

Fundamentals of Organizational Communication

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Lecture 04



Fundamentals of
**Organizational
Communication**

UPDATED NINTH EDITION



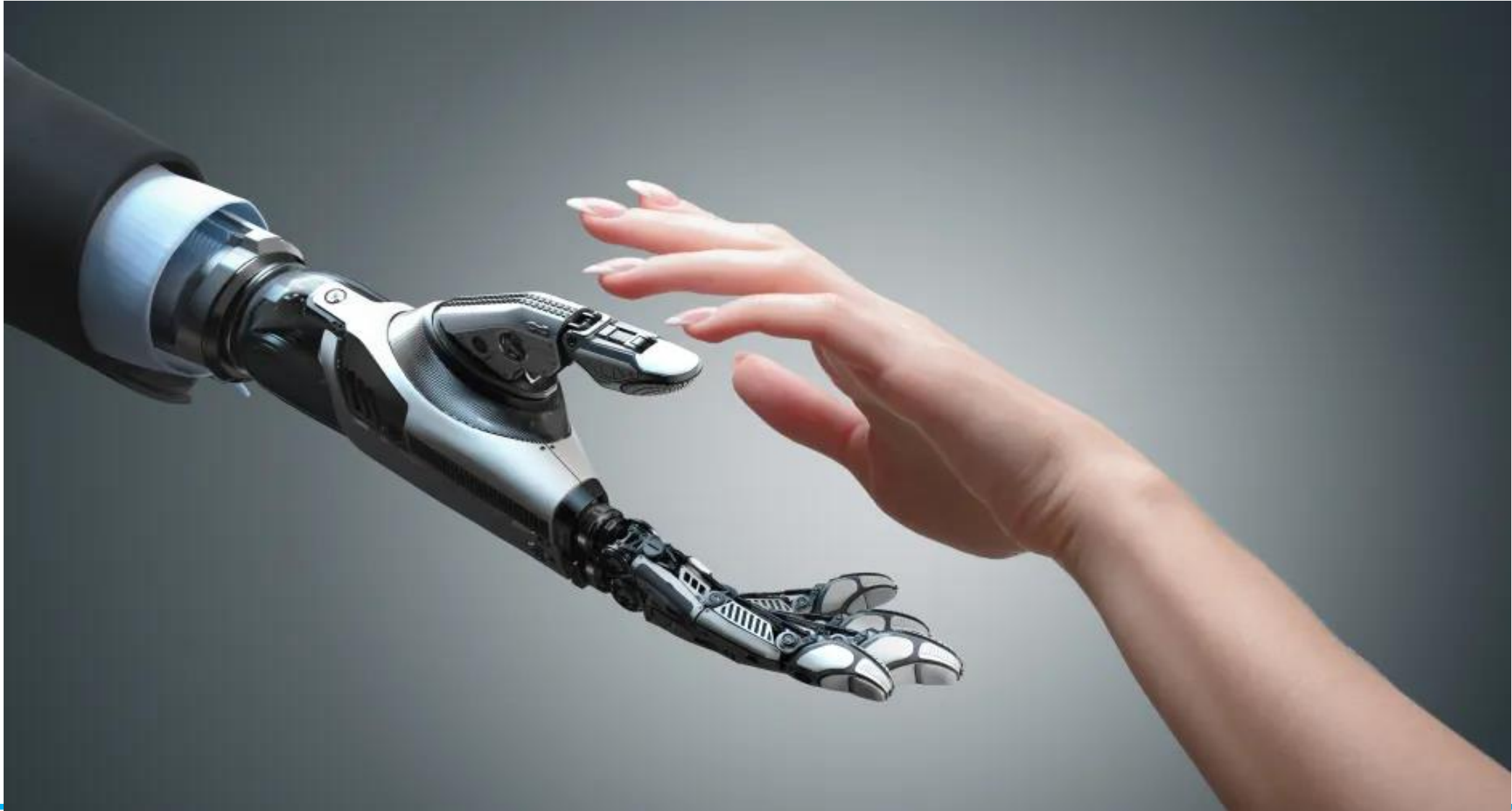
Pamela S. Shockley-Zalabak

**Shockley-Zalabak,
9e Update**

Pamela S. Shockley-Zalabak

Chapter 4
**Organizational
Communication: Values and
Ethical Communication
Behaviors**

What is organizational ethics ? What is organizational values ?



Learning Objectives (1 of 2)

- 4.1 Describe how knowledge, sensitivity, skills and values influence human communication within organizations
- 4.2 Describe individual and organizational values
- 4.3 Assess personal value systems and behaviors
- 4.4 Define ethical communication
- 4.5 Apply skills to case and dilemma analysis
- 4.6 Recognize some of the Organizational Communication situations that have value and ethical implications
- 4.7 Distinguishing between what we would do and what we should do

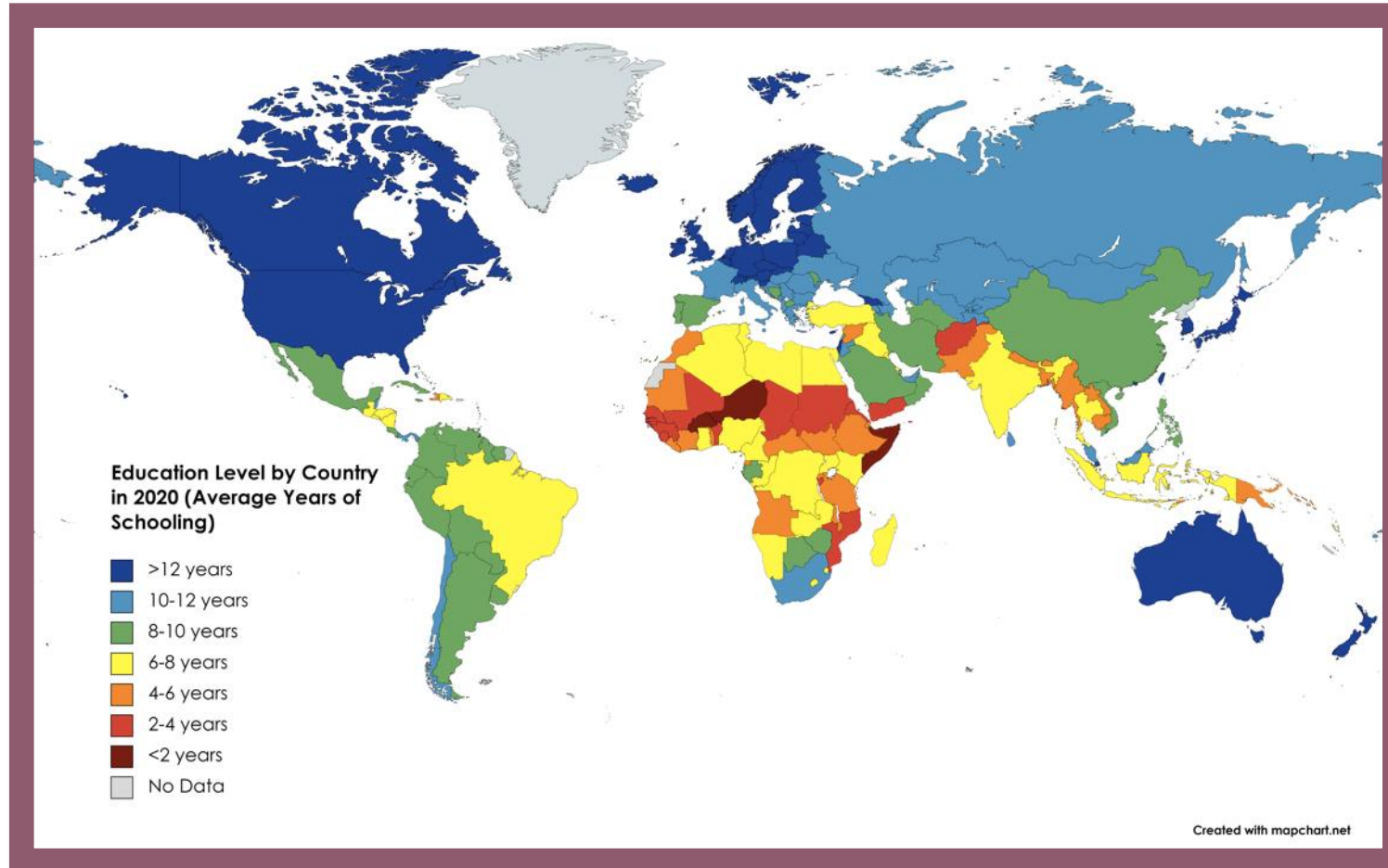


Introduction: Organizational Communication: Values and Ethical Communication Behaviors (1-2)

Objective 4.1 Describe how knowledge, sensitivity, skills and values influence human communication within organizations



Organizational Communication: Values and Ethical Communication Behaviors (2-2)



Clash between individual and organization values



Tendency to view values and ethics from our specific cultural perspectives





Neuralink ✓
@neuralink

We are excited to share that we have received the FDA's approval to launch our first-in-human clinical study!

This is the result of incredible work by the Neuralink team in close collaboration with the FDA and represents an important first step that will one day allow our technology to help many people.

Recruitment is not yet open for our clinical trial. We'll announce more information on this soon!

12:10 AM · May 26, 2023 · 36.6M Views

10.6K Retweets 5,085 Quotes 52.3K Likes 2,146 Bookmarks

Imposing our values on complicated organizational issues



Objective 4.2 Describe Individual And Organizational Values



ميثاق السلوك المهني والانحسار | Saib

تتمثل مجموعة القيم الخاصة ببنك
الشركة المصرفية العربية الدولية في:

2 النزاهة

نؤمن أن النزاهة هي جوهر العمل المصرفي والتي تحكم جميع تعاملاتنا، ويجب أن يكون كافة موظفي البنك فوق مستوى الشبهات أو استغلال المناصب أو تعارض المصالح و أن يتصرف دائماً بنزاهة في تعاملاته مع العملاء والزلاء وأصحاب المصلحة من خلال الالتزام بهذه القواعد وتطبيق معاييرها على كل ما يفعله.

1 الإحترام

يجب على الموظف أن يبنى جميع علاقاته مع الغير على الاحترام و المساواة والمحافظة على كرامة الأفراد على كافة المستويات والدرجات الوظيفية، ويلتزم جميع العاملين باحترام الحريات الشخصية والمعتقدات ووجهات النظر بعيداً عن الاختلافات الثقافية والاجتماعية لجميع المتعاملين معهم.

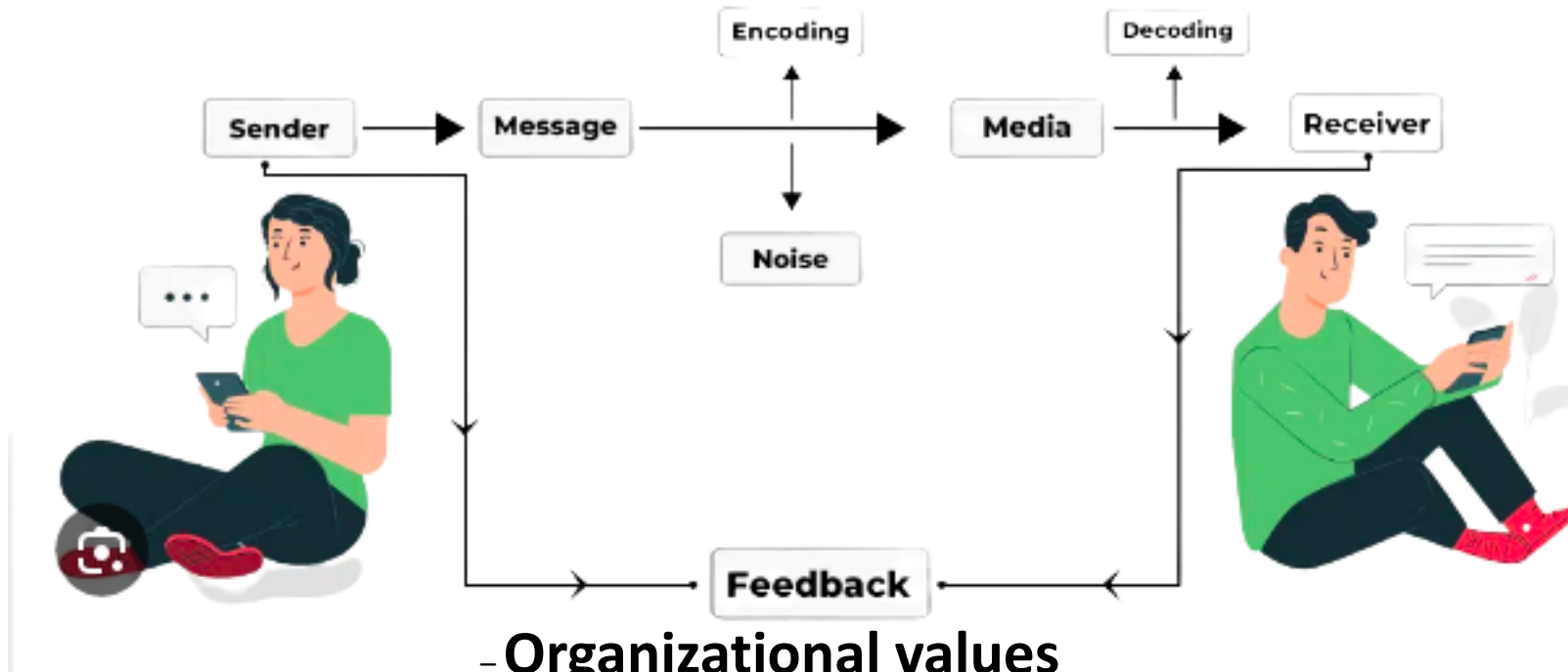
4 إعلاء قيمة العميل و العاملين

يعتمد نجاح البنك على ضرورة إعلاء قيمة موظفيه حيث يعتبر البنك أن كل موظف يمثل رأس مال بشري و حجر أساس للبنك مع ضرورة معاملة كافة عملاء البنك بنزاهة وعدل وإنصاف و عدم ممارسة أي ضغوط على عملاء البنك أو تزويدهم بمعلومات غير دقيقة أو إعطاء أي عميل أفضلية على عميل آخر.

3 الشفافية

يلتزم البنك بالإفصاح عن سياساته وإجراءاته وقراراته وتأثيراتها المعروفة والمحتملة على البيئة والمجتمع، وأن تكون هذه المعلومات متاحة للأشخاص أصحاب المصالح وتوفر قنوات تواصل مفتوحة تستند إلى الاحترام و الحرفية.

4.2 Values In Organizational Communication (1 of 3)



- Bedrock of an organization's culture
- Transmitted, maintained, changed through organizational communication processes
- Influences behaviors of current members
- Influences hiring decisions

Enduring organization of beliefs concerning preferable modes of conduct



هيئة حقوق الإنسان
Human Rights Commission



4.2 Values In Organizational Communication (2 of 3)

- **Organizational Values, Globalization, and Diversity**
 - Diversity
 - Value congruence
 - Values



Organizational Values, Globalization, and Diversity

Point 2 – Value congruence

- The similarity between individual and organizational values (**check next slide sample**)
- Organizational culture specifies alternatives that are equally appreciated

Point 3 – Values

- Reflects the closely held beliefs of all organizational members
- Differences within and between organizations expected to increase

The similarity between individual and organizational values

قانون رقم ١٠ لسنة ٢٠١٨

تاريخ النشر : ١٩ - ٠٢ - ٢٠١٨

نوع الجريدة : القوانين الرئيسية

مضمون التشريع : قانون رقم ١٠ لسنة ٢٠١٨ بإصدار قانون حقوق الأشخاص ذوي الإعاقة وفقاً لآخر تعديل صادر في ١٨ ديسمبر عام ٢٠٢١.

مادة (١):

يهدف هذا القانون في حماية حقوق الأشخاص ذوي الإعاقة، وكفالة تمتعهم تمتعاً كاملاً بجميع حقوق الإنسان والحريات الأساسية على قدم المساواة مع الآخرين، وتعزيز كرامتهم، ودمجهم في المجتمع، وتأمين الحياة الكريمة لهم.

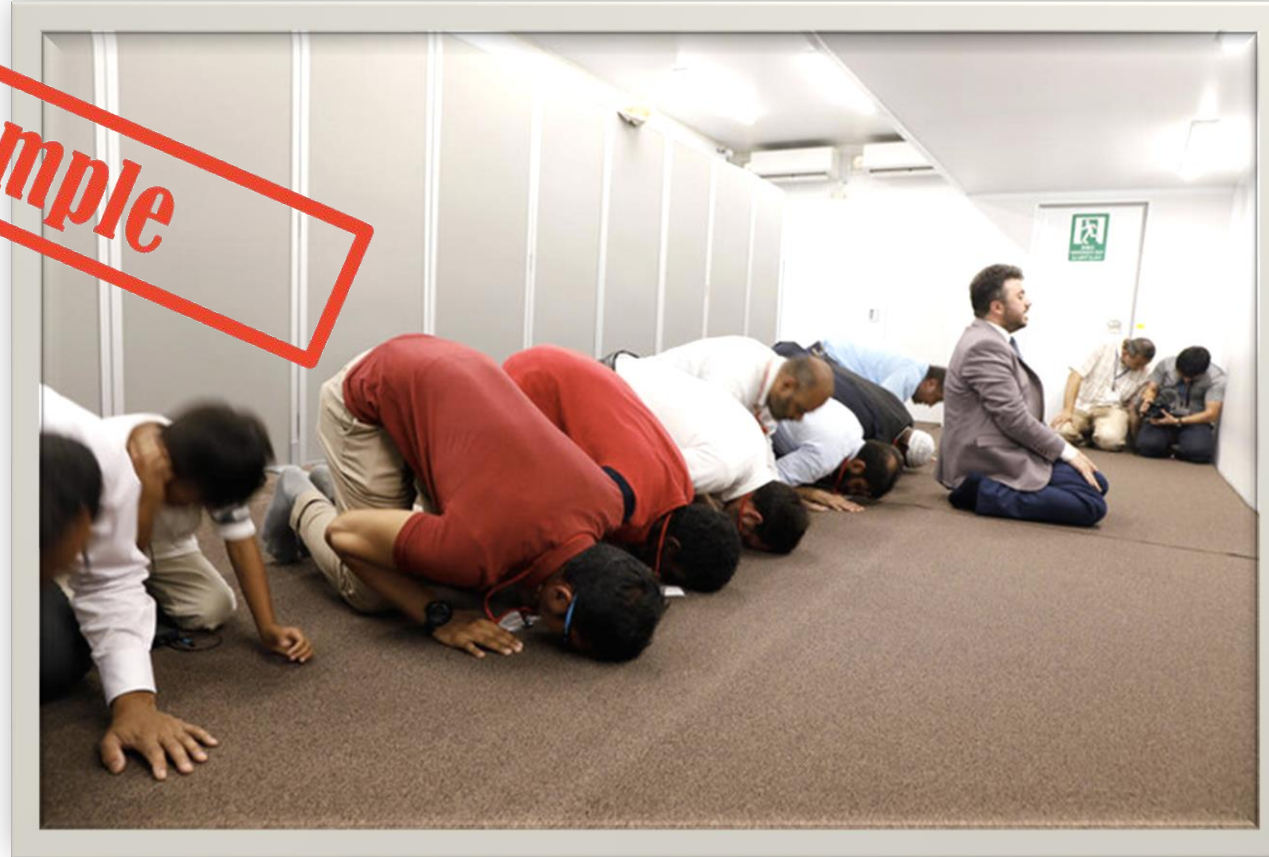
DIFFERENCES SET TO INCREASE IMPORTANT TO ORGANIZATIONS AND INDIVIDUALS

Diversity

- Cultural diversity.
- Racial diversity.
- Religious diversity.
- Age diversity.
- Gender diversity.
- Disability.



Example





Individual Values

Point 1 – Value orientations توجهات القيمه

- Economic
- Aesthetic
- Social
- Political
- Religious

Point 2 – Work values

- Locus of control
- Self-esteem
- Tolerance of ambiguity
- Social judgment
- Risk taking

Work values

Social judgment

قيم المؤسسة

- تميز بالبساطة والمعقولية
- تميز بالشفافية
- نعمل من أجل المنفعة المتبادلة
- نرعى قيم حسن الضيافة والتسامح
- نسير طبقاً لمبادئ وأحكام الشريعة



Appraising Your Individual Value System

Objective 4.3 Assess personal value systems and behaviors

Instructions: Read the following twenty-four statements, which indicate six defined values. Circle the number for each question that is most descriptive of you. Use this scale:

- 4 = definitely true
- 3 = mostly true
- 2 = undecided whether statement is true or false
- 1 = mostly false
- 0 = definitely false

1. I intend to retire by age fifty with enough money to live the good life.	4	3	2	1	0
2. I take pleasure in decision making, particularly when other individuals are involved.	4	3	2	1	0
3. I enjoy now, or have enjoyed in the past, a close relationship with one or both of my parents.	4	3	2	1	0
4. I especially enjoy and appreciate beauty and beautiful objects, events, or things.	4	3	2	1	0
5. I enjoy creating projects of my own.	4	3	2	1	0
6. I feel a rich life has many friends and much friendship in it.	4	3	2	1	0
7. I am most valuable to clubs and groups when I am an officer rather than just a member of the group.	4	3	2	1	0
8. I enjoy both giving and going to parties.	4	3	2	1	0
9. I would choose a class in art, drawing, or sculpture over a class in math.	4	3	2	1	0
10. I think holidays should be spent with family and close relatives.	4	3	2	1	0
11. I like fine things and have expensive tastes.	4	3	2	1	0
12. I think decorating one's apartment or house is a fun thing to do.	4	3	2	1	0
13. I expect to earn more money than the common person on the street.	4	3	2	1	0
14. I take pleasure in buying special gifts for members of my family.	4	3	2	1	0
15. I am often considered a take-charge type of person in small groups and organizations.	4	3	2	1	0
16. Had I the talent, I would write, draw, or create art of some kind.	4	3	2	1	0
17. I have a close friend with whom I talk about almost everything.	4	3	2	1	0
18. I enjoy owning good music, literature, and artwork.	4	3	2	1	0
19. I think it is good and fun to make something out of nothing.	4	3	2	1	0
20. I agree with the phrase that money can't buy happiness but it sure makes life much more comfortable.	4	3	2	1	0
21. I think that spending time with one's family is an activity that is both necessary and enjoyable.	4	3	2	1	0
22. I often have to aid those close to me in making choices regarding both important and unimportant things in life.	4	3	2	1	0
23. I would give up sleep in order to spend time with some good friends.	4	3	2	1	0
24. When I see a new building or house, I first think about how it looks and then how it will be used.	4	3	2	1	0

FIGURE 3
Values Appraisal Exercise

This scale was prepared and tested by Sherwyn P. Morreale.

4.3 Appraising Your Individual Value System

- Personal value
- Assessment

Point 1 – Personal value

- Contribute to our ability to identify the careers and organizations in which we can be the most productive and satisfied
- Understand what is important to us

Point 2 – Assessment

- Identify how values influence behaviors
- Based on the assumption that consistent behaviors reflect value system





الاستدامة

العمل بروح المسؤولية

تسخير إمكانيات وطاقات الشركة من خلال مجموعة واسعة من البرامج
بغية إحداث فارق حقيقي في قدرة الأفراد على تحقيق مستقبل ناجح
لأنفسهم وأسرهم ومجتمعاتهم المحلية.

Objective 4.4 Define ethical communication

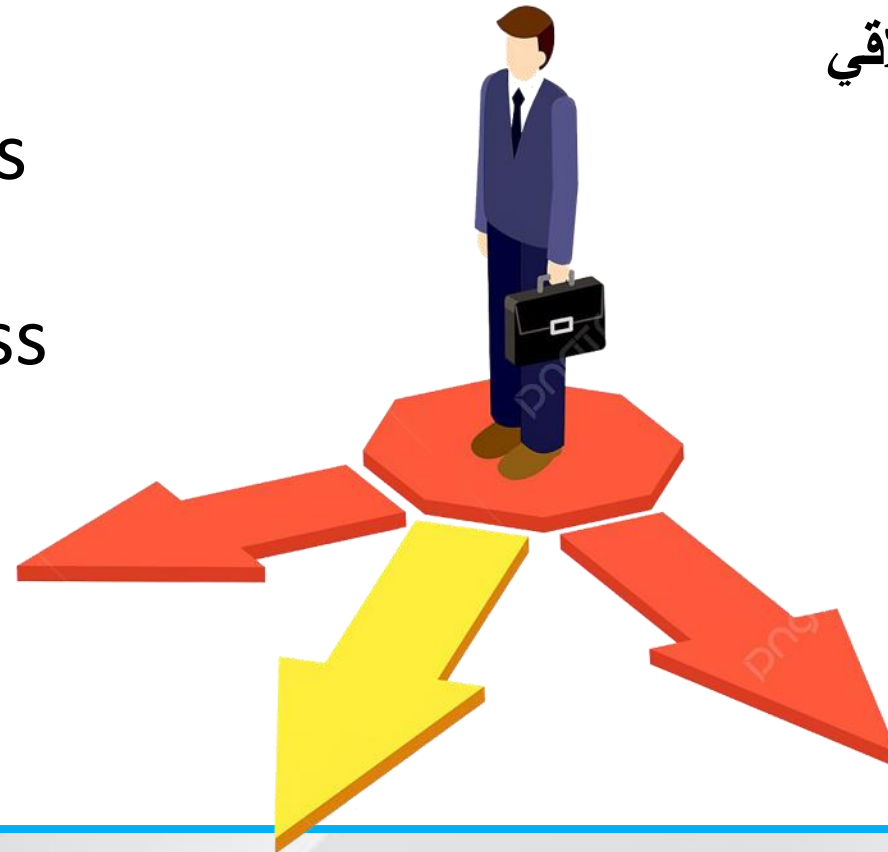




4.4 Ethics In Organizational Communication (2 of 6)

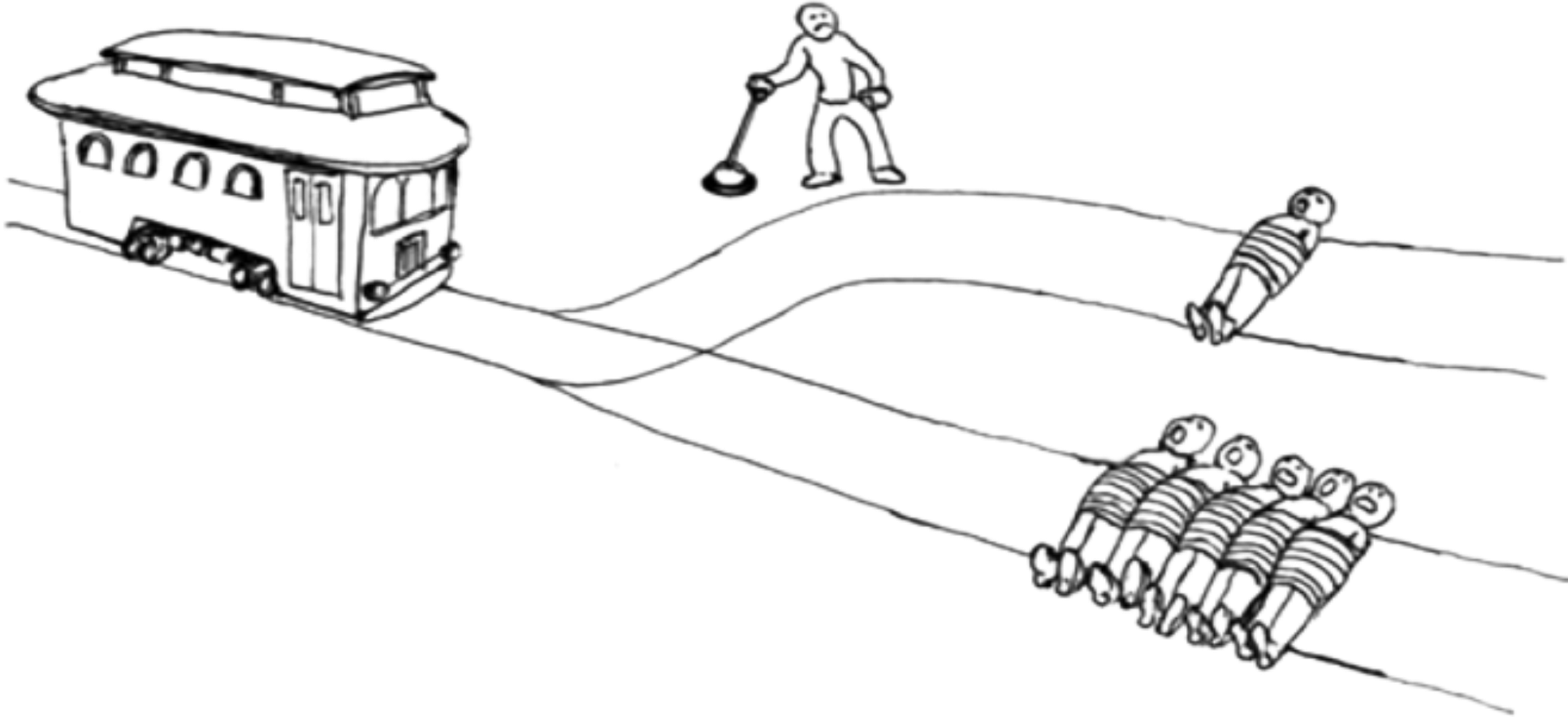
- Standard for ethical judgement

- . Honesty
- . Truthfulness
- . Fairness
- . Humaneness



معيّار الحكم الأخلاقي
أمانة
الصدق
الإنصاف
إنسانية

4.4 Ethics In Organizational Communication (3 of 6) || Theory



4.4 Ethics In Organizational Communication (4 of 6)

Defining Ethical Communication

Point 1 – Ethical communication

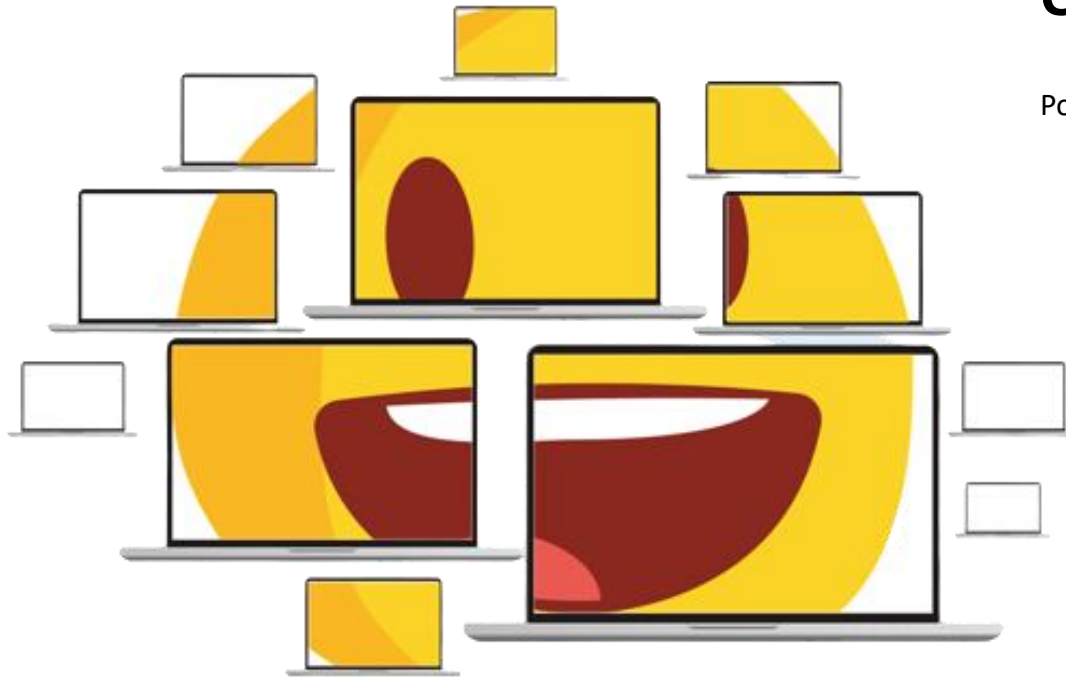
- Communication competencies are related to our overall communication experiences

Point 2 – Elements of ethical communication

- Choice
- Reflects values
- Has consequences



4.4 Ethics In Organizational Communication (5 of 6)



Influences for Ethical Organizational Communication

Point 2 – Approaches for ethical organization communication

- Ethical codes of conduct
- Ethics training
- Strategies to create more accessible, open and responsive structures and procedures

- Evaluating Ethical Behavior

- Ethical behavior
- Guidelines

Evaluating Ethical Behavior

Point 1 – Ethical behavior

- Sensitive to ethical implications of the communication choices
- Decision makers sort through various value positions

Point 2 – Guidelines

- Habit of search
- Habit of justice
- Habit of public versus private motivations
- Habit of respect for dissent

4.5 Organizational Conundrums

- Conundrum
- Ethical issues



Evaluating Ethical Behavior

Point 1 – Conundrum

- Problem or puzzle
- Raise ethical issues

Point 2 – Ethical issues

- Privacy
- Free speech
- Diversity
- Persuasion and coercion
- Change
- Power and domination
- Authority and control
- Organizational democracy
- Discourse and dialogues
- Legitimacy and corporate social responsibility
- Recruitment and socialization
- Ethical climate
- Public relations

- الخصوصية
- حرية التعبير
- تنوع
- الإقناع والإكراه
- يتغير
- القوة والهيمنة
- السلطة والسيطرة
- الديمقراطية التنظيمية
- الخطاب والحوارات
- الشرعية والمسؤولية
- المسؤولية المجتمعية
- للشركات
- التوظيف والتنشئة
- الاجتماعية
- المناخ الأخلاقي
- العلاقات العامة

Value and Ethical Challenges In Organizational Communication

Objective 4.6 Recognize some of the Organizational Communication situations that have value and ethical implications

4.6 Value and Ethical Challenges In Organizational Communication (1 of 9)

- Voice and Participation
 - Voice
 - Participation

Voice and Participation

Point 1 – Voice

- Ability to speak on issues
- Values and ethical dimensions of issues

Point 2 – Participation

- Different approaches for varied potential circumstances
- Both individual and organization-wide



4.6 Value and Ethical Challenges In Organizational Communication (3 of 9)

Communication Behaviors Related to Money

Point 1 – Communication behaviors

- Subject to ethical evaluation
- How should fees and services be described?
- How can the consultant establish charges for diagnosing a problem?



Point 2 – Organizational money

- Individuals communicate their ethical standards when they use expense accounts
- Would we approve of our behavior?

4.6 Value and Ethical Challenges In Organizational Communication (4 of 9)



Communication Behaviors Related to Information Collection, Dissemination, Problem Solving, and Decision Making

Point 1 – Data collection activities

- Interview
- Conduct surveys
- Facilitate meetings
- Advice and counsel individuals
- Review documents

Point 2 – Ethical decisions

- What should remain confidential?
- Who has a need to know?
- How accurate is the information?
- What are the criteria for interpretations?

إنتقد هذا ال Email

Dear Candidates:



On Behalf of all TE Data Assessors Team, we are pleased to announce your acceptance for the position of **Retail and Customer Site Technical Support Specialist**

We are all looking forward for your positive contribution to the company in your new position, and we are proud to inform you that you were chosen based on very professional criteria.

Please note that you will be on our pipeline awaiting the approval of the head count.

Congratulations, you really deserve it.

Note:

Please visit our section on the portal in Human Resources /Career under Recruitment Forms and Manual, and fill out the **TE Data Transfer Form**

After finalizing the transfer form signatures please submit it to the respective Recruitment Account Manager (Maha Bassili)

In case you have any inquiries regarding updates on your Oracle profile or salary, please refer back to the Compensation & Benefits Unit.

Good luck in your future endeavors.

4.6 Value and Ethical Challenges In Organizational Communication (5 of 9)

- Personal Communication Behaviors
 - Personal behaviors
 - Gossip



Personal Communication Behaviors

Point 1 – Personal behaviors السلوك الشخصي

- Personal communication styles
- Ethics of organizational communication related to types of organizational responsibilities

Point 2 – Gossip نميمة

- Carries important value and ethical implications
- Talking about others interesting and exciting

4.6 Value and Ethical Challenges In Organizational Communication (6 of 9)

- Communication Behaviors and Technology
 - Organizational responsibility
 - Technology

Communication Behaviors and Technology

Point 1 – Organizational responsibility

- Maintaining confidentiality
- Security of information for e-commerce

Point 2 – Technology

- Widely used
- Controlled



4.6 Value and Ethical Challenges In Organizational Communication (8 of 9)

Planned and Strategic Organizational Communication

Point 1 – Organizational communication activities

- Hiring processes and decisions
- Promotional policies
- Assignment of work
- Working conditions

Point 2 – Strategic organizational communication

- Advertising
- Branding
- Public relations
- Government and stockholder interactions



4.6 Value and Ethical Challenges In Organizational Communication (9 of 9)

- Courage, Responsibility, Trust, and Ethics
 - Ethical behaviors
 - Communication professionals

Courage, Responsibility, Trust, and Ethics

Point 1 – Ethical behaviors

- Both an individual and organizational responsibility
- Courageous and difficult behaviors

Point 2 – Communication professionals

- Expected to behave ethically
- Advice in the development of policies and practices



Developing Ethical Standards in Organizational Communication

Objective 4.7 Distinguishing between what we would do and what we should do

4.7 Developing Ethical Standards in Organizational Communication

Ethical Dilemmas in Organizational Communication

Point 1 – Ethical dilemmas

- What you would do vs what you should do
- What contributed to similarities
- Was it difficult to determine what was ethical

جاوب علي هذه الأسئلة من فضلك ؟

Point 2 – Organizational communication

- Can you identify the standards you used as your criteria
- Are the behaviors you would do and should do always the same



Ethical Dilemmas in Organizational Communication (Home Assignment)





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الجميع الذكية
للتعليم القابضة

MIDOCEAN
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Thank You

