Language Analysis

Language is one of the most necessary features when we are authoring an academic writing. We can view that why an article can be successful is because it has a standard and great language. Thus, in this analysis, realizing how crucial the language in an article is very important because it plays an essential role in every academic writing of every area. In addition, the purpose of this study is to review the language and some descriptive skills in the field of management, and analyze the article “Multimarket Contact and Rivalry over Knowledge-based Resources” by Matt Theeke and Hun Lee (2017), (2508-2531).

According to Swales and Feak (22-25), by closely follow the stylistic conventions of the field when we are writing a formal paper with passive voice, indirect questions and concise vocabulary instead of using contractions, negative forms, vague expressions, and ‘you’ pronoun could be a best way to describe the language in a professional way. Swales and Feak (22) suggest that it is common in co-authored papers when the reader see “we” pronoun in the article, “We argue that the technological quality of the focal firm’s knowledge will positively moderate the relationship between MMC and the focal firm’s decision to protect its knowledge-based resources from a rival.” (Theeke and Lee, 2017), (2512). Besides, there is no contractions or wordy sentences in the article. For example, “Accordingly, we propose that the mutual forbearance effect arising from the threat of retaliation by a rival firm will not occur as MMC pushes firms to protect knowledge-based resources.” (Theeke and Lee, 2017), (2509). Moreover, Swales and Feak (23) suggest that formal paper usually using indirect questions instead of direct questions. However, it is very interesting that Theeke and Lee (2017) use both in the article. An example of a direct question is, “How does market overlap or MMC affect rivalry between two competitors?” (Theeke and Lee, 2017), (2508). Another aspect, Theeke and Lee use an indirect question when they state, “Extant research on MMC has not fully addressed this tension or examined how MMC affects the decision to protect a firm’s knowledge-based resources from rivals.” (Theeke and Lee, 2017), (2509).

Additionally, Swales and Feak (22) suggest that some authors prefer some negative forms over others because the writing could be seen more academic. In this article, the authors use “few” instead of “not many”. We can seem this when they state, “While much of these studies showed a linear relationship between MMC and reducing rivalry, a few studies that focused on market entry demonstrated a curvilinear (or inverted U-shaped) relationship.” (Theeke and Lee, 2017), (2509). Also, according to Swales and Feak (22-25), they mention that adverbs place in mid-position is better than in the beginning or the end of the sentence. For example, “Multimarket contact (MMC), which is essentially the extent of market overlap between two firms, has been shown to affect the intensity of rivalry or multimarket competition.” (Theeke and Lee, 2017), (2510). To be worth mentioning, the authors use “etc.” instead of “other advisory committees” when they state, “Accordingly, we include dummy variables for the advisory committees (e.g., Cardiology, Immunology Devices, Microbiology Devices, Radiology, etc.) that have overseen the approval of the focal firm’s products to ….” (Theeke and Lee, 2017), (2516).

Furthermore, the authors use specialized language in the article. Because their article was published by a professional journal in management field which name is Strategic Management Journal, the content inside suits for the specific audiences such as management professionals, researchers, and academicians. Some professional terms and contractions might not suit for general audiences. For example, the authors use the key words such as multimarket contact, rivalry, knowledge-based resources, patent litigation, and competitive dynamics. (Theeke and Lee, 2017), (2508). The authors used two discipline specific acronyms in the article but also mentioned the full form, for example, MMC for multimarket contact and SIC for standard industrial classification. The terms in the article are not defined by the authors. A suggestion for general audiences is accumulating more academic knowledge about management could be the best way that helps them to close-read those kinds of articles in the future.

After viewing this article, we can observe that the frequency of present tenses and past tenses vary by different sections. For example, the frequency of present tenses in the introduction and discussion section is high, but in the method and result section is low. In contrast, past tenses are low frequency appear in introduction and discussion part and high frequency in methods and result sections. The reason why this phenomenon occurs is because in the introduction section, the authors inform the reader what are their exigence, purpose, and why they choose this topic. Though in the method and results section, they talk about they have already studied some research which are related to their topic. Hence, that is why the frequency of past tenses is higher. Speaking of the frequency of the citation, there is a high frequency in introduction part because the authors use previous research to start their topic. And in the result and discussion section, the citation frequency is low. The content of this part is all their final thinking and own effort for the study.

In conclusion, after doing this analysis, this article can be so successful is because the authors really did well in language and grammar choices. Although this article primarily fits some specific audiences, a general audience with a highly relevant knowledge can also understand this article.

Reference

Matt, T., & Hun, L. (2017). Multimarket Contact and Rivalry over Knowledge-based Resources. *Strategic Management Journal, 38*(12): 2508-2531.

Swales, J. M., & Christine B. F. (2012). Academic Writing for Graduate Students: Essential Skills and Tasks.