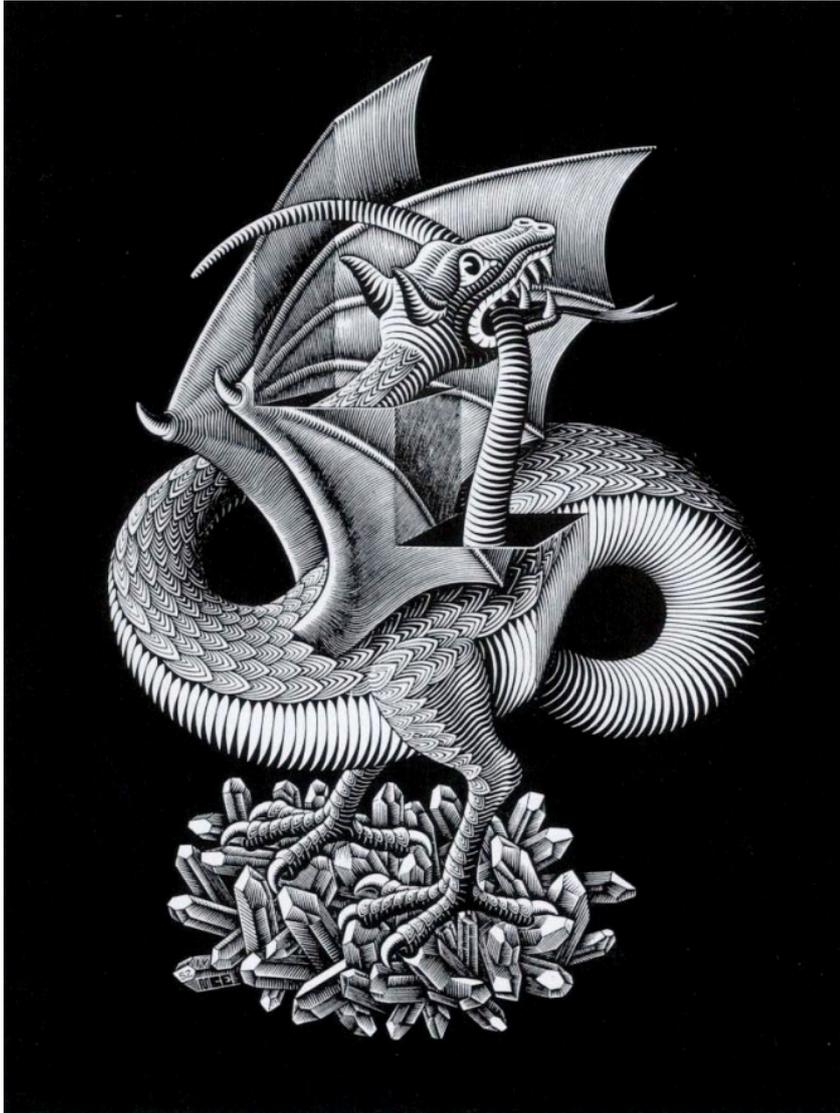


# 11<sup>TH</sup> International Conference on Organizational Discourse

**“Terra Firma, Terra Nova, Terra Incognita”**

*Cardiff, Wednesday 9<sup>th</sup> July - Friday 11<sup>th</sup> July 2014*



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Twenty years ago, the 1<sup>st</sup> biannual Organizational Discourse Conference took place in Kings College London. Since then, the conference has become a firmly established biannual event, moving between Kings, Queen Mary, London, and the Vrije University, Amsterdam. In 2014 the conference comes to the new territory of Cardiff for the first time. In this pioneering spirit, the

11<sup>th</sup> biannual conference will be an opportunity to consider the new, to question the hegemonic, and to reflect on the yet-to-be explored in organizational discourse analysis.

## Conference Theme

The call centres on the metaphor of ‘terra’ – the various grounds social scientists stand on to articulate their social constructions. And we invite contributors to use this metaphor to explore the established, the new and the unknown in organizational discourse analysis.

*Terra Firma* draws attention to well-trodden terrain: the dominant, the safe, the familiar and the reassuring. Organizational discourse analysis has firmly established itself in the past two decades as a topic of interest, an analytical perspective informing a variety of theoretical approaches, and a methodology for organizational research. Through *Terra Firma*, while we welcome papers that engage with these core debates and theories, in this 11<sup>th</sup> conference we also wish to attract papers that reflect more critically on the contribution that organizational discourse analysis can offer. We call for greater scrutiny of the dominant and the institutionalised in our theoretical approaches and in the worlds which we research and inhabit. We welcome papers that question what might be viewed now as the solid ground of orthodox and established discursive approaches in organization studies. Equally, we encourage papers that call into question the firm ground of hegemonic or deep-seated discourses, to explore the processes whereby certain meanings and forms of representation become institutionalised.

*Terra Nova* casts our attention to issues of novelty and emergence. We call for papers, firstly, that consider new empirical sites, new issues, new theoretical approaches, and new methodologies for the discursive analysis of organizations. Additionally, through the theme of *Terra Nova*, we encourage papers that scrutinize and question the discourse of ‘newness’ and its relationship with aspects of social, organizational or discursive change. Such papers could focus on either contemporary or historical examples of apparent discursive novelty. In doing so, we emphasise the power effects of discourses to question how particular worlds are made possible through the invoking of certain discourses.

*Terra Incognita* traditionally marks the part of a map left empty, denoting the undocumented or the unchartered, and in popular myth depicted by the expression “here be dragons”. We use the term to draw attention to the hidden, marginalised, excluded bodies, silent voices and submerged meanings, or the ways in which organizations operate to maintain the obscurity of certain meanings and identities. We also point to more unorthodox, risky, possibly iconoclastic approaches and understandings of social phenomena. Through *Terra Incognita* we invite consideration of issues and ways of understanding that move beyond the conventional in discourse analysis, drawing perhaps on critical praxis, new forms of intervention, and more effective ways of linking academia to different communities. Finally, we draw attention here to the recursive and interconnected nature of meaning and to how one person’s incognita may be another person’s terra firma.

These three sub-themes should be viewed as indicative rather than exhaustive. All papers are invited that have an interest in language and discourse in different aspects of organizing or on processes of discursive production and re-production in constituting different types of social worlds and social actors.

In keeping with past conferences, the theme for the 11<sup>th</sup> Conference deliberately covers a broad canvas. We expect the precise conference streams to emerge from the papers themselves. We anticipate papers that will organize themselves within and around the following topics:

- Aesthetics and Symbolism
- Resistance, Agency and Transformation
- Sense-making, Stories and Narrative
- Crisis and Change
- Culture, Diversity and Distinction-drawing
- Consumption, Brands and Images
- Ethnography and Organizational Life
- Identity and Identification
- Time, Space, body and Materiality
- Knowledge, Power and Politics
- Language and Ideology

It is envisaged that the Conference will provide a forum in which academics with contrasting epistemological and ontological perspectives on both organization and discourse engage in dialogue. Contributions may thus adopt any epistemological perspective but we aim to achieve a balance between empirical studies and conceptual/theoretical contributions.

## Keynote Speakers



**Cynthia Hardy**, Professor of Management at the University of Melbourne



**Dorinne K. Kondo**, Professor of Anthropology and American Studies at the University of Southern California



**Dennis Mumby**, Professor of Organizational Communication at the University of North Carolina at Chapel Hill

## **Guidelines for Submission**

Prospective contributors interested in presenting a paper should send an abstract of approx. 1,000 words by **10<sup>th</sup> January 2014** – to <https://www.eventsforce.net/cbs/63/home>

Abstracts should include: (1) the title of the paper; (2) the name(s), and affiliation(s) of the author(s); and, (3) an author contact address, e-mail and telephone / fax number.

Notification of acceptance of papers will be given by **1<sup>st</sup> March 2014**. Full papers are required by **6<sup>th</sup> June 2014**.

## **Conference Organisers**

Carl Cederstrom, Annette Davies, Tom Keenoy, Cara Reed and Robyn Thomas, *Cardiff Business School*.

Ida Sabelis and Sierk Ybema, *VU University Amsterdam, The Netherlands*

Cliff Oswick, *Cass Business School, City University, UK*.

Nic Beech, *University of St. Andrews, UK*

Cynthia Hardy, *University of Melbourne, Australia*

## **Conference Secretariat**

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## **Further information**

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