

## DECONSTRUCTING POWER DYNAMICS: THE ROLE OF LANGUAGE IN CORPORATE COMMUNICATION PRACTICES

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### ABSTRACT

*The background of this research lies in a deep understanding of power dynamics and the role of language in the context of corporate communication practices. In a dynamic business environment, the use of language is not only a communication tool, but also an instrument of power that influences organizational culture, external communication strategies, and communicative interactions within the organization. The aim of this research is to deconstruct power dynamics and analyze the role of language in corporate communication practices. The research method used is descriptive qualitative analysis by collecting and reviewing various literature sources, including journals, articles and books that are relevant to this research topic. Data were collected through literature searches from academic databases and online libraries, as well as using relevant inclusion criteria to select the most relevant and quality sources. The research results show that language plays a crucial role in shaping organizational culture, external communication strategies, and power dynamics within organizations. Using appropriate language can strengthen a desired organizational culture, build sustainable relationships with external stakeholders, and influence public perception of a company's brand and reputation. However, it needs to be recognized that language can also be a tool of power used to maintain hierarchies, suppress free speech, or manipulate public opinion.*

### KEYWORDS

*Deconstructing Power Dynamics, Language, Corporate Communication Practices*



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## INTRODUCTION

Power is a complex phenomenon that has been a major focus in various scientific disciplines, including sociology, politics, psychology, and anthropology. In general, power can be defined as the ability of a person or group of people to influence the behavior, thoughts and actions of other people in order to achieve desired goals (Maulidya Indah Mega Saputri & Milda Longgeita Pinem, 2022). This definition suggests that power is not only limited to the use of violence or physical coercion, but also includes more subtle influences such as persuasion, manipulation, and control over resources. In sociological analysis, power is often linked to social structure and unequal distribution of resources (Sungkar, 2022). Conflict theory, as developed by Karl Marx, highlights the role of power in maintaining inequality in capitalist societies. In this context, power is considered a tool used by dominant groups to maintain and strengthen their position in the social hierarchy.

Michel Foucault's theory of power offers a more dynamic view of power as something that is created and maintained through social practices and institutions of power (Sihotang, 2023). Foucault emphasized that power is not only in the hands of certain individuals or institutions, but is spread throughout the social structure and is manifested through control over individual knowledge, bodies, and behavior. In a political context, power is often associated with the state and government, where state power is considered as legitimacy and authority to regulate people's lives (Wahdaniah et al., 2020). However, postcolonial and critical thinking highlights that political power can also be placed in the hands of international institutions, multinational corporations, and certain interest groups that have great influence in global policy and decision-making. Therefore, the definition of power covers a wide spectrum, from macro power structures to micro power dynamics in everyday interactions.

Language is a complex system used by humans to convey and communicate with other people. The definition of language includes not only linguistic aspects, but also social, cultural and psychological dimensions that influence the way humans interact. Linguistically, language consists of a series of vocal and written symbols that have certain rules for the formation of words, phrases and sentences (Soedarsono M et al., 2023). However, language also goes beyond its linguistic structure and includes the complex use of context, meaning, and conventions in everyday human interactions. Language functions as a tool for building and maintaining social relationships between individuals and groups. Language allows humans to convey ideas, emotions, and information to others, as well as to participate in certain cultures and communities. Additionally, language also plays an important role in the formation of individual and group identities, as the way a person speaks often reflects their social, cultural and educational background (Wiwik & Putri, 2020).

The cultural aspect of language includes the use of language in a particular cultural context, including the norms, values and communication conventions that apply in that society. Language is not only a tool for communication, but also a reflection of the culture where the language is used. For example, in some cultures, a polite and subtle style of speaking may be more valued, while in other cultures, a more direct and expressive style may be more common. Psychologically, language

plays an important role in shaping human thinking, perception and experience (Hannan, 2024). The process of understanding and producing language involves various cognitive aspects, including information processing, memory, and attention. Language also influences the way humans understand the world around them, as the structure and vocabulary of a language can limit or expand understanding and conceptions of social, cultural and environmental realities. Thus, the definition of language covers broad dimensions, from linguistic to social, cultural and psychological aspects, all of which contribute to the complexity and importance of language in human life.

Corporate communications refers to a series of communication activities carried out by an organization or company in order to build and maintain relationships with various stakeholders, including employees, customers, investors, media and the general public (Edwin Kiky Aprianto, 2021). This definition includes various communication strategies used by companies to convey relevant messages, promote brand image, and manage public perception of the company (Suryaman, 2020). Corporate communications also involves managing crises, handling sensitive issues, and building a good reputation, all of which have a significant impact on a company's success and sustainability. Corporate communication does not only focus on the external, but also includes internal communication within the organization (Masruroh & Aisyiyah, 2023). This includes communication between management and employees, as well as disseminating information, company values, and organizational goals to all team members. Effective internal communication is important to ensure alignment and unity in the company's vision, mission and strategy, as well as to increase employee engagement and motivation (Afkar & Rery, 2020). Thus, the definition of corporate communication includes various strategic aspects that aim to build strong and sustainable relationships between the company and its environment, both internally and externally.

In the current era of rapidly developing globalization, corporate communication practices are becoming increasingly important in building a company's image, influencing public perception, and strengthening relationships with stakeholders (Muhammad Naziful Haq, 2022). One aspect that stands out in corporate communication practice is the role of language. Language is not only a tool for conveying messages, but also an instrument of power that influences how we understand and respond to social reality, including in corporate contexts. Power is a complex phenomenon and can be manifested in various forms, including in communication practices (Miranti & Sudiana, 2021). In a corporate context, power often manifests in complex dynamics between stakeholders, management, and employees. One way to understand power dynamics in corporate communications practices is through language analysis (Wicaksono Adi, 2021).

Language is not only a simple means of communication, but also a medium where power is exchanged, formed and maintained (Erlina, 2023). Theories such as Michel Foucault's theory of power and critical discourse theory have drawn attention to the relationship between language and power, highlighting how language not only reflects structures of power, but also plays a role in the formation and maintenance of power itself (Wibowo, 2022). In a corporate context, in-depth analysis of how language is used to reinforce organizational hierarchies, influence

public perceptions of brands, and manipulate public opinion can provide valuable insight into power dynamics within companies. Additionally, observations of how language is used to design corporate narratives, enforce organizational culture, and respond to crisis communications can also provide a deeper understanding of the construction of power in corporate contexts (M. Taufiq Hidayat, 2020).

Deconstructing power dynamics in corporate communication practices through the lens of language will open up space for critical reflection on how power is maintained, contested, and reproduced within organizations. Thus, research on the role of language in corporate communication practices is not only relevant in an academic context, but also has significant practical implications for communication, management and leadership practitioners.

## **RESEARCH METHOD**

The research method used in this research is descriptive qualitative with a literature study approach. This research will explore an in-depth understanding of power dynamics and the role of language in corporate communication practices through analysis of relevant literary sources. This approach allows researchers to construct a comprehensive understanding of the phenomenon under study based on existing conceptual and theoretical frameworks (Sugiyono, 2017).

The data sources used in this research consist of journals, articles and books related to the research topic. Through a systematic search and analysis of relevant literature, researchers will gather information and key concepts related to the role of language in corporate communications practices and related power dynamics. The data obtained will be analyzed critically and compiled into a synthesis that describes a new understanding of the topic under study. By using a descriptive qualitative method of literature study, this research aims to provide in-depth insight and a better understanding of the relationship between language and power in the context of corporate communication.

In the research "Deconstructing Power Dynamics: The Role of Language in Corporate Communication Practices", the data collection techniques used were as follows (Sugiyono, 2018) :

### 1. Literature Analysis

The main technique for collecting data is to carry out analysis of literature relevant to the research topic. Researchers will conduct a systematic search through academic databases to identify journals, articles and books that discuss the role of language in corporate communication practices as well as relevant theories of power. Data from this literature will be used to build a theoretical and conceptual framework, as well as to support the analysis and findings in the research.

### 2. Corporate Text Documentation

Researchers will also use data collection techniques by analyzing relevant corporate text documents, such as mission statements, codes of ethics, policy documents, and internal and external company communication materials. These documents will provide insight into how language is used in corporate contexts to communicate messages of power, build brand image, and influence public perception. Analysis of these corporate texts will provide a deeper understanding

of how power is reproduced and negotiated through communication practices within companies.

By using this data collection technique, this research will produce an in-depth understanding of the relationship between language and power in the context of corporate communication practices, as well as provide a new contribution to the existing literature.

## **RESULT AND DISCUSSION**

In an increasingly complex era of globalization, corporate communication practices are becoming increasingly important in building a company's image, influencing public perception, and strengthening relationships with stakeholders. According to (Clark-Parsons & Lingel, 2020) one of the prominent aspects in corporate communication practice is the role of language. Language is not only a tool for conveying messages, but also an instrument of power that influences how we understand and respond to social reality, including in corporate contexts. As a complex and multidimensional concept, it has become a major focus in various scientific disciplines, including sociology, politics, psychology, and anthropology. In the context of corporate communications practices, power manifests in complex dynamics between stakeholders, management, and employees. According to (Dillard & Osam, 2021) one way to understand power dynamics in corporate communication practices is through language analysis. Language is not only a simple means of communication, but also a medium where power is exchanged, formed and maintained. Theories such as Michel Foucault's theory of power and critical discourse theory have drawn attention to the relationship between language and power, highlighting how language not only reflects structures of power, but also plays a role in the formation and maintenance of power itself (Nadan & Roer-Strier, 2020).

According to research conducted by (Yang, 2021) power is often associated with social structure and unequal distribution of resources. Conflict theory, as developed by Karl Marx, highlights the role of power in maintaining inequality in capitalist societies. In this context, power is considered a tool used by dominant groups to maintain and strengthen their position in the social hierarchy. In addition, Michel Foucault's theory of power offers a more dynamic view of power as something that is created and maintained through social practices and institutions of power (Hicks & Lloyd, 2021). Foucault emphasized that power is not only in the hands of certain individuals or institutions, but is spread throughout the social structure and is manifested through control over individual knowledge, bodies, and behavior. Power is often associated with the state and government, where state power is considered as legitimacy and authority to regulate people's lives. According to (Witmer, 2020) postcolonial and critical thinking highlights that political power can also be placed in the hands of international institutions, multinational companies, and certain interest groups that have great influence in global policy and decision making. Therefore, the definition of power covers a wide spectrum, from macro power structures to micro power dynamics in everyday interactions.

Power is often maintained and strengthened through the communication practices carried out by companies. Language is the main tool in establishing and maintaining power in organizations (Nau et al., 2023). Corporate communications practices include not only external communications with stakeholders such as customers, investors, and the media, but also internal communications between management and employees. According to (Martin, 2020) Through language, management can influence employee perceptions of company culture, create a narrative about the company's identity and vision, and enforce existing hierarchies and power structures. Apart from that, language is also used to build brand images, design public messages, and respond to communication crises that may arise. In this context, language is not only a tool for conveying information, but also an instrument of power that influences how we understand and interact with the corporate environment. Through a descriptive qualitative approach to literature study, this research aims to deepen understanding of power dynamics and the role of language in corporate communication practices (Ratzmann & Heindlmaier, 2022). This research will explore an in-depth understanding of the relationship between language and power in the context of corporate communication practices, as well as provide a new contribution to the existing literature. By analyzing theories of power and discourse, as well as corporate communication practices in relevant literature, this research will provide deep insight into the complexity of power and language phenomena in the corporate context.

This research finds that language has a central role in shaping organizational hierarchy and culture in a corporate context. Analysis of corporate texts and internal communication practices may show how language is used to reinforce power structures and enforce cultural norms within the company. For example, the use of formal language or specialized terms may reflect hierarchical levels within the organization, while inclusive and collaborative language may promote an open and responsive work culture. The research findings also reveal the communication strategies used by companies to maintain their reputation and brand image in society. Analysis of communications campaigns, responses to crises, and interactions with the media may reveal how language is used to influence public perceptions of a company. For example, this research can identify how companies use positive narratives and favorable framing to respond to criticism or manage crisis situations that may be detrimental to their reputation.

The research results show the power dynamics that emerge in communicative interactions between corporate stakeholders. Analysis of communication patterns, body language, and narrative structure may reveal how power is exchanged and negotiated in interactions between management, employees, and external stakeholders. For example, this research could highlight how the use of authoritative language or language that reinforces the status quo can influence power dynamics in organizations. Research findings can provide valuable insights for communication practitioners in designing communication strategies that are more effective and responsive to power dynamics in organizations. For example, this research could suggest the importance of paying attention to linguistic fairness and inclusivity in corporate communications practices to minimize tensions and increase employee participation. Thus, the discussion of research results

regarding the role of language in corporate communication practices not only provides a deeper understanding of power dynamics in organizational contexts, but also offers practical insights to improve corporate communication practices that are more empowering.

Discussion of research results regarding the role of language in corporate communication practices shows that language has a very important role in shaping power dynamics in organizations. Research findings show that language is not only a tool for conveying messages, but also an instrument of power that influences how we understand, respond and perceive social reality in corporate environments (Szenes & Tilakaratna, 2021). Analysis of corporate texts, internal communications practices, and responses to public issues reveals how language is used to reinforce hierarchical structures, enforce organizational culture, and influence public perceptions of the company. The practical implications of this research highlight the importance of paying attention to linguistic fairness, inclusivity, and transparency in corporate communications practices to create a work environment that is more empowering and responsive to stakeholder needs and expectations.

The relationship between previous research shows consistency in findings regarding the role of language in corporate communication practices and power dynamics in organizations. Previous research conducted by (Cannizzo, 2021) using a descriptive qualitative approach, such as that used in this study, has also highlighted the complexity of the relationship between language, power and corporate communication practices. These findings strengthen the understanding that language is not only a simple communication tool, but also a forum where power is exchanged, formed and maintained within organizations. Thus, this research makes a significant contribution to the existing literature by providing new insights into how language plays a role in the construction and deconstruction of power in corporate communication practices.

### **The Role of Language in Forming Organizational Culture**

Language has a very significant role in shaping organizational culture. In the context of corporate communication practices, language is not only a tool for conveying messages, but also as a reflection of corporate values, norms and identity. The role of language in forming organizational culture by exploring various related aspects, including the use of language in internal communication, mission statements, codes of ethics, and how language can strengthen cultural norms, emphasize company identity, and determine power dynamics within the organization. One of the main aspects in forming organizational culture is through internal communication. Language is used in many forms of internal communication, including company newsletters, memos, meetings, and training (van den Berg et al., 2021). Through this communication, the values, norms, and goals of the organization are articulated and disseminated to employees. For example, the language used in a company's mission statement and values reflects the vision and aspirations of the organization, while the language in the code of ethics and internal policies affirms the cultural norms expected of employees. Consistent and appropriate use of language in internal communications can help

reinforce the desired organizational culture, promote employee engagement, and increase alignment between individuals and organizational goals.

a. The Role of Language in Reinforcing Cultural Norms

Language also plays a role in reinforcing cultural norms in organizations. Cultural norms include the rules, habits, and values that employees adhere to and practice in their daily interactions. Language becomes a tool for conveying and reinforcing these norms through formal and informal communication. For example, the use of certain phrases or expressions in daily communication may reflect a work culture that is valued within the organization, such as collaboration, innovation, or honesty. Apart from that, language is also used to build narratives about organizational culture, both through stories about the company's history and through the use of symbols and metaphors that represent cultural values. Thus, language not only reflects cultural norms, but also shapes and reinforces them through social interaction and communication.

b. Affirming Corporate Identity through Language

Language is also used to emphasize company identity. Corporate identity includes the company's image, reputation and unique position in the market and society. Language is used in various aspects of corporate communications, including in marketing materials, company websites, and interactions with external stakeholders, to establish a desired brand image and communicate company values to the public. For example, the choice of words, language style and tone in external communication messages reflects the company's brand identity, whether it is an innovative, environmentally friendly or high quality brand. Language is also used to shape a narrative about a company's identity, including the organization's history, philosophy, and future vision. By using consistent and compelling language, companies can strengthen their brand identity and differentiate themselves from competitors in the market.

c. Language in Power Dynamics in Organizations

It cannot be denied that language also plays an important role in determining power dynamics within organizations. Language is used to enforce hierarchies, influence decision making, and strengthen existing power structures. For example, management's use of formal or technical language can reinforce status differences between management and employees, while use of inclusive and collaborative language can promote a participative culture and openness. Apart from that, language is also used as a tool to respond to criticism, respond to crises, and manage conflict in organizations. Thus, language is not only a communication tool, but also an instrument of power that influences organizational dynamics and the relationships between stakeholders within it.

The discussion regarding the role of language in shaping organizational culture has broad and relevant implications for corporate communications practitioners, managers and organizational leaders. Understanding the role of language in shaping organizational culture can help them design more effective, responsive, and empowering communication strategies. For example, by paying attention to the use of language that is consistent with company values and organizational culture, corporate communications practitioners can strengthen a company's brand identity, promote employee engagement, and increase customer



satisfaction. Additionally, understanding how language plays a role in power dynamics within organizations can help managers build healthy and sustainable relationships with employees, as well as minimize conflict and resistance in organizational change. Thus, this discussion not only provides a deeper understanding of the role of language in shaping organizational culture, but also offers valuable practical insights for organizational stakeholders in designing more effective and value-oriented communication strategies.

### **Language in the Company's External Communication Strategy**

A company's external communications involve interactions with external stakeholders such as customers, investors, the media, and the general public. Language in this context not only functions as a tool to convey messages, but also as a reflection of the brand image, company values, and relationships established with external stakeholders. We will explore various important aspects of language in a company's external communications strategy, including communications strategies in managing crises, building relationships with customers, and responding to societal demands (Munoz et al., 2022).

Language has a very significant role in shaping a company's brand image and reputation in the eyes of external stakeholders. The language used in marketing materials, advertising, company websites, and social media communications is a key element in designing a narrative that supports the desired brand image. For example, choosing positive words, an attractive language style, and a friendly tone can create a positive impression of the company brand. In addition, language is also used to communicate company values to external stakeholders, such as commitment to sustainability, product quality, or customer service. By using language that is consistent with brand values, companies can strengthen their brand identity and differentiate themselves from competitors in the market.

The company's external communications also play an important role in managing crises and responding to societal demands on controversial issues. The language used in communications during a crisis can determine how a company is viewed by society and other stakeholders. For example, transparent, honest and responsible communication can help build trust and maintain a company's reputation. In addition, company responses to controversial issues such as the environment, sustainability, or social justice also require the use of sensitive and responsive language. The language used in a company's response can influence the public's perception of the company's policies and practices, and can influence customer loyalty and investor support (Symonds, 2020).

External communications strategies also aim to build sustainable relationships with customers and other external stakeholders. The language used in communications with customers, such as offer letters, emails, or in-person interactions, can influence customers' perceptions of the brand and the quality of the product or service. For example, friendly, personal, and responsive language can increase customer satisfaction and increase brand loyalty. In addition, communication with other external stakeholders, such as investors, business partners, or non-profit organizations, also requires the use of language that is appropriate to the purpose and context of the communication. The language chosen

must take into account the needs, interests and values of these stakeholders, and must be able to build sustainable and mutually beneficial relationships (Tiangco, 2020).

It cannot be denied that a company's external communications also have ethical and corporate social responsibility implications. The language used in external communications must take into account the principles of communication ethics, including honesty, integrity and respect for stakeholders. In addition, companies also have a responsibility to ensure that their external communications reflect their commitment to environmental sustainability, social justice and community well-being. The language used in communication must take into account the social, environmental and economic impacts of company policies and practices, and must be able to promote transparency, accountability and public participation in company decision making.

This discussion can also be connected to previous research that has been conducted in the fields of corporate communication, brand management, and business ethics. Previous research may have revealed various important aspects of language in corporate external communications, including effective communication strategies, responses to crises, and the ethical implications of corporate communications. By taking into account previous research findings, this discussion can provide a deeper understanding of the role of language in a company's external communication strategy, as well as the implications for corporate communication practitioners, brand managers, and organizational leaders in designing more effective and sustainable communication strategies.

### **Power Dynamics in Communication Interactions**

Power dynamics is a complex phenomenon involving negotiation, exchange, and use of power in various forms of communication. In this context, we will explore various aspects of power dynamics in communicative interactions, including the use of language, communication patterns, and power strategies used by various parties. This discussion will reveal how power dynamics influence the communication process, the formation of social relationships, and the distribution of power in society. Language is one of the main tools in the use of power in communicative interactions (Fenwick & Herrington, 2022). The appropriate use of language can influence the perceptions, emotions, and actions of others, and can strengthen or undermine power relationships between the parties involved. For example, the use of authoritative, persuasive, or manipulative language may be used by leaders, managers, or political figures to influence public opinion, strengthen their position in a power hierarchy, or gain political support. In addition, language can also be used as a tool to respond to, reject, or challenge existing power, such as in protests, advocacy campaigns, or social movements. Thus, language is not only a means of communication, but also an instrument of power that influences power dynamics in society (Iordăchescu et al., 2023).

#### **a. Communication Patterns and Power Dynamics**

Communication patterns in human interaction also play an important role in power dynamics. The communication patterns used by various parties reflect the distribution of power, social hierarchy, and cultural norms that exist in society. For

example, symmetrical, open, and inclusive communication may reflect a democratic work culture, while asymmetric, limited, and authoritarian communication may reflect strong hierarchies and power inequalities in the organization. Apart from that, communication patterns can also strengthen or undermine existing power structures. For example, the use of polite, respectful, and friendly language in interactions between superiors and subordinates can strengthen healthy hierarchical relationships, while the use of rude, intimidating, or derogatory language can create tension and conflict within the organization.

b. Power Strategies in Communicative Interaction

Power strategies are ways used by individuals or groups to influence, control, or utilize power in communicative interactions. These strategies may include the use of persuasive, manipulative, or intimidating language, as well as tactics such as control of information, control of resources, or use of symbols of power. For example, political or business leaders may use emotionally charged rhetoric, tempting promises, or threats to gain support or pressure political opponents or business competitors. In addition, power strategies can also include actions such as controlling access to information, limiting free speech, or providing rewards or punishments to the parties involved. Thus, power strategies not only reflect existing power dynamics, but also shape them through interactions and exchanges of power between various parties in society.

Power dynamics in communicative interactions have broad and complex impacts on society and individuals. Unequal or unfair use of power can lead to inequality, injustice and oppression in society. For example, the dominance of power by one group or individual can lead to oppression of minority groups, restrictions on freedom of speech, or abuse of human rights. Apart from that, unbalanced power dynamics can also cause tension, conflict, or even violence in society. Therefore, it is important for individuals and groups to understand the existing power dynamics, as well as to promote sustainable and sustainable relationships that are based on the principles of justice, equality and humanity. Thus, this discussion reveals the complexity and significance of power dynamics in communicative interactions, and invites readers to reflect on their ethical and social implications in society.

## CONCLUSION

In this conclusion we reflect on the importance of a profound understanding of power dynamics and the role of language in corporate communication practices. Deconstructing power dynamics in the context of corporate communication is a crucial step in understanding broader implications for social relationships, organizational culture, and power distribution within society. Language serves not only as a tool for conveying messages but also as a mirror of the values, norms, and identity of the corporation. In corporate communication practices, the appropriate use of language can strengthen the desired organizational culture, build sustainable relationships with stakeholders, and influence public perceptions of the company's brand and reputation. However, it is also essential to recognize that language can

be an instrument of power used to maintain hierarchy, suppress freedom of speech, or manipulate public opinion.

Therefore it is vital for corporate communication practitioners, managers, and organizational leaders to have a profound understanding of power dynamics and the role of language in corporate communication practices. Thus, they can design communication strategies that are more inclusive, empowering, and value-oriented towards justice, equality, and humanity. Through this profound understanding, we can create a communication environment that is more transparent, responsive, and sustainable, supporting the growth and development of organizations and society as a whole.

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