

Alexandrina Cristina VASILE

Luminița NICOLESCU

Bucharest University of Economic Studies,

Faculty of Economics and International Business Bucharest, Romania

THE EVOLUTION OF COMMUNICATION FROM CLASSIC MODELS TO ORGANIZATIONAL COMMUNICATION

Theoretical
Article

Keywords

communication theory
multicultural
multinational organizations
communication model
strategic communication

JEL Classification

F20

Abstract

The current study pays attention to the evolution of communication theories from Aristotle rhetoric classic communication model to the latest approaches in this area of research. Under the pressure of globalization we must realize that communication is essential in the world wide political, economical and social approach. The communication in a multicultural environment such as in multinational companies is based on human communication under the pressure of time, results, community, internal values. The way we understand and handle communication under these circumstances is based on the studies previously made by classic researchers. Our aim in this article is to show the existing strings between the classic theories and the current models applicable in multinational companies.

The Evolution of Communication from Classic Models To Organizational Communication

The basic model of communication implies a sender, a receiver, a message and a channel; besides these elements all communication models extend their understanding and approach. Global communication implies an enlarged reflection under different media of communication and for different types of receivers.

Willing to find more details and insight of communication studies we have researched different materials and communication studies, encyclopedias and several works on the classic communication theories. Helped and led by the previous researchers it was created a logic overview and conception linkage in between the classic settled and non changeable studies and the current most popular and present communication theories of the latest years. We focus on the idea of increasing complexity models during the years at the same time of increasing the number of applicable theories inside organizations. The assumptions made were regarding analyzed models which we considered to be idealistic and impossible to apply in their pure structure. Our believe is that no theoretical model can be perfectly applied in real life as theorists describe but as a compound of some more.

If we should start our analysis from the ancient times with Aristotle model, (Picture, 1.) we shall see the perfect picture of a rhetoric model with all the elements needed for sending messages to masses, but instead without having in mind their answer. Having an almost static model we count it as a starting point for the rest of the theories and as a basic model for them. In their studies, Littlejohn and Foss consider Aristotle model as defining for rhetoric analysing it into five parts: invention, arrangement, style, memory, and delivery (2009) also Griffin puts the same elements in public rhetoric model (2011, p. 287). It is to underline the ethical proof (ethos), logical proof (logos) and emotional proof (pathos) as innovative way to express ideas and lead audience through a right in a right momentum in a credible, unique and authentic way. Authenticity and the identity are present in future branding communication on corporations where according Cheney the essence of communication cannot be negotiated, constructed and reconstructed (Christensen, Morsing and Cheney, 2008, p. 66, p.67).

Aristotle had through rhetoric discourse the goal of leading humans toward truth, justice, goodness, and

Em Griffin makes a study taking into account objective and interpretive communication and the theories based on this classification. He confirms

happiness (Littlejohn and Foss, 2009), that is why he has strongly stressed the effect through communication. All types of organizational communication (economic, non profit, etc) have as ultimate goal producing results and those are mainly made by logic, the process of induction, or individual cases to general principles following the basic logic established by a major premise, a minor premise, and a conclusion. According to the classic theory, a persuader, or rhetor, would select a topic with a purpose of making an essay or speech and by following a specific goal he or she will select some arguments and ignore others, even input emotion and moral virtue, choose the appropriate language and tone of speech adjusting them according to the audience and momentum (Fortenbaugh, 2006). Littlejohn and Foss believe that the influence of Nietzsche, Marx, and Freud on rhetorical studies suffer a psychological move by shifting the focus from the agency of the rhetor to the active understanding of audiences. In his work, Kenneth Burke was particularly influential in this regard, arguing that persuasion was not the result of arguments offered by a rhetor but rather the consubstantiality leading us to subconscious (Littlejohn and Foss, 2009, p.29). Our personal believe is that part of communication studies start a new era of influential skills, leading techniques, neurolinguistics programing, transactional analysis, currently massive used in all types of organizational communication.

Counting the cybernetic tradition we introduce Shannon Weaver model as a new view over communication, major base for new corporate communication models. According to Harris and Nelson the Information Theory rests on the concept of probability and it permits us to quantify and measure certain aspects of communication helping in information gathering, analysis, and decision-making.(Harris, Nelson, 2007., p.277).

Shannon and Weaver transfer communication to a new phase from oratorical study and a non active participation to a reactivity and involvement in communication by showing the receiver and communication feedback (Picture, 2.). The clarity gain with this model is major and concept like "information source", "message", "transmitter", "signal", "channel", "noise", "receiver", "destination information", "error probability", "coding", "decode" "information rate" "channel capacity" (Lohisse, 2006) that are introduced in the theory support the steps made by the next researchers in communication field.

that theories have "foot in both camp" (2011, p.21), but in his opinion it is very important to completely understand a theory in order to find its assumptions

about truth, human nature, the purpose, and its values(2011, p.20).

In order to understand the standards that scientists set and the evaluative criteria used by interpretive theorists he creates a chart with the similarities and pairs of terms that can underline the scientific theories and interpretive theories We found them highly applicable in the organizations, both sides being implicated into effective communication and the merge between the two approaches seems to be highly appreciated (Picture, 3.).

As a first step an explanation of communication behavior can lead to a better understanding and motivating people. Also evaluating and predicting the future are the basic practices in forecasting and extrapolation the existing confirmed data for companies trends and future policies. The ideas and hypotheses based on forecasted data are in many cases the real way of achieving agreement in communities. There are also many companies where synthetic data are better received with an aesthetic approach. A practical approach and a reforming way can be presented in a qualitative or quantitative research which lead us to the idea of a stronger commitment to enlarge our communication knowledge in organizations.

Of course the influences and models are divers and spread ideas in all areas of human activity, reason that gives Griffin the projection of creating a model based on Robert T. Craig's idea of metamodel counting seven traditions equal parcelled in between Objective and Interpretative Theory (Picture, 4.). As the author easily observes there are mixtures in between theories which also might not cover entirely all communication theories, but instead of creating a gap in between theory and reality, that places even better the model into the virtual.

We can find a more detailed approach in the Griffin's plotting scale with different approaching from Interpersonal Communication (Symbolic Interactionism, Coordinated Management of Meaning, Expectancy Violations Theory, Constructivism, Social Penetration Theory, Uncertainty Reduction Theory, Social Information Processing Theory, Relational Dialectics, The Interactional View, Communication Privacy Management, Social Judgment Theory, Elaboration Likelihood Model, Cognitive Dissonance Theory) to Group and Public Communication (Functional Perspective on Group Decision Making, Symbolic Convergence Theory, Cultural Approach, Critical Theory of Communication Approach, The Rhetoric, Dramatism, Narrative Paradigm) Mass Communication (Media Ecology, Semiotics, Cultural Studies, Uses and Gratifications,

Cultivation Theory, Agenda-Setting Theory), Cultural Context (Communication Accommodation Theory, Face-Negotiation Theory, Speech Codes Theory, Genderlect Styles, Standpoint Theory, Muted Group Theory) (Picture, 5.). Of course there are a lot of classifications of theories in this area, but indeed the followings are highly applicable in multicultural and multinational companies as much as in non profit communication or political field.

In the latest decades, organizational communication is found as one of the fastest growing academic disciplines being research publication. Even if organizations are considered to be economic, nonprofit, military, non governmental or family based, in our discussion we shall refer to those connected with the socio-economic field. The main reason for this interest may be the need of a communication under the pressure of multiculturalism, standardisation and global strategies. Organizational communication cannot be studied without day to day practice and management (Tourish, Hargie, 2004) and in this particular case the theories go easily to strategies.

Our understanding regarding management and communication strategies is that there is a strong dependency between the company economic position, management strategies, technology and communication approaches. The same approach is found in non economic organizations as the world is challenging their situation in different ways as competition for their funds. Positive impact in organizational communication are technology (internet, mobile communication, web access to information), design of different resources for competitiveness (human resources as active element of development by education, controlled risk strategies), while bad choices in management, conflicts, epidemics and natural disasters have a negative impact. On an overall study we can see the managerial approach in 1990s on a maximum level of aggressive marketing which leads finally to a negative reaction against exaggerated consumerism.

In different encyclopedias (Donsbach, 2008, Littlejohn & Foss, 2008, Griffin, 2011, Putnam & Nicotera, 2009, Schement, 2002) and researches we find highly valued organizational communication theories the System and Culture as metaphors, raised the latest twenty years which was turbulent, constant changing and complex. Systems theories, even if they are structural- functional and designed to promote efficiency they interfere in their actual approach with Cultural theories that specifically focus on community and their interaction inside the structure even if the perceived managerial and functionality is hidden (Littlejohn and Foss, 2009). There is no 100% company based on a single theory but a mixture in between and a more close to this concept would be Theories of

Organizational Culture and Performance where rituals and practices raise the community in the same way with the performance. As organizations are not simply existing through time and constantly keep their structure, also their approach inside and outside through communication depends in time and space as includes values, laws, rules, ideology, and other institutions.

Critical Organizational Communication Theories sustained by Stanley Deetz “conceptualize organizing in terms of the expression of power, domination, and resistance”, while other theorists developed these ideas across a wide range of categories, including race, gender, class, and their various intersections (Littlejohn and Foss, 2009, p. 702).

Furthermore two influential metatheories: Structuration and Sense-Making raised the idea of counterproductivity regarding the fight in according power to community or individual (Picture, 6.). In 1979 Weick brought to the forefront for modern communication theorists the idea that “organizations were not mere objects or systems that existed physically” (Putnam and Nicotera, 2009, p.23). From Weick point of view organization is to be seen as a process of organizing and interpreting the moves of the structure from a static entity to a dynamic process. The basic theme for its organizational model can be found in the recipe for sensemaking (Putnam and Nicotera, 2009). The social structures are both made by human actions counting technologic and cultural importance in companies success providing a “bridge between the system and culture metaphors and to focus on how collectivities of individuals use language to create meaning over time” (Littlejohn and Foss, 2009).

Organizational communication theories mirror the events rising in society and the continuously changing environment world-wide. The study of communication continues as life is in constantly seething and we have no interest to sustain that we present all the main communication theories, but those we find more common for the area of research we have done. Furthermore we consider organisation living structure with different types of organizational approach in time and space which gives us the idea that communication patterns in the same company with common values, laws, rules, ideology may differ inside a community or substructure. This situation we believe happens with management approval as the adaptability that companies prove for different markets and social environment they choose to develop.

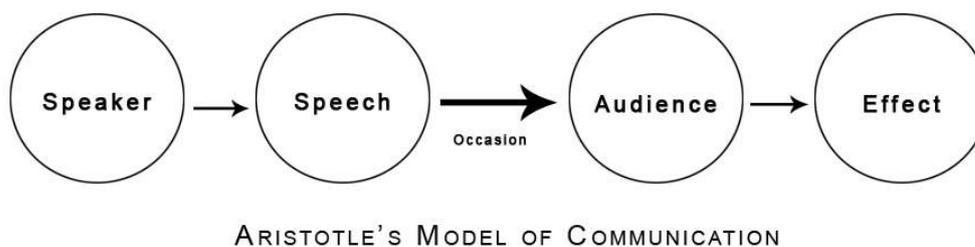
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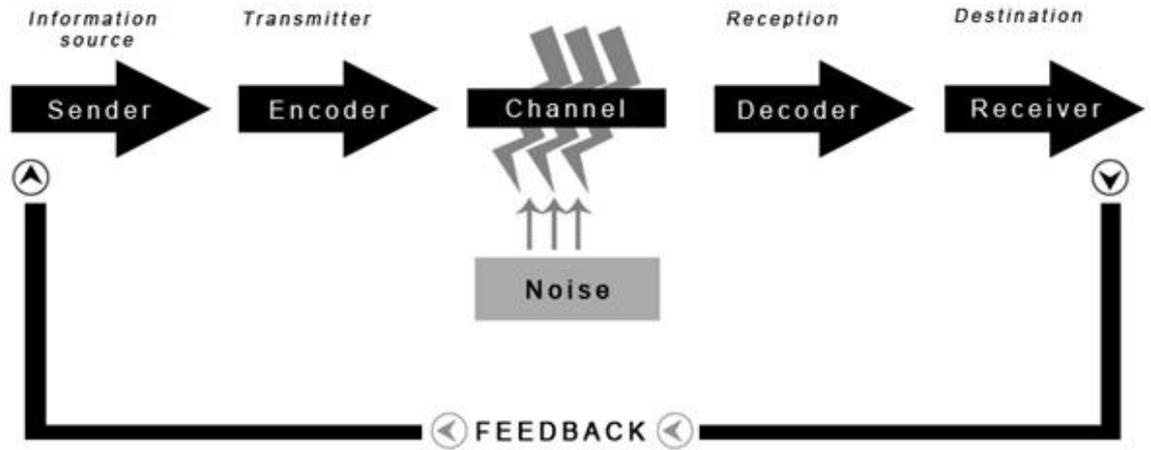
The List of Pictures

Picture 1. Aristotle communication’ model



Source: Aristotle, Roberts, W. R., (2004) "Rhetoric", Courier Corporation, adaptation

Picture 2. Shannon and Weaver transfer of information



SHANNON-WEAVER'S MODEL OF COMMUNICATION

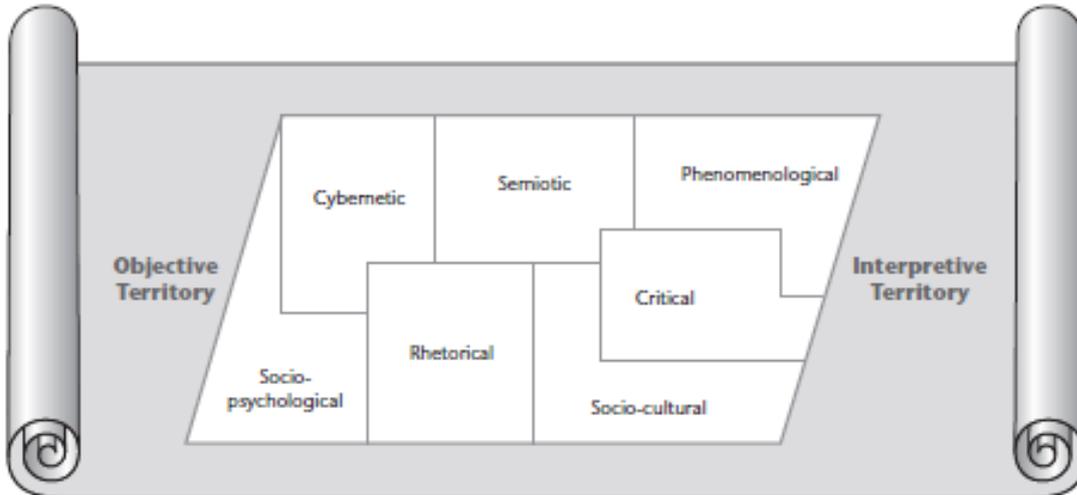
Source: Shannon, C.E., Weaver, W., (1949) - „The Mathematical Theory of Communication”, Ed. University of Illinois Press, Illinois

Picture 3. Different approaches for Scientific and Interpretive Theory

Scientific Theory	Interpretive Theory
Explanation of Data	Understanding of People
Prediction of Future	Clarification of Values
Relative Simplicity	Aesthetic Appeal
Testable Hypothesis	Community of Agreement
Practical Utility	Reform of Society
Quantitative Research	Qualitative Research

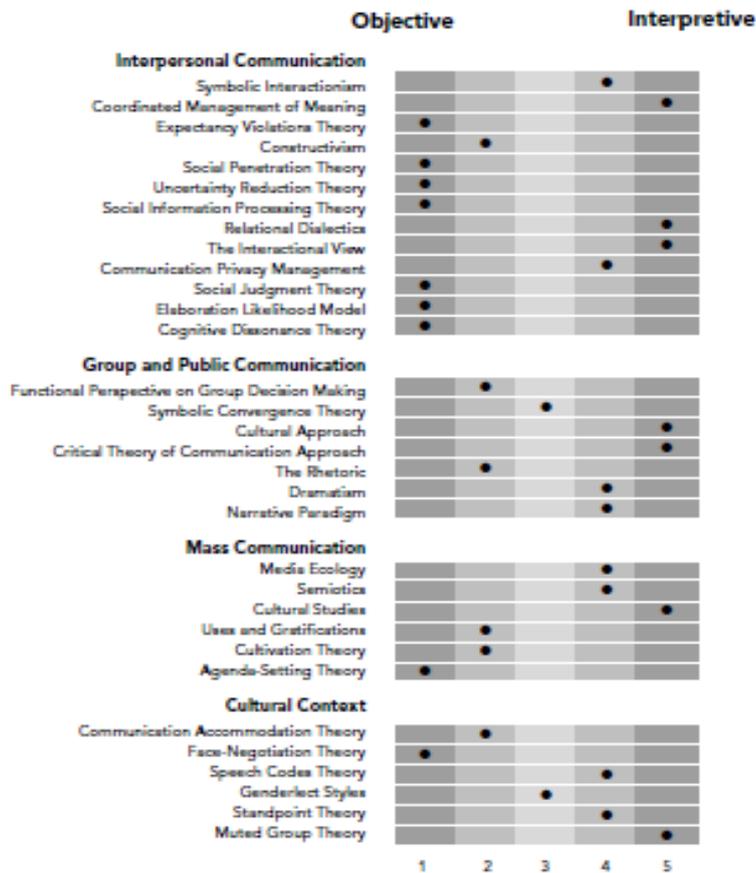
Source: Griffin, E., (2011), “A First Look At Communication Theory”, Glenn G. Sparks Purdue University, p 35

Picture 4. Traditions map, methamodel



Source: Griffin, E., (2011), "A First Look At Communication Theory", Glenn G. Sparks Purdue University, p.47

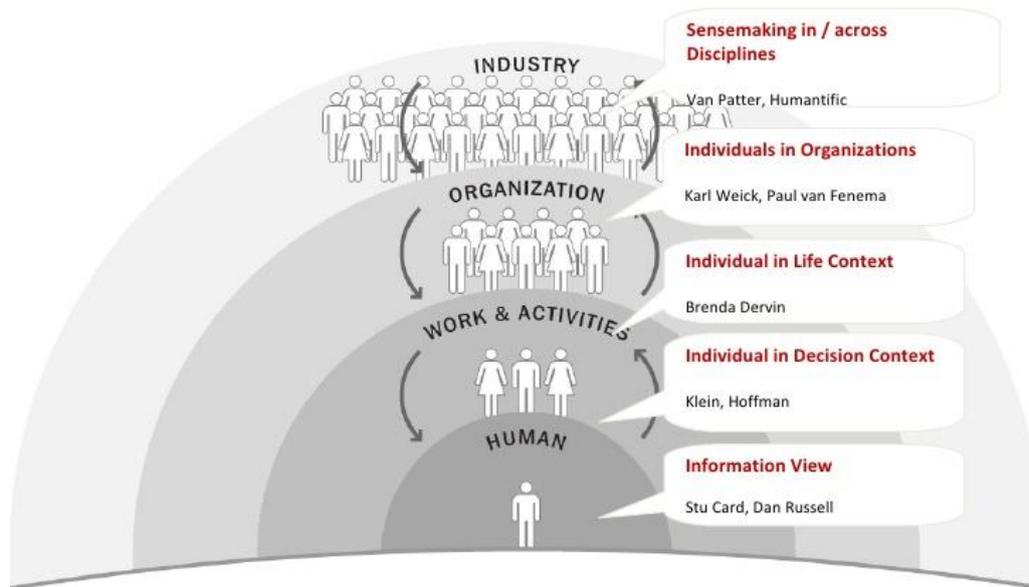
Picture 5. Objective and Interpretive Theory



Source: Griffin, E., (2011), "A First Look At Communication Theory", Glenn G. Sparks Purdue University, p. 21

Picture 6. Sensemaking Models in / across Disciplines Van Patter, Karl Weick, adaptation

Sensemaking Models



Source: Putnam, L. L., Nicotera, A. M., (2009), "Building Theories of Organization, The Constitutive Role of Communication", Routledge, New York