

B.A. (Honours) in Contemporary English Studies

Course Title	:	Organizational Communication
Course Code	:	ENG265
Recommended Study Year	:	2 nd & 3 rd Year
No. of Credits/Term	:	3
Mode of Tuition	:	Lecture and Tutorial
Class Contact Hours	:	2 hours Lecture/week 1 hour Tutorial/week
Category in Major Programme	:	Disciplinary Elective
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Exclusion(s)	:	N/A
Exemption Requirement(s)	:	N/A

Brief Course Description

This subject gives students an opportunity to study language and communication in the context of organizations. Apart from drawing on students' knowledge about language and society and applying the skills of discourse analysis acquired elsewhere in the programme, students are expected to acquire other relevant theories to enhance their understanding of organizational phenomena. Such an in-depth understanding of language use in organizations will not only prepare students for organization life, but also facilitate their mastery of skills to formulate language and communication strategies in order to function more efficiently in the workplace.

Aims

1. To appreciate the importance of communication and discourse in various aspects of organization life, both internal and external;
2. To understand the basic elements and processes of communication in an organization;
3. To acquire theoretical frameworks for the analysis of organizational communications;
4. To understand the factors involved in the making of strategic decisions in organizational communication.

Learning Outcomes

This course aims at providing students with the knowledge and skills to understand and analyze organizational communication in order to become more effective communicators both internally and externally in the context of organizations.

Indicative Content

1. Structures of organizations and their patterns and genres of communication
2. Organization cultures and communication
3. Small group communications
4. Leadership
5. Power and control
6. Conflict and its management
7. Public relations and the media

Teaching Method

Besides lectures and tutorials, various other approaches such as case studies, games, and role simulations are used to enable students to have a better understanding of the subject as well as acquire the approach for developing appropriate strategies and skills for communicating in the workplace.

Measurement of Learning Outcomes

The progress of learning is measured through class discussions, exercises, presentations, role plays, term papers, and a final examination.

Assessment

Final examination: 50%

Continuous assessment: 50%

Required Readings

Conrad, C. and M.S. Poole, *Strategic Organizational Communication in a Global Economy*, 6th ed., Fort Worth: Harcourt College Publishers, 2005.

Supplementary Readings

McPhee, R., Formal structure and organizational communication in *Organizational Communication: Traditional Themes and New Directions* (Eds.) R.D. McPhee & P.K. Tompkins, Beverly Hills: Sage, 1985.

Swales, John M. & Priscilla S. Rogers, Discourse and the projection of corporate culture: The Missions Statement, *Discourse & Society*, Vol. 6 (2), 223-242, 1995.

Connell, Ian & Dariusz Galasinski, Academic Mission Statements: An exercise in negotiation, *Discourse & Society* Vol. 9 (4): 457-479, 1998.

Boje, D.M., The storytelling organization: A study of story performance in an office-supply firm, *Administrative Science Quarterly*, 36, 106-126, 1991.

Bormann, E.G., Symbolic convergence: Organizational communication and culture, in

- L. L. Putnam and M.E. Pacanowsky (Eds), *Communication and Organization: An Interpretive Approach*. Beverly Hills: Sage, 1983.
- Cragan, J. and D.W. Wright, *Learning small group communication theories*, in *Communication in Small Groups: Theory, Process, Skills*, 4th ed., Minneapolis/St. Paul: West Publishing Co., 1995.
- Fairhurst, G. & R.A. Sarr, *The Art of Framing: Managing the Language of Leadership*, San Francisco: Jossey-Bass Publishers, 1996.
- Tannenbaum, R. and W.H. Schmidt, How to choose a leadership pattern, *Harvard Business Review*, 36, 95-113, 1958.
- Thomas, J.A., The language of power: Towards a dynamic pragmatics, *The Journal of Pragmatics* 9, 6, 1985.
- Thompson, M.P., The skills of enquiry and advocacy: Why managers need both, *Management Communication Quarterly*, 7, 1, 95-106, 1993.
- Heath, R L., *Management of Corporate Communication: From Interpersonal Contacts to External Affairs*. Hillsdale, New Jersey: Lawrence Erlbaum Associates, Chapter 9, 1994.