

Language Management in Korean-based companies in the Czech Republic

Abstract:

This study explores a variety of simple and organized management in Korean-based multinational companies in the Czech Republic. The analysis is guided by seven research questions at the micro and macro levels: 1) How is the second language interaction in a balanced communicative situation (e.g., local employees vs. Korean local employees) managed? 2) How is the second language interaction in an unbalanced communicative situation (e.g., local employees vs. expatriates or service & product providers vs. foreign customers) managed? 3) What are the roles and impact of employees called 'Bridge (i.e., the Koreans speaking English and Czech, and the Czech speaking English and Korean)' in everyday multilingual interactions? 4) How is the official language policy in the company organized and formulated? 5) How does the company manage potential communicative problems experienced by the Korean and local employees? 6) How does the company manage potential communicative problems in the interaction of the employees, both Korean and local, with foreign customers (i.e., in an unbalanced communicative situation)? 7) How does the company manage potential socio-cultural problems in the interaction between Korean and local employees? Recorded and transcribed naturally occurring interactions, participant observations, field notes, photo documentation, and a variety of interviews (e.g., semi-structured interviews, follow-up interviews, interaction interviews) are used as valuable data for supporting and validating hypotheses concerning language management processes in given situations. Ethnomethodology, International Business Management Studies, and Language Management Theory are used as the primary analytical tools.

Keywords

multilingualism, language contact, language management, multinational companies, language policy, language strategy, commonsense knowledge, power relations