

# Language Lens of Strategy and Beyond: Whorfian Hypothesis, Plurality of Language, and Strategic Communication

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## Essay #1: Language Lens of Strategy (theoretical study)

### Research Questions

- How to recognize a potential linguistic trap?
- How have strategy scholars treated language in research?

### Linguistic Trap: Whorfian Hypothesis

#### Why problematic?

- “Language controls thoughts”:
- Lack of empirical evidence
  - Theoretical contradictions
  - Outdated theory

#### Business research examples

- Introduce business articles that use Whorfian Hypothesis
- Demonstrate the academic critiques of these articles

#### Moving forward

- Neo-Whorfianism as the alternative theory in experimental psychology
- Be explicit about language assumptions

### Two Language Assumptions in Strategy Research

Language as a window	Language as an enabler
consider language objectively	consider language constructively
knowledge of language (knowledge of the world as mediated by language)	knowledge through language
language as a method of capturing other things	language enacts reality as an enabler or constraint
being representative (saying, expressive)	being performative (doing, instrumental)
objectivist epistemology	subjectivist epistemology

### Conclusion

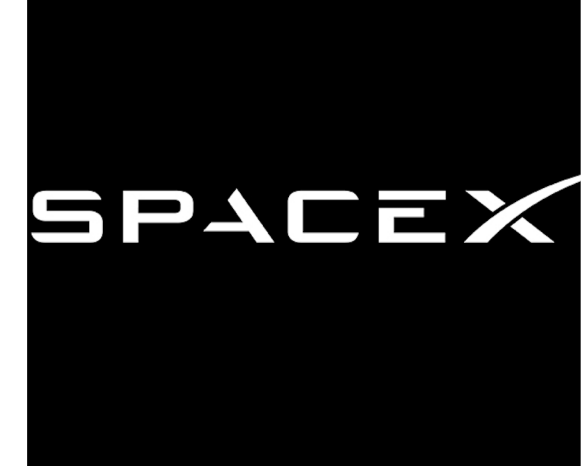



- Bring awareness of a linguistic trap (Whorfian Hypothesis) to the field of management
- Summarize two general assumptions in strategy research and their implications to the interpretations of results and theoretical development

## Essay #2: Video-Based Analysis of Emerging Business (empirical study)

### Research Questions

- How do firms incorporate written text, audio, and visual designs to communicate to public through live streaming videos?
- How does digitalization play a role in firms' impression management?

### Data & Analysis

Data 1	Data 2	Data 3	Analysis
			
Live streaming videos	Live streaming videos	Live streaming videos	Video analysis through Python & R

### Contribution

- Methodologically, to involve the cutting-edge video-based analysis to strategy research
- Theoretically, to advance understandings of strategic communication
- Practically, to help individuals and organizations to improve public image