

Rhetorical analysis of a discourse communitys practices

[Business](#), [Management](#)



Rhetorical Analysis of Management Written Communicative Practices

Introduction Writing in marketing from a purely technical manner serves to inform and argue through the written work. Although writing in marketing jargon has been known to result in the aforementioned advantages, proponents of the use of plain English in writing point that the latter reduces turgid and abstruse language in writing. However, bitter critics of the plain English use in marketing while writing have maintained that it may not be useful in certain contexts. An analysis of a topic previously undertaken titled, ' the use of advertising in businesses, reveals huge disparities if the language had been penned in plain English.

Communication

Obviously, there is a considerable gap when information under the title is being passed over on one hand from professional to professional, and on the other hand, from a professional in the field marketing to a layman. Texts written in professional jargon typically suits the fellow professionals whereas texts written in plain English would, without doubt be constructed to suit the layman. When writing marketing papers it is imperative to distinguish the content for the two types of audiences. In the paper mentioned earlier, the content had been written to suit fellow marketing professionals. In marketing there are terminologies that cannot be easily deciphered by the layman unless they subjected the terms to a research. For instance, cause marketing, the seven P's , copy testing, intangibility, investometer, low-end market, permission marketing, segregation, segmentation, warm marketing amongst others that were not contained within the paper whose title had been mentioned earlier. Most of these terminologies are normal English

words that would mean a different thing to layman, yet for a marketing professional the terms do have a relational meaning from the normal English usage. For instance, the term intangibility is an adverb and its derivative adjective intangible refers to 'not having physical presence or unable to be touched' (Soanes and Angus, 908). In marketing and from the usage in the paper it is used to describe the fruitless effort in assessing the value earned from performing an activity using tangible evidence. Hence, whereas it is proper to write an easily decipherable paper that can be read by everybody, technical languages associated with marketing will always prove difficult for those individuals who are not accustomed to the field.

Flow

Although critics of technical writing argue that writing in marketing tone interferes with clear communication, it is important to note that this fact may be further from the truth, especially when it comes to marketing. The most appealing fact about writing in marketing jargon is that it can easily be understood after a short time desktop research which might not be the case for pure sciences and engineering.

Works Cited

Research a hot topic related to your field and write a rhetorical analysis of your discourse community's written communicative practices. Explain what you find appealing/unappealing about your profession's use of technique, and explain how it differs from the English discourse that you've seen so far