

□ 9/1/14

- The role of communication is to negotiate and create our ever evolving sense of reality and truth (not simply sending a receiving messages)
- **THEMES OF THE CLASS**
 - Historical approaches to organizing
 - Paradigms for understanding how we organize
 - Processes of communication/organizing from multiple perspectives

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- *What counts as an organization?*
 - Structure (hierarchy/same level)
 - Examples: church, jobs, labor unions, political, school
- **Organizations**
 - **5 features of an organization:**
 - A social collective—ongoing negotiation
 - Organizational or individual goals
 - Coordinated activity
 - Organizational structure (who's the boss? Levels)
 - Embedded within an environment (doesn't exist on its own in a vacuum)—example Texas A&M exists in College Station, adheres to rules, influences, exists in SEC, exists in Texas
 - Most often conceived of as traditional businesses
 - Also includes:

- Non profits
- NGOs
- Recreational orgs.
- Governmental orgs.
- Social orgs/movements (ex: 99%)
- **Communication**
 - Everything—whether we're trying to or not, we communicate (doesn't have to be purposeful)
 - How we negotiate our sense of reality
 - **Transmission Model of Communication**
 - Communication that happens **within** organizations
 - Meetings, memos, emails, phone calls, teleconferences, human relations, public relations, gossip, etc.
 - Sender encodes → medium → receiver decodes
 - Container metaphor
 - All the communication happened within a container of the organization (doesn't leak out)
 - The organization is separate from communication
 - Problems with this approach?
 - Forces us to ask the question of where the organization came from
 - Actually: communication makes the organization
 - **Constitutive Model of Communication**
 - Organization **AS** communication
 - Communication is more than transfer of information

- Communication is the process by which we create and negotiate meaning
 - Organizations aren't naturally occurring
 - They aren't neutral, they are creations
 - *watch video from eCampus—contrasts the 2 models
- **Organizational Complications**
 - Miller contends that organizations that organizations are becoming more complicated
 - Changing demographics
 - Statistical descriptions of characteristics of a population
 - Estimated that whites will be minority by 2050
 - Married couples with their own children down 20%
 - Women in workforce up 7%
 - Workers 65+ up 20+%
 - Globalizations
 - Terrorism
 - Climate change

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- **Globalization**
 - Caused by:
 - Advances in telecommunications and transportation
 - Manifested in: