



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 2422 Interpersonal Communication and the Organization

Program

Master of Science in Marketing (Organizational Communication)

Responsible for the course

Jan Svennevig

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Organizational practices, roles and relationships are realized and enacted in day-to-day conversations and encounters. Understanding organizational communication thus crucially involves studying how social roles and relations are established in the routine contacts between employees, managers, customers and other stakeholders.

First, the course provides a theoretical framework for understanding how social relations are developed and managed in organizational encounters. This includes studying the establishment of personal identity and professional roles, hierarchical relations of power and control, and horizontal relations of closeness and solidarity. The potential tensions between personal and professional interests and priorities lie at the heart of this topic.

Another object of study will be the characteristics of communicative activities in organizations, such as meetings, service encounters and negotiations. These characteristics will be outlined in terms of communicative goals, forms of interaction, and communication strategies.

Objective

The overall aim of this course is to give a theoretical understanding of the interpersonal communication processes and interactional formats involved in such encounters, and to develop awareness about the factors that facilitate or impede an open dialogue in the workplace. The students will thus acquire a basis for reflecting on and improving their own communication skills, and for contributing to establishing constructive forms of social interaction in their organizations.

Prerequisites

Bachelor of Science in Marketing/Business or equivalent

Compulsory literature

Holtgraves, Thomas M. 2002: *Language as social action : social psychology and language use* . Mahwah, NJ: Erlbaum.
Compendium of research articles.

Recommended literature

Hargie, Owen and David Dickson. 2004. *Skilled interpersonal communication: research, theory, and practice*. London: Routledge.
Asmuss, Birte og Jakob Steensig. 2003. *Samtale på arbejde - konversationsanalyse og*

kompetanseudvikling . København: Samfundslitteratur.
Holmes, Janet and Maria Stubbe. 2003. *Power and politeness in the workplace*. London: Longman.
Drew, Paul and John Heritage. 1992. *Talk at work. Interaction in institutional settings*. Cambridge: Cambridge University Press.

Course outline

Personal identity and organizational roles
Hierarchical and power relations
Interpersonal distance and relationships
Problematic communication
Communicative activity types and formats
Communicating corporate values and identity
Managerial communication

Computer-based tools

Blackboard

Course structure

36 hours consisting of lectures, group work and discussions. During the course, the students will work in teams on a practical analysis of actual communicative events, and the analysis will be presented to the rest of the class in the final sessions.

Evaluation

Team project paper: 40% (in groups of up to 3 students), oral project presentation and participation: 20%, individual 3-hour written exam: 40%

Evaluation code(s)

GRA 24221, team project paper, individual 3-hour written exam and oral project presentation and participation accounts for 100% of the final grade in the course GRA 2422.

Aids at the examination

Written exam: open book exam
Project and presentation: all aids available

Makeup exam

At next ordinary exam