Theme The Annual Report

WORDS, IMAGES, NUMBERS

What is an annual report? This question might seem trivial and naïve – it is a report on the economic situation of a company, of scientific interest only for scholars in business studies. However, an annual report is much more than that; it is a combination of words, images and numbers, communicating a multitude of messages and responding to different formal and informal expectations. The aim of this project is to explore and unfold this multifaceted nature of annual reports.

Henrik Rahm (coordinator)

Assistant head of department, Centre for languages and literature, The faculties of humanities and theology, Lund University
Contact: henrik.rahm@nordlund.lu.se
+46 46 222 87 03
Links: http://www.sol.lu.se/person/HenrikRahm