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The corporate blog as
an emerging genre
of computer-mediated
communication:
features, constraints,
discourse situation



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Contents

1	Introduction	11
1.1	“Wait, what’s a corporate blog?”	11
1.2	Issues of definition	12
1.3	Methods, data and approach	16
1.4	Preliminary theoretical considerations	18
1.5	Aims and scope	22
1.6	Structure of this thesis	23
2	Formal, technical and pragmatic aspects of blogging	25
2.1	Proposing a hierarchy of community, purpose and text	25
2.2	A classification of blogs following Herring	28
2.2.1	Medium factors	29
	M1: Synchronicity	30
	M2: Message transmission	31
	M3: Persistence of transcript	32
	M4: Size of message buffer	32
	M5: Channels of communication	33
	M6: Anonymous messaging	33
	M7: Private messaging	34
	M8: Filtering	34
	M9: Quoting	35
	M10: Message format	36
2.2.2	Situation factors	38
	S1: Participation structure	39
	S2: Participant characteristics	41
	S3: Purpose	42
	S4: Topic or theme	42
	S5: Tone	43
	S6: Activity	45
2.3	Users and uses of private blogs	45
2.3.1	Update others on activities and whereabouts	51

2.3.2	Express opinions and influence others	53
2.3.3	Seek others' opinion and feedback	55
2.3.4	Thinking by writing	56
2.3.5	Release emotional tension	58
2.4	Blogs and the organization of time	59
2.5	The blog as a virtual discourse situation	62
2.6	Canonical software features of blog publishing tools	63
2.7	Chronology in data and discourse	67
2.8	Blog macrostructure	68
2.9	Blog microstructure	71
2.10	Self-directed discourse and the deictic center	73
2.11	Audience design	77
2.12	Audience scope	79
2.13	Ego blogging	82
2.14	Topic blogging	83
2.15	Differences in function and intended audience	86
2.16	Audience mismatch	88
2.17	Conversational maxims, relevance and politeness in blogs	89
3	The corporate blog as an emerging genre	95
3.1	Aspects of organizational communication	95
3.2	Issues of corporate communications on the Internet	97
3.3	Origins of corporate blogging	98
3.4	Perceived advantages of corporate blogging	106
3.5	A typology of corporate blog subgenres	112
3.5.1	Product blogs	113
3.5.2	Image blogs	117
3.5.3	Executive blogs	120
3.5.4	Employee blogs / blog hubs	120
3.6	A comparison of private and corporate blogs	121
3.7	Pragmatic aspects of corporate blogs	129
3.8	Flogging	131
3.9	Linguistic aspects of corporate blogs	132
4	Corporate blogging case studies	139
4.1	One Louder (Microsoft)	139
4.2	Jonathan's Blog (Sun Microsystems)	142
5	Discussion	147
A	CBC/Corporati corpus statistics	151