II Analysis

After having defined the theoretical context and after having defined the case as such, Part II covers the Chapters focusing on the actual analysis of the case study.

To start with, a framework for analysis is developed in Chapter 6. Chapter 7 addresses the specific role of context in this study, resulting in a reviewed definition of context. The core analysis work can be found in Chapters 8 to 11. Each of these Chapters concentrates on analysing one of the four Strands of interrelationships identified in the reference framework (see Figure 4). At the end of each Chapter, findings in reply to the research questions (see Table 3) and with regards to defining aspects of contributions towards an alternative theory of corporate communication are proposed.

Chapter 11 ends with putting forward an adapted framework based on the results of analysing each individual Strand of interrelations.