The Value of Communication During a Crisis: Insights From Strategic Communication Research

Organizational culture

Organizational culture may be defined as the knowledge, values, beliefs, and assumptions that individuals share. It refers to a single organizational culture within organizations, which may move or emerge within organizations, to the benefit of or sometimes to the detriment of organizational performance. An organization may be more or less harmonious, depending on the particular rules and culture in place. In other words, organizational culture is the one and only method of creating and maintaining organizational cultures.[1, 2, 3, 4, 5, 6, 7]

Organizational Learning

Organizational learning involves the study of organizational change in society in terms of both its nature and its impact on society. The term of organizational learning may also refer to the process of learning that occurs in organizations, which may include the acquisition of new skills and knowledge, as well as the development of new organizational norms and values.[1, 2, 3, 4, 5, 6, 7]

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Organizational communication

Different approaches on how to make your organization more effective

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General definition

A process by which activities of a society are collected and coordinated to reach the goals of both individuals and the collective group.

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It is a subfield of general communications studies and is often a component to effective management in a workplace environment.
Creativity VS Constraint

However, organizational communication may be viewed more profitably as balancing creativity and constraint, as it is never entirely either constrained or creative. The definition of organizational communication as balancing creativity and constraint focuses on how individuals use communication to work out the tension between working within the constraints of pre-existing organizational structures and promoting change and creativity.

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The social constructionist approach assumes that communication creates the form and shape of organizations. For example, when organizational members consistently funnel their information through one person, they create a centralized network structure where one person maintains a high degree of power because s/he is at the hub and controls the flow of information.
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The container approach assumes that organizations exist independently of communication and serve as containers that influence communication behavior. For example, organizational structures, such as hierarchical, are assumed to exist independently and influence the content and directional flow of communication.
There are several research areas within the field of organizational communication. For ease of presentation, identified here are five major areas that organizational communication scholars study:

1. Leadership
2. Teams
3. Communication networks
4. Organizational culture
5. Organizational learning