

SCC1718_2A_TC02

FUNDAMENTALS OF ORGANISATION THEORIES APPLIED TO COMMUNICATION AND MEDIA

Number of ECTS credits : 3

Course language : Français, Anglais

Course leader : POHARDY Olivier

Speakers : LETIERCE Clara , VALLEE Odile

≡ COURSE DESCRIPTION

Organizations experience various communication phenomena on a daily basis; among them we can find professional languages, gestures, the circulation of work documents, internal storytelling process, coordination discussions, rumors etc. The organizational issues class focuses on the role of communication phenomena in the understanding of organizations. Formed and taken into account, both individually and in collective professional practices, how do they influence and structure organizations?

Students are introduced to the crucial role communication plays in organizations. They are provided conceptual tools aiming at fostering the development of a responsible collaborative and managerial posture. Those tools also allow them to better interpret their personal experiences in organizations.

“Organization Theory” is a two-year class that stretches across the master cycle.

The first year (M1) focuses on a communicational approach of organizations. It deals with the practical and symbolic dimensions of the practices plus the objects and the forms communication present in organizations.

The second year (M2) focuses on managerial and psycho-sociological dimensions of organizations. It analyzes the relationships organization members maintain with one another and with their workplace.

≡ COURSE OBJECTIVES

- To understand the organization as a complex communication system.
- To understand others, the practices and communication apparatuses.
- To be able, as a communication specialist, to formulate a critical analysis of the organizational communication phenomena.

To learn how to manage the individual and collective communication dynamics arising from organizations.

≡ LEARNING GOALS

LO01 - Analysis : Make use of critical analysis/critical thinking skills

LO02 - Analysis : Analyse complex situations

LO11 - CSR : Identify ethical issues and act on them from an ethical perspective

LO15 - Cooperation : Act with flexibility, adaptability and intellectual curiosity

≡ TACKLED CONCEPTS

Discipline, symbolic domination, coordination, collaboration, culture, managerial ideology/utopia, hierarchy, power, authority, discourse, speech, language, representation, artifact, sensemaking, apparatus, formal, informal.

≡ LEARNING METHODS

Readings, case studies, videos.

≡ ASSIGNMENTS

Readings, oral presentations, oral and written participation.

≡ BIBLIOGRAPHY

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≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

≡ SESSIONS

1

Introduction: Is organization a problem of communication?

LECTURE : 03h00

To introduce the class goals, to browse through the main theories of organization and to define organization and communication

2

Is the organization chart a fiction?

LECTURE : 03h00

By considering the organization as a system of interactions, let's problematize the links between structure, human relationships, formal and informal interactions.

3

Is managerial discourse a double talk?

LECTURE : 03h00

To analyze the duality between strategic power within organizations and actors' leeways

4

Should we tell (ourselves) stories to be efficient?

LECTURE : 03h00

To analyze the duality between a prescribed organizational culture and an emerging culture.

5

Oral presentations (1) / Can organization members really collaborate with one another?

LECTURE : 03h00

To analyze the duality between collaboration and coordination: Apparatuses and processes that foster or hinder "collaboration".

6

Oral presentations (2) and Conclusion

LECTURE : 03h00
