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Critical Thinking Standards in Corporate Communication at a Government-Linked Company

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This research focuses on analysing the language used in corporate communication at a government-linked company, Corporate Communications Section, SURIA Berhad, based on three critical thinking standards: clarity, precision and completeness. This study has been conducted to analyse how the three critical thinking standards –clarity, precision and completeness– are applied in corporate communication document of a particular programme conducted within a government-linked setting. Apart from that, this study aims to determine the importance of the critical thinking standards in corporate communication. Using official speech texts as the samples of study, specific measurement tools for critical thinking were created and compiled as a survey form. In general, it was found that the samples are not written in excellent manner of clarity, precision and completeness. The written communication should be improved in certain ways by following at least three critical thinking standards: clarity, precision and completeness. Therefore, this study is useful as an observation to whom writing corporate communication may concern.

Keywords: Critical thinking, corporate communication, Critical thinking standards, speech texts, written communication