

Course: Corporate Communication and Public Relations

Lecture 7: Emerging Technology in Corporate Communication and Public Relations

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Objectives

By the end of this lesson, learners will be able to:

1. Define well corporate communication and public relations.
2. Explain clearly the contribution of technology in corporate communication and public relations.
3. Illustrate effectively the types of communication technology
4. Describe e-brand identity
5. Explain the organisation theory and communication functions.

I. INTRODUCTION

Corporate communication and public relation are often confused because they both deal with communication with various publics. However, there are key differences between the two fields.

Corporate communication deals with various internal and external stakeholders of an organisation. On the other hand, public relation deals with the relationships between an organisation and its various public.

Basically, corporate communication is the practice of managing communications within an organisation. On the other hand, public relation is a strategic communication discipline that builds mutually beneficial relationships between an organisation and its public.

II. DEFINITION

Corporate communication is how companies share information to internal and external audiences and engage these audiences in a bid to manage brand perception. Corporate communication is made up of three major categories, which are management communication, marketing communication, and company communication. In general, corporate communication is a management tool which surfaced in response to the increasing concern on the complex communication processes within corporate organizations (Argenti, 1998).

Public relations (PR) refers to managing how others see and feel about a person, brand, or company. PR for corporations, notably publicly traded companies, focuses on maintaining a positive corporate image while handling media requests and shareholder inquiries. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics” (Staff, 2012).

III. THE CONTRIBUTION OF TECHNOLOGY IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Today's communication technology encompasses a wide range of tools and platforms that facilitate communication and information exchange. They are used in day-to-day activities, and they have significantly contribute to the growth of corporate communication and public relations. Argenti (1996) affirms that corporate communication has evolved within the business environment more rapidly and much more systematically.

Let us see some of prominent communication technologies used in today's digital business.

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a) Internet and Email

The internet is the backbone of modern communication technology, providing connectivity and access to a vast array of communication tools and platforms.

Email remains a primary method of electronic communication, enabling individuals and organizations to exchange messages, documents, and files efficiently.

b) Social Media

Social media platforms, such as Facebook, Twitter, LinkedIn, Instagram, and YouTube, have revolutionized communication by allowing individuals and organizations to share information, engage with audiences, and build communities. Social media enables real-time interactions, content sharing, and targeted messaging to reach a wide range of audiences

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c) Instant messaging and chat apps

Instant messaging and chat applications, such as WhatsApp, Slack, Microsoft Teams, and Telegram, provide real-time communication channels for individuals and teams. These apps facilitate quick and convenient text-based conversations, file sharing, and collaboration, enhancing productivity and efficiency.

d) Video conferencing and webinars

Video conferencing tools like Zoom, Microsoft Teams, Google Meet, and Webex have become essential for remote collaboration and virtual meetings. They enable face-to-face communication, screen sharing, and document collaboration, making it possible for individuals and teams to connect, regardless of their physical locations.

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d) Voice and video calling

Voice and video calling applications like Skype, FaceTime, and WhatsApp allow for direct communication between individuals, either through voice calls or video calls. These apps enable real-time conversations and can be accessed on various devices, including smartphones, tablets, and computers.

f) Collaboration and project management tools

Collaboration tools like Google Workspace (formerly G Suite), Microsoft Office 365, and project management platforms such as Trello, Asana, and Basecamp facilitate teamwork and streamline communication within organizations. These tools provide shared document editing, task management, and communication channels to enhance collaboration and productivity.

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g) Web and mobile apps

Web and mobile applications play a vital role in communication technology. They provide platforms for accessing information, interacting with brands, and communicating with others. Applications like news aggregators, social networking apps, messaging apps, and productivity tools contribute to seamless communication experiences on various devices.

h) Webcasting and livestreaming

Webcasting and livestreaming technologies enable organizations to broadcast live events, conferences, webinars, and presentations to a global audience. Platforms like YouTube Live, Facebook Live, and Twitch provide the infrastructure for real-time streaming and audience engagement.

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i) Podcasting

Podcasting has gained significant popularity as a communication medium. It allows individuals and organizations to create and distribute audio content on various topics, reaching audiences through platforms like Spotify, Apple Podcasts, and Google Podcasts.

j) Virtual Reality (VR) and Augmented Reality (AR)

VR and AR technologies are transforming communication by creating immersive experiences. They enable virtual meetings, interactive training sessions, and virtual tours, offering new possibilities for remote communication and engagement.

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These communication technologies have become integral to both personal and professional communication, enabling individuals and organizations to connect, collaborate, and share information in diverse and innovative ways.

They have reshaped how we interact, conduct business, and exchange ideas in today's digital era.

IV. IMPORTANCE OF TODAY'S TECHNOLOGY IN CORPORATE COMMUNICATION

Today's technology plays an essential role in corporate communication, offering numerous benefits and transforming the way organizations connect and engage with their stakeholders. Here are some key reasons why technology is important in corporate communication:

a) Instant and global reach

Technology enables instant communication and provides organizations with the ability to reach a global audience. Through email, instant messaging, video conferencing, and other digital communication tools, companies can connect with stakeholders in real-time, regardless of their location. This facilitates efficient and timely communication, regardless of geographical boundaries.

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b) Enhanced connectivity and collaboration

Technology tools and platforms enable seamless connectivity and collaboration among team members, both within and outside the organization. Online project management systems, collaborative document sharing, and virtual meeting platforms empower teams to work together, share information, and collaborate on projects, regardless of their physical location.

c) Diverse communication channels

Technology offers a wide range of communication channels that organizations can leverage to reach their target audiences effectively. From websites, social media platforms, and email marketing to mobile apps, blogs, and online communities, companies have various channels to deliver their messages, engage stakeholders, and build relationships.

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d) Real-time feedback and analytics

Technology provides the ability to gather real-time feedback and analytics on communication efforts. Through tools like surveys, online polls, and social media monitoring, organizations can quickly assess audience sentiments, gather insights, and make data-driven decisions to improve their communication strategies.

e) Personalization and targeting

Technology allows for personalized and targeted communication. With customer relationship management (CRM) systems and marketing automation tools, organizations can segment their audiences based on demographics, preferences, or behavior and deliver tailored messages that resonate with specific groups. This level of personalization enhances engagement and builds stronger connections with stakeholders.

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f) Multimedia content

Technology enables the creation and distribution of multimedia content, including videos, infographics, podcasts, and interactive presentations. Multimedia content is more engaging and can effectively convey complex information in a visually appealing and easily digestible format, enhancing the effectiveness of communication efforts.

g) Crisis communication and reputation management

In times of crisis, technology facilitates rapid and efficient communication to address issues and manage reputation. Social media platforms, online newsrooms, and digital communication channels allow organizations to provide timely updates, respond to inquiries, correct misinformation, and demonstrate transparency, helping to protect their reputation during challenging situations.

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h) Data security and privacy

As technology advances, ensuring data security and privacy in corporate communication becomes paramount. Organizations need to adopt secure communication tools, encryption protocols, and robust cybersecurity measures to safeguard sensitive information and maintain stakeholders' trust.

i) Continuous engagement

Technology enables organizations to maintain ongoing engagement with stakeholders through various touchpoints. Automated email marketing campaigns, content management systems, and social media scheduling tools help organizations stay connected and consistently deliver valuable information to their audiences, fostering long-term relationships.

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k) Agility and adaptability

Technology empowers organizations to be agile and adapt quickly to changing communication needs. With the ability to adopt new communication tools, platforms, and strategies, companies can stay ahead of the curve, embrace emerging trends, and effectively engage with their target audiences in an ever-evolving digital landscape.

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Today's technology is essential in corporate communication, providing instant global reach, enhancing connectivity and collaboration, offering diverse communication channels, enabling real-time feedback and analytics, supporting personalization and targeting, facilitating multimedia content creation, aiding crisis communication and reputation management, ensuring data security and privacy, enabling continuous engagement, and promoting agility and adaptability.

Embracing technology in corporate communication strategies is crucial for organizations to effectively connect with stakeholders, build relationships, and achieve their communication objectives in the digital age.

V. TYPES OF COMMUNICATION TECHNOLOGY

There are various types of communication technology that have evolved over time. Here are some commonly used types:

a) Email

Electronic mail allows the exchange of messages and files over computer networks. It is widely used for both personal and professional communication.

b) Instant messaging

Instant messaging platforms enable real-time text-based communication between individuals or groups. Examples include WhatsApp, Facebook Messenger, and Slack.

c) Voice over IP (VoIP)

VoIP technology allows voice communication over the internet. It enables making calls and conducting video conferences using internet connections.

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d) Video conferencing

Video conferencing systems enable real-time audio and video communication between individuals or groups in different locations. Popular platforms include Zoom, Microsoft Teams, and Google Meet.

e) Telephony

Traditional telephony involves voice communication over the telephone network using wired or wireless connections.

f) Mobile communication

Mobile communication technology allows voice and data transmission over mobile networks. It includes cellular networks like 2G, 3G, 4G, and 5G.

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g) Social media

Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn facilitate communication and information sharing among users globally.

h) Web conferencing

Web conferencing tools enable real-time communication and collaboration over the internet. They often combine features like video conferencing, screen sharing, and document sharing.

i) SMS (Short Message Service)

SMS is a text messaging service that allows the exchange of short text messages between mobile devices.

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j) Wireless communication

Wireless technologies like Bluetooth and Wi-Fi enable communication between devices without the need for physical cables.

k) Satellite communication

Satellite communication involves the use of satellites to transmit signals for various communication purposes, such as television broadcasting, internet connectivity, and global positioning.

l) Radio and television broadcasting

Radio and television broadcasting technologies transmit audio and video signals over the airwaves to reach a wide audience.

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These are just a few examples of communication technology, and the field continues to evolve with advancements in technology and the development of new communication tools.

VI. NEW MEDIA

New media refers to forms of media that have emerged or evolved with the advent of digital technologies and the internet. It encompasses a wide range of interactive and participatory communication platforms and tools.

Here are some examples of new media:

a) Social Media

Social media platforms like Facebook, Twitter, Instagram, and Snapchat allow users to create and share content, interact with others, and build virtual communities.

b) Online streaming

Services like Netflix, YouTube, and Spotify enable users to stream video, music, and other multimedia content over the internet on-demand.

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c) Blogs

Blogs are online platforms where individuals or groups can publish articles, personal reflections, and other forms of written content. They often allow readers to engage through comments and discussions.

d) Podcasts

Podcasts are audio programs available for streaming or download over the internet. They cover a wide range of topics and offer on-demand audio content for listeners.

e) Webcomics and webtoons

These are digital comics or graphic novels published on websites or mobile apps. They provide an interactive and accessible format for storytelling.

f) Online news

Digital news websites and online journalism platforms provide instant access to news articles, videos, and multimedia content, often updated in real-time.

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k) Mobile apps

Mobile applications offer various forms of new media, including social networking apps, gaming apps, productivity tools, and multimedia content platforms.

New media is constantly evolving as technology advances and new platforms and tools emerge. It has transformed the way we communicate, consume information, and interact with content and communities.

VII. INFORMATION TECHNOLOGY IN CORPORATE COMMUNICATION

Information technology (IT) plays a pivotal role in corporate communication, transforming how organizations communicate, collaborate, and convey information both internally and externally.

IT in corporate is reflected in:

1. E-media relation
2. E-internal communication
3. E-brand identity

1. E-media relation

The term "e-media relation" typically refers to the relationship between electronic media (such as digital media, internet-based platforms, and online communication channels) and traditional media (such as print newspapers, television, and radio).

It encompasses the interaction, influence, and integration of these two forms of media in the modern media landscape.

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Key aspects of the e-media relation:

a) Convergence

E-media and traditional media have increasingly converged due to advancements in technology. Traditional media outlets have established online platforms to reach wider audiences, while digital media companies have expanded into video and audio content production.

b) Interactivity

E-media enables greater interactivity compared to traditional media. Online platforms allow users to engage, comment, and share content, fostering a more participatory relationship between media organizations and their audiences.

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c) Speed and accessibility

E-media provides instant access to information, news, and entertainment. Users can access content from anywhere and at any time, often in real-time, through websites, mobile apps, and social media platforms.

d) Fragmentation of audiences

with the rise of e-media, audiences have become more fragmented across various digital platforms and channels. media organizations need to adapt their strategies to reach and engage with audiences across multiple online platforms.

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e) citizen journalism and user-generated content

E-media has facilitated the emergence of citizen journalism, where individuals can report news and share their perspectives through blogs, social media, and other online platforms. User-generated content has become a significant part of the media landscape.

f) Challenges and opportunities

The e-media relation presents both challenges and opportunities for traditional media outlets. Traditional media may face competition from digital platforms, but they also have opportunities to leverage online channels to expand their reach, engage audiences, and offer multimedia content.

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g) Blurring of boundaries: The distinction between e-media and traditional media is becoming increasingly blurred as traditional media organizations integrate digital strategies and online platforms into their operations. Conversely, digital media outlets are experimenting with traditional media formats and distribution channels.

h) Advertising and revenue models: E-media has disrupted traditional advertising and revenue models, as online advertising and digital subscriptions have gained prominence. Media organizations must adapt their strategies to monetize their online presence effectively.

Overall, the e-media relation highlights the dynamic and evolving nature of the media landscape, as electronic and traditional media intersect, influence each other, and adapt to the changing preferences and behaviors of audiences in the digital age.

2. E-internal communication

E-internal communication refers to electronic communication within an organization or company. It implies the use of digital tools and platforms to facilitate communication and information sharing among employees, departments, units and teams.

There are different forms of e-internal communication, some of them are the following:

a) Email

Email is one of the most common and widely used methods of communication within organizations. It allows for sending messages, documents, and files to one or multiple recipients. Email can be used for both formal and informal communication

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b) Instant messaging

Instant messaging platforms, such as Slack, Microsoft Teams, or Google Chat, provide real-time communication and collaboration capabilities. Employees can have group conversations, share files, and even conduct video or voice calls. These platforms are often used for quick discussions, project updates, and team coordination.

c) Intranet

An intranet is a private network accessible only to employees within an organization. It serves as a centralized platform for sharing company news, announcements, policies, and other relevant information. Intranets often include features like discussion forums, document repositories, and employee directories.

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d) Online collaboration tools

There are numerous online collaboration tools available that enable employees to work together on projects, share documents, and track progress.

Examples include but are not limited to Google Drive, Microsoft SharePoint, and project management tools like Asana or Trello.

e) Video conferencing

With the rise of remote work and distributed teams, video conferencing tools like Zoom, Microsoft Teams, or Cisco Webex have become essential for virtual meetings, presentations, and training sessions. They enable face-to-face communication, screen sharing, and recording capabilities.

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f) Internal social networks

Some organizations utilize internal social networks, similar to popular platforms like Facebook or LinkedIn, but exclusively for their employees. These networks encourage interaction, knowledge sharing, and collaboration among colleagues across different departments or locations.

Effective e-internal communication is crucial for maintaining employee engagement, fostering teamwork, and ensuring information flows smoothly within an organization. It can enhance productivity, facilitate decision-making, and promote a sense of belonging among employees.

However, it's important to balance electronic communication with face-to-face interactions and to use appropriate channels for different types of messages to avoid information overload or miscommunication.

3. E-brand identity

E-brand identity, also known as brand identity or corporate identity, refers to the collection of visual and verbal elements that represent and differentiate a brand. It encompasses the overall look, feel, personality, and values associated with a brand, creating a cohesive and recognizable image in the minds of consumers and stakeholders.

Components of e-brand identity:

a) Logo

The logo is a graphical representation of a brand and is often the most recognizable element. It typically consists of a unique symbol or mark combined with the brand name or initials. A well-designed logo reflects the brand's personality and values and helps create instant brand recognition.

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b) Typography

The choice of fonts or typefaces used in the brand's communications plays a significant role in establishing its identity. Different fonts convey different emotions or characteristics, and consistent typography across various platforms and materials contributes to brand cohesion.

c) Color palette

Colors evoke emotions and have psychological associations. Brands often have a specific color palette that reflects their personality and resonates with their target audience. Consistent use of colors across digital platforms, websites, marketing materials, and other brand touchpoints helps reinforce brand recognition.

d) Imagery and photography

The style of imagery and photography used by a brand contributes to its identity. This includes the selection of visuals, such as photos, illustrations, or graphics, that align with the brand's aesthetic and message. Consistent visual language creates a cohesive brand experience.

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e) Tone of voice

The tone of voice refers to the style and manner in which a brand communicates its messages. It encompasses the language, vocabulary, and writing style used in marketing materials, social media posts, website content, and other communications. A distinct and consistent tone of voice helps create a unique brand identity.

f) Brand values and positioning

Brand identity is not solely visual; it also includes the brand's values, mission, and positioning in the market. These elements shape the brand's identity and guide its actions, behaviors, and messaging. A strong brand identity aligns with the brand's core values and resonates with its target audience.

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Establishing and maintaining a strong e-brand identity is essential for building brand recognition, loyalty, and trust among consumers. It helps differentiate the brand from competitors, creates a consistent brand experience across digital platforms, and contributes to a sense of brand authenticity and reliability.

VIII. CORPORATE BLOGGING

1. Characteristics of a blog

A blog, short for "weblog," is an online platform where individuals or organizations regularly publish written content in a reverse chronological order. Blogs often cover specific topics or niches and provide a space for the author to express their thoughts, share information, or engage with their audience. Here are some characteristics commonly associated with blogs:

- ✓ Consistence
- ✓ Eloquence
- ✓ Uniqueness
- ✓ Specific
- ✓ Thought-provoking

2. Types of corporate blogs

Corporate blogs can take various forms depending on the goals and objectives of the organization.

Common types of corporate blogs:

a) Industry insights and thought leadership

These blogs focus on providing expert insights, analysis, and commentary on industry trends, developments, and best practices. They position the company as a thought leader in its industry and provide valuable information to readers.

b) Product or service blogs

These blogs highlight specific products or services offered by the company. They can include product updates, new feature announcements, customer success stories, case studies, and tips on how to get the most out of the company's offerings.

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b) Company news and announcements

This type of blog focuses on sharing news and updates about the company itself. It may include announcements of new hires, partnerships, acquisitions, financial results, upcoming events, or other company-related developments.

d) Employee blogs

Employee blogs provide a platform for employees to share their perspectives, experiences, and expertise. These blogs can cover a wide range of topics, such as industry insights, company culture, employee spotlights, work-life balance, and career advice. They humanize the company and showcase the talent within the organization.

e) Customer education and support

Some corporate blogs focus on providing educational content and support to customers. These blogs may offer tutorials, guides, troubleshooting tips, FAQs, and customer success stories to help customers get the most out of the company's products or services.

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f) Corporate Social Responsibility (CSR) blogs

CSR-focused blogs highlight the company's efforts and initiatives in areas such as sustainability, social impact, diversity and inclusion, philanthropy, and community engagement. They showcase the company's commitment to making a positive difference and can inspire others to get involved.

g) Thought-provoking or inspirational blogs

These blogs aim to inspire and engage readers by sharing motivational content, personal stories, leadership insights, or industry trends. They may not be directly related to the company's products or services but can help build brand affinity and connection with the target audience.

A choice of a blog type aligns with a brand identity, target audience, and overall marketing and communication strategies.

4. Role of corporate blog

The corporate blog plays a significant role in the overall marketing and communication strategy of an organization.

Corporate blogs play a significant role in a company's digital marketing and communication strategy. They are a valuable tool for businesses to engage with their target audience, build brand awareness, and establish thought leadership in their industry.

Key roles and benefits of a corporate blog:

a) Content Marketing

Corporate blogs are a fundamental component of content marketing strategies. They allow companies to create and share high-quality, relevant content that attracts and retains an audience. This content can include informative articles, industry insights, how-to guides, and more.

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b) Brand building

Blogs help in building and strengthening a company's brand identity. Through consistent and well-crafted content, a company can convey its values, mission, and personality, thus shaping the way the audience perceives the brand.

c) Thought leadership

Blogs provide a platform for businesses to establish themselves as thought leaders in their industry. By sharing insightful and informative content, a company can demonstrate its expertise, gain trust, and become a go-to source for industry-related information.

d) Search Engine Optimization (SEO)

Search engines love fresh, relevant content. Regularly updated blogs can improve a company's search engine rankings. By incorporating relevant keywords and optimizing content for search engines, a corporate blog can attract organic traffic to the company's website.

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e) Audience engagement

Blogs facilitate two-way communication with the audience. Readers can leave comments, ask questions, and share their thoughts. This interaction helps companies better understand their audience's needs and preferences.

f) Lead generation

Corporate blogs can be a valuable source of leads for a business. By providing useful content, companies can encourage visitors to subscribe, sign up for newsletters, or access premium content in exchange for their contact information.

g) Customer education

Blogs are an effective way to educate customers about a company's products or services. How-to guides, tutorials, and product updates can help customers make informed decisions and get the most value from their purchases.

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h) Crisis management

In times of crisis or public relations challenges, a corporate blog can serve as a platform to address issues directly and transparently. This can help manage the narrative and rebuild trust with stakeholders.

i) Internal communication

Some corporate blogs are used for internal communication within the organization. They can be a platform for sharing news, updates, and insights with employees, fostering a sense of belonging and keeping the workforce informed.

j) Networking and collaboration

Blogs can open doors for collaboration and networking opportunities. Companies can connect with other businesses, influencers, and experts in their industry by mentioning them in their blog posts or collaborating on content.

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k) Market research

Corporate blogs can also serve as a valuable source of market research. By monitoring which blog posts get the most attention and engagement, companies can gain insights into what topics and content formats resonate with their audience.

l) Customer feedback and input

Blogs can be used to gather feedback from customers, allowing companies to tailor their products, services, and strategies to better meet customer needs and expectations.

In conclusion, a corporate blog is a versatile tool that can play multiple roles in a company's marketing, communication, and engagement strategies. It can help build brand recognition, educate and engage the audience, and support various aspects of a business's digital presence and reputation.

5. Business blog

A business blog is a type of corporate blog that specifically focuses on topics related to business, entrepreneurship, and industry-specific information.

It serves as a platform for a business or organization to share valuable insights, industry trends, news, tips, and other relevant content with its target audience.

Visit the blogs below and see how their content is developed and displayed:

a) HubSpot Blog (<https://blog.hubspot.com/>)

HubSpot's blog covers a wide range of topics related to marketing, sales, customer service, and entrepreneurship. It offers valuable insights, tips, and strategies for businesses to grow and succeed in the digital age.

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b) Moz Blog (<https://moz.com/blog>)

Moz is a leading SEO and digital marketing company, and their blog focuses on search engine optimization, content marketing, and online marketing strategies. It provides in-depth articles, guides, and industry updates to help businesses improve their online presence and visibility.

c) Shopify Blog (<https://www.shopify.com/blog>)

Shopify's blog caters to e-commerce entrepreneurs and small business owners. It covers various topics like marketing, design, product management, and customer experience, offering practical advice and success stories to help businesses thrive in the e-commerce space.

d) Buffer Blog (<https://buffer.com/resources>)

Buffer's blog focuses on social media marketing and digital communication strategies. It provides tips, case studies, and industry trends to help businesses effectively manage their social media presence and engage with their audience.

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e) **QuickBooks Blog (<https://quickbooks.intuit.com/blog>)**

QuickBooks' blog provides resources and articles related to accounting, financial management, and small business operations. It offers practical advice, guides, and tips to help businesses manage their finances more efficiently.

IX. ORGANIZATION THEORY AND COMMUNICATION FUNCTIONS

Organization theory is a field of study that focuses on understanding how organizations are structured, how they operate, and how they function in various contexts.

Communication is a fundamental aspect of organization theory because it plays a crucial role in shaping an organization's structure, culture, and overall effectiveness.

Key concepts related to organization theory and communication functions:

1) Formal and informal communication

In organizations, communication can be categorized as formal or informal. Formal communication refers to structured and official channels, such as memos, meetings, and reports, while informal communication involves unstructured interactions like conversations in the break room. Both types of communication are essential and can influence how information flows within an organization.

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2. Communication networks

Organization theorists study different communication networks within organizations.

Centralized networks have a hub-and-spoke structure, with information flowing through a central authority.

Decentralized networks have more distributed communication pathways. The choice of network structure can impact the speed and accuracy of information exchange.

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3. Communication as a control mechanism

Communication can be used as a control mechanism to manage and coordinate activities within an organization. For example, supervisors may use communication to provide instructions, monitor progress, and evaluate performance. Effective communication can help align individuals and teams with the organization's goals.

4. Communication as information sharing

Effective communication is essential for sharing information and knowledge among employees. When employees have access to the right information, they can make informed decisions and contribute to the organization's success. Communication can also be a tool for disseminating important policies, procedures, and updates.

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Communication and Organizational Culture: Communication plays a significant role in shaping organizational culture. The way people communicate, the language they use, and the openness of communication channels can influence the culture of an organization. Open and transparent communication can foster a culture of trust and collaboration.

Communication and Change Management: In times of change, effective communication is crucial. Organization theorists often examine how communication can be used to manage and navigate change within an organization. This includes explaining the reasons for change, addressing concerns, and helping employees adapt to new processes or structure

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Communication and Decision-Making: Decision-making processes within organizations often rely on communication. Decisions are made based on the information and data communicated to decision-makers. Effective communication ensures that decisions are well-informed and align with the organization's goals.

Communication Technology: With the advancement of technology, organization theorists also study the impact of communication tools and platforms, such as email, video conferencing, and collaboration software, on organizational efficiency and effectiveness. These tools can enhance or hinder communication, depending on how they are implemented and used.

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Communication and Conflict Resolution: Conflicts are a natural part of organizational life. Effective communication skills are crucial for resolving conflicts, whether they are interpersonal disputes or disagreements about strategy and goals.

Cross-Cultural Communication: In today's globalized world, organizations often have diverse workforces. Understanding and effectively managing cross-cultural communication is essential for successful international operations and managing a culturally diverse workforce.

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In few, communication is a central element in organization theory, influencing how organizations are structured, how they function, and how they adapt to changing circumstances.

Effective communication can enhance organizational performance, promote a positive culture, and enable organizations to achieve their objectives.

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Thank you!