

The model of strategic communication

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Chapter summary Chapter summary The model of strategic communication

With the current numerous ways of transmitting information and passing messages across, then, effective planning of communication is necessary. In modern day, the integration of communication with technology, as well as the knowledge of how to communicate to people from diverse backgrounds is some of the prerequisites of successful communication (OHair, Gustav & Dixon, 2011). Thus, a suitable understanding of the situation and context, coupled with setting the goals for communication, selecting the right channel to achieve communication competence as well as anxiety management are the necessary elements that enhance effective and positive communication (OHair, Gustav & Dixon, 2011). Ethical values are necessary for any effective communication to be achieved. Such values includes ensuring the accuracy of the message transmitted, avoiding deception, preserving information that is confidential for the rightful people while ensuring the timeliness of information delivery (OHair, Gustav & Dixon, 2011). Therefore, integrating such ethical elements into the value system of a business or an organization goes a long way in enhancing organizational communication. Through effective internal organizational communication, the relationship between organizational and business managers with their employees is enhanced, promoting the achievement of organizational goals, while avoiding conflicts and enhancing performance (OHair, Gustav & Dixon, 2011). Understanding the necessary elements of external communication is also a step towards enhancing the relationship between an organization and its environment such as business partners, customers and suppliers. Therefore, familiarity with various tools and instruments of external communication such as the internet and Skype, and the knowledge of their suitable application is the

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key towards enhancing external organizational communication (OHair, Gustav & Dixon, 2011).

Diversity in Business and the professions

Diversity is vital in both business undertaking and even in professions.

Through the incorporation of people who are different from one another in terms of gender, race, religion and affiliations, an environment of creativity and innovation is enhanced, through shared experiences and ideas, which supports positive and wider thinking (OHair, Gustav & Dixon, 2011). The ability to embrace and adopt diversity, in either a business or professional context, is based on the cultures of such individuals, whose elements are beliefs and attitudes. To successfully incorporate diversity, then one needs to have a positive attitude towards other people who differs from them in various aspects. Since every individual is a product of their own cultures, then, the elements that create diversity can become a source of conflict, in that they may introduce language and behavior that is different from an individual's culture. It is the negative stereotyping about other people's culture, which subscribes to such conflicts of diversity (OHair, Gustav & Dixon, 2011). One such element that can be a source of conflict is the use of group names. Therefore, the application of the right group name when referring to groups of individuals who differs in various aspects from an individual enhances positive communication and creates a better understanding of each other (OHair, Gustav & Dixon, 2011). Thus understanding ones cultural perspective, tolerating and embracing the cultural perspective of others as well as enhancing positivity created by differences among people, serves to achieve diversity. Thus, understanding oneself as well as different perspectives of others, while applying competent

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communication goes a long way in mitigating conflicts that could arise because of peoples diversity (OHair, Gustav & Dixon, 2011).

References

OHair, D., Gustav, F., and Dixon, L. (2011). Strategic Communication in business and the professions (7th Ed.). USA: Pearson.