

## 2010 School Seminar Series

Waikato Management School  
Te Raupapa



# Tell me what you do and I'll tell you what to say

Thursday, 11 March 2010  
2.15pm – 3:30pm  
MSB.4.02

**Associate Professor Poul Jorgensen**  
Aarhus School of Business, Denmark

### **Abstract:**

"The world is awash with self-presentation as networking has become today's mantra for success. Many of us focus on creating networks not only in our working lives, but bring the "activity" with us home, thus making our private spheres far less private than they were before. Home pages, blogs, and new social media such as notorious Facebook and Twitter lend themselves ideally to this purpose as they allow us to exhibit and explain our identity to an audience well beyond our closest friends and relatives. Even if there are first signs of a backlash against such display of individual character, this does not appear to be the case in the corporate world.

Private and public organizations are under pressure to be open and accessible and are therefore making a strong effort to self-present. By explaining who it is, an organization may create, maintain and protect its image among its employees and its external audiences. Then, what is it that organizations say in seeking to appear credible and trustworthy? What are their options, what do they say in practice, and why does practice frequently differ from theory? My presentation will address these questions by taking departure in research showing that businesses as diverse as international banks and public relations agencies adopt much the same rhetorical strategy, and this is a strategy that would appear to be traditional, rather trite and seemingly out of sync with the mood of our time.

In my presentation, I will also briefly refer to my own and colleagues' current research projects in the context of the Centre for Corporate Communication with which I am associated at Aarhus University, Denmark."

**Presenter:** Poul Jorgensen