ABSTRACT

_Nissan Motor Thailand_ is one of the companies that are engaged in daily operation with diverse customers especially _Parts Logistics Department_ who communicate daily by using email transaction. A failure to understand transactions might result in an inadequate response to customers’ needs that could lead to wasting time. Thus, it is important for employees to understand different communication strategies and interpersonal devices that can be helpful when dealing with overseas customers. Appraisal Framework is used in this study to evaluate different kinds of attitudes that are negotiated in the email discourse.

The result of the study shows that there are various communication strategies used by different customers. These are politeness, clarification, acknowledgement, relationship bonding, lead in and topic focus strategies. Various attitudes [affect, judgment and appreciation] are identified through the use of various instruments such as ‘modality’, ‘adverbials’, ‘capitalization and abbreviation’ and ‘punctuations’. These instruments used indicate positive and negative attitudes, while modalities in most cases are used to soften or sharpen the transaction. Based on the three sub-system of ATTITUDE, judgment is the least found in email transactions.

Now with the impact of AEC, this research supports the current policy of the company to promote NMT mindset about ‘cross-cultural function’ in both its internal and external organization, especially in _Export Section, Parts & Logistics Department_ where this study takes place. This research hopefully can support the firm’s success and underline that the language used should be based on the specific social context. For the students, it is important to understand different communication strategies employ by different cultures as this help to avoid misunderstanding or miscommunication especially in a situation where a teacher is dealing with
students who come from different part of the world with various cultural backgrounds and speak different languages.