

Effective team working and communication

Student number 1707405

Student name VALENTIN DROSU

Teacher name GREGORY COWAN

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1.0 Introduction

Organizational Communication: Organizational communication is a very vital tool for creating competitive advantage. Through organizational communication it is easy to understand what for an organization stands, what is the reason of its existence, who are its customers, how the organization work and so on. So, organizational communication gives the identity more clearly of an organization (Miller and Barbour, 2014).

There are mainly two types of organizational communication. The first one is the internal communication and the second one is the external communication. Through internal organizational communication the information among the members of the organization are transmitted. The communication may be upward, horizontal and downward depending upon the structure of organization. External communication communicates the external parties with the organization. The external parties are customers, manufacturers, creditors, government, investors etc. The main three types of internal communications are Visible Behaviour, Written Communication and Face-to-face discussion. Some of the means of external communications are community relations, collection of information, contracts with customers, relations with suppliers, relation with financial institutions, relation with government, relation with shareholder, and other relations etc.

2.0 Friends' real life experiences

To explain the organizational communication, one of my friend's story has been mentioned in this chapter. One of my friends named "Dan Zamfir" came in the United Kingdom and first worked as a car-wash in UK. After five years he opened seven car-washes, three cafes bar and five hairdressers respectively in UK. The first three car-washes are near the famous shopping malls in UK. My friend in a very short time has been a successful man in his business. He maintained both the internal and external communications in his each and every organization properly with his strong team-work.

The following internal communication was maintained by him:

Visible behaviour: My friend provided training to each employee to build behaviour with both the employer and employees.

Written communication: Various written communications like business letter, newsletter, message through brochure etc. have been communicated for the organizational development.

Face to Face discussion: Employer to employee, employee to employee discussion was made for communication in the organization (Duncan and Fiske, 2015).

The following external communications have been maintained by my friend:

Community relation: My friend has kept a good communication with the nearby and common people of the society

Collection of information: My friend has collected the business-related information from outside and has improved accordingly.

Contracts with customers: Customers are the main thing in an organization. My friend has kept good relation with the customers of car-wash, hairdressing and cafe-bars. Thus each type of business has enlarged (IASB, 2015).

Relation with suppliers: My friend has kept a good relation with the suppliers and this has helped my friend to get financial aid.

Relation with Government: By abiding by all the business-related rules and regulations, my friend has kept good relation with UK Government (Marcus *et al.*, 2015).

Shareholder relation: Shareholders are the owners of the company and the owner of the company remain responsible to the shareholders. So he has kept good relation with shareholders.

Other relations: My friend has the good image of the company.

All the above modes of communications have helped my friend to progress his businesses.

3.0 Concept of organizational communication

The organizational communication can be said to be a thing what we see happening today in an organization. In a word the communication activity like sending emails, talking over telephone, holding meeting in the office, teleconferencing, video-conferencing, giving presentations etc. may be called communication.

But if we go into a deeper sense, then we can discover in an alternative way that communication is a proper tool through which employees in an organization interact and open new possibilities.

ilities for organizational research. Communication can be said organizational when it takes a separate structure. Organizational communication is a means through which all the employees in an organization transmit all their knowledge, skills, issues etc. and the organization goes through a right manner.

In a good organization, communication system is the transmission of right message in the right place at the right time. Mere communication in the organization is not a communication system; rather, communication in a scientific way is the proper communication system.

A good organizational communication helps us to (1) accomplish task of sales, services, production and in some other fields scientifically and technically. (2) Bring organizational changes through creativity and innovation (3) develops human relationship with satisfaction, continuous operations, daily support etc. (4) control operations in the organization etc. Organizational communication is a tool that constitutes an organizational culture through good a culture. It also helps to achieve the goals and objectives of the organization. An organizational communication keeps communication and relation with the outside stakeholders of the organization.

In the above case study my friend has been able to maintain a good communication both internally and externally and so he has been successful in his businesses.

4.0 Communication theories

Various types or theories have been discovered and developed through mass media by the study of communication. According to structural and functional theory, the social structure has a reality and that can be observed. cognitive and behavioural theories are concerned with the psychology of individuals. Internationalist theories deal with the process of interaction. Interpretive theory is concerned with the ways people actually understand through their own experience. Finally the critical theories are concerned with the conflicts of interests in the society.

There are a number of communication theories that are used in an organization for the success of it. They are discussed below:

- **Actor- Network Theory:** Actor-Network Theory is a theory under which it is believed that human and non-human factors works equally in the technological innovation with scientific creation. The theory lays emphasis on the forming of network that contributes to successes. According to this theory, both the actor and the network are equally responsible for an outcome (Couldry, 2016).

- **Adaptive Structure Theory:** Resources created by groups and organizations are defined as structures. A social system from these structures is formed for the development of the life of the employees. The quality decision-making depends on the formation of structure.
- **Agenda Setting Theory:** According to this theory, a report from mass media is received and it is decided considering the fact that how much attention a story receives (Adams *et al.*, 2014).
- **Cognitive Dissonance Theory:** This theory deals with the conflict that arises from holding two contradictory beliefs or attitudes. For example, one person in an organization can disapprove other's habits. According to this theory a person looks for adjustment in his beliefs. So this theory suggests for avoiding conflicts one person must avoid hearing others' viewpoints and change his attitude to match others' beliefs (Vaidis, 2014.).
- **Communication Accommodation Theory:** Communication Accommodation Theory is applied when people adapt or adjust others' communication styles. These changes in the form of both verbal and non-verbal in two ways. They are Divergence and Convergence. Through Divergence method group identity is highlighted showing the differences of the group. Ethical and racial issues are related with divergence method. Through Convergence method, powerless people focus on matching the communication styles of other people with whom they mix and speak to.
- **Confirmation Bias:** This is a theory describes that people view the world selectively through choosing information.
- **Constructivism Theory:** According to this theory the complex-minded people always create customized and sophisticated messages that often fulfil the communicational goals.
- **Cultivation Theory:** According to Cultivation Theory, people who are good television viewers believe that the world is more violent than it actually is.
- **Cultural studies:** According to this theory ideologies of the dominant class of the society are represented by mass media. This study is interested about the effect of power on culture.
- **Elaboration likelihood model:** This theory is concerned with the subject how the attitudes are formed and changed. There are two routes. The first one is where the attitude is changed through a logical thought. It requires a deeper attention. This

theory creates a smaller change in the attitude (Petty *et al.*,2015).

- **Face Negotiation Theory:** the conflict style differences between collectivist and individualistic cultures are highlighted by this Face Negotiation Theory. A value on the group is placed by collective cultures and therefore a conflict style is adopted. The value by individual is placed by individual with their culture with a view to protect self-face. Thus a dominating conflict style is created.
- **Genderlect Theory:** Under Genderlect Theory, two different cultural values are created on the basis of masculine and feminine gender communication styles. According to this theory, both the theories have their own styles and are focused in different styles. The masculine disclosure is connected with building status and independence where as the feminine communication is used to build rapport and connection with various sources (Tang, 2014.).
- **Groupthink:** Groupthink is applicable in such a situation where people fail to analyze their own options. This is applicable for such groups who are more concerned in maintaining their group unity.

5.0 Recommendation

Some recommendations on organizational communication for the development of the businesses of my friend may be suggested. These are the following:

The business of my friend is of three types. The first one is the car-wash, the second one is the hair –dressing and the third one is the cafe-bars.

For the car-wash business he has to maintain the following steps:

- **Customer relationship:** He has to maintain good customer relationship; he has to maintain a good communication system through external communication system before seven shopping malls. By this he can attract both type of customers who park their vehicles before shopping malls and who does not. For maintaining this step, Communication Accommodation Theory will be applicable for his staffs.
- **Collection of information:** For developing his business, he has to collect a lot of information about his business. The more he will collect the business data about his business, the more his business will be developed.
- **Groupthink:** For the solution of the internal issues among his staffs, the Groupthink method will be followed. This theory will help his car-wash business to maintain the

unit of his internal employee in the organization.

His second type business is the hair-dressing process. As this is a subject of luxury, the affluent class is involved in this process. The following process will be followed by him in this business:

- **Customer relation:** Customer relation is a common thing which is essential for every type of business. As the affluent class of society is connected with this business, continuous good and smooth relation with the customers are necessary in this business.
- **Cultural studies:** This study is connected with the power of culture. Through this study on the one hand, my friend will be able to know the taste and choices of the customers and modify them accordingly and on the other words he can develop the cultural status of the internal employees in his hair-dressing saloon.
- **Cognitive Dissonance Theory:** This theory will be effective especially for removing the internal conflicts of the employees of my friends business.

The third type of business of my friend is the cafe-bar business. The rich and aristocrat class of the society is associated with this business. The following communication theories will be followed by my friends:

- **Customer relationship:** As in this business, the customers come to cafe-bars directly, it is convenient to interact with the customers directly. The employees of the cafe-bars will interact the customers directly and improvements will be done after getting their feedback from the customers.
- **Confirmation Bias:** Through this theory, various types of information will be collected regarding the business and steps will be taken for improvement.
- **Cultural studies:** As the rich class and the mediocre class people of the society come to the cafe-bars, Cultural development through discussion is necessary which can be made through this method.

So in the through maintaining the above communication theories the three types of businesses may be developed.

6.0 Conclusion

This chapter is concerned with the organizational communication. Actually through communication system, the nature of an organization, what the organization does, who are its customer

s and other features of an organization are evident. On the other hand if the communication system is maintained properly in an organization, then all the other systems are maintained in the organization leading to all over productivity. For giving an example a story of the friend of the reader has been cited here and it has been explained how the friend of the reader has maintained good communication in his business. Various theories of communication have been discussed here and the respective recommendations on communication for the development of the business have been suggested also.

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