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Identification of organisational values by using pragmalinguistic analysis on the example of the concept of corporate social responsibility (CSR)

Keywords: corporate social responsibility (CSR), values, pragmalinguistic analysis

Currently, companies are looking for solutions to allow them to function. One of the solutions chosen by companies is to introduce the concept of corporate social responsibility (CSR) into their operations. Companies should present themselves with their values, as these are the basis of their functioning.

The subjects of corporate social responsibility and values are connected. For this reason, the Author decided to focus on these concepts. The analysis of the literature on the subject showed that linguistic tools as a method of identifying organisational values are not sufficiently used in management and quality studies.

The main objective of this thesis was to recognise whether the values declared by companies with values realised by them in their functioning on the example of the CSR concept by means of a pragmalinguistic analysis of texts made public by companies on their websites.

The secondary objectives were:

- to find linguistic criteria to identify organisational values manifested in written texts,

- to develop a linguistic tool to identify and classify organisational values in written texts about CSR,

- exploring the concept of CSR through values,

- comparing the organisational values declared and realised by companies regarding the CSR concept,

- to develop a list of key values identified in the studied companies that illustrate the CSR concept.

The research problem of the dissertation was the possibility of using language analysis as a tool for identifying organisational values and determining their declaration (declared values) and realisation on the example of the concept of corporate social responsibility.

The research questions were:

- What linguistic criteria allow for the reading of organisational values?

- What value criteria characterise each value group?

- What actions of socially responsible companies characterise each value group?

- What values come out as declared from the texts published by the studied companies?

- What values come out as realised from the texts published by the surveyed companies?

- Which of the studied companies are consistent in terms of declared and realised values?

- Which values are present in all the studied companies recognised as socially responsible?

The work is structured in four chapters. The first is focused on the topic of corporate social responsibility. The second chapter describes the role of language in the identification of values. Subsequently, the author focused on the classification of values in linguistics taking into consideration E. Laskowska's concept. This concept became the basis of a research tool, which made it possible to read organisational values by means of the linguistic method and to assign them to four groups of values: empirical, moral, social and cognitive. The third chapter of the thesis contains information on the methodology used in this study. The last chapter focuses on the results of the study. Each of the studied companies published two texts on their website: one concerning declared values and the other on the topic of CSR. This allowed the verification of consistency between the values declared and realised by the companies. The following stages included the identification of the most important values in Polish CSR. The thesis concludes with a summary that presents the conclusions of the study.

The study illustrated that the most often present value representation model (declared and realised) was the cognitive model. The values of perfectionism and development were the most frequently appearing values in the companies' texts. Six of the seventeen companies studied were classified as coherent. In addition, four companies were classified as partially coherent. This shows that the language that companies use to describe these activities is extremely important, as it gives an opportunity to recognise the differences between the company's declarations and activities. The study identified that six values were present, in all companies analysed. They have been defined as the "golden six" of Polish CSR in companies considered socially responsible.