possible correlations between the addressors' mood choices and the reason for requesting for action in the initiating turns were hard to detect in the limited data. On the basis of the data it would be questionable to draw generalizable conclusions concerning the positionings of directive utterances at the level of the clause and at the level of the turn even though in

the analysis the positionings were discussed as contextual and situational contributors to directive utterance and turn functions. In sum, the close contextual and situational analysis indicated that there is a high degree of ambiguity involved in identifying, describing, and interpreting directive functions and, consequently, the analysis has to intersect different contextual constraints at the local, glocal, and global level. Further, the analysis of the email data showed that social reality in real-life language use in context is more fluid, heterogeneous and non-recurrent than assumed previously.

10.2.3 Roles in the email sequences

In the present multinational corporate context the email interaction has been seen as a global collaborative interactional accomplishment pursuing a successful management of intra-corporate transactions and interactions in order to guarantee the achievement of the generic corporate goals as explicated in the company's mission and vision statements. This collaborative endeavour involved the use of directives which could jeopardize the harmony of social relationships because directives conveyed the addressor's need or desire that the addressee or someone else do something. Rather than focusing on failures or difficulties in multicultural interaction, this study has focused on examining the ways in which directive behaviour was manifested and how it contributed to successful management and organization of different activity in different interactional events in the email sequences. (See Poncini 2002a:59, 2002b:350.)

The email interaction was situated and interpreted within a corporate context where social roles, overall corporate purposes and goals, professional and organizational preferences and prerequisites, and even cultural constraints were seen as operating in important ways in the participants' directive behaviour. The secondary research questions addressed in this study were as follows: *How are the interactants' intertwined roles established, maintained and re-established through different directive utterances in the on-going interactions?* and *How are the addressors, the addressees, and the non-present 'others', who are involved through the on-going email interactions, introduced by linguistic means into the interactions realizing directive functions?* Thus, the analysis has addressed the question of how a certain group of interactants, comprising participants who represented diverse linguistic backgrounds and worked at different levels of the organizational hierarchy, in their symmetrical and asymmetrical roles or positions constructed and reconstructed contexts and participant roles through their interaction, and how contexts and participant roles were actuated in participants' linguistic behaviour in their conveying directives.

Through an in-depth contextual analysis of the nuanced directive utterance functions it was possible to show the ways in which the identification and description of the different functions contributed to positioning the participants interactionally in different dynamic roles in the email sequences of initiations and responses. Examining role assignment and role positioning within a functional-dialogic framework has introduced a new and challenging

angle to analyzing naturally occurring email interaction in the business domain. This exploratory study has contributed to concretely showing the dynamic, complex and ambiguous nature of role work in real-life language use through explicating how the different directive utterance functions are intertwined with the emerging role positionings in the sequences of initiations and responses.

The interpersonal features of power and role of both the addressors and the addressees varied in terms of the hierarchical and interactional relationships between the participants as the interaction unfolded in the email messages and chains of messages. The participants took on and were assigned different dynamic roles in the on-going interactions empowered by the rights and enjoined by the obligations deriving partly from their organizational positions and the subsequent interactional and transactional tasks, and partly from the contextual constrains of each interactional event. In other words, organizational and task-derived roles were activated by the email messages addressed to particular employees within the corporate setting with the presupposition that the addressees were obliged or had the right to deal with the topics and issues. Thus, the participants interacted within the framework of their task-derived occupational or operational roles, or functional authority (Cicourel 1999:185). Functional authority was revealed in that also participants in subordinate positions initiated shifts in roles. For example an operative-level requestee took on an advisor's role in her responding interaction with a management-level addressee. Simultaneously, the operative-level respondent re-established her organizational role as an advisor in the use of corporate software.

Further, there was interplay between the roles determined by the organizational setting and dynamic or negotiated participant roles in social processes of shared creation and negotiation of meanings, partly due to contextually shifting social role relationships in the unfolding of interactions. Ascribed or assumed expert or knower roles in functional areas, i.e. production, laboratory and quality assurance, financing, sales and marketing, sales support, invoicing, collections, and information technology, cut across the hierarchical role asymmetry divide between management-level and operational-level participants in different exchanges. In the different functional areas involving different specific activities in the global corporate context, the general task descriptions, including the interactional tasks, and the topics and issues of interaction, were specific to each participant in different interactional events. Thus, role relationships also derived from the participants' special knowledge of or expertise on business or technical issues, practices and procedures, which was referred to as scientific authority (Cicourel 1999:185) occasionally overriding hierarchical power and role relationships. By presenting themselves as knowledgeable about business or technical issues, the participants also contributed to intra-corporate cross-border knowledge work by creating and increasing shared knowledge for the benefit of all interest groups. (See Poncini 2002b:364-365.) Disseminating and exchanging information and knowledge showed that the mission and vision statements of improving employees' competence in meeting customers' needs and in maintaining good profitability were actuated in the email interaction. The analysis revealed a multi-faceted,

overlapping and intertwined nature of roles, since different roles emerged and were simultaneously at play in the on-going interactions.

In functional terms, in regard to the roles emerging through the participants' directive behaviour, the addressors assumed particular roles in the acts of writing in different interactional events and, consequently, assigned to the addressees and possibly some others complementary roles which they wished them to adopt and react to accordingly in the next turn either verbally or non-verbally. The addressors requesting for certain action, i.e. requesters, and those charged with taking action, i.e. the designated actors as requestees, were positioned at the interactional level to act in a compliant way on the basis of their organizational positions and their tasks and duties. The analysis showed that the addressors interacted within their pre-inscribed roles and their situational roles in conveying directives by constructing such roles as those of the requester, requestee, confirmer, confirmee, advisor, advisee, suggestor, suggestee, instructor, instructee, prohibitor, and prohibitee. In the analysis, the role labels were assigned to the addressors and addressees by drawing from the interpretations of the delicate functions of the directive utterances, such as issuer, re-issuer, canceller, or information provider, and information providee. For example, the role labels of a prohibitor and prohibitee assigned to the participants in a responding turn which reacted to a request for action indicated that symmetrical and asymmetrical role relations were challenged, negotiated and re-negotiated in interaction which resulted in a dynamic establishment and re-establishment of roles within the on-going interactions and in the sequences of email exchanges.

Challenging and re-negotiation of role relationships was necessary from the point of view of achieving the generic corporate goals and it took place especially in the sequences of interactions comprising several sustaining turns in which different supporting and confronting reactions were conveyed through different realizations of directive utterance functions together with other functional elements. Thus, on the one hand, from a functional perspective, organizational and situational role asymmetry was seen a prerequisite for a successful management of corporate activities, including interactional activities. On the other hand, taking on dynamic roles in the on-going interaction was also seen as a resource for ensuring mutually satisfactory outcomes. The multiplicity of position-taking and position-assigning showed that it was interactionally possible for the participants to construct utterance-by-utterance or turn-by-turn transitions across different role positionings between the addressors and present and non-present addressees within the same turn in complex and dynamic ways (Iedema et al. 2003:29). It can be concluded that rather than primarily using directives as a tool of authority over the others, the addressors' used them as functionally empowering interactional resources which they had access to or were enjoined to within the global and local contexts of the on-going email interactions.

Linguistically, different mood structures, verbs or verbal groups, pronouns, nouns and noun groups, and vocatives signalled interactional dynamism and complexity in realizing directive utterance functions and in

assigning roles to the participants, including the non-present others, in the on-going interactions. As was stated above, the role labels assigned to different participants in each on-going interaction were derived from the functions of the directive utterances where the expected or desired activities were expressed through a variety of material, verbal or mental process verbs or verb groups as was discussed in detail in sections 6.6.2.3, 7.6.2.3, 8.6.2.3, and 9.6.2.3. Directives realized through material process verbs predominated, which evidenced the activity-orientation of the directive behaviour of the participants in the email interaction carried out within a corporate operating in the manufacturing branch. Further, the number of messages written by interactants whose tasks and duties involved issuing different documentation influenced the frequency of material process verb occurrences in the directives. In addition, the fact that the messages chains initiated by a message conveying a request for action were selected for the analysis influenced the level of action-orientation in the email data.

The different mood selections explicated the 'you' as the target of directive utterances but implicated the 'I' as the addressor of the directive, i.e. the modulated interrogative, whereas some other mood choices conveyed the implicit 'you' and the implicit 'I', i.e. the imperative mood. The modulated interrogative form and the imperative mood were occasionally used to target directives to non-participating others 'they', such as *Can you please let them know*, and *Please let them know*. However, imperative forms such as *please let me know* or modulated interrogatives such as *Can you tell me* were used to explicate the 'I' through the pronoun *me*. The declarative mood realizations varied in explicating and implicating the 'you' and the 'I'. The pronominal selections of *we* and *us* conveyed both inclusive and exclusive functions in view of the addressors and the addressees, with a degree of ambiguity involved in the intra-corporate contexts. For example, one management-level addressor used the pronouns 'I' and 'me' to refer to his personal managerial authority and, simultaneously, 'we' and 'I' were assigned the interactional role labels of the knower, prohibitor, instructor, acknowledgee and requester in a responding message. Ambiguity in interpreting referents for uses of the pronoun *we* was complicated by the multinational intra-corporate context. The participants worked for different functional areas in different countries and, consequently, it was sometimes difficult to make a distinction between the inclusive and exclusive uses of the pronoun *we*. (See Bargiela-Chiappini & Harris 1997:177; Poncini 2002b:356). The addressees, i.e. the referents of the pronouns *you* and *your*, were positioned in the complementary roles of the wrong-doer, loss-causer, not-knower, prohibitee, instructee, acknowledger and requestee. In addition, in the unfolding of interaction in the same turn, the respondent took on other interactional roles, i.e. negotiator, decision-maker, and proposer, and assigned others to the addressee, i.e. negotiator and proposee. The interaction in the responding turn showed how the use of different pronouns also contributed to the role construction in the email data.

The verb *need* in its different structural variations was used in the necessitating function with the pronouns *I*, *you*, *we*, *they*, and frequently with

the noun *the company*, or proper names indicating a customer company name. Depending on the Subject of the clause the degree of necessity varied, the utterance *you need to issue* positioned at the most necessitating end of the cline. The verb *need* was also used in impersonalized utterances such as *this needs to be reissued*. Generally, impersonalization of directive utterances was rare in the data, which was interpreted as indicating that the addressors gave preference to transparent and disambiguous structures over non-transparent and ambiguous forms when conveying directives. As the non-Finnish addressors held an intermediary position between the Finnish producer/supplier and the local customers, company names or the pronoun *they* were used to explicate the originator of the directives, such as *{Company Name} needs more information*. In other words, through such utterances the directives were attributed to the non-participating others. The pronoun *they* was used in the elements legitimizing, i.e. giving reasons or further information, or attributing directives to a non-present party, and typically *they* and *them* referred to a previously named or identified customer. Vocatives were used occasionally in multi-addressee and multi-directive turns to distinguish between the expected actors.

The email message exchanges attached to some email messages brought participants from outside the on-going interactions into the on-going interactions. By making interactions external to the on-going interactions explicit through attaching previous email exchanges, the non-participating others' voices were given momentum in the on-going interactions. Simultaneously, the addressors who attached the previous email exchanges were able to reinforce their own interactional roles through 'multivocality' in their verbal reactions to previous turns by relying on the information provided in the attached exchanges.

10.2.4 Turn functions in the email sequences

In respect of the turn functions, the choice of the data for the analysis resulted in the fact that all initiating turns carried the consolidated function of commanding, i.e. they demanded goods and services, or requested for action. However, some turns manifested multifunctionality and therefore ambiguity was involved in the interpretative work in the contextual and situational analysis of turn functions. Such ambiguity and multifunctionality was also characteristic of some other turns carrying functions other than requesting for action. In order to investigate the interaction in the initiation-response sequences in different message exchanges, the following four categories of individual messages or message chains were resorted to: 1) individual messages eliciting no verbal reaction, 2) message chains in which the initiating messages elicited continuing messages, and possible responding messages, 3) message chains in which the initiating messages elicited one responding message, and 4) message chains in which the initiating messages elicited several responding messages.

Investigating the consolidated turn functions shed light on the general understanding of what was going on in the intra-corporate cross-border interaction carried out in the different message chains. As was pointed out above, the initiating turns were action-oriented as they requested for action, or non-action, to be performed by the addressee/s or non-present others. In other words, they aimed at organizing corporate activities through directive behaviour. In situations in which initiating messages elicited no verbal reaction, silence as a non-linguistic reaction to previous turns was seen as a contextual and situational interactional resource. Thus, contextually and situationally interpreted the acts of silence were supporting responses indicating compliant action by the requestees in straightforward interactional events in which action of non-negotiable nature was requested in the previous turns. In the interactional events in which no verbal reaction was realized regardless of the addressors' requests for verbal responses from the addressees, interpreting the function of silence involved a high degree of ambiguity since the present writer had no access to "backchannel" (McElhearn 1996:34) interactions between the participants in such events.

In the continuing turns, the initiators sustained the interaction through either monitoring (two turns) by seeking compliant verbal or non-verbal reactions from the addressees or through prolonging (ten turns) by expanding experientially on the proposals and propositions put forward previously. Thus, action was requested, information and knowledge were sought and exchanged in the continuing messages. The analysis revealed that most responding turns in the whole data carried the supporting function. A closer investigation of the functions of the responding turns showed what kind of activity was carried out through the responding turns. In the chains in which the initiating turns elicited continuing turns or one responding turn, a great majority of the responding turns conveyed compliant replies (thirteen turns) to the requests realized in the previous turns, with only three confronting replies realized, one conveying challenges, one a non-compliant reply, and one disagreement in relation to what was proposed by the initiator. The high proportion of the compliant replies indicated that the interactional events represented in these message exchanges were characteristically straightforward involving topics and issues of non-negotiable nature and the participants were interacting and transacting in compliance with their hierarchical positions vis-à-vis the others and the established corporate practices and activities in order to achieve a mutually acceptable outcome within the generic corporate goals. Consequently, extended negotiations of the proposals or propositions put forward in the previous turns were not brought about.

Similarly, in the message chains in which the initiating turns elicited several verbal responses, the supporting functions (49 turns) predominated over the confronting functions (nine turns) in the addressors' verbal reactions. The extended message chains carrying the delicate turn functions showed that active negotiations of the proposals and propositions expressed in the previous turns took place. In other words, the developing and expanding functions (18 turns) evidenced that in addition to expressing acceptance of the proposals and

propositions put forward previously, the addressors simultaneously enriched the ideational content of the interaction by their verbal reactions. Thus, the expanding turns served both the interpersonal and ideational functions by conveying verbal compliance and negotiating information and knowledge through dialogue. Further, the subtle analysis of the responding functions in the extended chains showed that action was requested not only in the initiating turns but also in the responding turns and a total of thirteen turns carried the function of a compliant reply. In other words, the email interaction also in the extended message chains was used as a medium of organizing action in the multinational company. The replies conveying answers (eleven turns), agreements (four turns), or affirmations (three turns) were regarded as evidencing that information was requested, provided and disseminated in the interactional events represented in the extended message chains. In other words, email was used as a venue of collaborative information and knowledge exchange for the benefit of all interest groups.

The nine confronting turns conveyed non-compliant (five turns), withholding (two turns), disagreeing (one turn), and contradicting (one turn) replies. The non-compliant replies requested information necessary for the respondents' compliant action and, consequently, the original proposals and propositions were negotiated in the turns to follow to reach a mutually satisfactory outcome. In the turns in which withholding replies were given, the addressors indicated their inability to provide the requested information by requesting further details which are provided in the turns to follow. The turn conveying a disagreeing reply was written by an addressor who self-selected the respondent's role. The turn provided a negative response to the prior question and suggestion with no directives expressed. This turn elicited no verbal reaction from the addressee, i.e. it served the exchange-ending function. The addressor of the contradicting reply neglected the information provided by the addressee by requesting for action refused previously by the same addressee. The turn indicated the respondent's readiness for further negotiation through the expression of a suggestion. In sum, in the intra-corporate context, rather than hampering or disrupting the unfolding of interaction in the message chains, the turns conveying confronting functions served the interaction-sustaining and exchange-extending functions, except for one. Thus, through confronting turns the respondents generated challenges in relations to the previous turns for example by conveying requests for further information, by suggesting courses of action for negotiation, or by rejecting previous proposals and simultaneously inviting negotiation.

As was discussed above, in some extended message chains the addressors made non-present others intertextually visible by attaching previous email messages sent or received by them. In other words, previously sent or received email messages or email exchanges, both in English and Finnish, were included as inserted sequences in the on-going interaction. Some attached messages were explicitly referred to by utterances such as *Please see below Eeva's email*, whereas some included no explicit reference to them. As to the contextual and interactional functions of the inserted email messages, the following tasks were

accomplished: to evidence the appropriateness of the information provided in the current message, to legitimize the directive behaviour in the current message, to evidence that the respondents have fulfilled their duty as intermediaries between customers and the producer/supplier, and to enable the addressees to follow the evolution of interactions in the whole interactional chains, also outside the on-going interactions, by attaching "backchannel" (McElhearn 1996:34) email interaction. The inserted email interactions external to the on-going interactions dealt with relevant aspects of the topics or issues of the on-going interactions. By attaching the previous email exchanges the addressors introduced multi-vocality into the on-going interactions by allowing voices external to the on-going interactions to be heard. Thus, the participants in the on-going interactions were given a transparent picture of the backchannel interactions interconnected with the outcomes of the on-going interactions in important ways.

Two message chains were initiated by customers' email messages which were either forwarded or redirected to the corporate employees in charge of dealing with the topics and issues covered in the customers' messages.

10.2.5 Theoretical and methodological considerations

One of the secondary or theoretical aims of this study was to test and develop Iedema's (1997) semantic account of directive utterance functions from the point of view of the purposes of this study. Iedema (1997) established the account on the basis of analyzing formal administrative texts conveying directives. Despite the differences between Iedema's (1997) data and the email data here, his semantic account offered a solid basis for identifying, describing and explaining directive utterance functions and for creating data driven networks of functional categories of directive utterances for the purposes of this study even though some amendments to his account were found necessary. On the basis of the analysis, some directive utterance functions were detected in the email data that were not present in Iedema's (1997) account, and some functions that were illustrated in Iedema's (1997) account were no conveyed in the email data.

Another theoretical aim was to test the tenability of and to develop Eggins and Slade's (1997) account of speech functions of moves for the purposes of this study. In analyzing the consolidated turn functions in the written email interaction, Eggins and Slade's (1997) account, which was created through analyzing casual conversations, proved to provide a set of tenable tools for describing and interpreting the speech functions of the email messages or turns. On the basis of the analysis, some changes and editions to Eggins and Slade's typology were found necessary in terms of the different functional labels assigned to each turn, such as integrating some delicate functional labels under an umbrella label, and adding some functional labels which derived from contextual and situational language use. In other words, the data driven amendments to the delicate sub-classifications lent support to Eggins and

Slade's (1997:191) urge to develop their typology to reveal patterns of particular interest in different types of interactional data. As a result of the amendments, it was possible to assign to each email message a functional label and illustrate the functional classes through networks. The functional networks at the turn and utterance level have been discussed in detail in Chapters 6, 7, 8, and 9 and illustrated in the respective chapters.

Further, the two functional accounts tested and developed for the purposes of the lexico-grammatical analysis in this study were found to provide cross-functional resources for identifying and describing different functions at the turn and the clause or utterance level. Especially Eggins and Slade's (1997) account of speech functions of moves provided resources, additional to Iedema's (1997) account, for identifying and describing, and labelling, directive functions at the utterance level. In other words, Eggins and Slade's (1997) account was drawn on as a resource enriching Iedema's (1997) account. Eggins and Slade's delicate functional account can be seen as denoting dynamism, informality, and flexibility of casual conversations, which functionally are not necessarily motivated by any clear pragmatic purpose (Eggins and Slade 1997:19-20). Contrary to casual conversations, the corporate email interaction is highly purposeful even though the dynamism, informality, and flexibility of casual conversations were characteristic of the email interaction. Despite the difference, their account is worthwhile developing in future research into sequences of email interaction.

This socially-, interactionally-, and linguistically-oriented study has drawn from different but complementary approaches in analyzing directive behaviour in the email data. Pragmatics was introduced by studying real-life language use in context in the dynamic generation of multiple meanings by examining different levels of language use. Language and language use seen as a social practice was an import from the field of discourse analysis allowing a focus on the broader socio-historic-economic-cultural context in analyzing language use. In this study, the context external to the on-going interactions has been admitted through taking into consideration the global corporate context as a contributor to the interpretations arrived at. Conversation analysis sees language and language use as a social action and works primarily within a micro-analytical framework in analyzing the unfolding of interaction as a joint construction of meanings between the participants who take turns in sequences of interaction. The starting point for this study has been the sequential nature of interaction in the email exchanges and the initiations and subsequent responses to these initiations. This study has focused on a close linguistic analysis by drawing from functional linguistics and primarily the interpersonal metafunctional framework. Within the functional framework, the participants' directive behaviour has been approached by analyzing the participants' directive behaviour in dialogues comprising the addressors' initiations which convey requests for action followed by the addressees' verbal reactions to these initiations in the unfolding of interaction. The linguistic analysis has drawn from the grammatical resources of the mood and modality systems.

This study has been exploratory and pioneering in analyzing international email interaction with a focus on directive functions in the sequences of initiations and responses which is characteristic of CA informed research. CA-informed research into written email interaction is non-existent, at least to my knowledge, despite its resources applicable to analyzing interaction in email exchanges. The findings of this study showed that a transmethodological approach was useful in revealing how directive behaviour at the turn and utterance level built up a logical flow of initiating directives and responses to them, either iterating directive utterances or other utterances with different functions. The functional-dialogic perspective offered linguistic resources for a close lexico-grammatical analysis of the situational and contextual functions in the sequences. The ambiguity involved in interpreting the directive functions indicated that a higher degree of specialization in functional linguistics would have been consequential for acquiring a clearer and richer picture of the functions.

Rather than investigating the possible difficulties in interaction between the participants, the focus has been placed on how the participants collaboratively manage to organize action through directive behaviour as part of their day-to-day tasks in the multinational company in order to meet the generic corporate goals. In assuming the non-intercultural perspective in the contextually-oriented analysis Poncini's (Bargiela-Chiappini et al. 2003:75) views are drawn from. She maintains that it is important to take into account certain aspects of the business context and not just the national cultural backgrounds of participants in intercultural business settings. Poncini suggests that cultural constraints may be less useful when actual interaction is of interest, especially when participants from different cultures are engaged in interaction. (Bargiela-Chiappini et al. 2003:75-76.) This study approached interaction as a collaborative construction of meanings between participants in the sequences of email interaction.

10.3 Limitations

The data used in this qualitative study present certain limitations. Due to the scarcity of authentic business material available for the purposes of linguistic research, the study was based on data collected from one multinational company and it represents intra-corporate interaction within the multinational. Consequently, the findings of this study presented an interactional picture in only one company which made the findings non-generalizable. The fact that the data represent cross-border intra-corporate interaction was not seen as a limitation. As a matter of fact, the intra-corporate angle introduces an important parameter of interactional event components into the analysis of email interaction in the business domain which is characterized by mergers and acquisitions bringing together a wide range of participants interacting with

each other in English. The context-oriented approach necessitated a detailed linguistic analysis which involved the challenge of identifying, describing, and interpreting different directive functions in the interaction unfolding in the email sequences. Analyzing large amounts of interactional data through interpretative methodology is a time-consuming enterprise. Thus, it was found important to consider the ways in which to limit the number of messages to be chosen for the detailed linguistic analysis. A decision was made to focus the linguistic analysis on interaction unfolding in email message chains in which the initiating messages were interpreted as carrying the requesting for action function. This decision was based on the aims of the study to analyze directive utterance functions and how they contribute to organizing action in the multinational company, and the role work carried out through directive behaviour in email message chains. The suggestion put forward by some pragmatic research that requests for action are more costly to or impinge more on the addressee than for example requests for information made the analysis of chains initiated by requests for action more intriguing in the intra-corporate data. However, this study approaches the participants' directive behaviour in the intra-corporate email interaction as a functional resource in that the participants conveyed directives in order to manage company actions. The findings revealed that the participants frequently resorted to the use of appropriately transparent directive structures in their goal-oriented collaborative interactional activity. Further, the decision to focus on requests for action was influenced by my intuitive assumption, deriving from my background knowledge of the multinational company and the informants' duties and tasks in different functional areas, that interaction in the message chains provided by the company employees would involve a high degree of action-orientation in the company representing the manufacturing branch. In addition, the initiating messages realizing requests for information typically conveyed factual questions and were reacted to by factual statements not necessarily eliciting extended initiation-response sequences. To conclude, the data is too limited for making generalizations concerning the functions of directive utterances and their linguistic realizations. While the findings are tentative since they reveal the directive interactional behaviour of the participating employees within one group of companies, the analysis has revealed that a functional-dialogic approach enriched by certain tools of CA is worth developing and elaborating for analyzing also written interactional data.

This transmethodological study must be seen as explorative since it aimed at drawing from a synthesis of different analytical approaches, including the functional-dialogic perspective, into analyzing directive language use in the initiation-response sequences in the email exchanges. As there is no previous research into email business interaction drawing from a similar approach, at least not to my knowledge, it was not possible to draw from and make comparisons with previous research. A synthesis of linguistic, interactional, and social dimensions of the different approaches into real-life language use and an integration of different analytical resources from them to complement each other and enable the identification, description, and interpretation of different

contextual and situational directive functions posed challenges in this study. Despite the challenges, the transmethodological approach, and especially the systemic-dialogic approach, is found worth extending and developing in its application in future research in order to produce results to enhance the understanding of context-specificity and the multifunctional and ambiguous nature of directive behaviour in real-life business interaction. This study neglected many resources of the systemic-functional linguistics, including the close grammatical focus in Halliday (1994a), as was explicitly stated in section 4.6.

The fact that the study primarily focuses on one linguistic phenomenon, i.e. directive behaviour, and the analysis of role assignments was seen as secondary or complementary to the primary focus, poses an evident limitation. Simultaneously, however, the limited focus can be seen as an advantage. The advantage can be seen as deriving from the fact that by concentrating on a specific type of interactional behaviour in the data it is possible to focus on the contextual specificity of the interactional events so often called for by previous research.

10.4 Implications for future research

While discussing the limitations of this study above, some suggestive outlines for future research were given. The first suggestion for future research derives from the limited number and nature of the email data. As email interaction is an integral part of contemporary business enterprises' processes of meanings making in their interactional and transactional endeavours, there is need to continue and extend research of business email interaction. However, a wider perspective of the general interactional and linguistic behaviour would be collated through analyzing interaction in several business enterprises with a reliance on more extensive data than was used in this study. Thus, the data should be extended in amount and representativeness to shed more light on or unravel more generalizable features of email interaction in multicultural business environments than was possible in this study with the present data. This study gave support to deriving from a broad range of contextual constraints, including the multinational corporate context, in analyzing real-life language use. In future research into business interaction, a close contextual approach is called for. The findings of an extensive study would be useful for the purposes of preparing realistic and relevant materials and activities for the purposes of business language learning and teaching. This study with a close contextual approach into directive behaviour in sequences of email exchanges has enriched the picture of email interaction in relation to previous research. It has also paved way for developing and enhancing new ways of approaching the mode of written interaction characterized by aspects of oral interaction.

As was indicated above, this study lacks in depth in terms of its application of the Hallidayan tradition of the systemic-functional linguistics. The transmethodological approach into directive linguistic behaviour drawing from two functional accounts (Iedema 1997; Eggins & Slade 1997) showed that a functionally-oriented approach, enriched by other perspectives, provided potential and ample resources for identifying and describing contextually and situationally delicate sub-functions both at the turn and the utterance level. Thus, future research with a deeper devotion to the systemic-functional approach in studying business email interaction is recommended in order to fully utilize the analytical and methodological tools offered by the systemic-functional linguistics, including the interpretative resources offered by Halliday's (1994a) system of grammar, and especially the resources of Hallidays' transitivity system. Ventola (2005) maintains that "Grammar is not to be neglected in foreign language teaching, but understanding grammar (and other linguistic systems and structures) as a means for integrated contextual meaning-making construal in on-going discourse or in cohesive texts is what students need to practise in a new millennium in new ways." As a teacher of business interaction, I take an interest in finding new ways and materials of language learning and teaching. On the basis of the findings of the tentative and explorative study on directive language use in email interaction, it appeared that the interpretational resources of the functional-dialogic perspective can offer potential for identifying, describing, and interpreting participants' linguistic behaviour in a wide range of interactional events, spoken and written, discussed and analyzed in class with students.

This study showed that considering the business context is of vital importance for understanding the complexities of interaction and interactional practices in a multinational company. By investigating the activity that is achieved through language use and the different grammatical choices of mood and the implications of the choices for role work could help learners of business interaction to gain a deeper perception of how linguistic choices contribute to the meanings making in business contexts. (See Nickerson 2002:378, 2003:83.) For example, a deeper focus on analyzing the transitivity system, which was only in limited use in this study, would provide intriguing resources for identifying and describing the relationships between the process types, participant roles, and the circumstances attached to the verbal processes, i.e. the grammar of speaking and writing. By distinguishing sub-categories of material processes could have made the analysis of some functions more explicit in this study. Such verbal groups as 'send a fax', on the one hand, and 'send the goods', on the other, were perceived similarly due to the use of the material process verb 'send'. However, in the multinational corporate context, sending a fax elicited a material process different from that of sending the goods. From the requestee's point of view, sending a fax typically engages the addressee directly in the act of sending, whereas in the situation of sending the goods the act of sending requires from the addressee some paperwork and a contact, written or oral, with for example the personnel of the dispatch department who

are the actual 'senders' of the goods. In the scope of this study, such fine-grained sub-categories were not suggested.

As was stated above, this study primarily focused on analyzing one linguistic phenomenon, i.e. the participants' directive behaviour. In order to avoid placing one linguistic phenomenon in the focus when analyzing real-life data, it would be essential for future research to extend the analytical focus by investigating the intertwinedness of different linguistic phenomena impacting the participants' language use and interpretation work. For example, by applying the resources of critical discourse analysis, it would be possible to construct a more in-depth analysis of the intertwinedness of directive behaviour and role assignment work characterized by the complexity and dynamism of symmetry and asymmetry in power relations in the email data. Within a critically-oriented work, the analysis could investigate identity work, which was consciously excluded from this work.

10.5 Concluding note

This study set out to investigate directive behaviour as a social, interactional, and linguistic phenomenon taking place in the email interaction. In investigating naturally occurring interaction in an intra-corporate cross-border business setting it was found to be of consequence to the understanding of what was going on in the interaction to take into account contextual features not limited to linguistic features and national cultural dissimilarities. The study showed that the participants' directive behaviour was accomplished through a sequential activity comprising initiations and responses, verbal or non-verbal, in two- or multi-person interactions. The study also revealed that a transmethodological perspective bridging different aspects of theoretical and methodological approaches offered resources for identifying, describing, and interpreting the participants' contextual and situational language use in the email data which represents the written mode of interaction.

The central aim of this study was to show which directive functions were conveyed in which lexico-grammar in which contexts. The explorative study showed that within the system of clause as an exchange, by drawing from the grammatical systems of mood and modulation as part of the interpersonal metafunction, and by examining lexical items and verbal processes through a tentative transitivity analysis it was possible to identify, describe and explain a wide variety of contextual and situational directive utterance functions and turn functions despite the ambiguous and multifunctional nature of real-life language use. The whole mood system was made operative for realizing a wide variety of different situational and contextual directive utterance functions. A tendency towards using appropriately transparent mood choices in realizing directive utterance functions was revealed. This reflected the addressors' collaborative attempts to efficiently and effectively achieve the mutually shared

outcomes in agreement with the generic corporate goals. Providing an unequivocal answer to the primary research question was not unproblematic. However, the primary research question was answered in the detailed analysis and descriptions of the situationally and contextually emerging directive utterance functions which were realized by operationalizing different moods for multiple functions. The findings from this study supported the established postulation (Halliday 1994a:30; Eggins & Slade 1997:183) that very seldom there is a one-to-one match between the form and the function in real-life language use, i.e. contextual functions do not derive from lexico-grammatical forms. The study also revealed how participants through their directive language use dynamically constructed and reconstructed role relationships within the boundaries of their organizational positions and their interactional positions emerging in the sequences of interactions.

By extending the scope of the study in terms of the number of messages and representativeness of the data, future investigations should focus on a wider selection of social, interactional, and linguistic phenomena in order to identify, describe, and interpret contexts, patterns, and consequences of real-life email interaction by drawing more tightly from a comprehensive theoretical and empirical basis. Despite its limitations, I hope to be able to conclude that this explorative study has had some implications for research into email language use in the business domain.

SUMMARY IN FINNISH

Direktiiviset funktiot monikansallisen yrityksen englanninkielisessä sisäisessä sähköpostiviestinnässä

Tämä tutkimus tarkastelee direktiivistä kielenkäyttöä monikansallisen yrityksen englanninkielisessä sisäisessä sähköpostiviestinnässä. Koska kielenkäyttäjissä on edustettuna syntyperäisiä ja ei-syntyperäisiä englannin kielen käyttäjiä, käytän monikansallisessa yrityksessä käytetystä englannin kielestä käsitettä yhteinen kansainvälinen kieli. Toisin sanoen tutkimukseni ei ole lingua franca -tutkimusta.

Tutkimuksessani lähestyn sähköpostiviestien direktiivisyyttä sosiaalisena, interaktiivisena ja kielellisenä ilmiönä. Tutkimukseni painopiste on selvittää, millaisia tilanteenmukaisia direktiivisiä funktioita kielenkäyttäjät ilmaisevat erilaisin kielellisin keinoin sähköpostiviestiketjuissa, toisin sanoen aloitusviesteissä eli aloitusvuoroissa, saman kirjoittajan jatkoviesteissä eli jatkovuoroissa ja vastaajien kielellisissä reaktioissa eli vastausvuoroissa niihin. Yksi tai useampi viestin vastaanottajista voi ottaa vastaajan roolin. Lisäksi joku muu ('other') meneillään olevan interaktion ulkopuolinen henkilö voi ottaa vastaajan roolin. Jatkoviesteissä interaktiota jatkaa edellisen viestin kirjoittaja.

Koko sähköpostiaineistoni käsittää 298 englanninkielistä sähköpostiviestiä. Viestien kirjoittajat ja vastaanottajat edustavat eri organisaatiotasoja eli ylintä ja keskijohtoa sekä asiantuntijoita, assistentteja ja sihteereitä. Viestit on kirjoitettu eri ajanjaksoina vuosina 1994, 1996, 1998, 1999 ja 2003. Mahdollistaakseni yksityiskohtaisen kontekstilähtöisen kielellisen analyysin valitsin tutkimukseni aineistoksi 147 sähköpostiviestiä, jotka esiintyvät sähköpostiviestiketjuissa tai ovat yksittäisiä aloitusviestejä (21 viestiä). Kaikki aloitusviestit sisältävät toimintapyynnön.

Yksityiskohtaisissa kielellisissä analyyseissä sähköpostiviestien konteksteihin liittyvän tiedon olen saanut toimimalla kielikouluttajan tutkimassani yrityksessä, haastattelemalla puhelimitse tai sähköpostitse suomalaisia viestien kirjoittajia tai heidän esimiehiään, ja tutkimalla yrityksen ulkoiseen ja sisäiseen käyttöön tarkoitettua kirjallista materiaalia. Joidenkin viestien analyysia tukee viestin kirjoittajalta tai vastaanottajalta saamani kontekstitieto.

Ensisijainen tavoitteeni on tutkia sitä, miten sähköpostiviestien kirjoittajat ilmaisevat leksikaalis-kieliopillisesti erilaisia direktiivisiä ilmauksia ja millaisia funktioita näillä ilmaisuilla on eri viesteissä erilaisissa konteksteissa ja kielenkäyttötilanteissa. Lisäksi analysoin, miten kielenkäyttäjien roolit rakentuvat tai miten niitä rakennetaan erilaisten direktiivisten ilmausten ja niiden funktioiden kautta. Analysoin myös, kuinka meneillään olevaan interaktioon osallistuvat tai sen ulkopuolella olevat henkilöt tuodaan osallisiksi meneillään olevaan interaktioon tai interaktioketjuihin. Tutkimuksen teoreettisena tavoitteena on testata kahden funktionaalisen lähestymistavan (Eggins and Slade 1997; Iedema 1997) soveltuvuutta englanninkielisen

sähköposti-interaktion tutkimukseen ja kehittää näissä tutkimuksissa esitettyjä funktioverkostoja sähköpostiaineistossani esiintyvien funktioiden perusteella.

Tukeudun leksikaalis-kieliopillisessa analyysissäni funktionaalis-dialogisen kielenanalyysin menetelmiin (Halliday 1994; Eggins and Slade 1997; Ventola 1987) ja olen nivonut yhteen analyysissäni sosiaalisen, interaktiivisen ja kielellisen tason etsiessäni vastauksia tutkimuskysymyksiini. Tutkimuksen lähestymistapaa voi luonnehtia metodologisia lähestymistapoja yhdistäväksi (transmethodological) lähestymistavaksi. Olen analysoinut liike-elämän sähköpostiviestintää ja siinä esiintyvää kielenkäyttöä pragmaattisesta näkökulmasta ja viestiketjuissa esiintyvän kirjoittajien välisen interaktion analyysissä olen hyödyntänyt myös keskusteluanalyysin käsitteistöä. Direktiivisyyttä olen tutkinut lauseissa ja kielellisissä ilmauksissa esiintyvänä leksikaalis-keliopillisena ilmiönä Hallidayn (1994) esittämiä näkökulmia soveltaen. Kirjoittajien direktiivisen kielenkäytön analyysissa olen tukeutunut modus- ja modaliteetti-systeemeihin (Halliday 1994; Eggins and Slade 1997; Iedema 1997) interpersoonaisen kielenfunktion elementteinä.

Tutkimuksen tulokset osoittavat, että kielenkäyttäjät ovat ottaneet käyttöönsä modus-systeemin tarjoamat kieliopilliset variantit koko laajuudessaan. Toisin sanoen eri kielenkäyttäjät hyödynsivät sekä kongruentteja että ei-kongruentteja (Halliday 1994; Eggins and Slade 1994) variantteja erilaisten direktiivisten funktioiden ilmaisemiseen eri konteksteissa ja tilanteissa. Hyödyntämällä aikaisempien tutkimusten (Eggins and Slade 1997; Iedema 1997) esille tuomia funktioiden verkostoja ja niiden kielellisiä ilmaisuja oli mahdollista tunnistaa ja kuvata erilaisia kontekstuaalisesti ja tilanteisesti monivivahteisia direktiivisiä funktioita aloitus-, jatko- ja vastausviesteissä samoin kuin aloitusviestiä eteenpäin toimittavassa (forwarding) viesteissä. Eri viesteille, eli aloitusviestiä tukeville (supporting) ja aloitusviestiä haastaville (confronting/challenging) viesteille, oli myös mahdollista tunnistaa ja kuvata omat monivivahteiset funktionsa. Toisen sanoen viestiketjujen yksityiskohtaisella kontekstiin perustuvalla analyysilla oli mahdollista tunnistaa sellaisia direktiivisten ilmausten funktioita, joita aikaisemmissa yksittäisten viestien analyysiin keskittyvissä tutkimuksissa ei ole tunnistettu ja kuvattu. Modaaliset kysymyslauseet ja imperatiivimuodot olivat kaikkein yleisimmin käytetettyjä leksikaalis-kieliopillisia muotoja eri direktiivisten funktioiden ilmaisemisessa. Modaalisia kysymyslauseita käytettiin yleisesti aloitusviesteissä toimintapyynnön funktiossa.

Yksityiskohtainen kontekstitietojen hyväksikäyttöön tukeutuva kielellinen tarkastelu edesauttoi myös viestin kirjoittajien ja vastaanottajien roolien analysoinnissa. Kirjoittajilla ja vastaanottajilla oli kullakin omat organisatoriset roolinsa, joiden puitteissa he viestivät keskenään. Tunnistamalla ja kuvaamalla eri direktiiviset funktiot oli mahdollista analysoida, millaisia interaktiivisia rooleja sähköpostiviestintään osallistuville eri osapuolille, niin kirjoittajille kuin vastaanottajille ja muille (others), rakentui direktiivisessä kielenkäytössä meneillään olevan sähköposti-interaktion kautta. Tutkimus osoittaa, että eri osapuolten roolit vaihtelivat dynaamisesti sähköpostiviestiketjuissa, jotka

koostuivat erilaisista viesteistä, eli aloitus-, jatko- ja vastausviesteissä sekä aloitusviestiä eteenpäin toimittavissa viesteissä.

Tutkimukseni perusteella voin todeta, että aidosti kontekstilähtöisen lähestymistavan valinta yksityiskohtaisessa liike-elämän sähköposti-interaktion analyysissä on ensiarvoisen tärkeä, jotta tutkija voisi tunnistaa ja kuvata viestijöiden kielellistä toimintaa tosielämän kielenkäyttötilanteissa. Tutkimukseni osoitti myös, että funktionaalis-dialoginen lähestymistapa toimii hyvin monikansallisen yrityksen englanninkielisen sisäisen sähköposti-interaktion leksikaalis-kieliopillisessa tutkimuksessa. Hallidayn (1994) esiintuoman kielen dialogisuuden piirteet realisoituivat erityisesti sähköpostiviestiketjujen kielellisessä tutkimuksessa.

Tutkimustulokset tuovat lisävalaistusta sähköposti-interaktion tutkimukseen. Funktionaalis-dialogisen lähestymistavan yhdistäminen muihin lähestymistapoihin tarjosi erilaisia vaihtoehtoisia analyysikeinoja ja työkaluja pyrkiessäni vastaamaan tutkimuskysymyksiin. Kuitenkin heterogeenisen lähestymistavan käyttäminen kielellisessä analyysissä jättää monia kysymyksiä ilman vastausta ja voi tuoda esiin uusia ennustamattomia kysymyksiä. Toisin sanoen tutkimukseni toi esiin jatkotutkimuksia kaipaavia seikkoja ja kysymyksiä, joiden selvittämiseen ja joihin vastaamiseen tarvitaan laajempi ja edustavampi tutkimusaineisto. Lisäksi systeemis-funktionaalisen kieliopin syvällisempi hyväksikäyttö tosielämän kielenkäytön ja kielellisten ilmausten funktioiden tutkimuksessa voi olla hedelmällinen ja uusia näkökulmia esiin nostava lähtökohta tulevissa liike-elämän viestinnän tutkimuksissa.

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APPENDIX 1 Directive utterance functions and their linguistic realizations in messages eliciting no verbal response.

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
INITIATE				
command:demand g&s	initiate:prescribe:request action	*Could you please resissue…?*	MI	1
		Can you please allocate on the…	MI	2
		Auli can you please reissue…?	MI	2
		Auli could you please reissue…?	MI	3
		Therefore Auli could you please cancel the drafts…	MI	4
		Anne could you please change the default	MI	4
		Can you send me an open order…	MI	5
		Can you please do me a favour and issue a supplemental invoice …	MI	12
		could you please check about them..	MI	8
		but can you please let them know	MI	9
		Can you please do me a favour and have it redone again by invoicing.	MI	13
		Could you please send me…	MI	10
		COULD YOU PLEASE ASK THE CUSTOMER TO PAY US…	MI	6
		IF THERE IS A DM COULD YOU PLEASE FAX IT TO ME.	MI	7
		Would you pls check what has happened?	MI	11
		Please formulate an answer to…	IM	14
		Could you please raise a new code to …	MI	15
		You need to issue a full credit…	MD	16
		and invoice at…	MD	16
		Please evaluate it and	IM	17
		advise the mill guys if there needs to be…	IM	17
		Please review the codes and	IM	19
		send your comments if any.	IM	19

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
	initiate:prescribe:request for info	*is there one in the system already,…*	PI	4
	iterate:prescribe:request for info	*Please let me know what can be done…*	IM	13
		but pls return…	IM	11
	initiate:prescribe:suggest	*Obviously we should consider…*	MD	14
		You could do a quotation for…	MD	18
	initiate:prescribe:advise	*Check the database for comments*	IM	20
		Please check the mill comments	IM	21
	initiate:proscribe:prohibit	*the proforma invoices for {X} are printing over our printer and they should not be.*	MD	9
	iterate:prescribe:expand request for action			
		Also could you request this report…	MI	8
		Please let them know that	IM	9
	iterate:prescribe:instruct	*the procedure that was established is to just mail one set of the proforma invoice and packing list to me.*	DE	9
		The only thing that should print over the printer are 2 copies of {x} invoices not proformas.	MD	9
	iterate:prescribe:suggest	*Is there anyway that this invoice can be cancelled out and redone to show the dollar amount..*	PI	13
		Or could the invoice read so let's consider them later.	MI	13
			IM	14

APPENDIX 2 Directive utterance functions and their linguistic realizations in message chains with continuing messages.

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
INITIATE				
command:demand g&s	initiate:prescribe:request action	*We need for the {Initials…}-meeting. .. cost estimate (total one) for the budget…*	DE	22
		Could you please reissue draft 981716	MI	24
		and deduct credit…from it?	MI	24
		so this needs to be reissued as well.	MD	24
		I need to get a credit issued…	MD	26
		Can you please provide…	MI	29
		Pls delete/cancel…	IM	34
		Add the following:..	IM	34
		pls reserve and	IM	34
		book in.	IM	34
		Pls reserve and	IM	34
		book accordingly.	IM	34
	initiate:prescribe:advise	*See the database for comments ->…*	IM	32
	initiate:prescribe:request info	*{Wholesaler Company Name} needs more information about…*	DE	37
	iterate:prescribe:expand:request info	*So {Wholesaler Company Name} would like more details, he asks about*	MD	37
	iterate:prescribe:reiterate:request action	*but I have to get a credit issued…*	MD	26
	iterate:prescribe:expand:request action	*Please get a credit issued for item 4…*	IM	26
		the price should of been...	MD	26
		the credit should be…	MD	26
		If possible please fax info. Tues.	IM	37

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN				
continue:prolong:expand	iterate:prescribe:renovate request	*… there is no need to send …*	MD	33
	iterate:prescribe:cancel request	*he has decided that he will keep things ae they are.*	DE	25
		so please have credit 222222 voided.	IM	27
	iterate:prescribe:request action	*please accept at…*	IM	35
		Pls assist.	IM	35
		you can add extra for…	MD	35
		Pls assist and	IM	35
		confirm by return accordingly.	IM	35
continue:monitor	iterate:prescribe:reiterate:request action	W*hat were the budget costs for 98, please*	WHI	23
		Can you tell me where the ones below are?	MI	30
RESPOND				
react:rejoinder:confront:challenge				
	iterate:proscribe:defy	*Is the customer of {Wholesaler Company Name} saying that...?*	PI	38
		What were the results?	WHI	38
	iterate:prescribe:advise	*See sections 16, 17, 19 of {Standard}.*	IM	38

APPENDIX 3 Directive utterance functions and their linguistic realizations in message chains with one responding message.

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
INITIATE				
command:demand g&s	initiate:prescribe:request info	*Do you already know prices for…*	PI	40
		We were wondering when we would receive… ?	WHI	44
		hope this is OK	DE	64
	initiate:prescribe:request action	*Could you please have invoice 23456 cancelled.*	MI	42
		Can you please make an additional…	MI	46
		can you make sure that it goes…	MI	48
		and that the {detail} is added.	MI	48
		{Customer…} will need new proforma invoices…	MD	50
		He asks you to make one B/L for…	DE	50
		Customer asks if it's possible to change to xx days from B/L.	DE	52
		Can you make it so that {XYZ} specs are on all certs for {Customer…}.	MI	56
		The customer asks to issue below…	DE	58
		Please update us as to…	IM	60
		{Customer…} kindly ask you to try…	DE	62
		Look forward to receiving your…	DE	64
	iterate:prescribe:expand:request action	*If so please add them.*	IM	40
		Please print copy of the new invoice...	IM	42
		Anyway, I think if we get…	DE	44

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
	iterate:prescribe:request action	*Could you change the name of…*	MI	54
		Please inform everyone at…	IM	60
		..., we hope you can help to reserve…	DE	62
	iterate:prescribe:request info	*Waiting your comments*	DE	52
SUSTAIN react:respond:support:reply:comply				
	iterate:prescribe:request action	*Kindly check again proforma invoices…*	IM	53
		Please specify the certs, which…	IM	57
	iterate:proscribe:prohibit	*…but it does not mean that if he does not buy, you can sell the quantity to…*	DE	65
		… but do not sell more.	IM	65
	iterate:prescribe:instruct	*So next time please talk me first…*	IM	65
	iterate:prescribe:request info	*just let me know.*	IM	45
		Do not forget me though you are working with Eeva now.	IM	45
		Can you print the certs out there…?	MI	59
		Looking forward to hear from you.	DE	63
	iterate:request for confirmation	*...and confirm if ok.*	IM	53
	iterate: request for acceptance	*Ok?*	PI/EL	65
	iterate:prescribe:suggest	*Therefor we propose to use…*	DE	65

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN				
react:respond:support:develop:expand				
	iterate:prescribe:request info	*…, would it be possible to issue…*	MI	43
		Or do they insist to get revised…,	PI	43
		…please advise.	IM	43
react:respond:confront:reply:non-comply				
	iterate:prescribe:advise	*Screen MAILBOX put on the left…*	IM	55
		P2 (profile) and press enter.	IM	55
		put in the field FULL name your…	IM	55
		Then you must make the change also…	MD	55
		you put on the left corner…	DE	55
		and press enter.	IM	55
		in the surname field we put…	DE	55
		With F3 (update) you must update…	MD	55
		Mailbox left corner Z4 and enter,…	IM	55
		…and enter.	IM	55
		With F3 you update the change.	DE	55
react:respond:confront:reply:disagree				
	iterate:proscribe:defy	*I don't see, why the customer should really know the actual dates…*	DE	61
		The product identification must be the same as shown on the test certificates.	MD	61
		That's all what is required, in my humble opinion.	DE	61

APPENDIX 4 Directive utterance functions and their linguistic realizations in message chains with several responding messages.

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
INITIATE				
command:demand g&s	initiate:prescribe:request action	*Is it possible to send these to…*	PI	66
		Could you please send bn…	MI	69
		Please make required changed	IM	75
		Could you please give…?	MI	78
		Please check when above can ship.	IM	95
		please ship to Toronto…	IM	95
		You can check with me in a week…	MD	98
		So Timo, please check if their spec is…	IM	102
		Lasse, would you make a proposal…	MI	102
		Please can you check and advice?	MI	106
		X} would like to have…moved…	MD	110
		Please check you side …	IM	129
		I wonder if something should be sent…	MD	133
	initiate:prescribe:request info	*have you got already…*	PI	90
		Does it mean our written…	PI	119
	iterate:prescribe:request action	*Could you please ask again…*	MI	73
		Would you please check if…	MI	82
		Would you please answer…	MI	119
	iterate:prescribe:expand request for action	*Can you send a copy of…*	MI	90
		If you can indicate some formula…	MD	102
		please contact our Keigo-san.	IM	102

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
	iterate:prescribe:request info	*Please can you check and advice?*	MI	106
		Please advise.	IM	110
		advise if we should visit…	IM	129
	iterate:prescribe:expand request for info	*Shall we list also…?*	MI	119
		Shall we strictly refer to…?	MI	119
		Could it happen that…?	MI	119
	initiate:prescribe:advise	*See the database for comments*	IM	126
	initiate:prescribe:suggest	*is it possible that…*	PI	82
		I think either Lasse or Pentti should deal with him.	MD	98
	iterate:prescribe:instruct	*we shall keep two specifications…*	MD	102
	iterate:proscribe:prohibit	*Could you please ask again to stop printing twice.*	MI	73
SUSTAIN **Forwarding messsge**				
react:respond:support:develop:expand				
	iterate:prescribe:request info	*Can you possibly comment?*	MI	136
	iterate:prescribe:request action	*Would you be able to help Maria?*	MI	138

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN				
1st response				
react:respond:support:develop:expand				
	iterate:prescribe:request info	*Did these come from the same…?*	PI	127
		Did this {x} go through…?	PI	127
		Isn't {xxx} the unit with the most…	PI	139
	iterate:prescribe:request action	*… - can you assist.*	MI	139
react:respond:support:reply:answer				
	iterate:prescribe:request info	*I assume that Mr. Voller's promise… is relevant for…?*	DE	91
react:respond:support:reply:comply				
	iterate:prescribe:request action	*Can you ask him?*	MI	83
		Can you get the sample of…?	MI	130
	iterate:prescribe:request info	*…please let me know.*	IM	70
		Just let us know how and if…	IM	99
	iterate:prescribe:instruct	*This part requires to show…*	DE	120
		…can be applied…	MD	120
		METI recommended to use…	DE	120
		…the first page should be in Japanese…	MD	120
		…we can also advise them…	MD	120
		then we can roughly reserve…)	MD	120
	iterate:prescribe:request for confirmation	*Please confirm.*	IM	130

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN **react:respond:confront:reply:withhold**				
	iterate:prescribe:request info	*So should we ship this item…*	MI	96
		is the grade xxx or yyy…?	PI	107
	iterate:prescribe:expand request for info	*If so, to Montreal or to Toronto.*	PI/EL	96
react:respond:confront:reply:non-comply				
	iterate:prescribe:request info	*Do you use ccMail or any similar system on your PC...*	PI	67
		why we need to make this change.	WHI	76
		I need L. Almeer's first name…	DE	79
		Is he working at...?	PI	79
		Please advise.	IM	111
	iterate:prescribe:request for acceptance	*Ok?*	PI/EL	103
	iterate:prescribe:suggest	*I could send our monthly…*	MD	67
		Could we ship this one now anyway..	MI	111
SUSTAIN **2nd response**				
react:respond:support:reply:comply				
	iterate:prescribe:request info	*Do we have to sign…*	PI	84
		…or is the way we are handle this…	PI	84
		Please advise on below.	IM	140

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN **react:respond:support:reply:answer**				
	iterate:prescribe:request action	*I also have a request for access rights…* *It really should go to Montreal if possible.*	DE MD	80 97
	iterate:prescribe:advise	*Please see below Eeva's email…*	IM	77
react:respond:support:develop:expand				
	iterate:prescribe:advise	S*ee Nick's note.*	IM	112
	iterate:prescribe:suggest	*Maybe {xx} days from invoice?*	MI	112
react:respond:confront:reply:contradict				
	iterate:prescribe:request action	*… {Customer} is asking to negotiate…*	DE	104
	iterate:prescribe:suggest	*Please wait.*	IM	104
3rd response				
react:respond:support:develop:expand				
	iterate:prescribe:request action	*…please fax it to me.*	IM	101
	iterate:prescribe:request confirmation	*Please confirm it.*	IM	109
	iterate:prescribe:request info	*I hope you can tell me…*	DE	93

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
	iterate:prescribe:expand request for info	*How many copies would you like to receive and*	WHI	93
		for who are they?	WHI	93
		Does it has to be copied in colour or just black and white?	PI	93
	iterate:prescribe:suggest	*…, why don't you just update…*	WHI	72
		…, just let it be as it is now	IM	72
		I propose to send it to Maria…	DE	141
react:respond:support:reply:compy				
	iterate:prescribe:request for info	*Could you find it?*	MI	81
react:support:reply:affirm	iterate:prescribe:request for confirmation	*can you confirm before we ship…*	MI	113
continue:prolong:expand	iterate:prescribe:request action	*could you ask for instance…*	MI	122
	iterate:prescribe:expand request for info	*... is it sufficient to show…*	PI	122
		- shall we use …	MI	122
		- is it necessary to stamp…	PI	122
	iterate:prescribe:suggest	*We prefer the first alternative:*	DE	122

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN **4th response**				
continue:prolong:expand	iterate:prescribe:request info	*do you have the initials for MTS?*	PI	86
react:respond:support:reply:answer				
	iterate:prescribe:request action	*I would like to have a color copy…*	MD	94
		I hope to get the mail address…	DE	94
		Do you mind sending first…	PI	94
		Please, send color copies also to…	IM	94
react:respond:support:develop:expand				
	iterate:prescribe:request action	*Please change the terms…*	IM	114
	iterate:prescribe:request info	*Who shall finally reply to…?*	WHI	142
SUSTAIN **5th response**				
continue:prolong:expand	iterate:prescribe:advise	*But he advised that…is specified in…*	DE	124
		So we shall also access…	MD	124
	iterate:prescribe:instruct	*Also he advised that we must…*	MD	124
	iterate:prescribe:suggest	*I feel we need some part time person…*	MD	124
		Anyway let's have a meeting…	IM	124

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
	iterate:prescribe:request info	*...is {xxx} consequently excluded…*	PI	143
		What is {x} for?	WHI	143
		Does it mean {x}?	PI	143
		Do these figures {x} and {x} mean…?	PI	143
SUSTAIN **6th response**				
react:respond:support:develop:expand				
	iterate:prescribe:request action	*Can you please add…*	MI	88
		Would you kindly ask him…	MI	125
	iterate:prescribe:suggest	*I would like to propose that you…*	MD	125
		{X} Mark would not be affixed…	MD	125
		We should stamp…	MD	125
		thus maybe not necessary to repeat..	MD	125
		number may be either printed or…	MD	125
		We prefer stamping in the way…	DE	125
		We can optionally include…	MD	125
		Are we all agreed that we have given XX all the information he needs to go back to the customer, and discuss	PI	144
	iterate:prescribe:advise	*Pls, to see it correctly, use…)*	IM	125
	iterate:prescribe:request confirmation	*And is XX able and willing to give….*	PI	144

Consolidated Turn Function	Directive Utterance Function	Linguistic Realization	Mood Type	Mssg No
SUSTAIN **7th response**				
continue:prolong:expand	iterate:prescribe:request info	*Can we ship out immediately.*	MI	117
react:respond:support:develop:expand				
	iterate:prescribe:suggest	*I could advise Ms Moralez that…*	MD	145
	iterate:prescribe:request info	*Directly or indirectly?*	PI/EL	145
		Comments?	PI/EL	145
		Please advise.	IM	145
SUSTAIN **8th response**				
react:respond:support:reply:agree				
	iterate:prescribe:request action	*Please go ahead.*	IM	146
SUSTAIN **9th response**				
react:respond:support:reply:agree				
	iterate:prescribe:request action	*I agree that X could start now…*	MD	147

APPENDIX 5 Initiating turns eliciting no verbal response.

I Horizontal interaction

a) Operative-to-operative-level peer interaction

Interactional event: The issue of interaction is reissuing an invoice. The addressor of the message is Carole Heath, a Sales Assistant in the Sales and Marketing Office (SMO) in Britain, and the addressee is Auli Lahti, a Finnish female Invoicing Clerk.

1) Initiating message (LEGI-RFA)

10.6.98
Subject: {Customer Company Name}

Hi Auli
{Customer Company Name} have deducted CN 123456 from their payment today. Could you please reissue 234567 without this credit note?

Brgds, Carole

Interactional event: The message is about an outstanding amount and the subsequent actions needed to collect the amount. The addressor is Carole Heath, a Sales Assistant in the SMO in Britain, and the To: addressee is Tuula Lampi, a Finnish female Collecting Clerk, and the cc: addressee is Auli Lahti, a Finnish female Invoicing Clerk.

2) Initiating message (LEGI-RFA1-RFA2)

18.9.98
Subject: {Customer Company Name}

Hi Tuula
Overdue part invoice 345678 has a credit note to allocate against it – 456789. This leaves an outstanding amount of GBP xx.xx. Can you please allocate on the system.

Auli can you please reissue 567890 without the credit note?

Brgds, Carole

Interactional event: The issue of interaction in this message is reissuing a draft. The addressor is Carole Heath, a Sales Assistant in the SMO in Britain, and the three To: addressees are as follows: Anne Oksa, a Finnish female Invoicing Clerk, Esa Kero, a Finnish male Shipping Clerk, and Auli Lahti, a Finnish female Invoicing Clerk.

3) Initiating message (LEGI-INFO-RFA)

17.2.99
Subject: {Customer Company Name}

Good Morning
{Customer Company Name} telephoned to say that they cannot pass invoice 222222(333333/05) for payment as they have not yet received the material. {Forwarding Company} tried to offload in January but the material was on the wrong type of trailer and had to be transferred. {Forwarding Company} have today confirmed that they have not delivered the material yet. It is booked in for tomorrow.

Auli could you please reissue draft no. 111111 with an invoice date of 19.02.99?

Best regards,
Carole

Interactional event: The issue of interaction in this message is cancelling drafts and changing an order. The addressor is Carole Heath, a Sales Assistant in the SMO in Britain, and the four To: addressees are as follows: Tuula Lampi, a Finnish female Collecting Clerk, Seija Elo, a Finnish female Manager of Finances, Anne Oksa, a Finnish female Invoicing Clerk, and Auli Lahti, a Finnish female Invoicing Clerk. Further, there is one cc: addressee, Peter Jones, a management-level employee in the SMO in Britain. Elsie Hope is a bank's representative.

4) Initiating message (LEGI-RFA1-RFA2-RFI)

2.9.98
Subject: {Customer Company Name}

Hi
{Customer Company Name} were unsure about their payment terms, which is why they have not been on time recently.
Peter however, has made them accept their terms of xx days from invoice date, but cannot make them agree to pay by drafts.

Therefore Auli could you please cancel the drafts in the system – they will not return a Bill of Exchange.

Anne could you please change the default on Loks order heading – is there one in the system already, I couldn't see one.

I have sent a message to Elsie Hope to tell her not to accept any more Bills for {Customer Company Name}.

Brgds, Carole

Interactional event: The issue of the interaction is sending an open order report. The addressor is an American operative-level female Sales Assistant, Lynn Fitz, and the addressee is a Finnish operative-level female, i.e. Liisa Luoto, a Sales Assistant.

5) Initiating message (RFA-LEGI-THA)

06.10.99

Subject: Open Orders

Hi Liisa

Can you send me an open order report for {Customer Company Name}, they need to know what they have on order with us. I need to send them a report in the morning.

Thanks for your help!
…..lynn

Interactional event: The issue of interaction is dealing with a problem in invoicing. The addressor is Tuula Lampi, a Finnish female Collecting Clerk, and the addressee is Eve Lane, a Sales Assistant in the SMO in the USA.

6) Initiating message (ORIEN-LEGI-RFA-THA)

15.09.98
Subject: {CUSTOMER COMPANY NAME} (23456)

HELLO EVE,

WE RECEIVED CAD XXXX BY VAL. 14.09.98 FROM {CUSTOMER COMPANY NAME}. WITH THIS PMT THEY DEDUCTED INVOICES {INVOICES PARTICULARIZED}
TOTALLY CAD XXXX.
THE PROBLEM IS THAT THEY HAVE ALREADY DEDUCTED THESE INVOICES WITH THEIR PMT ON 29.6.98.

COULD YOU PLEASE ASK THE CUSTOMER TO PAY US THE MISSING AMOUNT OF CAD XXXX.

THANKS & REGARDS
TUULA

Interactional event: The issue of interaction is dealing with a problem in invoicing. The addressor is Tuula Lampi, a Finnish female Collecting Clerk, and the addressee is Eve Lane, a Sales Assistant in the SMO in the USA.

7) Initiating message (ORIEN-LEGI-RFA-THA)

07.09.98
Subject: {CUSTOMER COMPANY NAME} (45678)

HELLO EVE,

WE RECEIVED USD XXXX (LB 09/04/98) FROM {CUSTOMER COMPANY NAME}.

THIS PMT COVERED INVOICES {INVOICES PARTICULARIZED}.

ACCORDING TO OUR BOOKS THESE INVOICES TOTAL TO USD XXXXX => IF THERE IS A DM COULD YOU PLEASE FAX IT TO ME.

THANKS & REGARDS
TUULA

Interactional event: The issue of interaction is sending status reports. The addressor is Lisa Norton, a Sales Assistant in the SMO in the USA, and the addressee is Liisa Luoto, a Finnish female Sales Assistant.

8) Initiating message (LEGI-RFA1-RFA1E-THA)

06.10.99
Subject: REPORTS

Hi Liisa,
Welcome back! The order status report we get for {three Customer Company Names} didn't print today could you please check about them so we get them Wed. Also could you request this report for {Customer Company Name} also. Thanks for your help.
Best Regards,
Lisa

Interactional event: The message is about incorrect printing of proforma invoices in the SMO in the USA. The addressor is Lynn Fitz, a Sales Assistant in the SMO in the USA, and the addressee is Auli Lahti, a Finnish female Invoicing Clerk.

9) Initiating message (ORIEN-RFA1-PROH-INFO-RFA1EP-LEGI-INS1-INS2-THA)

07.05.99
Subject: {Customer Company Name} Invoices

Hi Auli
I can't remember who handles Canadian invoices, but can you please let them know that the proforma invoices for {Customer Company Name} are printing over our printer and they should not be. I received two copies of invoices on the following: {Invoices particularized}. Lately this has been happening more and more, but then I also get a copy in the mail. Please let them know that the procedure that was established is to just mail one set of the proforma invoice and packing list to me. The only thing that should print over the printer are 2 copies of {Customer Company Name} invoices not proformas.

Thanks Auli!
…lynn

Interactional event: The message is about sending a missing database. The addressor is Pat Carter, a Sales Assistant in the SMO in the USA, and the addressee is Teija Virta, a Finnish female Technical Adviser, with responsibilities including Quality Assurance.

10) Initiating message (LEGI-RFA)

04.06.99
Subject: databases

Hi Teija,
I appear to be missing a few databases. Could you please send me the claims database and any other database that you think is relevant.

Brgds,
Pat

Interactional event: The issue of interaction is a missing invoice and a draft. The addressor is Auli Lahti, a Finnish female Invoicing Clerk, or export documentation clerk as she introduces herself message-initially, and the addressee is Viv Kirk, a Sales Assistant in the SMO in the UK. Carole Heath, who is referred to in the message, is Sales Assistant in the SMO in the UK.

11) Initiating message (ORIEN-LEGI-RFA-INFO-RFI-THA)

27.04.99
Subject: {Customer Company Name}

Hi Viv and welcome to the team!!!
May I introduce myself to you …I am working as export documentation earlier called invoicing department so from us you get part of the invoices, packing lists and drafts.

I got fax from {Customer Company Name} from mr {First and Family Names} he wrote that they have not received invoice no. 123456 (order no 3456) also the draft is missing….this happened also last time. I have sent message to Carole earlier this month. Would you pls check what has happened? I can only see that we have done the invoice and draft and send them to your office. It is possible to print the invoice and draft to your laser if it is needed
but pls return…

thanks and rgds

Auli

Interactional event: The issue of the interaction is issuing an invoice. The addressor is Lynn Fitz, a Sales Assistant in the SMO in the USA, and the addressee is an operative-level Finnish female, i.e. Liisa Luoto, a Sales Assistant. Lisa Norton, who is referred to in the message, is Sales Assistant in the SMO in the USA.

12) Initiating message (RFA-LEGI-INFO-THA)

05.10.99
Subject: surcharges

Hi Liisa

Can you please do me a favor and issue a supplemental invoice to 123456. Lisa entered the order, but did not include the surcharges that started for October and the invoice has printed so I cannot make adjustments.
There are six items and they need to have the surcharge for {Type of material} added, the surcharge is .xxxx for lbs.
Thanks……..lynn

Interactional event: The issue of interaction is redoing an invoice. The addressor is Lynn Fitz, a Sales Assistant in the SMO in the USA, and the To: addressee is

Liisa Luoto, a Finnish female Sales Assistant, and the cc: addressee is Auli Lahti, a Finnish female Invoicing Clerk.

13) Initiating message (LEGI-RFA-INFO-SUG1-SUG2-LEGI-SUG3-RFI-THA)

15.04.99
Subject: 45678

Ok, it seems that some how some way an item that I entered on an order got produced and invoiced in kilograms. Can you please do me a favor and have it redone again by invoicing.

The item that is messed up is from invoice 45678. Is there anyway that this invoice can be cancelled out and redone to show the dollar amount and weight without assigning a new invoice number. I don't know Auli if you can do this, but the customer is being kind of a pain about this. Or could the invoice read 45678R?

Please let me know what can be done about this.

Thanks,
….lynn

b) Management-to-management-level peer interaction

Interactional event: The issue of interaction is explaining reasons for late deliveries. The addressor is Jukka Lehto, a Finnish male Area Sales Manager and the addressee is Paul More, a management-level employee in the SMO in the UK.

14) Initiating message (LEGI-RFA-SUG1-SUG2)

19.08.98
Subject: {Customer Company Name}, late deliveries, 12345-678

Paul, the first reason for these items was delayed {Process particularized}. Schedule was originally week 823 but was delayed by production reasons. This means that correction {Processes particularized} were late and had to be finished before {Material particularized} material. Then there was also secondary reasons like material ran out or defective material and had to be changed.

{Process particularized} finally started during week 825 and {Customer Company Name} material was done on Sunday 28.6. and despatch was on Wednesday. The result was that we were 3 weeks late from confirmations and 4 weeks late from their request.

So original production schedule could not be maintained. This is the cause in one sentence.

Please formulate an answer to {Customer Company Name}. Obviously we should consider remedies for future but I do not know what they think of this situation, so let's consider them later.

Rgds/JKL

Interactional event: The message is about new payment terms. The addressor is Peter Jones, a management-level employee in the SMO in the UK, and the To:

addressee is Ritva Joki, a Finnish female Manager of Invoicing, and the cc: addressee is Tuula Lampi, a Finnish female Collecting Clerk.

15) Initiating message (LEGI-RFA-INFO)

18.09.98
Subject: {Customer Company Name}

This user pays by bank transfer in USD to {Name of Bank}. We have agreed new terms so that we can reduce to 2 payments per month. Could you please raise a new code to cover the revised terms which are:

{Payment terms particularized}.
Rgds Peter Jones

II Vertical interaction

a) Downward vertical interaction

Interactional event: The issue of interaction is the procedure for dealing with material returned by a customer. The addressor is Peter Jones, a management-level employee in the SMO in the UK, and the three To: addressees are as follows: Teija Virta, a Finnish female Technical Adviser with responsibilities including Quality Assurance, Anne Oksa, a Finnish female Sales Assistant with responsibilities including issuing invoices, and Carole Heath, a Sales Assistant working in the SMO in the UK.

16) Initiating message (ORIEN/LEGI-INFO-RFA1-RFA2)

22.03.99
Subject: {Customer Company Name} {Product type} at {Premises named}

Remember the 3 {Product type} at {Premises named} we agreed to take back. I used {Forwarding Company Name} they sent their truck in & {Premises named} put the wrong {Product type} on the truck. So they had to go back and try again. Hence its taken from the 11the Feb to get sample cut. Teija I sent this for your attention last week.

Anne {Product types and quantities particularized}. These are the 3 {Product type} collected by {Forwarding Company Name}. You need to issue a full credit to {Customer Company Name} and invoice {Forwarding Company Name} at {Product particularized} (this is the {Product type} rate).
Rgds Peter

Interactional event: The message is about a sample sent to Finland from the USA. The addressor is Don Lane, a management-level employee in the SMO in the USA, and the To: addressee is Teija Virta, is a Finnish female Technical Adviser with responsibilities including Quality Assurance. The cc: addressee is Lasse Aho, a Finnish male Area Sales Manager.

17) Initiating message (ORIEN/LEGI-RFA1-RFA2-THA)

03.06.99
Subject: {Customer Company Name} {Order particularized}

I am sending a sample part to you this date via courier. It has {Customer Company Name} {Order particularized} on it. It is a sample of what the {Material} is to be made into. Please evaluate it and advise the mill guys if there needs to be anything different or something special about this material. Thanks.

b) Upward vertical interaction

Interactional event: The message is about a request for material with particular properties. The addressor is Mikko Puro, a Finnish male Works Inspector whose responsibilities include Quality Assurance, and the addressee is Paul More, a management-level employee in the SMO in the UK. Heikki Saari, who is referred to in the message, is Sales Manager at the mill in Finland.

18) Initiating message (ORIEN-LEGI-SUG)

01.08.96
Re: {Material particularized} properties, {Customer Company Name}
Hello again Paul,

I have received your fax from 31st July including the customer requirements.

The chemical composition is OK.
The chemical properties…..
{Property} thru {Process} is necessary for that {Property} level.
We are not interested in performing that business providing the {Property} process thru {Process} on {Process particularized}. We are not able to predict the reduction of {Process} to get the right {Property} on this material. Heikki Saari was not even positive for that kind of orders.
You could do a quotation for {Material type} in {Type particularized} finish.

kind regards,
Mikko

Interactional event: The issue of interaction is updating customer requirements. The addressor is Teija Virta, a Finnish female Technical Adviser, and the To: addressee is Done Lane, a management-level employee in the SMO in the USA, and the four Finnish cc: addressees are as follows: Lasse Aho, an Area Sales Manager, and three operative-level employees working in the Laboratory Department with responsibilities involving different aspects of customer requirements.

19) Initiating message (LEGI-RFA1-RFA2)

26.05.99
Subject: {Material property} quality

We have updated the following requirements:

(Requirements particularized}

We hope that the material in future suits better for {Material property} applications.
Please review the codes and send your comments if any.

Best regards,
Teija

Interactional event: The issue of interaction in the two messages is updating claims database. The addressor is Teija Virta, a Finnish female Technical Adviser, and the To: addressee is Done Lane, a management-level employee in the SMO in the USA, and the cc: addressee is Lasse Aho, a Finnish male Area Sales Manager. The sending out of these standard messages was ceased in 1999 due to a new software, thanks to which unread claims appear in the view with a red star (as explained by Teija Virta in a message written 20.05.99 and addressed to Sales Assistants in the UK, the Netherlands and France offices).

20) Initiating message (ADV/RFA)

18.05.99
Subject: {Customer Company Name}

Check the database for comments -> (Document link not converted).
Rgds Teija

21) Initiating message (ADV/RFA)

26.05.99
Subject: {Customer Company Name} Reject

Please check the mill comments (Document link not converted).
Rgds Teija

(The message below is not included in frequencies but is referred to in the analysis.
18.05.99
Subject: {Customer Company Name} claim

I have updated the database for your inspection -> (Document link not converted).
Reklamaatioterveisin
Teija)

APPENDIX 6 Initiating turns eliciting continuing and responding messages.

A The addressor of the initiating message sustains interaction by a message carrying a continuing speech function.

I Horizontal interaction

a) Management-to-management-level peer interaction

Interactional event: The issue of interaction is requesting budget details. Jukka Lehto, a Finnish male Area Sales Manager, is the addressor of the initiating message and the continuing message, and the To: addressee is Paul More, a management-level employee in SMO in the UK.

22) Initiating message (RFA-LEGI)

7.9.98
Subject: {Initials for the UK office}

Paul, we need for the {Initials of the UK office}-meeting cost estimate (total one) for the budget during the Sales Meeting/JKL

23) Continuing message (THA-ReiRFA)

21.9.98
Subject: {Initials for the UK office}

*Thank you for your answer. What were the budget costs for **98, please**/JKL*

b) Operative-to-operative-level peer interaction

Interactional event: The issue of interaction is reissuing drafts. The interaction takes place horizontally between two operative level employees. The addressor of the two messages is Carole Heath, a Sales Assistant in the SMO in Britain, and the addressee is Auli Lahti, a Finnish female Invoicing Clerk.

24) Initiating message (RFA1-RFA2-LEGI-RFA3)

18.1.99
Subject: {Customer Company Name}

Hi Auli
Could you please reissue draft 981716 and deduct credit note 565646 from it? It has been deducted from draft no 991833 so this needs to be reissued as well.

Best regards, Carole

25) Continuing message (LEGI-CanRFA-INFO)

19.1.99
Subject: {Customer Company Name}

Auli, so sorry. The customer has telephoned to say that his accountant sent back 981716 so {Name of Bank} should have it by now. As there is only 20 days between the Bills he has decided that he will keep things as they are. AHHHHH! Customers! So he will return 991833 to {Name of Bank} this week!

Sorry for the trouble.

Rgds, Carole

Interactional event: The issue of interaction in the three-message chain is issuing a credit note particularized in the initiating message. The addressor of the initiating and continuing messages is an American operative level female Sales Assistant, Lynn Fitz, and the addressee is a Finnish operative level female, i.e. Liisa Luoto, a Sales Assistant, who is the addressor of the responding message.

26) Initiating message (RFA1-LEGI-ReiRFA1P-LEGI-ReiRFA1P-RFA1E-RFA1E-THA)

12.11.99
Subject: Invoice 111111

Hi Liisa

I need to get a credit issued because of an overcharge. I made the mistake….sorry. I was supposed to ship {type of material} to {Customer Company Name}, but instead I shipped {type of material}. The customer decided that he needed the material that I sent (lucky for me), but I have to get a credit issued because of the price difference.

Please get a credit issued for item 4…….the price should of been .xx not .xxx. The credit should be around $xxx.xx.

Thanks,
….lynn

27) Continuing message (LEGI-CanRFA-THA)

16.11.99
Subject: Re: Invoice 111111

Hi Liisa

Ok, you know the below e-mail that I sent to you regarding the wrong price……..well anyway, I received a credit invoice. Unfortunately I just realized something when I was doubling checking the credit amount……..I did not need the credit because I priced the item right for the type of material and finish {particularized} that I sent to {Customer Company Name}.

I am sorry about requesting a credit when I didn't need one, ***so please have credit 222222 voided.***

Thanks and sorry……lynn

28) Responding message (COMP)

17.11.99
Subject: Re: Invoice 111111

Hi Lynn,

No problem, we'll cancel the credit note.
Have a good day
Regards
Liisa

Interactional event: The issue of interaction in the three-message chain is providing a breakdown for Bills of Ladings particularized in the initiating message. The addressor of the initiating and the continuing message is Lynn Fitz, an American operative level female Sales Assistant. The To: addressees are two Finnish operative level females, i.e. Liisa Luoto, a Sales Assistant, and Ulla Keto, an Invoicing Clerk. Norma Kent, an American Sales Assistant is cc: addressed both the initiating and continuing messages, but not the responding message written by Liisa Luoto and To: addressed to Lynn Fitz.

29) Initiating message (ORIEN-LEGI-RFA-LEGI-THA)

19.10.99
Subject: {Customer Company Name}

Hi Ladies

This morning I received a call from expeditors regarding the following invoices 11111, 22222 and 33333. Apparently there was a ship change and two Bills of Ladings were made for the nine containers that belong to the above three invoices. Expeditors wants to make one entry summary but there is a problem because they do not know which invoices and containers go to the two Bills of Ladings.

Can you please provide the breakdown for Bills of Ladings XXXX and YYYY.

The containers have arrived into port so I need to get this to Expeditors soonest.

Thanks,
….lynn

30) Continuing message (LEGI-ReiRFA)

20.10.99
Subject: Bills of Ladings?

Good Morning Ladies

I just got in a few minutes ago and noticed that some bills of ladings were faxed to me, but they were not the ones that I requested. Can you tell me where the ones below are?

Regards,
….lynn

31) Response message (COMP/INFO)

20.10.99
Subject: Bills of Ladings?

Hi Lynn,
Ulla just faxed you the new ones.
Kind regards,
Liisa

II Vertical upward interaction

Interactional event: The issue of interaction is the procedure of informing the SMO's of the updating of claims database. The addressor of the initiating and continuing message is Teija Virta, a Finnish female operative level Technical Adviser. The To: addressee, Don Lane, holds a middle management position in the Sales and Marketing Office in the United States. The cc: addressee is Lasse Aho, a Finnish male Area Sales Manager. The continuing message functions to indicate that the procedure of sending the routine messages, i.e. *See the database for comments*, will be changed and the new software implemented will indicate by a red light on the screen that the database has been updated by employees at the mill in Finland.

32) Initiating message (ADV/RFA)

18.5.99
Subject: {Customer Company Name} claim

See the database for comments -> (Document link not converted).
Rgds Teija

33) Continuing message (INFO-RenADV/RFA)

25.5.99
Subject: {Customer Company Name} Claim

I heard from Lasse that there is no need to send the comments any more. Nevertheless, here they are -> (Document link not converted)!
Rgds Teija

Interactional event: The interaction in the three-message chain is about changing order details, and the interaction in the initiating message represents both horizontal interaction and upward vertical interaction. The female addressor of the initiating message, Tina Hu, works as a Sales Assistant in the SMO in Singapore. The initial message is To: addressed to a Finnish Sales Assistant, Aila Koski, who is responsible for making the changes particularized to the subsequent software, databases and documents and for informing the employees who need this revised information in their work. The cc: addressee of the message is Lasse Aho, a Finnish male Sales Area Manager. Both

addressees are addressed by their first names is the salutation. The continuing message is by the addressor of the initiating message to the same addressees, but only Lasse Aho is addressed in the salutation. Lasse Aho, who is the decision maker in accepting the changes, responds within one minute of the arrival of the continuing message to Tina Hu and cc: addresses his message for information to Aila Koski.

34) Initiating message (RFA1-RFA2-RFA3-RFA4-LEGI-RFA5-RFA6)

17.2.2003
Subject: {Customer Company Name} stocks

Dear Mrs Aila / Lasse,

Ref to your order no. 29504:

- Pls delete/cancel case No.{ particularized}
- Add the following: {particularized}

pls reserve and book in.

Also, I have faxed to you another list chosen from {Finnish supplier's town} for {Customer Company Name}. Pls reserve and book accordingly.

Rgds
Tina

35) Continuing message (LEGI-RFA1-LEGI-RFA2-LEGI-RFA3-RFA4-RFA5)

17.2.2003
Subject: Re: {Customer Company Name} stocks

Dear Lasse,

For 29504, those booked on Friday {quantity of material particularized} please accept at {price and type of material particularized}. I have confirmed at the same price (as previous order) to customer. Pls assist.

For additional sizes chosen today (both {plant in Holland and in Finland}), you can add extra for {quantity and type of material particularized}.

Pls assist and confirm by return accordingly.

Rgds
Tina

36) Responding message (COMP/INFO)

17.2.2003
Subject: Re: {Customer Company Name} stocks

Tina,

we book 29504/ 1 – 4 with the price of {price particularized} and the additional items with {price particularized} european sizes.

Regards
Lasse

B The addressor of the first responding message sustains interaction by a message carrying a continuing speech function.

Interactional event: The issue of interaction in the three-message chain is providing information for a certificate particularized in the subject line. The addressor of the initiating message is Lisa Norton, a female Sales Assistant working in the SMO in the USA, and the addressee is Teija Virta, a Finnish operative level female Technical Service Adviser. The To: addressee in the response message by Teija Virta is Lisa Norton and the cc: addressees are Mark Smith, a management-level employee in the SMO in the USA, Lasse Aho, a Finnish male Area Sales Manager, and Mikko Puro, a Works Inspector, a supervisory-level male technical expert at the production plant in Finland. The continuing message by Teija Virta is To: addressed to Mark Smith and cc: addressed to Lasse Aho and Mikko Puro. The initiating turn represents horizontal operative-level interaction, whereas management-level addressees are involved in the responding message. The continuing message represents upward vertical interaction with management- and operative-level cc: addressees involved.

37) Initiating message (RFI1-LEGI-RFI1EP-LEGI-RFA-LEGI-THA)

25.5.99
Subject: CERT. 123456

Good morning Teija,
{Wholesaler Company Name} needs more information about the physical properties for this cert. Their customer doesn't agree with the {material properties particularized} on the cert. They say they have tested it and it is different. So {Wholesaler Company Name} would like more details, he asks about results from test during processing (making the material). He didn't know what this was called and I told him I didn't know but would ask for more details about physical properties. If possible ***please fax info.*** *Tues. as their customer is coming to discuss this with {Wholesaler Company Name}. Thanks for your help.*
Regards, Lisa

38) Responding message (INFO-ADV-DEF1-DEF2)

25.5.99
Subject: Re: CERT. 123456

The number of tests, test specimens, special tests and test methods are described in {Standard} Standard Specification for General Requirements for {Types of material}. See sections 16, 17, 19 of {Standard}. We perform {Material property} tests and measure {Material property value} according to {Standard} Standard Test Methods and Definitions for Mechanical Testing of {Type of Material} Products. {Standard} states that {Material property} test specimens shall be taken from finished material and {Material property} tests may be made on the {Area specified} before they are subjected to the {Material property} tests. The tests are made using calibrated instruments.

Is the customer of {Wholesaler Company Name} saying that our product does not meet the {Material property} test requirements of type {Type of material particularized} Standard Specification for {Type of material} and {Type of material} {Types of products delivered} for {Use of material}? What were the results?
Rgds Teija

39) Continuing message (INFO)

3.6.99
Subject: {Wholesaler Company Name}; certs 123456 & 654321

The time of 22 minutes on cert. 654321 dated 11.01.99 was incorrect. It should be 49 minutes. We will update the certificate to show 49 minutes, which is the {Stage of Process} time after {Process}.

The {Stage of Process} time of 22 min was not completely wrong, because it was the time at {Heat} after {Process}. The {Type of Material} is also shorter at this stage of the process. The writer of the certificate looked at the wrong mill report. This was a human error, which we regret.

The {Material component} content is correct on both certificates. We changed the program in 1999 by rounding up the {Material component} content. Cert. 123456 was created in 1998. Therefore, it showed {Value particularized}. If you print the same certificate now, it will show {Value particularized}.

According to the current edition of {Standard}, the accuracy is better for low {Material component} grades than the normal ones. X grades have one digit more: max {Value particularized}. The normal grades contain max. {Value particularized}.
Best regards,
Teija

APPENDIX 7 Initiating turns eliciting one responding message.

The addressee sustains interaction by reacting to previous turn by a message carrying a responding speech function.

I Horizontal operative-to-operative interaction

Interactional event: The issue of interaction is adding price information for particularized orders. The addressor of the initiating message is Liisa Luoto, a Finnish female Sales Assistant, and the addressee is Lisa Norton, a Sales Assistant in the SMO in the USA. In the responding message the addressor-addressee roles are reversed. The person referred to by his name in the responding message is Mark Smith, a management-level employee in the SMO in the USA.

40) Initiating message (RFI-INFO-RFA-THA)

21.9.99
Subject: {Customer Company Name}

Hello Lisa,

Do you already know prices for below orders.

{Orders particularized}

If so please add them.

Thank you
Kind regards
Liisa

41) Responding message (INFO-COMP)

21.9.99
Subject: Re: {Customer Company Name}

Hi Liisa,
I'm not sure if prices will remain the same for Dec. When Mark gets back I'll check with him and then enter the price.

Regards,
Lisa

Interactional event: The issue of interaction is cancelling an invoice. The addressor is Norma Kent, a Sales Assistant in the SMO in the USA, and the addressee is Liisa Luoto, a Finnish female Sales Assistant. The addressor-addressee roles are reversed in the responding message.

42) Initiating message (ST-RFA1-LEGI-RFA2-THA)

1.10.99
Subject: {Customer Company Name}

Hi Liisa,

Hope your holiday was good. Could you please have invoice 234567 cancelled.

I have added surcharges to the order because material will be delivered week 40.

Please print copy of the new invoice for me, I will mail to {Customer Company Name}.

Thank you.
Best regards,
Norma

43) Responding message (ST-RFI1-RFI2-RFI3-THA)

4.10.99
Subject: {Customer Company Name}

Hi Norma,

Yes Norma, holiday was good, thanks for asking. It was our first trip to Athens, so there were lot of things to see, Acropolis and so on. We also spent two days in one beautiful island near Athens.

As to below message, would it be possible to issue additional invoice for surcharge. I could do it here. Or do they insist to get revised invoice, please advise.

Thanks and regards,
Liisa

===

Interactional event: The issue of interaction in this two-message chain is sending out calendars to the SMO in the United States. The addressor is Lisa Norton, a Sales Assistant in the SMO in the USA and the addressee is Liisa Luoto, a Finnish female Sales Assistant. Their responsibilities include the provision of sales material to customers. In the responding message the addressor-addressee roles are reversed. Auli Lahti, who is referred to in the response message by her first name is Invoicing Clerk in Finland and Norma Kent is Sales Assistant working in the SMO in the United States. Eeva Niemi is Sales Assistant in Finland.

44) Initiating message (RFI-LEGI/INFO-RFA-THA)

20.10.99
Subject: CALENDARS

Hi Liisa,
We were wondering when we would receive the new calendars? I can't remember how many we used last year, I think we received 50 at first and then ask for more. Anyway, I think if we get 75 to start and that should be close to enough. Thanks.
Best Regards,
Lisa

45) Responding message (COMP-INFO-RFI1-INFO-ST/RFI2)

20.10.99
Subject: CALENDARS

Hello Lisa,
Our mailing lady told today that she is sending you by courier 80 pcs this year.
They wont come in one mail all, but in three or four separate mails, due to larger size of calendars.
In addition to those 80 calendars, those {Type of Customers} will get their own direct.
Auli has informed Norma today, or will do it tomorrow that you dont have to send calendars to {Type of Customers}, Theis and those other ones, they will get their own direct.
So, total qty this year will be around 85. In case you need to get more later on, just let me know. Normally we have some extra calendars in our office for that,
Kind regards,
Liisa
ps. Good to get message from you. Do not forget me though you are working with Eeva now.

Interactional event: The issue of the interaction in the two-message chain is issuing an additional surcharge invoice. The addressor of the initiating message is Lynn Fitz, an American operative-level Sales Assistant, and the addressee is Liisa Luoto, a Finnish operative-level Sales Assistant. The addressor-addressee roles are reversed in the responding message.

46) Initiating message (ORIEN/LEGI-RFA-INFO-THA)

22.10.99
Subject: 11111
Ok, despite the fact that I actually have a post-it-note stuck to my computer that says "Bonehead Remember Surcharges!" I still forgot to add a surcharge to a {Customer Company Name in initials} stock order I just did.

Can you please make an additional surcharge invoice for cert. 11111. The surcharge is .xxxx.

Thanks and sorry I forgot.

….lynn

47) Responding message (ENC-COMP-ENC-ST)

25.10.99
Subject: Re: 11111

Hi Lynn,
All that shows that you are just a human being. I'll issue a debit note for surcharge, no problem. It will take only couple of minutes, so no need to be sorry.
Is fall already there, or is it still like summer. We have had a very good weather here until yesterday. Suddenly it started to rain, and same is continuing today. Anyhow, it is not snow yet, many day we'll get it too
Have a good day
Regards
Liisa

Interactional event: The issue of interaction is adding details to an order. The addressor is Lynn Fitz, a Sales Assistant in the SMO in the USA, and the addressee is Liisa Luoto, a Finnish female Sales Assistant. In the responding message the addressor-addressee roles are reversed.

48) Initiating message (ORIEN/LEGI-RFA1-RFA2-THA)

4.11.99
Subject: {Order Particularization} 22222

Hi Liisa

Ok, I just learned that on a {Customer Company Name} order that I entered recently, I was supposed to add a {detail} to four items. I did not know that I was automatically supposed to do that to any order from them, but now I do. I have now added to my customer notes. Anyway, I added {details} to the following items {items particularized}.

I don't know if I was supposed to send it to a certain checkpoint so if I was supposed to can you make sure that it goes to where it is supposed and that the {detail} is added.

Thanks,
….lynn

49) Responding message (ENC-COMP-INFO)

5.11.99
Subject: Re: {Order Particularization} 22222

Hello Lynn,

No problem. I sent items to cp 33, and a person who is taking care of {type of material} promised to see to it that {detail} will be there.
Have a good weekend
Regards,
Liisa

Interactional event: The issue of interaction is issuing new documents. The addressor of the initiating message is Rosa Flores, who works (position unknown for me) for a Brazilian importer and wholesaler and handles documentation of the shipments. The addressee is Liisa Luoto, a Finnish Sales Assistant, whose responsibilities include documentation for the sales in the Americas. In the responding message the addressor-addressee roles are reversed.

50) Initiating message (RFA1-LEGI-RFA2)

29.1.2003
Subject: {Customer Company Name} – confirmed orders

Dear Liisa:

{Customer Company Name} will need new proforma invoices and certificates of origin according to shipment schedule sent last week.

He asks you to make one B/L for each shipment.

Best regards
Rosa

51) Responding message (THA-COMP-INFO)

29.1.2003
Subject: Re: {Customer Company Name} – confirmed orders

Thanks Rosa,
I'll make changes and sent new proforma invoices and certificates when ready,
Kind regards,
Liisa

Interactional event: The issue of interaction is changing payment time. The addressor of the initiating message is Rosa Flores, who works (position unknown for me) for a Brazilian importer and wholesaler and handles documentation of the shipments. The addressee is Liisa Luoto, a Finnish female Sales Assistant, whose responsibilities include documentation for the sales in the Americas. In the responding message the addressor-addressee roles are reversed. The response message by Liisa Luoto is addressed to Rosa Flores and cc: addressed to Lois Piget, an Area Sales Manager, who works in Finland but was born in France.

52) Initiating message (INFO-RFA-LEGI-RFI)

31.1.2003
Subject: {Customer Company Name}

Dear Liisa:

I received the order confirmations for {Customer Company Name}.
All invoices included in the insured credit line, have payment term of xx days from B/L date.
Customer asks if it's possible to change to xx days from B/L.
He has been paying with this term in all his last orders.

Waiting your comments

best regards
Rosa

53) Responding message (ORIEN-COMP-INFO-RFA-RFI-INFO-THA)

31.1.2003
Subject: Re: {Customer Company Name} / four shipments

Dear Rosa,
Referring to Lois's today's email, I sent you revised order confirmations by fax.

For 6 containers we have changed payment term to be xx days from shipment date.
For last shipment, 2 containers from Holland stock, we changed term to be XXX.
That can be rechecked after other shipments effected late February.
Kindly check again proforma invoices and confirm if ok. Then certificates of origin will be issued.
Thank you
Best regards,
Liisa

II Vertical interaction

a) Downward vertical interaction

Interactional event: The issue of interaction is changing user name for access rights. The male addressor of the initiating message is Jan Versporten, the IT manager at the production facilities in the Netherlands. The addressee is Eija Kuusi, a Finnish female Systems Support person with responsibilities for maintaining software and training the personnel in the use of different software, including the subsidiary in the Netherlands.

54) Initiating message (RFA-THA)

17.9.96

Hello Eija,

Could you change the name of NLEB – Elsa de Buur to Elsa Tannen – de Buur

Thanks,
Jan

55) Responding message (INFO-LEGI-ADV1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11)

18.9.96

Hello,

A few weeks ago Leila Kangas (our export charge d'affairs) asked me to change MEMO-id NLEB's name from Elsa de Buur to Elsa Tannen. I made the change to mailbox but I have no rights to change calendar's name. Leila said that Elsa is on holiday but when she's is back on the office, Leila contact her and ask to make the calendar's change.

Now the situation is different you said that the name must be Elsa Tannen – de Buur or is the order de Buur – Tannen.

In any way the owner of the mailbox and calendar can herself make the changes.
You can try it on your mailbox:
Screen MAILBOX put on the left corner P2 (profile) and press enter. You get your user profile: put in the field FULL NAME your name. Then you must make the change also to screen where is your X.400-address. There you get as follows: in the user profile-screen you put on the left corner E1 (extension) and press enter. On this screen you see your X.400-address.

Instructions in these double names is that in the surname field we put the first part of the surname and in the first-name field first name and the rest of the surname (I hope you understand what I mean because this is difficult to explain).
With F3 (update) you must update both screens.
In the calendar you change the name as follows:
Mailbox left corner Z4 and enter, again to left corner and there P2 and enter. Now you can change the name as you want.
With F3 you update the change.
And that's it.

with best regards Eija

Interactional event: The issue of interaction is particular specifications on certificates. The addressor is Don Lane, an employee holding a middle management position in the SMO in the United States. He To: addresses the message primarily to Teija Virta, a Finnish female operative-level Technical Service Adviser, and cc: addresses it for information to Lasse Aho, a Finnish male Area Sales Manager. Teija Virta's responding message is To: addressed to Don Lane and cc: addressed to Lasse Aho.

56) Initiating message (RFA-THA)

20.5.99
Subject: {Customer Company Name}

Can you make it so that {XYZ} specs are on all certs for {Customer Company Name}.
Thanks.

57) Responding message (COMP-INFO-RFI)

24.5.99
Subject: Re: {Customer Company Name}

We checked all their requirements. {XYZ} is included. The standard specifications appear on the upper part of the certs. Please specify the certs, which did not show {XYZ}.
Rgds Teija

Interactional event: The issue of interaction is issuing certificates. The addressor of the initiating message is Gino Bellini, a management-level employee in the SMO in Italy. The message is addressed to Mikko Puro, a Works Inspector, a supervisory-level technical expert at the production plant in Finland. The responding message by Mikko Puro is addressed to Julia Luna, a Sales Assistant in the SM Office in Italy.

58) Initiating message (LEGI/RFA-INFO-THA)

(date not shown in the message)
Subject: {Customer Company Initials}
O/ref.: 111/99

The customer asks to issue below certificates acc. to {Standard particularized}

{details particularized}

Thanks in advance for y/help.

Best regards

Gino

59) Responding message (COMP-RFI)

5.3.99
Subject: Re: {Customer Company Initials}

Hello,

I have just prepared the new copies with 1.1111 addition.

Can you print the certs out there by your self or shall we fax the copies to you?

Best regards,
Mikko

Interactional event: The issue of interaction is identification of heat numbers. The addressor is Don Lane, a management-level employee in the SMO in the United States. The addressee is Mikko Puro, a Finnish Works Inspector with responsibilities in Quality Assurance work. The initiating message has attached to it a previous email message titled 'Explanation to the heat identification numbers at our works'. The attached email message was originally sent on the 11th of March, 1996. The responding message is To: addressed to Don Lane and cc: addressed to Lasse Aho, a Finnish Area Sales Manager for the USA, Teija Virta, a Finnish Technical Adviser involved in Quality Assurance work, and Kari Harju, a Finnish management-level employee involved in Quality Assurance work.

60) Initiating message (ORIEN/INFO-RFA1-LEGI-RFA2-THA)

21.8.98
Subject: Heat Numbers

On 96-0311 there was information sent by you regarding heat identification numbers at our works. According to that the 2nd and 3rd digits are for the week of the year. Yesterday we noticed a neat number with the 2nd and 3rd digits of 55. We are now informed that our knowledge is incorrect. Please update us as to the revised system. We do have to relate this information to customers from time to time. Please inform everyone at {the initials for the SMO in the USA}. Thanks.
An attached previous message, dated 96-03-11

Explanation to the heat identification numbers at our works
==========
Each heat consists of a continuously {process type} charge of total xx to xx {quantity} of {type of material}.

A charge is cut to successive {product type} of x to xx meter length.

A {process type} charge is identified using a five digits charge number. The 1st digit is for the running year. The 2nd and 3rd digits are for the week of the year. The 4th and the 5th digits are used for the successive {process type} during a week.

The last (6th) digit is used for notation of the successive {product type} within a {process type} charge. The 1st {product type} is marked with digit 1, the second {product type} with 2 etc.

Each {product type} is {process} to a {product type} of max xx {quantity} weight. The {product type} number is 6 digits long and consists of 5 digits long chargenumber as explained above and the {product type} number respectively.

As a {process type} {product type} is {process type} and {process type}, it has logically the same 6 digits long {product type} all the time, up to the finished products.

A testunit for {test type} testing and for the test results is a {product type} with same thickness and same {type of treatment}, thus the 6th digit is called a test number on our inspection certificates. See the title on a certificate: "Charge-test No."

Each {product type} corresponding to a {product type} of a continuous {process type} has the constant uniform {product property}, thus the {product property} is shown for the respective {process type} charge with 5 digits long charge number, see the title "Charge No." for the {product property} shown on our certificates.

Don't hesitate to ask more, if there is still anything unclear on the subject.

best regards,
Mikko Puro
Works Inspector

61) Responding message (INFO-COMP-DEF1-DEF2)

24.8.98
Subject: Re: Heat Numbers
Good morning!

The information regarding heat identification is such as defined in our Quality Assurance Manual, paragraph 8.1.1.
This is just stating the same what I told in year 1996. This is however an obsolete information since 1997 already.
The updated QA Manual will be issued at the end of this year. That will give also the official updated explanation for melt and slab identification. I will give to you just an unofficial explanation only in the meantime.

As you certainly know, our production was constantly increasing during 1996 and 1997. Finally, more than 100 {process type} a week were produced thus exceeding the two digits limit reserved for the running {process type} number. We were forced to change the "weeknumbers" to the succeeding weeks any time as the 99th {process type} was done. This is the situation still now: the real calendar week 35 is just at the beginning, however our {process type} are running at the "weeknumber" 841 already! The first {process type} of this year 80101 according to the old notation was done 29the November 1997 already! Thus there is no correspondence of the {process type} numbers to the real week anymore.

We are so sorry as we have designed so bad identification system in the first year of production 1976 s we couldn't imagine, the 99 {process type} a week limit would be ever exceeded. Now we know, it was a big mistake.

I don't see, why the customer should really know the actual dates of the {process type} produced in our mill.
The product identification must be the same as shown on the test certificates. That's all what is required, in my humble opionion.

regards,
Mikko Puro

b) Upward vertical interaction

Interactional event: The issue of interaction is a customer's a request for offer. The female addressor of the initiating message, Sophie Liu, works as a Sales Assistant in the SMO in Hong Kong. The To: addressee is a Finnish male Area Sales Manager, Lasse Aho. The cc: addressee is a middle-management-level employee in the Hong Kong Office. Lasse Aho responds to the message and sends it for information to a Finnish female operative level employee in charge of entering the terms and conditions of the offer into the corporation's software and databases.

62) Initiating message (LEGI/RFA1-INFO-LEGI-RFA1P)

12.2.2003
Subject: {Customer Company Name} inquiry
Dear Lasse,

{Customer Company Name} kindly ask you to try your best to offer {quantity} of {material type} to them as follows:

{type of material and quantity particularized}

Usage: for general purpose

Since {Customer Company Name} is our longterm and most reliable customer, we hope you can help to reserve some {quantity} for them.

Best regards,
Sophie

63) Responding message (THA-INFO-COMP-INFO-RFI)

12.2.2003
Subject: {Customer Company Name} inquiry

Sophie,
thanks for your enquiry, we are sold out for April {terms of delivery}. Our idea is to increase our prices for May {terms of delivery}. We have not opened May {terms of delivery} yet, but we can make the exception for {Customer Company Name} case. So our offer is as follows:

{type of material particularized, together with full terms and conditions}.

Looking forward to hear from you.

Best regards,
Lasse

Interactional event: The issue of interaction is a quantity of material which was resold to a new customer by the employees of the SMO in Hong Kong since the material was refused by the original customer. The initiating message is written by Walter Long, a management-level employee of the SMO in Hong Kong, and it is To: addressed to Lasse Aho, a Finnish Area Sales Manager. An employee in Hong Kong, Tom Toon, and an employee at the sales department in Finland, Aila Koski, are two operative level cc: addressees. Lasse Aho responds to Walter Long and the responding message is cc: addressed to the same persons as the initiating message.

III Horizontal management-to-management interaction

64) Initiating message (ORIEN/INFO-LEGI-INFO-RFI-RFA)

18.02.2003 09:30
Subject: xx {quantity} for [Customer company name]

Hi Lasse,
Regarding the above xx {quantity}, although we push hard, but is seems that Mr. {Customer name} of {Customer Company Name} do not appreciate this special arrangement, they just keep saying that they can get a better offer from Asia supplier, mainly stock item, so no interest!!
In order to avoid lossing this {quantity}, we have sold this to {Customer Company Name} and we have enter the order as follows:
{Order details particularized}
Thickness: they requests x.xx to x.xx, so we enter Xxxx with manual input of –x.xx to –x.x,
hope this is OK
Look forward to receiving yr OC.
Regards,
Walter

65) Responding message (ORIEN/LEGI-INFO-PROH1-INS-COMP-PROH2-INFO/LEGI-SUG-RFC)

18.02.2003 10:07
Subject: xx {quantity} for {Customer Company Name}

Walter,

you have already overbooked your tonnage for April {delivery terms}, and therefor below sales is not "good" for us.
Sometimes we can make the special offers to keep the relationship for some customer, but it does not mean that if he does not buy, you can sell the quantity to another customer without our notice. So next time please talk me first before giving the quantity to another customer. We take below order, but do not sell more. We must enter below order for early May {delivery terms}.

The thickness tolerance of –x.xx to –x.xx mm is not acceptable. The thickness tolerance area must be minimum x.xx mm, and now you have entered it as x.xx mm. If you use the thickness tolerance acc. To {standard}, the aim thickness is x.xx – x.xx mm. So it is very close to the customer's requirement. Therefor we propose to use it (standard). I make this thickness tolerance change here.
Ok ?
Regards
Lasse

APPENDIX 8 Initiating turns eliciting multiple responses.

I Horizontal interaction in the initiating message

a) Operative-to-operative-level peer interaction

Interactional event: The issue of interaction in the three-message chain is sending out a missing customary overview in the year of 1996 when global databases were not utilized in the corporation. The then email system did not have a built-in subject line. Hence the missing subject heading in the 1996 messages. The interaction takes place horizontally between peers. The addressor of the initiating message is Celia Verker, a Dutch female Quality Assurance Clerk and the addressee is Mikko Puro, a Finnish male Works Inspector with responsibilities for documentation concerning Quality Assurance. The addressor of the second responding turn is Detlef Vendt, a Dutch male supervisory-level employee in charge of Quality Assurance work. The word *memo* in the third message refers to the initiating message below sent by an email system called MEMO.

66) Initiating message (ORIEN-LEGI-RFA-THA)

19.11.96
Hello Mikko,
Normally we get from you every month an overview from The most expensive defects in the month.
But we didn't received this overview since june.
We are missing the month july, august, september and october.
Is it possible to send these to {Dutch Subsidiary Initials}.
Thanks, Celia

67) 1st responding message (RFI-LEGI-SUG-LEGI)

10.12.96
Hi Celia
Do you use ccMail or any similar system on your PC, capable to receive the attached binary files? MEMO is not able to that.
In that case I could send our monthly quality reports in form of Excel-files instead of faxes.
The files are certainly more useful for you than some paper prints.
regards,
Mikko

68) 2nd responding message (ORIEN-INFO)

18.12.96
Mikko,
Last week you send Celia Verker a memo about the monthly quality reports to send these in the form of Excel-files.
On this moment it's still easier for us to get these files by fax.
On this moment we don't use ccMail or any similar system.
Best regards,
Detlef Vendt

Interactional event: The issue of interaction in this four-message chain is changing procedure in sending documents. The initiator of this interaction is Norma Kent, a Sales Assistant in the SMO in the USA and the addressee is Liisa Luoto who holds a position of a Sales Assistant at the mill in Finland.

69) Initiating message (RFA-LEGI-THA-ST)

8.11.99
Subject: BN
Good morning Liisa,
Could you please send bn 11111 and 22222 to my e-mail. These two must have been missed when the changes were being made.
Thank you and have a nice day.
Best regards,
Norma
P.S. It has been very nice here. The sun has been shining all weekend. For the next 3 or 4 days it will be about 21C. But soon snow and the cold winds will be coming.

70) 1st Responding message (COMP-RFI-ST)

9.11.99
Subject: BN
Hello Norma,
I sent those loads to you mail box. In case you didn't get them please let me know.
Our weather has been also warm. Normally we have got snow by the middle of November, this year it is still 'warm' here +5 c. It has been raining but not too much, and today seems to be sunny day.
You too, have a nice day
Regards
Liisa

71) 2nd responding message (INFO-THA)

10.11.99
Subject: bn
Hi Liisa,
It is okay. I understand that I am getting the bn because my name is on the orders.
I will just keep sending to Lisa.
Thanks,
Norma

72) 3rd responding message (ORIEN-SUG1-SUG2)

10.11.99
Subject: bn
Hi Norma,
It seems we sent messages same time. Good timing!
As to those initials, why dont you just update those initials to old canadian orders to show Lisa's initials instead of yours. Anyways. In case you dont mind getting canadian loads, just let it be as it is now.
Kind regards.
Liisa

Interactional event: The issue of interaction in this three-message chain is a faulty procedure in printing out open status reports. The initiator of this interaction is Norma Kent, an Inside Sales Representative at the SMO in the USA and the addressee is Liisa Luoto, a Sales Assistant at the mill in Finland. The 1st responding message by Liisa Luoto is sent to Norma Kent and it has an inserted email message in Finnish attached to it. The email in Finnish has a generic addressee 'Operators' who are responsible for ensuring the correct printing procedure of different documents in the sales offices world wide. The Operators' reaction, which is referred to in the responding message, is not available for this work.

73) Initiating message (ORIEN/LEGI-RFA-PROH-THA)

30.1. 2003
Subject: open status report
Good morning Liisa,
Sorry, {Customer Company Name and Number} is still printing on Tuesday and Thursday.
Could you please ask again to stop printing twice.
Thank you and have a nice weekend.
Best regards,
Norma Kent
Inside Sales Rep
Ph#
Fax#

74) 1st responding message (INFO-COMP – INSER FINN)

3.2. 2003 15:23
Subject: open status report
Hello Norma,
I sent your email to our operators. They said you may get lists twice this week, anyhow in future (hopefully next week) you'll get only one list/per week.
Sorry it takes so long time to get it done.
Kind regards,
Liisa

* Attached message or Inserted sequence in Finnish (the present writer's translation)

3.2. 2003 15:21
Subject: open status report
Hei,
Soitin tästä joku viikko sitten, en muista kuka teistä oli puhelimessa, mutta voisiko tuon jutun katsoa nyt uudelleen.
Kiitos
Liisa
(Hello,
I phoned about this a few weeks ago, I don't remember who was on the phone, but could that issue be looked into again now.
Thanks
Liisa)

Interactional event: The issue of interaction is changing order details. The addressor of the initiating message is Liisa Luoto, a Finnish Sales Assistant, and the To: addressee is Lisa Norton, a Sales Assistant in the SMO in the USA. The initiating and the responding messages are cc: addressed to Lois Piget, Area Sales Manager.

75) Initiating message (INFO/LEGI-RFA-THA-INFO)

3.3. 2003 7:40 AM
Subject: ATI 30242 items 1 and 2
Lisa,
Production informed the following:
{Product type}l weights should be changed, {particulars given}
Then our production can proceed with items.
Please make required changed
Thanks and regards,
Liisa

{the details particularized}

76) 1st responding message (ORIEN-RFI-LEGI-THA)

3.3.2003 21:16
Subject: RE: ATI 30242 items 1 and 2
Hi,
Before I ask Harry and Lucy about this I need to understand why we need to make this change. It helps me if I understand why. Thanks for your help.
Regards,
Lisa

77) 2nd responding message (ADV/ORIEN-INFO – INSER FINN)

04.03.2003 10:10
Subject: RE: ATI 30242 items 1 and 2
Hi Lisa,
Please see below Eeva's email explaining why certain type of {Quantity} are needed.
Both items will be produced of {particulars given} and both items will have two {product type} side by side.
item 1 either {particulars}, or {products}, each of them {weight} item 2 either {product type}, each of them {weight}, or {products}, each of them {weight}
Kind regards,
Liisa

*1st inserted sequence in Finnish (translation by the present writer)

4.3.2003 08:11
Subject: RE: ATI 30242 items 1 and 2
Hei Eeva,
Oliko tuossa kysymys {A} vai tilatun määrän ja {B} suhteesta. Kiitos, Liisa
(Hello Eeva, Was that about {A} or the relation between the quantity ordered and {B}. Thanks, Liisa)

**2nd inserted sequence in Finnish (translation in the responding turn 77)

04.03.2003 09:44
Subject: RE: ATI 30242 items 1 and 2
Hei Liisa.
molemmat positiot kannattaa ja oikeastaan voi tehdä ainoastaan {yksityiskohdat}, joten se tarkoittaa että aina kaksi {yksityiskohdat} tehdään rinnakkain, elikä pos.1) pitää siis tehdä joko {yksityiskohdat} tai {yksityiskohdat} ja vastaavasti positiota 2) joko {yksityiskohdat} tai {yksityiskohdat}. Että tämmönen tapaus.
Terveisin,
Eeva

Interactional event: The issue of interaction is giving access rights to Dutch employees. The interaction takes place horizontally between two operative-level Systems Support persons. The addressor of the initiating message is Erwin van Neu at the mill in the Netherlands and the addressee is Eija Kuusi at the mill in Finland whose responsibilities include the maintenance of software and training of personnel in the use of different software. The messages were exchanged in the year of 1996 and the email system used by the company did not have a built-in Subject: line. Consequently, most messages sent via that system lack subject headings.

78) Initiating message (RFA-INFO-THA)

1.10.96
Goodmoring Eija,
Could you please give one of our employees access to the memo system?
His user id is XXXX {L. Almeer} Production manager
Thank you very much already
Erwin

79) 1st responding message (RFI1-RFI2)

2.10.96
Hello Erwin,

I need L. Almeer's first name and department. Is he working at {Subsidiary Name} or {Subsidiary Name}?
Rgds Eija

80) 2nd responding message (INFO-RFA-INFO-THA)

2.10.96
GOODMORNING Eija,
I'm very sorry that I forgot to give you this info!!
{the information requested particularized}
I also have a request for access rights for the following person:
Name: Robin Hoeg
{other information particularized}
Thank you very much already
Greetings from Holland
Erwin

81) 3rd responding message (COMP-INFO-LEGI-RFI)

2.10.96
Hello Erwin,
Now I have added NLLA to MEMO. His password is xxxx. I didn't find ID to Robin Hoeg. Could you find it?
rgds Eija

Interactional event: The issue of interaction is giving rights for an additional person for printing and signing quality certificates in the Netherlands. The initiating message is by a Dutch female addressor with responsibilities in Invoicing and Logistics. The addressee of the initiating message is a Finnish male employee with responsibilities in Quality Assurance. Rudi Kogen has responsibilities in Quality Assurance at the Dutch mill, and Eila Kumpu is a Systems Designer at the mill in Finland.

82) Initiating message (ORIEN-LEGI-SUG-RFA-THA)

28.02.2003 15:09
Subject: Manually signed cert.
Terve Mikko,
Last year October we have agreed that our people from quality department (Fredrik Niesen and Ira Kunf) are allowed to sign the quality certificates manually.
It happens quite often that Fredrik and Ira are not in the office at the same time. At that moment I have a big problem because there is nobody who can sign the certificates which I need to sent to the bank.
Now is my question is it possible that we have a thirth person in our mill who is allowed to sign the certificates ?
Would you please check if there are more people in our mill who may sign ?
Thank you very much for your help.
Kind regards,
Eva

83) 1st responding message (COMP1-COMP2-INFO-RFA)

03/03/2003 10:29
Subject: Call for membership of the team for signing the certs!
Hello Eva,
I see that we could add Rudi to our team which may sign the certs.
It depends only whether Rudi is willing to join as a new member of the team or not. Can you ask him?
Best regards,
Mikko

84) 2nd responding message (THA-COMP-RFI1-RFI2)

03.03.2003 11:47
Subject: Re: Call for membership of the team for signing the certs!
Hello Mikku,
Thank you very much for your help.
I have just called to Rudi and he willing to sign the certificates when Fredrik and Ira are not in the office.
Do we have to sign a kind of agreement that Rudi is allowed to sign or is the way we are handle this now a legal way ?
Kind regards,
Eva

85) 3rd responding message (INFO)

03.03.2003 12:35
Subject: We let ABC know about inspector nominated
Hello Eva,
it is sufficient that we do inform ABC about the new work's inspector authorized for signing.
I'll ask our IT to add the authority needed for Rudi. It should not usually take a long time to get it.
Best regards,
Mikko

86) 4th responding message (RFI-LEGI)

03.03.2003 12:39
Subject: We let TÜV know about inspector nominated
Hello Rudi,
do you have the initials for MTS?
We need that so that we can add you to the list of authorized inspectors signing the certs.
Regards,
Mikko

87) 5th responding message (ORIEN/INFO-COMP-INFO)

04.03.2003 10:22
Subject: Re: Still waiting for MTS ID
Hi Mikko
The reason why you haven't received any answer from Rudi yet is not because he is afraid to give you his initials hahaha but because he is not in the office I think !
I have checked and his initials in mts are : NL RK
Regards,
Eva

88) 6th responding message (RFA-LEGI)

04.03.2003 10:40
Subject: a new MTS ID
Eila,
can you please add NLRK to YSCE so that he can use AIKY and print certificates for manual signing.
(I have no authority to YSCE)
Thanx,
Mikko

89) 7th responding message (INFO)

04.03.2003 11:00
Subject: Re: a new MTS ID
Hi Rudi
You can now print certificates without signature using AIKY.
Regards,
Eila

Interactional event: The issue of interaction in this five-message chain is a request for sending a copy of a certificate particularized in the initiating

message. The interaction takes place horizontally. The addressor of the initiating message is Mikko Puro, a Works Inspector and a technical expert working at the mill in Finland in charge of the overall Quality Assurance Processes in the corporation. The addressee is Maria Jong, a Quality Assurance Coordinator at the production plant in Holland. Mr. Voller, who is referred to in the initiating message, is a representative of the certificate accreditor, and Mr. Bellini is the head of the SMO in Italy. Mr. More, who is referred to in the initiating message has a senior managerial position in the SMO in Britain. Elsa Tannen – de Buur works at the production plant in the Netherlands as a Sales Assistant. The messages did not show the dates of all messages.

90) Initiating message (RFI-LEGI-RFA)

7.4.99
Subject: ISO XXXX-Certificate
Maria,
have you got already the new certificate ISO XXXX for {Dutch Subsidiary Initials} from {Certificate Accreditor}?
As Mr. Voller visited us few weeks ago, he promised to issue it after Easter.
Mr. Bellini from {Name of Company} asked today from me and Mr. More/{Initials for Sales and Marketing Office in Britain} asked the same two weeks ago.
Can you send a copy of the {Dutch Subsidiary Initials}-certificate either to me or directly to Mr. Bellini and to Mr. More as soon as you receive it.
Kind regards, Mikko

91) 1st responding message (INFO-RFI)

Subject: Re: ISO XXXX-Certificate
Hello Mikko,
We still have not heard anything at all from Mr. Voller of the {Certificate Accreditor}. We have as well the report as the new ISO XXXX certificate not yet received and are still waiting for it. I assume that Mr. Voller's promise to issue everything after Easter also is relevant for {Dutch Subsidiary Initials}?
Kind regards,
Maria

92) 2nd responding message (INFO)

Subject: Re: ISO XXXX-Certificate
Hello Maria,
he never told us, until when after Easter it should come. However, he has given already {Finnish Plant Initials}-certificate to us as he was in {Town of Location of Finnish Plant} 19th March. Your audit was about a month later than ours, thus we could expect your certificate around 19th April if the delivery time is as long as for us.
Kind regards,
Mikko

93) 3rd responding message (ST-INFO-RFI1-RFI1E-RFI1E-RFIE)

10.5.99
Subject: ISO XXXX certificate
Goodmorning Mikko,

How are you? I have a light cold at this moment. But I survive!
This morning we finally received our new ISO XXXX certificate. The audit report is still missing, but that is at this moment less important.
I hope you can tell me what the way of handling is now. How many copies would you like to receive and for who are they? Does it has to be copied in colour or just black and white?
Greetings,
Maria

94) 4th responding message (ORIEN/LEGI-RFA1-RFA1E-RFA2-RFA3-ST)

10.5.99
Subject: Re: ISO XXXX certificate
Good afternoon Maria,
Paul More phoned just last Friday asking ISO cert of {Dutch Subsidiary Initials} and I told him the situation as it was.
I would like to have a color copy.
Please, send color copies also to the following people:
{four people identified in different Sales and Marketing Offices, i.e. in the UK, Germany, France and Italy}
I hope to get the mail addresses, if you and Elsa neither would have them, we will look for them.
Do you mind sending first a fax copy to me at {Fax Number particularized}.
Hope, your cold is not getting worse and it would cure soon but sometimes it's nice to take rest for one or two days.
Greetings, Mikko

Interactional event: The issue of interaction is changing shipping destination. The interaction takes place horizontally between an American female addressor, Lisa Norton, and a Finnish female addressee, Liisa Luoto, both Sales Assistants with responsibilities including the management of different documentation.

95) Initiating message (RFA1-LEGI-RFA2-INFO-THA)

18.2.2003
Subject: 26926/01
Hi Liisa,
Please check when above can ship. I checked with the customer and if there is nothing going to {Customer Company Name} please ship to Toronto and they will move it to {Customer Company Name}. Thanks.
Regards,
Lisa

96) 1st responding message (INFO-RFI1-RF1E)

19.2.2003
Subject: Re: 26926/01
Hi Lisa,
We have material only for {Customer Company Name}}/Vancouver. So should we ship this item with some other customer's material. If so, to Montreal or to Toronto.
Thanks.

97) 2nd responding message (RFA-ST)

19.2.2003
Subject: Re: 26926/01
Hi Liisa,
It really should go to Montreal if possible. You're working quite late today. How is everything in Finland. Chicago is nice today not cold and sun is shining. Have a good evening.
Best Regards,
Lisa

Interactional event: The issue of this interaction is requesting action concerning delayed credit to be paid by an American customer to the Finnish producer/supplier. The addressor of the initiating message is Lynn Fitz, a female Sales Assistant in the SMO in the USA, and the addressee is Liisa Luoto, a Finnish female Sales Assistant. The inserted sequences in English in the chain display an email exchange between Lynn Fitz, the addressor of the initiating message, and George New, a representative of an American customer. Lynn Fitz attaches this two-message exchange to the 2nd responding message addressed to Liisa Luoto.

98) Initiating message (ORIEN/INFO-RFA-SUG-INFO)

4.10.99
Subject: {DETAILS} CREDIT
Hi Liisa
I have received verbal confirmation from {Customer Company Name} that they will credit us back the {details}. Even though I received verbal confirmation, I do not know how long it will take for them to get around to giving us credit back….in otherwords I don't know if he was just telling me this so that I will leave him alone.
The person that I spoke with is George New. You can check with me in a week or two and if I haven't received the invoice for {detail} credit in the mail then I think either Lasse or Pentti should deal with him. I have explained that the mill wants the information, so George has been aware of your need for this to be taken care of.
Regards,
….lynn

99) 1st responding message (THA-RFI)

5.10.99
Subject: {DETAIL} CREDIT
Hi Lynn,
Many thanks for keeping us informed.
Just let us know how and if they respond.
Have a good day
Regards,
Liisa

100) 2nd responding message (INFO – INSER ENG)

14.10.99
Subject: RE: {Customer Company Name}
Hi Liisa

Well as you can see by the following message that the {detail} stuff was not take care of, but now supposedly is. Hopefully this will be handled soon, because I am sick and tired of getting the run around.
later……me

* 1st inserted message

14.10.99
Subject: {Customer Company Name}
Hi George
It has been over three weeks since I last talked to you about that all that {detail} credit. Can you tell me why I have not seen anything come through credit wise? Did you just verbally tell me that we were going to get the credit, but haven't done anything about it yet? The mill has asked me about this and wants to know when they will see this credit come through.
George, please get back to me about this, so that I can stop bugging you and get this situation taken care of once and for all.
Thanks,
….lynn

** 2nd inserted message; reply to the previous message

14.10.99
Subject: RE: {Customer Company Name}
Lynn, I have given the credit information to Drew so that a credit could be issued and there has been a great debate over how to input this credit into our "new system". I realize that this problem does not concern you but we have been speaking with our corporate computer "geeks" and they have finally decided on how to issue the credit, so……. to make a long story short the credit is being issued today. I am sorry for the delay in taking care of this. Please extend my apologies to all concerned.
Best Regards
George

101) 3rd responding message (ENC-RFA)

15.10.99
Subject: RE: {Customer Company Name}
Hi Lynn
You should open a bottle of sparkling wine now,
(Embedded image moved to file: pic04652.pcx)
As soon as you have got that credit note, please fax it to me. I'll do what I have to do here, and then we have got rid of those packages.
Have a relaxing weekend
Saludos
Liisa

b) Management-to-management peer interaction

Interactional event: The issue of interaction is requesting a price proposal. The addressor of the initiating message is Hara Arimoto, a management-level employee in the SMO in Tokyo. The To: addressees are Lasse Aho, Area Sales Manager and Timo Luoto, an operative-level laboratory employee at the mill in Finland. The cc: addressee is Kato Keigo, a management-level employee in the SMO in Tokyo, who is the addressor of the 2nd responding message To: addressed to Lasse Aho and cc: addressed to Hara Arimoto.

102) Initiating message (ORIEN/INFO-INS-LEGI-RFA1-RFA2-RFA2E-RFA2E)

11.02.2003
Subject: Specification for {Customer Company Name}.
Dear Lasse and Timo,
Below attached are a specifications of {Customer Company Name}.
{particulars provided}.
On the top of specified in the attached, we shall keep two specifications which we have agreed with {Customer Company Name} through several claim discussions.
1. {specification particularized}
2. {specification particularized}.
Reason {particularized}.
And their monthly volume is about xxxx/month and thickness is only xxmm. They expect to make a mid term contract, say 6 monthes or so.
So Timo, please check if their spec is OK for us.
Lasse, would you make a proposal of price in the case of 1111 in width and 222 in width both cases.
If you can indicate some formula, ie {formula specified} or even at {alternative} is OK.
If you have some questions, please contact our Keigo-san.
{Company Name} Japan K.K.
==========
Hara Arimoto
TEL
FAX
Mobile

103) 1st responding message (INFO-RFI)

14.2. 2003
Subject: Re: Specification for {Customer Company Name}.
Arimoto,
our prices / extras are as follows:
{prices particularized}
We do not like to give the prices for the long period like for 6 months or so. So we give the prices monthly basis. Also above prices / extras {details} will be checked every month. Ok?
Best Regards
Lasse

104) 2nd responding message (THA-INFO-RFA-INFO-SUG)

18.02. 2003
Subject: Re: Specification for {Customer Company Name}.
Dear Lasse
Thanks for you price information.
There is a possibility that {Customer Company Name} will ask us to submit the prices in Euro not in Jpy this time.
And also {Customer Company Name} is asking to negotiate the price for a long term such as 6months,
It is a quarter basis at least. I am checking again, and informing you soon. Please wait.
Best Regards
K. Keigo

105) 3rd responding message (THA-COMP-INFO)

18.02. 2003
Subject: Re: Specification for {Customer Company Name}.

Dear Mr Keigo,
thanks for your reply, I wait for your news.
But as mentioned normally we are not interested in negotiating the price for a long term as 6 months. But we'll see.
Regards
Lasse

Interactional event: The issue of interaction is checking if a customer's claim is justified. The addressor of the initiating message is Tom Ling who has a managerial position in the SMO in Hong Kong. Lasse Aho is Area Sales Manager responsible for Hong Kong.

106) Initiating message (LEGI/INFO-RFA-RFI)

11.02.2003
Subject: (Customer Company Name) - 22326
(Customer company) ref: MR04318 ; (producer's) ref: 22326 ; YYYYY ref: 112743 – {Product} material - Order Qty: 0000- Del: 43/45 - Order dd:10-9-03
Hi Lasse,
We just been informed by (Customer Company Name) that the following material was arrived in minus tolerance which is outside the specification.
The invoice no. is 0000000
Size: 00000
Item no. 27, 28, 29, 30, 31 and32
As far as I understand they work out the above conclusion by calculation on the actual weight compare to the number of pieces only, they did not measure the material.
Please can you check and advice?
Regards,
Tom

107) 1st responding message (RFI)

02/11/03 06:27 pm
Subject: (Customer Company Name) - 2236
Tom,
is the grade xxxx or yyyy (item 13 or 25) ?
Lasse

108) 2nd responding message (INFO)

12.02.2003 05:08
Subject: Re: (Customer Company Name) - 22326
Lasse,
The grade is yyyy, item number is 25, Sorry I have max up the case no. to item number.
PS - I hv fax u the packing list.
Regards,
Tom

109) 3rd responding message (INFO-RFC)

13.02.2003 15:36
Subject: Re: (Customer Company Name) - 22326

Tom,
the (product property) is acc. to (product property) tolerance. The actual (product property) is between 000 and 000 mm.
So the (product property) is not the problem.
However we noticed that the (product property) of material is entered as 00000 mm instead of 00000 mm. And our prodcution is produced this item as 00000 mm as entered. So therefor the (product property) of the (product type) are less than should be.
However this material is for (product) usage, and we believe the (product property) of 000000 mm should not be any problem for the customer. Please confirm it.
Best Regards
Lasse

Interactional event: The issue of interaction in the nine-turn chain is spreading out deliveries of material. The addressor of the initiating message is Mark Smith, a management-level employee at the SMO in the USA, and the addressee is Lois Piget who is Area Sales Manager at the mill in Finland. Nick Christie is a representative of the customer named in the initiating message. Norma Kent is Inside Sales Representative at the SMO in the USA and Liisa Luoto is Sales Assistant at the mill in Finland. The message chain includes two inserted email exchanges, one attached to the 2nd responding message and one to the 4th responding sequence. Consequently, the chain comprises eleven email messages.

110) Initiating message (LEGI-RFA-LEGI-RFI)

17.02.2003 21:28
Subject: Order 27952
Lois,
{Customer Company Name} would like to have this order moved to arrive first of June. That would be late March {Delivery Terms}. Nick advised that with the Millennium material it's all coming in at one time. Spreading it out a bit helps inventory and payment.
Please advise.
Mark

111) 1st responding message (INFO-SUG-RFI)

18.02.2003 07:37
Subject: {Customer Company Name} / Millenium Order 27952
Mark,
There is the quantity for one cont' ready. Could we ship this one now anyway and the other one as requested by them.
Please advise
Lois

112) 2nd responding message (ADV-SUG-INSER ENG)

18.02.2003 17:36
Subject: Ferguson PO 10003364
Lois,
See Nick's note. Maybe {xx} days from invoice ?

* 1st inserted message

02/18/2003 08:40 AM
Subject: PO 10003364
Nick,
The mill has one container they would like to ship now and the second they would hold off per your request.
Please advise.
Mark

* 2nd inserted message; reply to previous

February 18, 2003 8:13 AM
Subject: Re: PO 10003364
Can the mill delay the invoicing on the first container if we allow it to ship now?
Nick A Christie
{Contact information}

113) 3rd responding message (COMP-RFC)

19.02.2003 09:05
Subject: {Customer Company Name} / Millenium Order 27952 - PO 10003364
Mark,
ok this time for {xx} days for this container
can you confirm before we ship and invoice
rgds
Lois

114) 4th responding message (RFA-THA – INSER ENG)

February 19, 2003 8:21 AM
Subject: FW: PO 10003364
Norma,
Please change the terms on the one container to 75 days.
Thanks

* 3rd inserted message

02/19/2003 08:09 AM
Subject: RE: PO 10003364
Nick,
The mill will extend payment terms by {xx} days. The standard terms are {xx} days from invoice (shipping), and for this one container it will show a due date of {xx} days from invoice (shipping). Please acknowledge.
Thanks
Mark

* 4th inserted message; reply to previous

February 19, 2003 8:12 AM
Subject: RE: PO 10003364

We will accept these terms but do not rush this material to port. We are not in a hurry to get any of this material and we would have been more satisfied if the mill would have offered better terms than an additional {xx} days.
Please advise when the first container will ship. I will adjust our system to reflect the second 40,000# due mid June. NO SOONER.
Nick A Christie
{Contact Information}

115) 5th responding message (INFO)

20.02.2003 15:28
Subject: FW: PO 10003364
Liisa,
Here is the information regarding the first container for {Customer Company Name} and ship date for second.
I will check again with them about the slitting on the second container.
Best regards,
Norma Kent
Inside Sales Rep
{Contact information}

116) 6th responding message (THA-INFO)

20.02.2003 15:34
Subject: Re: FW: PO 10003364
Hei Norma,
Thanks for this mail. I have seen those below ones too, anyhow I didn't realize at that time that they were talking about the same case.

117) 7th responding message (ORIEN-RFI)

February 20, 2003 7:40 AM
Subject: {Customer Company Name} / Millenium Order 27952 - PO 10003364
Still one and final question regarding this container. Can we ship it out immediately.
Thanks a lot
Rgds,
liisa

118) 8th responding message (INFO-THA)

20.02.2003 15:51
Subject: RE: Ferguson / Millenium Order 27952 - PO 10003364
Yes, you can ship now.
Thanks and have a nice evening.
Best regards,
Norma Kent
Inside Sales Rep
{Contact information}

II Vertical interaction in the initiating message

a) Vertical upward interaction

Interactional event: The issue of interaction is contacting Japanese authorities for receiving information for writing a particularized application. The addressor of the initiating message is Mikko Puro who works at the mill in Finland and has responsibilities in Quality Assurance work world wide. The addressee is Hara Arimoto, a management-level employee at the SMO in Japan. The first and second responding messages are cc: addressed to management-level employees in charge of Quality Assurance and Sales and Marketing working at the mill in Finland.

119) Initiating message (ORIEN/INFO- RFI1-RFI1E-RFI1E-RFI1E-RFA)

03/01/14 15:25
Subject: Table of company standards (Japanese Standard} Marking application) ?
Hello Hara!
I have a question concerning {Japanese Standard} marking application writing. Maybe you can help us.
Reading the section 2.3.4 How to write the application form,
(6) Table of company standards for the designated commodity...
Does it mean our written quality instructions and the structure of the instruction system as described in our quality manual?
Shall we list also the general standards which we use for analysis, tolerances, testing etc. according to the {Y Standard}, {Z}-standards, {W} and {Japanese}-standards?
Shall we strictly refer {Japanese} standards and with no reference to the foreign standards?
Could it happen that the Ministry of International Trade and Industry would refuse to read an application with references to the foreign standards?
Would you please answer until our next meeting for {Japanese Standard} marking on Friday January 17.
Best regards,
Mikko

120) 1st responding message (THA-ORIEN/COMP-INFO-INS1-INS2-INS3-INFO-INS4-INS5-INFO)

16.01.2003 11:23
Subject: Re: {Japanese Standard} Marking.
Dear Mikko,
Thank you for your mail and good to know that you can find vwesion 1997. Hope you can make your questions clear.
Anyway as I have informed you, I visited METI and ;
1.Regarding below question, which shows on page 33 in version 1997.
This part requires to show a diagram or chart(or tree) of your(Mill in Finland's) standard(s) =items and numbers and include claim handling, traceability control, or reporting and internal authority chart.
And inspector judge if requested {Japanese Standard} can be applied on submitted structure or quality/production/sales etc systems.
= Sorry I can not explain clearly.
2.METI recomended to use {Company Name} as an inspection/application/acceptance agent.
I contacted them and found that cost is not so much different from go directly through METI.
a. First of all, we submit application to them. = Pay \{amount}.
For application, they have some notes to be folowed.
Also they said that only the first page(page 171 Form 1-II) should be in Japanese with Jukka's signature.
I will mail you those "notes" submitted by {Company Name}.
b. Then {Company Name} starts checking the application and may need to revise couple of times before we proceeds to inspection.(say 2-4 monthes.)
c.Application of Audit inspection.
At the moment, it'll be after about three monthes for actual inspection.

So they recomend that when we submit application file, we can also advise them when we expect their audit in {Mill in Finland}.
(then we can roughly reserve inspector's schedule.)
Pay \ {amount}
Inspection fee \ {amount}.
Travel(air +hotel) costs \actual.
d.Acceptance certificate.
pay \ {amount}.
Best Regards,
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto
{Contact Information}

121) 2nd responding message (INFO)

11.02.2003 15:56
Subject: {Japanese Standard} Marking
Dear Hara,
We have discussed with Kari about METI's recommandation to use {Company Name} for {Japanese Standard} Marking certification audit.
We think it's OK to order them instead of METI while the costs would not increase too much.
We have finished the most elements required to the {Japanese Standard} Marking application.
The next meeting of our working team for {Japanese Standard} application will be on 17th Feb.
Best regards,
Mikko

122) 3rd responding message/Continuing message (ORIEN-LEGI-RFA-RFI1-RFI2-RFI3-SUG-LEGI)

03/03/18 23:04
Subject: {Japanese Standard} Marking Application,
Hello Hara,
We have to prepare as the last item of our application, the paragraph 2. It's about way of marking of the products, packings and the proper use of {Japanese Standard} mark.
We have to describe in detail how we will do these markings.
We need your help, could you ask for instance from {Company Name} or METI about the marking procedures:
- is it sufficient to show {Japanese Standard} mark on the test certificate only?
- shall we use {Japanese Standard} mark only on the packing label?
- is it necessary to stamp all the approved products with a {Japanese Standard} mark?
We prefer the first alternative: {Japanese Standard} mark only on the cerificates
Having this information, we should finish the application pretty soon.
Best regards,
Mikko
~~~~~~~~~~~~~~~~
{Company Name} OY
Qualitycontrol
{Contact Information}

123) 4th responding message (COMP)

03/03/20 10:07
Subject: Re: {Japanese Standard} Marking Application,
~~~~~~~~~~~~~~~~

Terve Mikko,
I will contact {Company Name} and revert soonest.
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto.
{Contact Information}

124) 5th responding message/Continuing message (COMP-INFO-ADV1-ADV2-INS-SUG1-SUG2)

24.03.2003 07:54
Subject: Re: {Japanese Standard} Marking Application,
Terve Mikko,
I contacted {Company Name}.
Mr. Tanaka who is incharge told that {Company Name} is officially not allowed to give a consultations / they are the inspecter.
But he advised that your question regarding {Japanese Standard} mark indication is specified both in each {Japanse Standard} numbers and by {Standard Office} requirements.
So we shall also access {Authority}'s home page.(they have a home page and English page is available.)
Also he advised that we must have consultant or person in charge in Japan because of smoother communication in Japanese.
It seems that {Japanese Standard} process starts to take more and more time at our end when application is submitted and I feel we need some part time person for the process because I am not a specialist.
In fact I have checked above {Authority}'s home page but just took time and no findings.
Anyway let's have a meeting when I come to {Mill in Finland} next time in April.
{Japanese Subsidiary Name} Japan K.K.
==========
Hara Arimoto.
{Contact Information}

125) 6th responding message (ORIEN-SUG1-RFA-SUG2-SUG3-SUG4-SUG5-SUG6-SUG7-INFO-ADV)

26.03.2003 10:33
Subject: Before 10th April meeting
Hello Harasan,
We are glad to see you in {Mill in Finland} on 10th April.
I would like to propose that you negotiate about this matter before our meeting with Mr Ikeda / METI.
You told us earlier that Mr Ikeda is a very kind and service minded person, thus he is certainly willing to help us.
Would you kindly ask him whether the proposed way of marking is acceptable as described below.
1) {Japanese Standard} Mark would not be affixed to the products. We should stamp it only on the inspection certificates manually.
{Japanese Standard} standard number (1234 or 5678) as well as the standard grade (e.g. XYZ12) are printed on the certificate anyway, thus maybe not necessary to repeat on the stamp for {Japanese Standard} Mark separately. Our company logo is already printed on the certificate too. The {Japanese Standard} Mark certification reference number may be either printed or included on the manual stamp.
2) We prefer stamping in the way as shown on the attached file "{Japanese Standard} Stamp.doc".
As you see, it has no {Japanese Standard} Mark especially but the {ABC} grade is there of course.
We can optionally include the respective {Japanese Standard} standard number if required.
I suppose, having the METI's advices, we could get our application finished soon after our meeting in {Mill in Finland}.
Best regards,
Mikko
(Pls, to see it correctly, use Attachment/Launch - not View option!)

Interactional event: The issue of interaction in the following three messages is commenting a claim. The addressor is Teija Virta, a Finnish female Technical Adviser, and the To: addressee is Done Lane, a management-level employee in the SMO in the USA, and the cc: addressee is Lasse Aho, a Finnish male Area Sales Manager. Don Lane To: addresses his response to Teija Virta and cc: addresses it to Lasse Aho. In Teija Virta's response Don Lane is the To: addressee and Lasse Aho the cc: addressee.

126) Initiating message (ADV)

27.5.99
Subject: {Customer Company Name} Claim
See the database for comments -> (Document link not converted).
Rgds Teija

127) 1st responding message (INFO-RFI1-RFI2-LEGI)

27.05.99
Subject: {Customer Company Name}
There are four other cases that came from the same charge, U709932, 31, 37 and 33. Did these come from the same {product type}? Did this {product type} go through the {process} line? {Customer Company Name} tells me that 80% of their {product} gets {processed}.

128) 2nd responding message (INFO)

28.05.99
Subject: Re: {Customer Company Name}
Yes, it is from the same {product type} 914483 – xxxx 71372/11. The {product type} did not go through the {process} line. Our inspectors thought the defect (cellulite) would not harm.
Rgds Teija

Interactional event: The issue of interaction is checking and commenting a claim. The addressor of the initiating message is Tina Wong, a Sales Assistant with responsibilities in negotiating claims with customers in the SMO in Hong Kong, the To: addressee is Lasse Aho, Area Sales Manger, and the cc: addressee is Rick Young, a management-level employee in the Hong Kong office.

129) Initiating message (ORIEN/INFO-LEGI-RFA-RFI)

19.02. 2003
Subject: 11111 claim
Dear Lasse,
{the claim details particularized}
During the cutting, no problem.
The enduser use the material {use particularized}.
Now the enduser found the finished {product} have the serious {defect}, so all these {products} were rejected now.
According to {Customer Company Name}, the problem is like order 222222 claim. (last year claim, that enduser also make {product}).
Please check your side, and advise if we should visit this enduser.
rgrds/Tina

Attachment: claim pictures from {Customer Company Name}

130) 1st responding message (COMP-INFO-RFC-RFA-LEGI)

20.2. 2003
Subject: 11111 claim
Tina,
we have checked our files as well as the pictures of the defect. Our comments are as follows: {particularized comments}
and therefore the customer should be able to use this material. Please confirm.
You mentioned the defect is serious {defect}. Can you get the sample of these {defects}? We like to verify – is your {defects} and our {defects} same {defect} (we maybe just call it differently) ?
Regards
Lasse

131) 2nd responding message (COMP)

20.2. 2003
Subject: Re: 11111 claim
Dear Lasse,
Rick and I will go to {Enduser Company name} with {Customer Name} on next Monday. We will take some pictures and aim to get the sample back.
rgds/Tina

132) 3rd responding message (CONF)

21.2. 2003
Subject: Re: 11111 claim
OK

Interactional event: The issue of interaction is contacting the bank for unjustified charges collected from the Finnish supplier, i.e. charges for traces. The initial message is addressed by a female Sales Assistant, Carole Heath, working in the SMO in the UK to a Finnish female Manager of Finances, Sirpa Elo, and a Finnish female Manager of Invoicing, Ritva Joki, both identified as To: addressees. Ritva Joki forwards the message to Auli Lahti, a Finnish operative level female employee at the Invoicing Department with a covering message in Finnish, *tiedoksesi*, *t. Ritva,* i.e. *for your information. Rgds Ritva*. About two months later Carole Heath sends a follow-up message to Sirpa Elo, who responds to the message on the following day. No other To: addressees or cc: addressees are identified in the two September messages. Elsie Hope, who is referred to in the initial message, works for the bank charging for tracers.

133) Initiating message (ORIEN-INFO-RFA – INSER FINN)

8.7.98
Subject: {Name of Bank} Update
Hi
Just to let you know that a month after our meeting little has changed. We are still being charged for tracers, but as yet nothing has been sent to the customer. I spoke to Elsie this afternoon and she confirmed

that they were not being sent. She says they have "escalated us to top priority", but I'm not confident that anything is being done.
I wonder if something should be sent from the mill as I don't seem to be getting any joy!
Best regards,
Carole

* Forwarding message with the above message attached to it

9.7.98
Subject: {Name of Bank} Update
tiedoksesi /for your information
t. ritva /rgds ritva

134) 1st responding message/Continuing message (ORIEN-INFO)

3.9.98
Subject: Tracers
Hello!
Thought I'd keep you upto date with the latest developments. Elsie has sent tracers to about 6 customers, and the response has been good. Within 1 hour of being sent I had three customers contacting me re invoice queries etc. If I had sent the tracer they would not have responded for at least a day!
Also I have asked her to trace all customers who pay by cheque but are still in the system – {two Customer Company names} etc.
So far so good…
Rgds, Carole

135) 2nd responding message (ENC)

4.9.98
Subject: Re: Tracers
Hello!
Just fine, you have done a good work with them, giving them little pressure.
I hope this will become the future practice.
Have a nice weekend!
Sirpa

III Redirected and forwarded messages initiating the interaction

a) Redirected customer's message

Interactional event: The issue of interaction is requesting an issue of a particular certificate. The addressor of the initiating message is a management-level employee at an importing company in Thailand. The message is redirected from the info@ address of the producer/supplier company by Sofia Roos, a Swedish employee with responsibilities in Corporate Communications issues to Eero Lehto, a Finnish management-level employee positioned in the SMO in Singapore. Eero Lehto forwards the initiating message to Mikko Puro with a request for information. Mikko Puro is a supervisory-level employee at the mill in Finland with responsibilities in Quality Assurance.

* Customer's message (redirected with no text added by Sofia Roos in Stockholm to Eero Lehto in Singapore)

Importer's original message

22.2. 2003
Subject: {Product type particularized}
Dear Sir,
We have purchased recently {product type} to grade {AAA} ({123 material}) produce by your company as per attached material certificate.
However, we have an urgent requirement for {product type} {BBB} ({456}) describe in the mill certificate.
We have compared the chemical properties of the {product type} to {AAA} (actual, based on attached material corticated) versus the extract of {BBB} and come into conclusion that it satisfies all the requirement for {BBB}.
We have proposed to our client to use this materials (due to time constraint) in lieu of {BBB} who have no objection provided that the mill could certify that this {material} meets the requirement.
We would appreciate if you could help us on this matter by issuing a {certificate specified} that based on the attached mill certificate of material {AAA} it meets the requirement of {BBB}.
Thank you in advance and were looking forward to receiving your reply. Yours faithfully,
For and behalf of {Addressor's Company Name}.
Addressor's Name
Project Manager
Contact information particularized

136) Forwarding message with the importer's message attached (RFI-INFO/LEGI)

24.2. 2003
Subject: {Product type particularized}
Terve Mikko,
Can you possibly comment? It looks to me that the order number is 2345, certificate number 678900, but I am unable to verify…
Best regards
Eero

137) 1st responding message (INFO)

3.3. 2003
Subject: Certificate 678900-002 for {BBB}
Hello Eero,
Here is a new better copy of the original certificate as sent to customer {Customer Company Name}.
As you can see, it was already certified to the grade {BBB} acc. to {standard}!
We can always certify the material {AAA} additionally to {BBB} (now acc. to {standards} instead of {standard})
However, {123} cannot be certified because of {reason particularized}: {product composite} must be {particulars}. Our {product composite} are normally in the range {x to y}.
Best regards,
Mikko

b) Forwarded customer's message

Interactional event: The issue of interaction is issuing a certificate. The addressor of the initiating message is a buyer's representative in El Salvador.

The message is forwarded from the info@ address of the producer/supplier company's main office by Anne Alho, an employee with responsibilities in Corporate Communications issues. Anne Alho forwards the customer's message to Mikko Puro, a supervisory-level employee with responsibilities in Quality Assurance at the mill in Finland, and to Stina Lind, an operative-level employee with responsibilities in Quality Assurance at the mill in Sweden. Susan Hawks is an operative-level employee and Tim Nolan is a management-level employee involved in Quality Assurance work, both working at a production plant in the UK.

Customer's original message (forwarded by Anne Alho with covering text to Mikko Puro in Finland and Stina Lind in Sweden)

10.06.2003 20:21
Subject: ASKING FOR INFORMATION
Dear Sir or Mam.
I bought some {Product Type} from {Company Name}, but my QC department said that we need a certification that {The Present Company} is approved by {End User Company Name} or {End User Company Name} to use your material:
{Material particularized} and {Material Particularized}
in our {Product},
Thanks in advance for your atentention to our inquires,
MARIA MORALEZ
Technical Purchasing
{Company Name}
{Contact information particularized}

138) Forwarding message (RFA)

2003-06-16 10:13
Subject: Re: ASKING FOR INFORMATION
Mikko and Stina,
Would you be able to help Maria?
Best regards,
Anne

139) 1st responding message (RFI-RFA)

16/06/2003 09:45
Subject: Re: ASKING FOR INFORMATION
Susan, isn't {Mill in the UK} the unit with the most {Line of Industry} approvals - can you assist.
/ Stina

140) 2nd responding message (RFI-INFO)

16/06/2003 10:33
Subject: Re: ASKING FOR INFORMATION
Tim,
Please advise on below.
I don't think we have this approval?
Susan

141) 3rd responding message (ORIEN-INFO-SUG)

16.06.2003 13:21
Subject: Re: ASKING FOR INFORMATION
Susan and Stina are both right,
{Mill in the UK}, {Mill in the UK} and {Mill in the UK} are approved by the UK {Line of Industry} Authority, by {Company Name} plc and by {Company Name}.
{Mill in the UK} also holds an {Line of Industry} approval and our {Line of Business} business is exploring {Line of Industry} approval. However, we are not approved either by {End User Company Name} or by {End User Company Name} at present, because there has not been a previous requirement, although one downstream customer has been recently enquiring with {End User Company Name} about approving us.
We have also supplied {ABC} material to the {CDE Standard} spec. {Standard 1234} for {Line of Industry} use over many years.
Unless others of you can add to, or correct this reply, I propose to send it to Maria tomorrow morning?
Tim N.

142) 4th responding message (ORIEN-INFO-RFI-INFO)

17/06/2003 09:12
Subject: {Line of Industry} tonnages and approvals
Dear all,
I agree with all and about everything said below.
However, I would like to point out that we have continuously orders to {Line of Industry} purposes by customers like {Company Name} in U.S. as well as to {Company Name} in France who deliver our material to {Company Name}.
We have got no formal certificates to show that we are approved.
We have been audited even by {Company Name} with positive results.
Mrs Nadja Jolie ({Subsidiary Company Name, Paris) may reply questions concerning deliveries of our material to {Company Name}.
Respectively, Mark Smith (Subsidiary Company Name, U.S.) should be able to answer questions related to busines with {Company Name}.
Who shall finally reply to Mrs Moralez?
Her name does not appear yet on the discussion thread.
Regards,
Mikko Puro
~~~~~~~~~~~~~~~~~~~~
{Company Name} OY
Qualitycontrol
{Contact information}

143) 5th responding message (ORIEN-INFO-RFI1-INFO-RFI2-RFI3-RFI4)

17/06/2003
Good morning,
It was stated yesterday that {Mill in the UK} is "the unit with the most {Line of Industry} approvals".
How about {Mill in the UK}'s tonnages outside from UK ?
Here are some statistics about our deliveries to {Company Name} and {Company Name} during last year and this year.

	Year 2002	*Year 2003*
{Companies and volumes particularized}		

These were delivered in spite of the missing approvals.
However, if {Company Name} definitely requires a written approval, is {Mill in Finland} consequently excluded from that business, thus giving a chance for {Mill in the UK}, unless for instance Mark is able

to show a kind of certificate or anything in black on white to confirm that we are in deed included on the list of the approved suppliers to {Line of Industry} industries.
Nadja called me yesterday and she said, she would ask {Company Name} if they can get an approval for us issued by {Company Name}.
There were on {Company Name} query some details which I could not quite understand:
{Material particularized} and {Material Particularized}
What is {Abbreviation} for? Does it mean {Process}?
Do these figures {1234} and {4567} mean {Material Property}, i.e.
{4321} and {7654} respectively?
Mikko Puro

144) 6th responding message (ORIEN-INFO-SUG-RFC)

17/06/2003 4:02 AM
Subject: Re: {Line of Industry} tonnages and approvals
Good morning Mikko and colleagues,
I think that Stina's statement is actually correct. {Mill in the UK} has also delivered tonnages to {CDE Standard} specifications, without there needing to be a special approval. In many cases, it seems that specific approvals are not required for material manufacturers in USA. Why such approval is specifically requested in this case, I do not know?
We are complementing each other, within the company, not trying to exclude plants from orders.
I believe that Mikko's comments on the meanings of the material described in this case is correct.
{Line of Industry} customers often want {Material types particularized}. Upto now, {Mill in Finland} has taken great volumes of the commonest {Material} grades from {Mill in the UK} and {Mill in the UK}, leaving {Mill in the UK} to handle these less common grades. It doesn't make economic sense for the highest tonnage plant [{Mill in Finland}] to bother itself with the fiddly requirements of these minority markets. Only if we were running on pride or prestige, would we do that. It is, however, quite possible, if enough time is spent on it, to arrange such approvals, if such approvals are really required for {Mill in Finland}? Let's get back to the customer! Are we all agreed that we have given Mark Smith all the information he needs to go back to the customer, and discuss her needs with her?
And is Mark Smith able and willing to give that reply?
Tim N.

145) 7th responding message (ORIEN-INFO-SUG-RFI1-RFI2-RFI3-LEGI)

17/06/2003 13:59
Subject: RE: {Line of Industry} tonnages and approvals
Good morning from the U.S.
Just a note regarding certifications. In the past we have had numerous requests that we be certified for {Company Name}, {Company Name}, {Company Name} and the likes. {Company Name}, the largest distributor of {ABC Material} in the States, has indicated that unless you serve these companies directly you won't get the approved certification as needed by the buyer. What {Company Name} has to do before they sell our product is have our material certified by a {Company Initials} or {Company Initials} approved {Line of Industry} lab. This of course costs extra. We are currently working on a certification program for {Company Initials}, but it takes a couple of years to go through all the steps.
I could advise Ms Martinez that we are not certified with {Company Name}, but we do supply. Directly or indirectly ? If a certification is needed, than she would need to have a sample tested at an approved lab of {Company Name}.
Comments ?
Please advise. Then I could talk with Ms. Moralez.
Mark

146) 8th responding message (COMP-RFA)

17.06.2003 18:14
Subject: RE: {Line of Industry} tonnages and approvals
Dear Mark,
Unless Mikko want to add more, I think that you have enough information to talk to Maria now, including your own experience.
Please go ahead.
Tim N.

147) 9th responding message (VIEW-INFO-RFA)

8.06.2003 09:01
Subject: {Line of Industry} certification
Dear all,
I'm not sure did I understand correctly all about Mark's message.
I just wondered, is it really all required for our certification: nothing but a material testing on couple of samples, performed by an external
(accreditized) lab.
I imagined there should be an approval for our QM system in all cases - not only a simple material test.
Concerning {Company Name}, material is purchased by {Company Name}.
from us, we test it ourself and there is no extra testing afterwards to my knowledge - at least we don't pay for it. The other difference is that we have been audited (for production facilities & QM) by {Company Name}.
I assume that we will soon receive some QA questionary from {Company Name} to be answered and returned.
That is surely a good alternative for a complete audit.
Whatever, I agree that Mark could start now the negotiation about the order conditions with Mrs Moralez.
Mikko