

Storytelling and method for discourse analysis

The new fashionable “business” tool sold by all kinds of gurus to the firm to date is *storytelling*. However, the papers we read often take the perspective of the producer explaining the qualities of this approach and how to deviate from the point. Telling stories allows managers to surreptitiously impose, subtly with minimum noise and high discretion, their ideology to the entire staff and employees and other stakeholders.

Therefore, if story tellers and producers have their own instruments, we must, at the receiving end, develop some other tools to unmask such storytelling and expose its construction system. Semiotics seems to be particularly appropriate to achieve this goal. However, other techniques for analysing texts can be equally appropriate.

When stories replace “reality” and bring the reader in another world it becomes often impossible to retrieve the referent. Then we move onto *hyperreality* as expressed by Baudrillard.

In summary, accounting participates in the creation of this fictive world aimed at switching our attention from the real activity of the firm. Accounting concepts are taken into social discourse (“profit” for instance) and are used to orientate social decisions to be taken rather than informing citizens.

In this section we will welcome papers on:

- how to tell stories within and around the firm
- the advantages and inconveniences of telling stories
- various kinds of analytical methods to expose storytelling in texts (annual reports and other firms’ publications) or in any other communications.
- various theoretical aspects of *storytelling* and the different methods
- the social effects of using storytelling within and around the firm
- producing knowledge or producing stories
- knowledge or stories based firms

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