

## Call for Papers

### **Financial discourse: narrative, argument and the discursive dynamics of (un-)sustainable trust.**

#### **Guest Editors**

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In the emerging field of Financial Communication, interdisciplinary research based on the analysis of texts and discourse is gaining a prominent role. Bridging quantitative and qualitative approaches and covering financial disclosures, investor relations, business and financial media, as well as the communication of financial intermediaries and regulators, discourse based studies of financial communication are becoming a unique interdisciplinary crossroads of research developed in Accounting, Applied Linguistics, Corporate Communication, Finance, Rhetoric, Sociology and Natural Language Processing.

The Thematic Section invites submissions from this broad interdisciplinary community with a special focus on the discursive dynamics of trust in financial communication. Submitted contributions should address how discursive modes such as narrative and argument can contribute to build sustainable trust in financial actors (CEO, corporate directors, analysts, etc.), institutions (banks, regulators, rating agencies, etc.), investors at large or fail to do so by contributing instead to intransparent impression management and to the creation of unsustainable expectations in investors and other financial actors. Discursive approaches positioning themselves at the intersection of Financial Communication and Corporate Social Responsibility are also welcome.

While trust has been always recognized as one of the most crucial components of financial interactions, the concrete communication processes by which individual, organizational and inter-organizational trustworthiness is preserved over time or restored after a crisis remain substantially under investigated. To fill this gap, we call

for studies examining the discursive dynamics of trust in the financial context from different disciplinary and methodological perspectives, including:

- Text-based sentiment analyses covering evaluative language and verbally expressed (un-)certainty in financial discourse.
- Discourse and genre analyses of corporate financial disclosures (e.g. annual reports, quarterly announcements, M&A documents), especially if addressing emergent genres or adopting a historical perspective.
- Narrative and argumentative approaches to the discourse of 'information intermediaries' (e.g. Rating agencies' announcements, Analysts' recommendations, printed and online news articles, comments and opinions) and of financial regulation (e.g. the discourse of central banks, discursive interactions in international accounting standard setting process).
- Analyses of the cognitive-semantic frames and financial knowledge in expert and lay financial discourse, addressing constructions, key phrases, and key-words as well as the cognitive, affective and persuasive role of metaphors in financial discourse.
- Analyses of the persuasive design of corporate reporting documents and other financial discourse genres both from an impression management viewpoint and from the viewpoint of their argumentative and narrative organization.

### **Article format**

The length of papers in this Thematic Section should be between 6,000 and 9,000 words (including abstract and references). All submitted manuscripts must be prepared in accordance with the 6th edition of the Publication Manual of the American Psychological Association (APA6, [www.apastyle.org](http://www.apastyle.org)).

### **Key dates**

Full papers are required no later than June 30, 2018

Notification of Acceptance will be provided by September 30, 2018

Final papers should be submitted by November 2, 2018

**Papers will be submitted to a double-blind peer-review process.**

SCoMS is an international open access journal of communication research that is jointly edited by the Swiss Association of Communication and Media Studies (SACMR) and the Faculty of Communication Sciences of the Università della Svizzera italiana (USI Lugano). The journal is fully open access to both the authors and readers. The publishing home is HOPE, which stands for Hauptbibliothek Open Publishing Environment, which is offered by the Main Library of the University of Zurich based on the infrastructure of the Zentrale Informatik.