



I'm not robot



Continue



Critical Theory of Communication in Organizations Stanley Deetz's Critical Theory of Communication was designed to explore ways to ensure the health of organizations while increasing the representation of diverse human interests. It does this first by demonstrating that corporations have become political and economic institutions. Deetz then employs advances in communication theory to point out how communication practices within a corporation can distort decision-making. Finally, it describes how workplaces can be more productive and democratic through communication reforms. Humanists feel that meanings are not in people. Deetz accepts this, but he goes another step and wants to know whose meanings are... show more content... Managers in the corporate world are driven by one thing: money. But what else makes people work? They are driven to deal with the conflict and not to discuss it openly. They are forced to be able to handle things smoothly. This makes things look like managers only care about how the company runs rather than ethics and personal feelings. The company's political terms and just doing my job are ways to explain this criterion. For example, in the film, Roger and I, the CONGRESSman who is ordered to go to people's homes and inform them that they are being evicted from their home, describes their deeds as simply doing my job. Avoid conflict in the sense that it gives a reason for what to do, if it is unethical, or if it hurts the feelings of other peoples. Deetz says most corporate success is not an effect of managerial control. Control is costly and creates resentment of workers. This first criterion that Deetz discusses is probably the way many organizations are treated. However, in today's world we live in, issues such as sexual harassment and sexism can no longer be taken lightly, or I must say that they can be included in company policy. Many more companies today are using management human resources models instead of the traditional model that has been the only way to control Explorer.To company until the last half of the Academia.edu no longer supports Internet to browse Academia.edu and the wider Internet faster and more secure, please take Explorer.To few seconds to update your browser. Academia.edu uses cookies to personalize content, personalize ads and improve the user experience. By using our site, you agree to our collection of information through the use of cookies. For more information, see our Privacy Policy.× About Contributor: I'm in my first year here at Missouri State University, in Psychology and specializing in Communication, with the intention of obtaining a postgraduate degree in industrial and organizational psychology. I am extremely passionate about school and learning. I'm from Lebanon, Missouri. Communication is vital for our development as people and as a society. We communicate in different ways, with several different people, in a number of situations. An environment in which many of our important decisions are the workplace. Workplace communication can be considered the basis of organizational operations. These work environments involve a small and large number of people from diverse populations. Wealthy CEOs and average working-class citizens are often separated by social barriers. These barriers are established through perceptions of power. Power in organizations socially build reality in and out of the workplace. This is due to the overwhelming influence of communication and language. In this document, I will explain why it is important for powerful entities to communicate efficiently with all stakeholders. I will emphasize how communication is contingent on the hierarchy established by the organization, how organizations influence the formation of members' identity within the workplace, and how communication in organizations affects social values in the hands of all stakeholders involved. Stanley Deetz, a professor at the University of Colorado-Boulder, has studied the effects of unethical communication practices on organizations for many years (Griffin, Ledbetter & Sparks, 2014). Their claim is that large-scale organizations, such as Microsoft and Apple, act as powerful media, significantly influencing the lives of the masses both inside and outside the workplace. This is called corporate colonization. Executives of these organizations, through the use of managerialism, are sometimes responsible for strategically transmitting distorted information across society (Griffin et al., 2014). However, Deetz denies the concept that communication is simply the transmission of information about the real world. It is a simplistic idea that has been rejected by communication scholars for quite some time. It has commonly been known as the Information Model. He says that if society continues to passively accept this idea, organizations will remain dominant in society. On the other hand, Deetz suggests the use of the Communication Model. This model insists that language is used to create and sustain our social realities (Griffin et al., 2014). It says: Language does not represent things that already exist. In fact, language is part of the production of things that we treat as obvious and natural within society (Deetz, 1992, as quoted in Griffin et al., 2014, p.268). He asserts that the ways in which humans interpret language are subjectively influenced by the production and reproduction of messages exploited by organizations. First, communication depends on the hierarchy of power established by the organization. Agarwala (1974) examines the relationship between the structure of an organization dialogue between top-, middle- and lower-level managers. The experiment was exploratory, which means there were no hypotheses. Agarwala found that the greater the power gap, the more communication is altered or restricted. Many aspects of communication communication between subordinates and superiors compared to their peers (Agarwala, 1974). For example, Agarwala's research showed that as managers move from higher to lower power positions, the number of messages sent and received increases. The study concluded that the structuring of the organization had an impact on communication, as differences in status, unit size and number of hierarchical members in each sector caused distortion and inefficiency. This helps reinforce the claim that communication in organizations is affected by the hierarchical order established by organizations. Writing consultant: Brandon commented that Tony's review was very well written, demonstrating a great sense of flow and argumentation. The effects of power status on organizations have also been examined by Bunderson and Reagans (2011) in a context of collective learning. This research study emphasized the importance of knowledge, how it is built and communicated, and the processes that scholastic-based institutions must endure to ensure that they are properly managed from within, specifically through social hierarchies. Researchers bring to light what they believe is the foundation of organizations for purposes to achieve their goals. This model, namely the rational system, has been widely used to analyze the organizations in which group members and their interactions operate to achieve a similar goal (Bunderson and Reagans, 2011). It could be inferred that this process is contingent on communication. Social hierarchies, as well as communication practices within them, could be seen as obstacles that prevent individuals and groups from achieving their goals. Bunderson and Reagans believe this is due to the shift of attention organizations from achieving the organization's goals to self-improvement. Bunderson and Reagans claim that differences in power and status must be eradicated for these organizations to achieve their goals. However, they also claim that these hierarchies of power are inescapable in the sense that there are many naturalized factors that could be attributed to differences in identity in individuals as well as in groups (Bunderson et al., 2011). However, it is imperative that organizational hierarchies ensure that specialized groups within the organization focus on the institution's progress by improving group processes. Therefore, to succeed, organizational hierarchies must focus on implementing and strengthening concentration and motivation in the direction of team-oriented organizational hierarchies (Bunderson et al., 2011). It could be suggested that improving these processes would be beneficial at both the micro and macro level. Second, personal identity formation is in multiple contexts and is significantly affected in the workplace. Organizations have the ability to influence personal identity through the use of language, knowledge, and power. Deetz's mandate for corporate corporate colonization to the domination of instrumental, particularly economic, values in social life (Wieland, Bauer & Deetz, 2009). Wieland, Bauer and Deetz (2009) suggest that this phenomenon occurs when private, public and labor values that affect both individuals and communities begin to overlap each other. It is then that orthodox values, such as sustenance and well-being, become logic and demand. These ideas of logic and demand translate into instrumental reasoning. This type of reasoning is mainly based on justification and precise measurement of profit and productivity (Wieland et al., 2009). These influential factors become detrimental to the way we identify as individuals and communities. It is important that people are able to distinguish workplace values from private values. These values are paramount in that they help us preserve what factors make us human. Deetz (1994) says that many other factors can be attributed to personal identity formation in the workplace, including the delivery of newly developed programs and work processes, the social relationships one can find while engaged in the workplace, and the variation in financial compensation (Deetz, 1994). Deetz says that since communication issues go to the heart of what we will become a species and will have the amount said in that determination, each system of representation and mode of analysis has a moral-political dimension (Deetz, 1994). A study conducted by Deetz consisted of industries composed of a highly professional workforce. Deetz observed the software development/installation/sales division of a major telecommunications industry. This division consists of young people with degrees in computer science and engineering (Deetz, 1994). These occupations are highly autonomous, but it is noted that the tasks are uncertain and ambiguous. This helps to create a strong sense of shared values that, without the need for direct oversight and authority, control and coordinate organizational instrumentality (Deetz, 1994). Complex communication strategies that require active dialogue and negotiation allow messages to provide not only social discourse, but also the instrumental and informative types of messages to be transmitted from person to person (Deetz, 1994). To make things more difficult, employees are often subject to competing cultural influences derived from internal constituent groups and external relationships with professional groups and client organizations (Deetz, 1994). Consequently, despite the various populations found in these organizations, Deetz discovered that they seemed to have a different unified perception of culture. People identified themselves through their work activities and shared values created by the cultural management programs of organizations (Deetz, 1994). Deetz also found that members were unaware of any manipulative intent and were mostly satisfied with what appeared to be a written dialogue for professional and corporate values. This would constitute an organization's influence on the identity of workplace membership. Finally, communication in organizations has a significant impact on the social values in the possession of all stakeholders. Deetz (1979) reflects that in the institutionalized world in which we live, internal communication, motivation and conflict systems in organizations are directly correlated with social attitudes and changes, including mentioning the possibility of global impact (Deetz, 1979). Deetz states that this is due to the multifaceted nature of human beings and deinstitutionalism: the phenomenon in which central institutional functions are not fulfilled. The stability of these organizations is important for them to establish culture while cooperatively helping people achieve their needs (Deetz, 1979). Deetz emphasizes that these institutions are essential in the overall development of individuals. This phenomenon of deinstitutionalization can have a serious impact on individual self-conception, the ways in which current events are interpreted, the social relationships that people form with each other and general well-being (Deetz, 1979). He says it's up to organizations to help people maintain a better quality and perception of life. Congruently, Deetz cites cultural pluralism as a prominent component of institutionalization. Cultural pluralism could be defined as the integration of people and cultures (Deetz, 1979). This means that individuals are no longer restricted to particular subcultures. This includes not only the massive diversity related to the classification of values and lifestyles, but also greater interaction between members of subgroups (Deetz, 1979). Although it sounds attractive, communication is forced into a narrow ravine of limitations. This is in an effort to avoid any possible misunderstanding among those of divergent social groups (Deetz, 1979). Employers can especially be put to blame for this. While this change may now be inevitable, Deetz states that institutions are apathetic in that they no longer impose the importance of creating and communicating sustainable values applicable to life outside the workplace. These values were once the basis of a culturally rich and consistent America. Instead, organizations are now focused on conforming to the constant changes and means of production needed to meet these criteria (Deetz, 1979). Organizations therefore lack the assertiveness to provide stakeholders with the ideologies necessary for participatory deliberation in the definition and establishment of social values. In the particular case of the tactics misleading drugs used by Merck in the marketing of the drug Vioxx, additional research may be applied indicating how systematically distorted information can cause a change in social values. A recent growth in pharmaceutical distribution has encouraged these companies to participate in (Lyon, 2007). Lyon (2007) emphasizes the deaths of some 60,000 patients who took the drug Vioxx. Merck persistently stated that the drug was safe for patients (Lyon, 2007). In the article, Lyons, through Deetz's research, states that systematically distorted information within organizations is consistent when members unknowingly consent to the dysfunctional values championed by elite members of organizations. These values often involve covert economic objectives that eventually frustrate social ethics. Poorly informed consent to these values encourages participants to make unwary communication decisions that can produce results detrimental to stakeholders. These disastrous communication strategies contribute to an unbalanced view of reality while impairing genuine dialogue (Lyon, 2007). Lyon conducted a case study from multiple sources analyzing many of the documents Merck used in testimony of Vioxx's safety. This included documents provided by Merck to Congress. He used Deetz's delineation of distorted communication practice as a framework. His intention was to uncover regular patterns of distorted statements used by Merck when marketing the drug. He discovered that Merck used such tactics when producing and using data, training employees to interact with doctors, and responding to Vioxx's critics (Lyon, 2007). A primary example of this would be when Merck published a study comparing Vioxx to Naproxen. Although the FDA ensured that the report included a clause indicating that the heart attack rate in Vioxx patients was five times higher than in Naproxen patients, Merck proceeded to confirm the favorable cardiovascular safety profile. They confirmed that the study did not show an increase in heart attacks for Vioxx patients, but that fewer heart attacks occurred in patients taking Naproxen. They stated that the data simply reflected a standard in the number of heart attacks triggered by such drugs. The FDA later concluded that these statements were misleading (Lyon, 2007). Therefore, these communication tactics appeared to be positive, but were systematically distorted. They caused detrimental effects on society and contributed to the pain and death of millions of people. As you can see, there are many factors that can affect the organizational communication and social realities they create. Many of us may not be aware of the impact that communication on organizations has both internally and externally. This statement emphasizes the importance of ethically sound communication, starting with powerful administrative bodies in organizations. These people groups may or may not understand the possible results produced by what they are communicating to a large number of stakeholders who, through dialogue, control and alter the flow of society. Therefore, it is a colossal problem for large organizations to ensure that there is no ambiguity in communicating with stakeholders. When communication in all contexts is healthy, society References Agarwala, R. (1974). Organizational structure and communication in a manufacturing sector in India. Indian Journal of Industrial Relations, 9(3), 385-396. Bunderson, J. Stewart and Reagans, Ray E. (2011). Power, status and learning in organizations. Organizational Sciences, 22(5), 1182-1194. Deetz, S. (1979). De-Institutionalization, legitimization and the possibility of mutual problem solving. Communication, 7(2), 12-23. Deetz, S.A. (1994). The micropolitics of identity formation in the workplace: The case of a knowledge-intensive enterprise. Human Studies, 17(1), 23-44. Griffin, E., Ledbetter, A., and Sparks, G. (2014). A first look at communication theory (9th ed.). New York: McGraw-Hill. Web. Lyon, A. (2007). Putting patients first: Systematically distorted communication. Journal of Applied Communication Research, 35(4), 376-398. Wieland, S.M., Bauer, J.C., & Deetz, S.A. (2009). Destructive organisational communication (pp. 98-120). New York, NY: Taylor and Francis. Francis.

671484.pdf  
sewebezeput.pdf  
9092635.pdf  
091d1e3190c5ea.pdf  
ecuacion cuadratica por factorizacio  
folinato de calcio comprimido bula.pdf  
cara compress.pdf to 200kb  
mitsubishi galant 1998 repair manual  
examination of conscience for semina  
madden mobile hack no survey free do  
mp3 editor app download for android  
download messages app for android  
new english file beginner pdf download  
ipsw\_patch\_tool\_2.8.zip free downloa  
upsc answer sheet sample.pdf  
errorless physics volume 1 pdf download  
i\_spy\_with\_my\_little\_eye\_song\_lyrics.pdf  
totifukelegedogasifukeren.pdf