

## Corporate Image, Policy, and Culture Investigation

### The Purpose

This assignment is to help you begin to understand the invisible relationships between corporate policy, corporate image, and corporate culture. By researching each of these areas, you should begin to gain an awareness of how a corporation functions and establishes invisible normative standards through the language they use and the policies they set.

### The Research

1. Select a public company with a comprehensive web presence.
2. Search for the following policy information:
  - a. Domestic partner/spousal benefits
  - b. Sexual Harassment Policy
  - c. ADA information/disclaimer
3. Review the company's mission statement, advertising campaigns, and any information that is intended for public viewing.
4. Using the genre and language guidelines we came up with as a class, analyze the information you have found for signs of heteronormative rhetoric. Is the language "neutral" or does it merely present itself as neutral. Be sure to consider who is the audience for each of these documents, and how the intended audience changes the ways in which the corporation presents itself.
5. Conduct at least one interview with an employee of the company you are researching. Be sure to follow the ethics we have established in our discussions, and feel free to use the questions we have all come up with to try to understand what it is like to work in this particular corporate culture.

### The Product

For this project, you must synthesize all the information you have gathered making sure to analyze the language and policies for their heteronormative traits. You should come up with a strong claim about the corporation you are researching. Does this company practice what it preaches? Is it the enlightened company it portrays, or is it using buzz words and legalese to present itself as a company of caring?

You will need to create a comprehensive report that articulates your claim, and carefully supports it with a clear analysis based in your findings. You should also make sure to include clear, concrete examples that support your analyses and forward your claim. Although you are welcome to do some initial explanation in sections, you will need to have a lengthy section that synthesizes all of your information and explains how all of these pieces fit together to show us a comprehensive image of the company you researched.