

**IFA Gender and Language Group**

invites everyone to a guest lecture by

**dr Louise Mullany**

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on

**Negotiating practical  
relevance: Language, gender  
and the workplace**

(Wednesday, 22 October 2008,

17:00, room 101)

## **Negotiating practical relevance: Language, gender and the workplace**

This presentation will explore the complexities involved in the process of data collection when conducting language and gender studies in the workplace, focusing in particular upon research in professional settings. In order for sociolinguistic research to be of political value, a process of careful negotiation between the researcher and the researched needs to take place (Sarangi and Roberts 1999; Mullany 2007). Politically important and practically relevant research questions need to be collaboratively decided upon, and academic researchers may need to ensure that they produce accessible, understandable work with clear practical implications for those who have been researched.

This complex process of negotiation has a significant impact on the selection and implementation of research methodologies. The practicalities of combining quantitative and qualitative methodologies for data collection will be explored, and the value of a flexible, multi-method approach will be presented. Whilst this paper focuses in particular on the professional workplace, it is the intention that the overall principles discussed will be applicable to language and gender research in a wide variety of institutional settings.

### **References**

- Mullany, Louise (2007) *Gendered Discourse in the Professional Workplace*. Basingstoke/New York: Palgrave.
- Sarangi, Srikant and Celia Roberts (1999) The dynamics of interactional and institutional orders in work-related settings. In Srikant Sarangi & Celia Roberts (eds.) *Talk, Work and Institutional Order: Discourse in Medical, Mediation and Management Settings*. New York and Berlin: Mouton de Gruyter. pp. 1-57.