



## Theories of organizational communication

### Presentation

The class begins with an introductory section in which we will examine the development of the field of organizational communication as a field of research, using a genealogical approach to the American and French cases. An analysis of the fields of application of research is proposed. We will then focus on the « poor relation » of communication practices, namely, internal communication, a practice that is essential in terms of image and reputation in the era of social networks. Modeling of strategic internal communication practices will be proposed, based on a theoretical reflection and analysis of the strategies of some fifty companies. This modeling involves five dimensions: relational, integration-related, maieutic, heritage-related and logistic. Each of these dimensions will be examined in relation to observable practices. This modeling will enable us to propose a diagnostic method as well as a heuristic tool for developing strategic scenarios based on frequent situations. These tools will then be compared with actual practices in the field.

### In brief

**ECTS credits** : 2.0

**Number of hours** : 18.0

**Teaching term** : Six-monthly

**Teaching activity** : Lecture course

**Year** : Fourth year

**Validation** : Continuous assessment

### Contacts

#### Responsible(s)

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## Bibliography

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- Carayol V., Soubiale N., Lima F., Felio C., *La laisse électronique : les cadres débordés par les TIC*, Pessac, Maison des Sciences de l'Homme d'Aquitaine, 2017.
- Okay A., Carayol V., Tench R. (dir), *Researching the changing profession of Public Relations*, Bruxelles, Peter Lang, 2013.
- Carayol V., Gramaccia G. (dir), *Abécédaire, 20 ans de publications en communication organisationnelle*, Pessac, Presses de l'Université de Bordeaux, 241p, 2013.

## Formule pédagogique

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PowerPoint-supported lecture with distribution of printed course material. An exercise to be performed collectively and outside class, in groups of three or four, in which the students will utilize the proposed model. Attendance will be taken into account when assigning the final grade.