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z naslovom

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l a b o u r

call centre agents and skill invisibility

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Johanna Woydack je doktorirala iz sociolingvistike na Univerzi v Londonu (King's College London) in nato opravila še postdoktorski študij na Univerzi v Hong Kongu. V svojem govoru se bo osredinila na nevidno delo v klicnih centrih.

Povzetek v angleškem jeziku

Call centre work is often categorized as low-skilled, due to its Taylorist management practices, which reduce agent work to merely reaching numerical targets and following scripts, leaving little room for any other skills or skill development. However, as Hampton & Juror (2005) suggested, the skills of agents include emotional labour, communication skills, procedural and substantive knowledge, and articulation work. These skills remain invisible to not just outsiders but also sometimes even to their managers. This paper develops the notion of call centre agent work invisibility, providing reasons for its invisibility to both outsiders and insiders and how this can be changed. Drawing upon ethnographic fieldwork, interviews in a multilingual call centre, and transpositional analysis, this paper shows which real-world processes and written practices make agents' skills not only invisible and illegible to industry outsiders but also to their managers. To illustrate these points, this paper follows the trajectory of a calling script from production to enactment by agents. The transpositional framework is also used to provide new insights on issues such as monitoring, language standardization, language management and resistance. The study concludes by highlighting how transpositional ethnography can illuminate aspects and practices within workplaces that are otherwise easily overlooked and remain invisible.