

# Influence of culture versus communication

[Sociology](#), [Communication](#)



First of all, defining “organizational culture is what employees perceive and how this perception creates a pattern of beliefs, values, and expectations (Matteson, 2002)”. Of course, any group or organization of human beings which gets together for a purpose has a kind of assumption invented, discovered or developed to learn and cope with any issues/problems of external adaptation and internal integration that has a value to be thought of by new members as a correct way to perceive, to think and to feel in relation to those issues/problems. At the other hand, communication is glue that holds organization together. Without this valuable interaction, nothing can be perceived, created and everyone in the organization would act as differently with no control for an unsustainable result.

The two have a relationship because, for the organization to be effective, it has to have an effective communicator in the group who must understand not only general interpretation communication concepts, but also the characteristics of interpersonal communication within the organization or organizational communication.

Since influencing is the process of guiding the activities of the organization members in the right and appropriate directions with effectiveness, there is ample correlation between both, the organizational culture and communication. Without the communication, nothing can be considered, encouraged, motivated, led, thought, understood and led. For an appropriate organization.

For a formal or informal culture within an organization, the input portions are: people, money, raw materials, and machines. The process seems to be

the influence process where the consideration of the group, the motivation of the group, leading as managers to supervision, encouraging the group who after all understood through the communication.