

## Organizational Communication Approaches And Processes

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Instead of this technology-driven approach, the planning process should be turned around entirely, to drive projects based on their ability to address business needs. In this way, information management projects are targeted at the most urgent business needs or issues. These in turn are derived from the overall business strategy and direction for the organization as a whole. For example, the

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Kingdom • United States . Contents Preface xv CHAPTER 1 The Challenge of Organizational Communication 1 Our  
Complicated World 2 Globalization 3 Terrorism 4 CASE IN

## Organizational Communication: Approaches and Processes

Organizational Communication First, we must understand the functions and processes of communication. Secondly, we must have the ability to communicate properly to leaders and colleagues. Third, top leaders must have the skills and abilities to convey their messages so subordinates can create a plan of action.

## Katherine Miller Organizational Communication Approaches

a terrorist threat is an organizational communication issue. (p. 6) F 5. The exact consequences and extent of global warming is relatively simple to predict. (p.7) T 6. The United States is anticipated to be a “majority minority” nation by 2050. (p. 9) F 7. The percentage of households consisting of married couples with their own children is increasing. (p. 9) F 8. The U.S. population like

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Organizational communication is a process through which organizations forge and shape events. Being a process, organizational communication is best understood by three different approaches: functional, mind-centered, and emerging perspectives. Functional approach asks how messages move within organizations and for what purpose communication works.

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