





Critical theory of communication in organizations wiki

The critical theory of communication in organizations is that of Stanley Deetz of the University of Colorado. The ultimate goal of his theory is to regain the power in decision-making. In addition, the theory provides proposals for productive and democratic communication reforms (Griffin 273). The theory is considered 'critical' in its title because the theory involves a lot of criticism on the current ways of organizations and their willingness to do what is needed for the good for society is also good for everyone. Deetz is most interested in studying communication within organizations that are bossy and undemocratic in nature to make corporations more inclusive in decision-making. If everyone was involved, including investors, workers, one element of Deetz's criticism deals with the idea of corporate colonization and the influence of corporations on individuals, sometimes subconsciously. In our COMM theory class, we talked about how large corporations are the dominant force in society, and even make decisions based on corporate values. An example that Em Griffin discussed in class and in our textbook is the use of the phrase bottom line. The use of the term bottom line in a business represents the profit and loss statement, the last line in the financial report. The frequent use of the phrase in business to use it in their own life, outside the business to use it in their own life, outside the business area. and introduce corporate values into the game (274). Deetz continues to address communication and the common idea that communication is transforming information. This may not be accurate, and as long as individuals continue to see communication as this information transfer, the more companies will dominate. Deetz proposes a model based on communication rather than information, where language is the main means by which social reality is created and maintained. In addition, communication within organizations tends to exclude the voices of those who are not at the top. Deetz stresses that the need for control ultimately dominates those in top positions, with potential consequences. The desire for control may even exceed the desire for control, such as: -Because I'm the boss. Because That's what I'm saving. If you don't like it, guit. It's my road or my highway. Deetz makes it clear that individual management as a systematic, logical, set of routine procedures and an ideology that values control over all other interests. In other words, individuals at the top are almost trained to continue managerialism in their organizations. An example of them were always nice when they came to one of our places, they always made sure we were ok and found out if we needed anything. While I'm sure everyone was there to watch and check everything, those 5 never looked for things wrong. If she found out something was wrong, hell would break loose. Snappy commands would follow, and that was just the most annoving thing if you're the one on the receiving end. If she didn't find anything wrong, she'd say it and just leave without the slightest compliment. From my communication with co-workers from other areas of the park, I began to understand that many individuals working in park management feel a sense of control over a group of other individuals. I always felt that a particular manager was using her power in the hierarchy. In a big company like Disney, it seems easier to let that control take over. Managers are only one level higher than regular cast members, but with so many cast members in each area of the park it's an honor and privilege to be promoted. Being one of the few selected as a manager could become the dominant force in style management. Griffin, Em. First look at the theory of communication. 8. New York: McGraw-Hill, 2012. Print. At this point, you have learned about four different theoretical paradigms that we use to understand communication. One of the problems with these approaches is that they often lack explicit criticism of the status guo of communication. In other words, it serves as a general approach to understanding communication to serve their own needs and interests. How do we bring these communicative procedures to light and work to change communication practices that are painful? Byron Hurt is a modern theorist who uses film to criticize how sexism impacts both men and women in our His cutting-edge film Hip-Hop: Beyond Beats and Rhymes looks at the Hip-Hop industry from a critical point of view, focusing on how it allows sexism against women while keeping men in narrowly defined gender roles. Need for Critical Theories The Critical Theories The Critical Theories challenge the current state of communication contexts and seek alternatives to these forms of repressive communication. These theories differ from other theoretical approaches because they seek practice as an overarching goal. Praxis is a combination of theory and action. Rather than just trying to understand power structures, critical theories are actively trying to turn them into positive ways. Easy-to-identify examples of critical approaches are Marxism, postmodernism, and feminism. These critical theories reveal and challenge the communication of dominant social, economy, media, cultural ideologies, people-to-people relations, labour and other social movements. Cultural studies focus on understanding people's real experiences, exploring communication contexts for hidden power structures, and achieving positive social changes as a result (Dines and Humez; Kellner). According to Kellner, cultural studies include three interconnected elements necessary to understand, evaluate, and challenge the power dynamics embedded in communication. In particular, this part of cultural studies deals with how the media are located in a given cultural context and the political and economic reality of the cultural context. In the US, we would notice that the political economy is marked by gender, racial, and class inequalities. Text analysis of media text elements. If you would like to look at a magazine with a critical eye, you would pay attention to visual elements (images in ads, celebrity photos and any other drawings, cartoons or illustrations), verbal messages (text ads, copies, subtitles that accompany photos) and the relationship between ads and copies. For example, is there an ad for Clinique eyeshadow next to an article about hot new beauty tips for autumn? You should also pay attention to representing gender, race and class identity as well. Are there any differences or similarities between the depiction of white women and women of color? What kind of class identity is offered as one that The audience the tots identity is offered as one that purpose does it fulfill, what is the social function of this text? The origins of critical theories in communication Marxism are one of the first beginnings of critical theories have grown and expanded to challenge more social power structures. While each of these approaches explores a different area of oppression, they are all critical approaches to enacting major societal changes, not only in Western communities, but in cultures around the world. At the turn of the 19th century, it was the First World Cup. As societies have migrated from agrarian-based economies to those in industrial production, the gap between rich and poor has become increasingly blurry – just as there has been so much talk of income inequality today. In two of his best-known works, the Communist Manifesto and Capital, Marx argued that working-class workers are oppressed by those in power, namely the owners of manufacturing plants. In any discussion of postmodernism, another critical theoretical perspective, the difficulty of defining a term is always part of the discussion. Modern is referenced right now (from modo in Latin) and the post means after. Thus, this term translates into a period? (Covino & amp; Jolliffe, 76). Discussing the postmodern state, Lyotard explained the relationship between those who have and do not have social power: [Decision makers] allocate our lives to the growth of power. In matters of social justice and scientific truth, the legitimisation of this power is based on optimising system performance – efficiency (27). The third major influence on the development of critical Paradigm theories comes from feminist theories. Feminist theories look at power structures that create and re-create gender relationships are often repressive for both men and women, and that they support an institution. based on patriarchal values. Critical feminist theories thus call into guestion dominant assumptions and practices of gender in ways that promote more equal and egalitarian forms of communication and social structures in society. When discussing feminism and feminist theories, we refer to a set of numerous and diverse theories. Feminist theories include a wide range of philosophical arguments, economic structures, and political views. Some of them include Marxist which focuses on the division of labor as a source of gender inequality, and liberal feminism, which argues that men and women should have equal status in culture-like voting rights, educational and professional opportunities, and equal pay. Ecofeminism recognises that all parts of the universe are interconnected and that the oppression of women and other minorities is similar to the oppression of the natural forests to meet consumers' demands for paper goods or killing animals for meat consumption. Critical theories in action Whether we listen to music on our phones, watch TV, go to the movies or read a magazine, most of us consume the media. Have you ever stopped thinking about what their goals might be and why they want to send the messages they do? One way we can use critical theories is to explore who owns what media to see what they're trying to achieve (Croteau & amp; Hoynes). For example, why do General Electric want to own companies like RCA and NBC? What views do these companies create about the world in the media they produce? These are all guestions for which we might consider using theories from critical Paradigm theories. Did you know that in 1983 50 companies controlled the majority of American media (papers, television, films, magazines, etc.) and that by 2004 this number had fallen to five companies are building and their impacts on how we understand the world around us, how shaped through these reports. Other examples from the critical paradigm include works that research gender, consumerism, advertising, and television. In my work, who (with) am I? The identity and image of women in Hip-Hop, Perry explores the potential dangers and harms of African-American women through their objectification in Hip-Hop videos. Carole A. Stabile explores Nike's work and marketing practices in her article, Nike, Social Responsibility, and Hidden Abode Manufacturing. Clint C. Wilson II and Felix Gutierrez discuss depictions of people of color in advertising in their article, Advertising and People of Color, while Jackson Katz explores the mask of masculinity with his film, Tough Guise 2: The Ongoing Crisis of Violent Masculinity. We use critical theories to uncover a wide range of possible ideologies that oppress others. Strengths An important force in the paradigm of critical theories is that it combines theory and practice and seeks to create real change from theoretical development. Rather than looking for a prediction explanation and understanding, critical theories seek positive social change. The aim of these theoretical perspectives is to help empower those whose world views and ideological perspectives have not found equality in the social context. Critical theories have the potential, at best, to enact sweeping social changes for large and small groups of people. Weaknesses A potential weakness of critical theories is their dependence on social values that govern communication behavior. When values collide, the question arises whose values are better?. Because values are subjective, the answer to this question is often fraught with many conflicts and debates. The example of gay marriage highlights the current debate about ideological values. How do we define marriage? And whose definition is best? Best?

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