

FIT1049- IT Professional Practice

Week 9:

Organisational Communication and Traditional Modes of Communication

Last Week - Intellectual Property

Introduction

Types of IP

- Trade Secrets
- Copyrights
- Patents
- Trademarks

Balance sheet

Contracts



Did you read the e-Pub for Week 9?

- A. Yes, It was good.
- B. Yes, It was bad
- C. No, I had technical difficulties
- D. No, I did not get around to it.

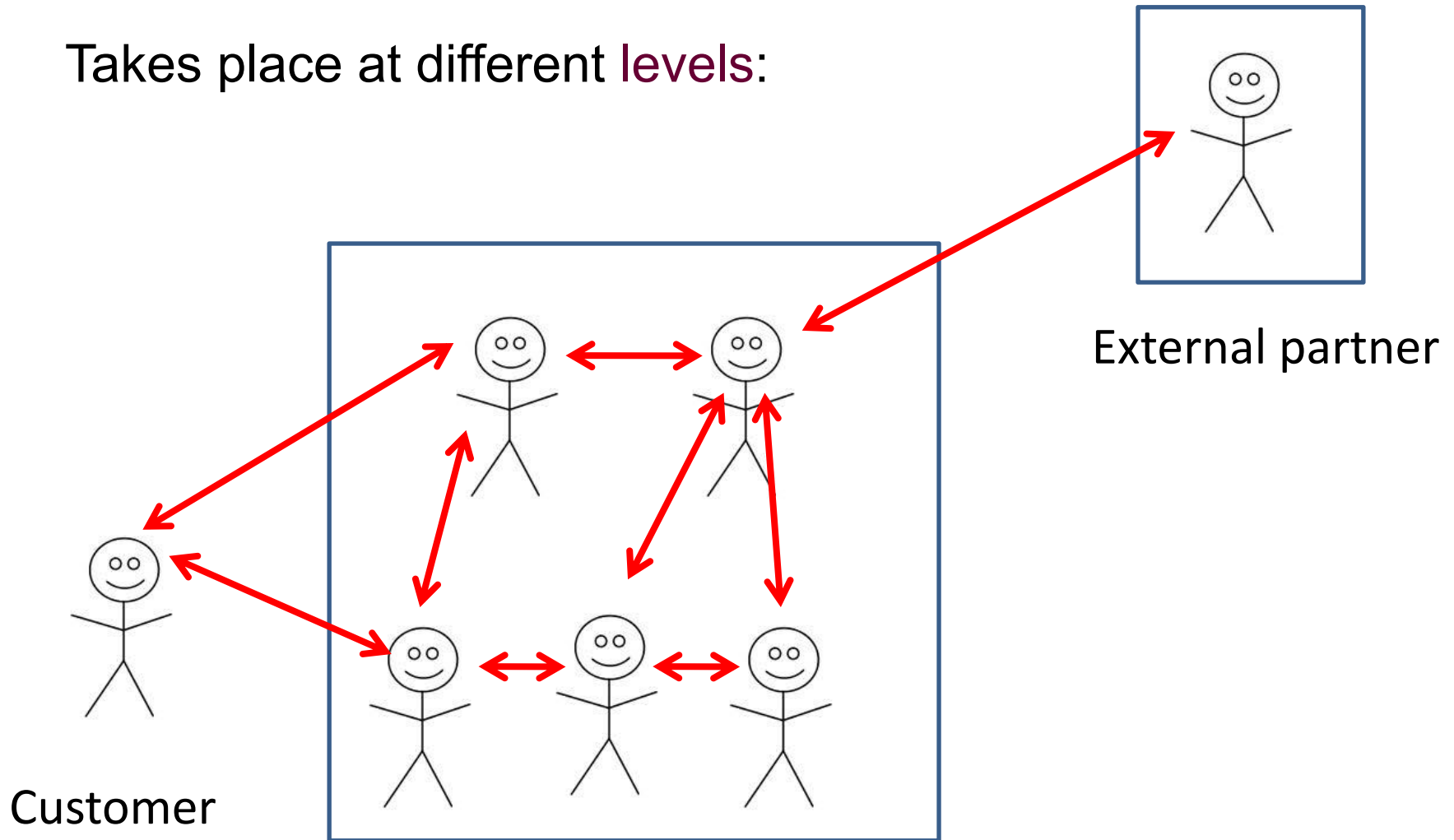
Communication Modes

Organisations

- characteristics,
 - goals, objectives and functions
 - Structure and communication channels
-
- Traditional modes of Written Communication
 - Characteristics of using written communications
 - Approach to professional written communication
 - Types of writing for communication

Organisational Communication

Takes place at different **levels**:



Organisational Characteristics

1. Function or purpose
2. Interface with customers/clients and suppliers
3. Size
4. Approach to internal management and control
5. Information use & flow



Information use & management

- What **type** of information does an organisation require?
- What **volume** & **complexity** of information does an organisation require?
- Who **accesses** what information?
- How **important** is information to an organisation's survival?

Consider Monash

- What Type
- What Volume
- What Complexity
- Who accesses what
- Importance

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Goals and Objectives

Goals:

Broad description of what organisation plans to achieve

Objectives:

Operational statements describing what an organisation will do to achieve the goals

–Must be measurable



<http://www.monash.edu.au/about/>

Is this an objective?

... to be a leading teaching and research
university

- A. True
- B. False

Is this an objective?

.....to maintain position in the GO8 – Top
Group of 8 Universities in Australia

- A. Yes
- B. No

Organisational Functions

Set of essential functions needed to achieve the objectives

Primary functions: directly related to goals and objectives

Support functions: maintain the organisation



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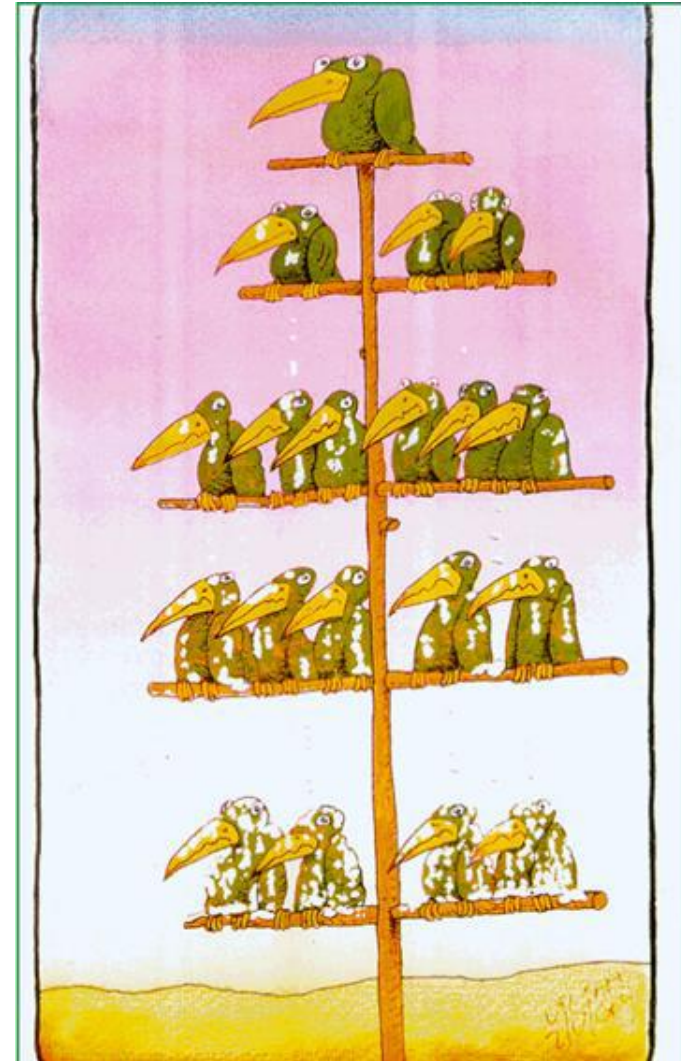
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Organisational Structures

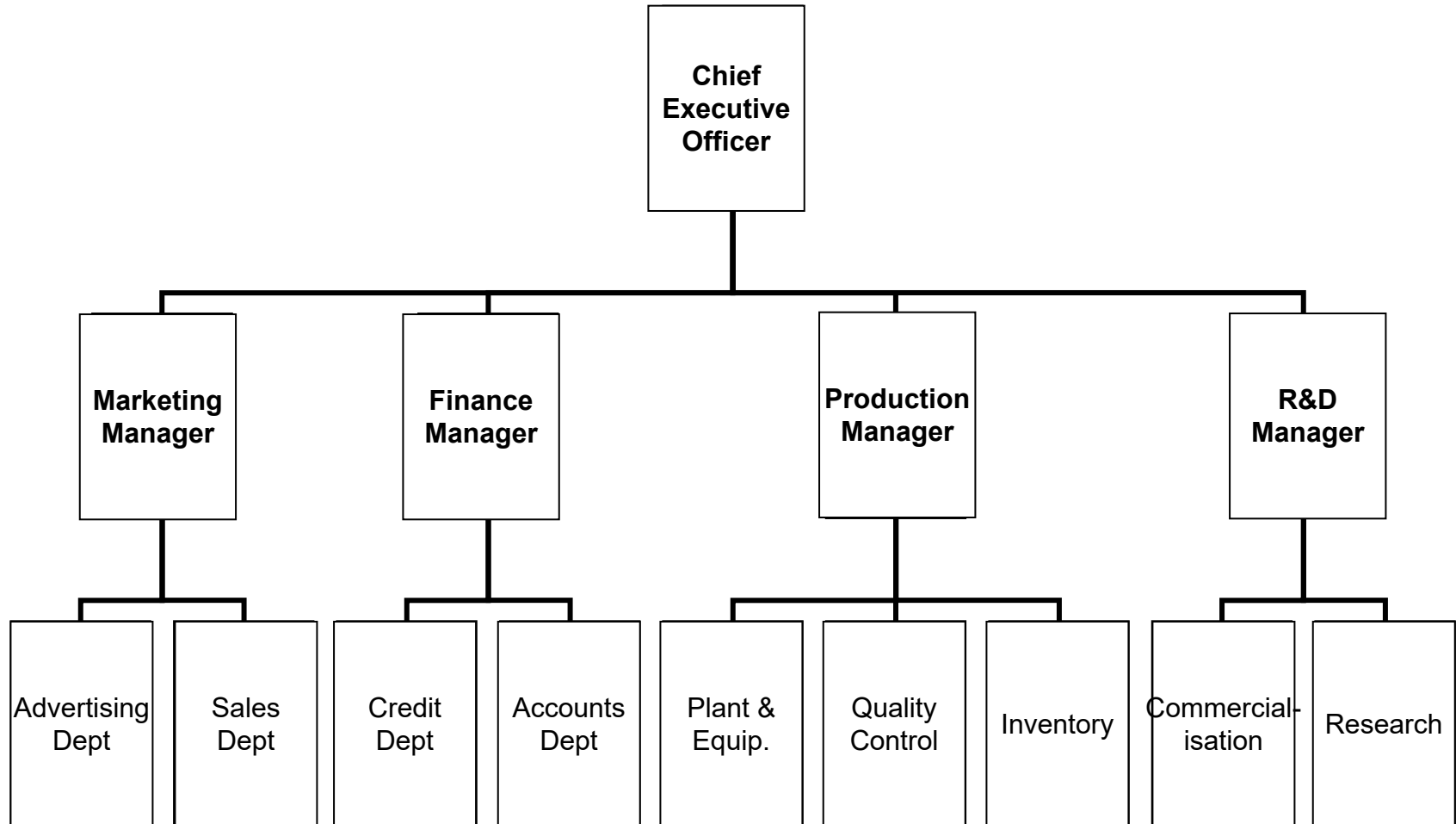
Functional structure

Divisional structure

Matrix structure



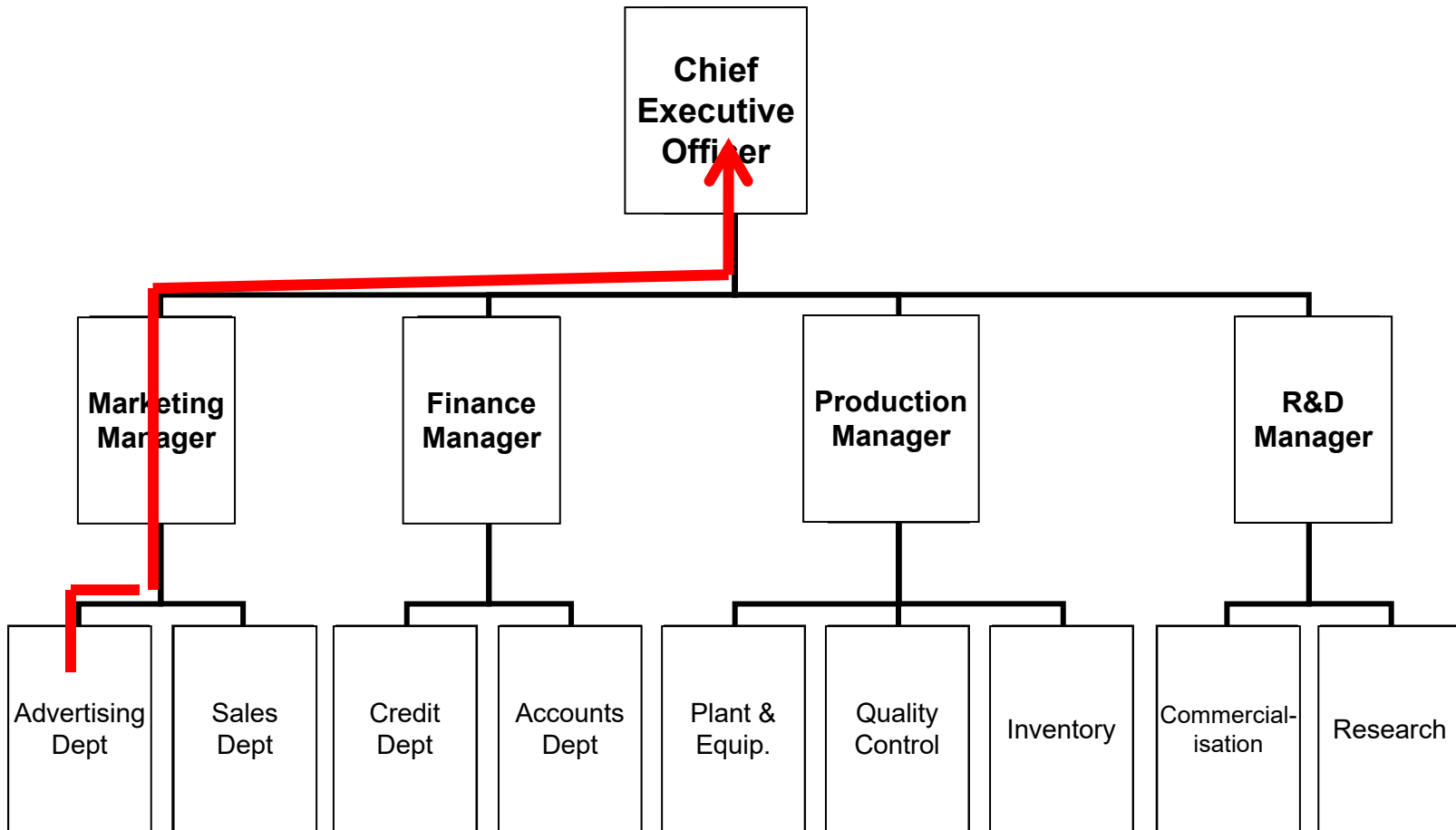
Name this structure



Name the structure

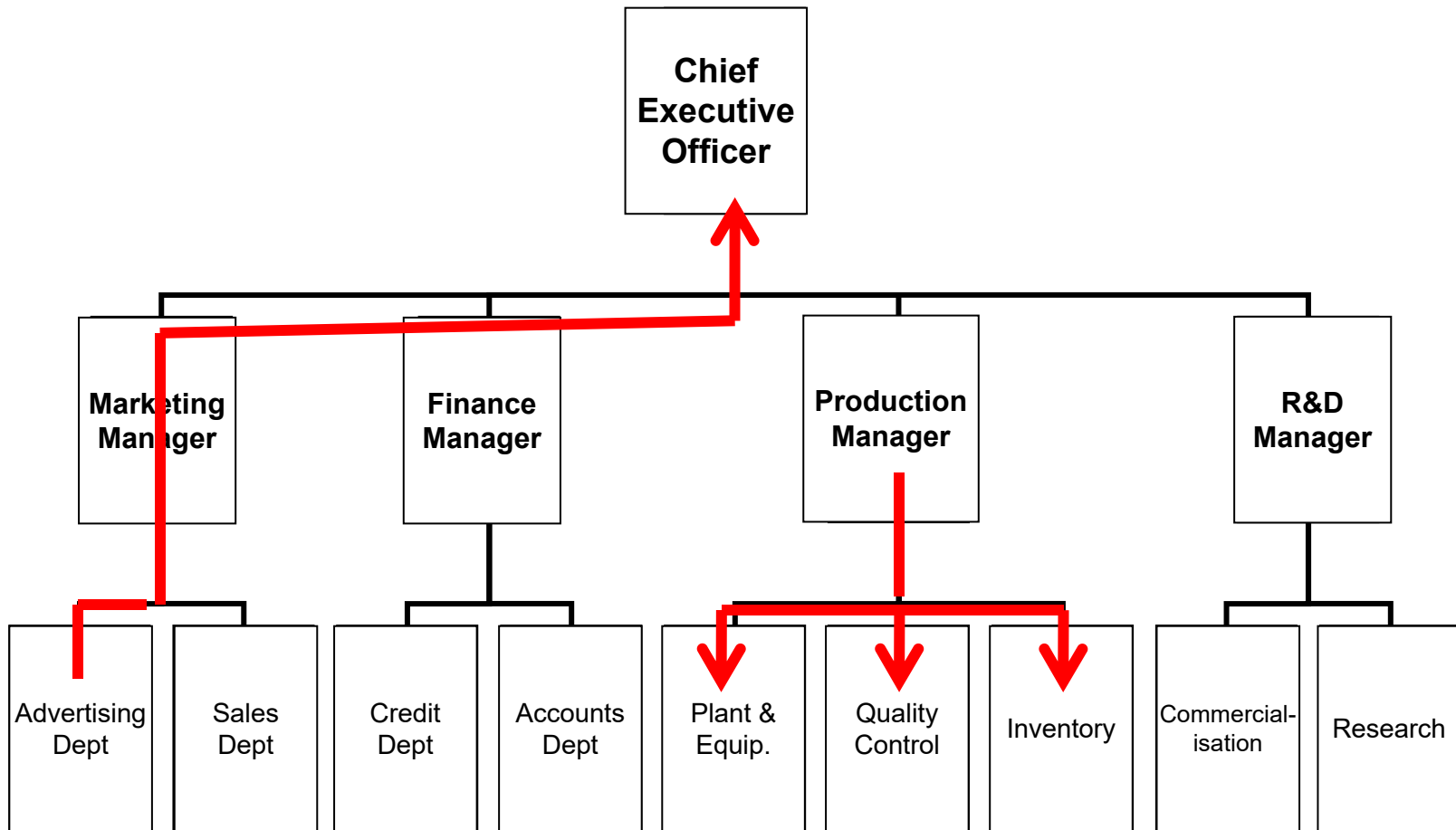
- A. Divisional
- B. Matrix
- C. Functional

Communication channels



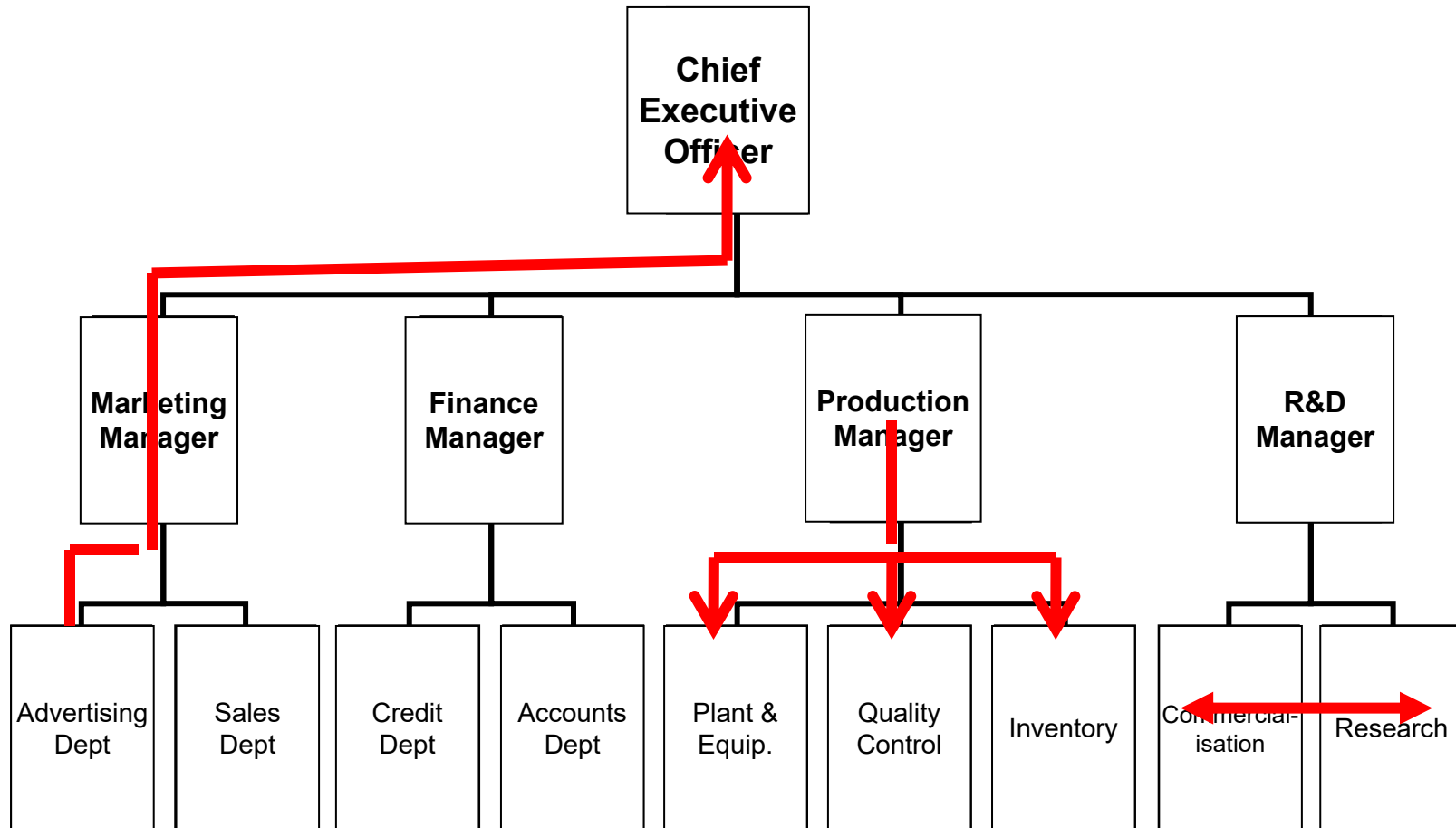
Upward channel – via manager

Communication channels



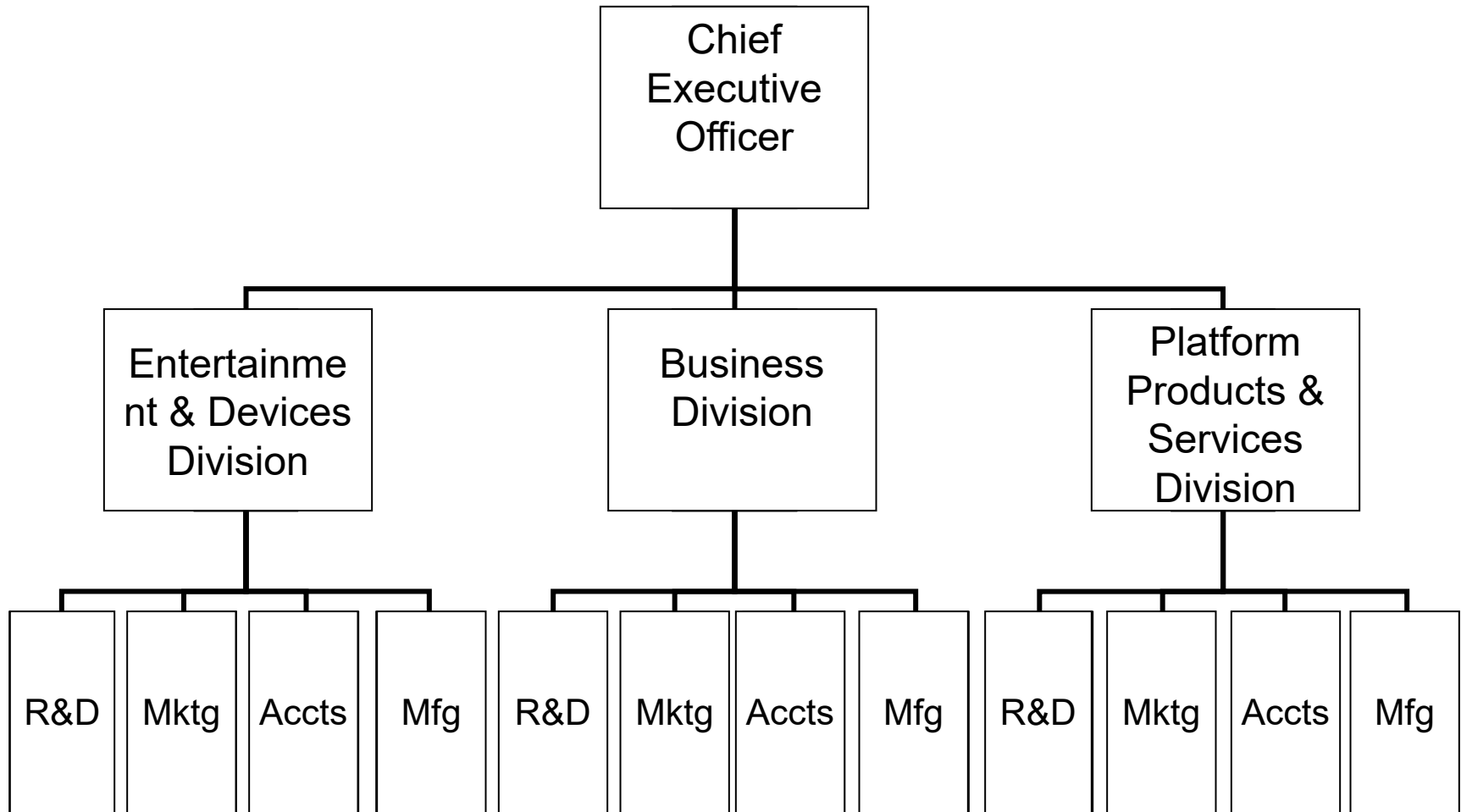
Downward channel – direct info to staff you manage

Communication channels



Horizontal channel – some commas with staff reporting to same supervisor

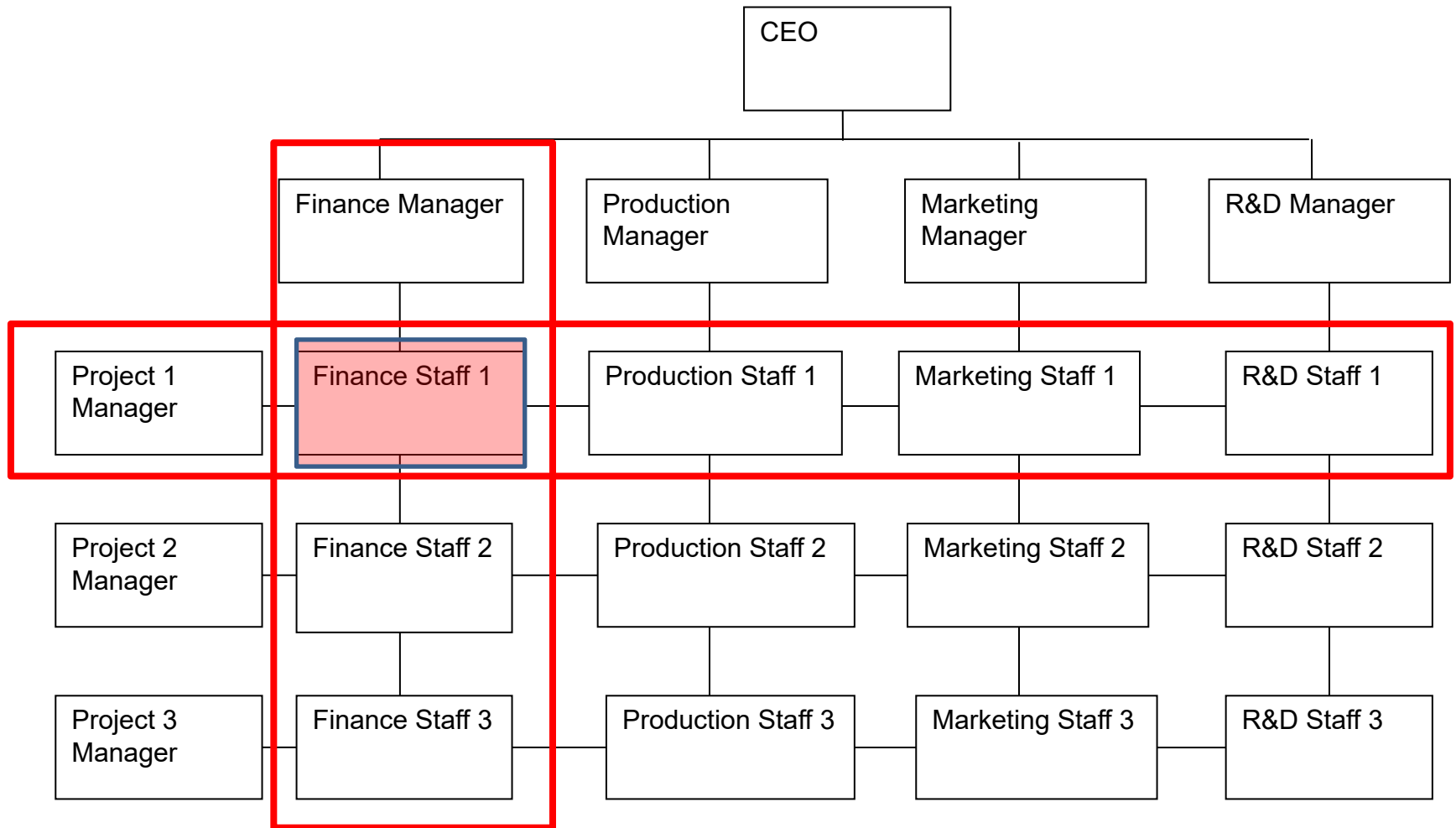
Name this structure



Name the structure

- A. Divisional
- B. Matrix
- C. Functional

Name this structure



Name the structure

- A. Divisional
- B. Matrix
- C. Functional

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Remember it is about being understood

Word Crimes

Writing as a means of communication

Why use written communication?

Why is written communication positive for the sender. Which of these is correct

- A. You don't know that you have sent the message
- B. The message was well accepted and understood
- C. You have evidence of what you specified
- D. The message has been received

Key Aspects

Who is writing
what
for whom?

Presentation, language and formatting
(Aesthetics)

Structure, coherency and argumentation (Logic)

e-Folio Piece: Worst message

- You have not completed your assignment
 - It is late
 - You do not have a good excuse
- Write an email to your lecturer
- Make is the worst message that you can compose
- We will then shuffle these and another student will make an analysis of the message
- No offensive language or comments please.

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What to include in a message

Dear Nori,

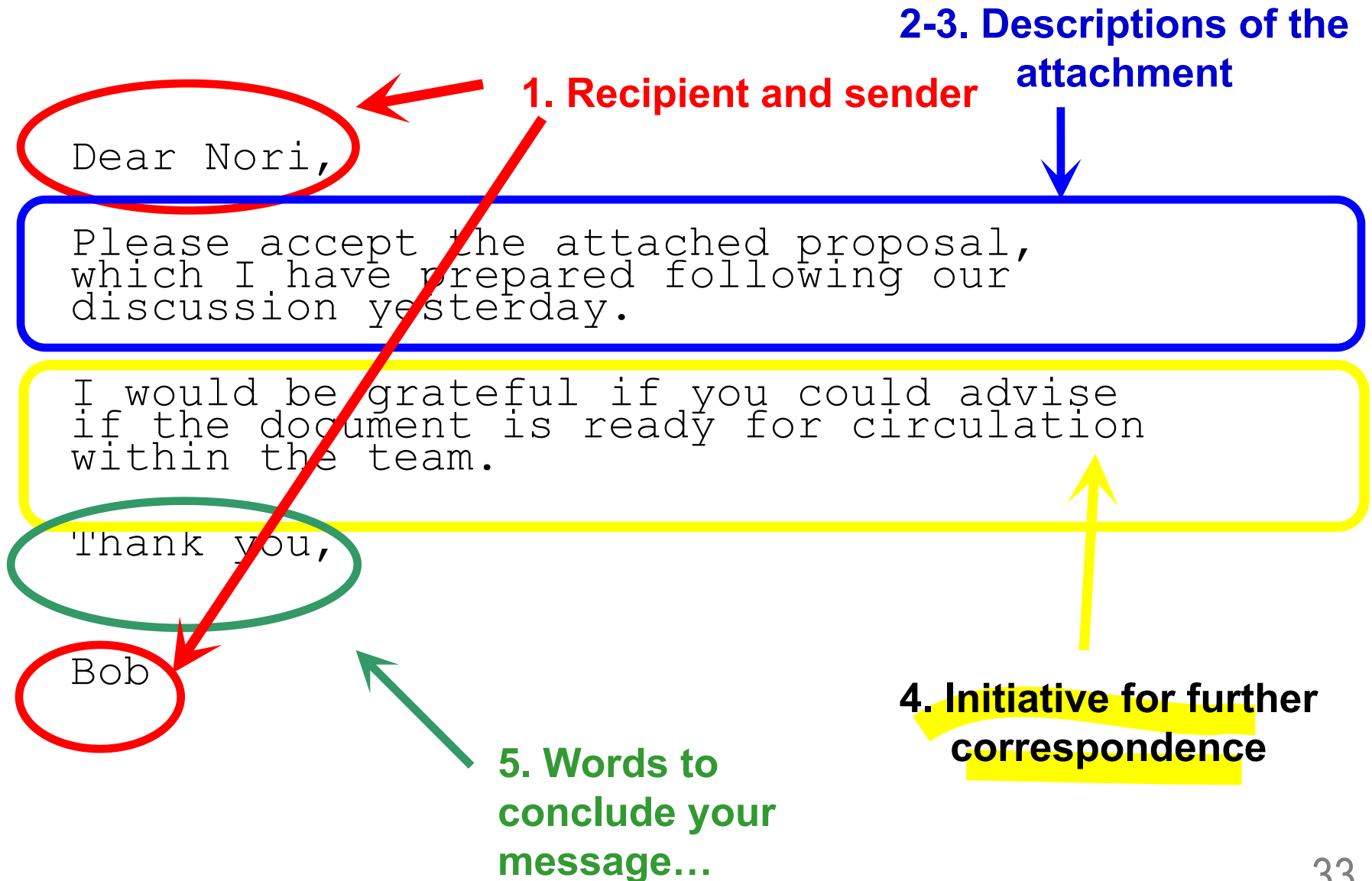
Please accept the attached proposal, which I have prepared following our discussion yesterday.

I would be grateful if you could advise if the document is ready for circulation within the team.

Thank you,

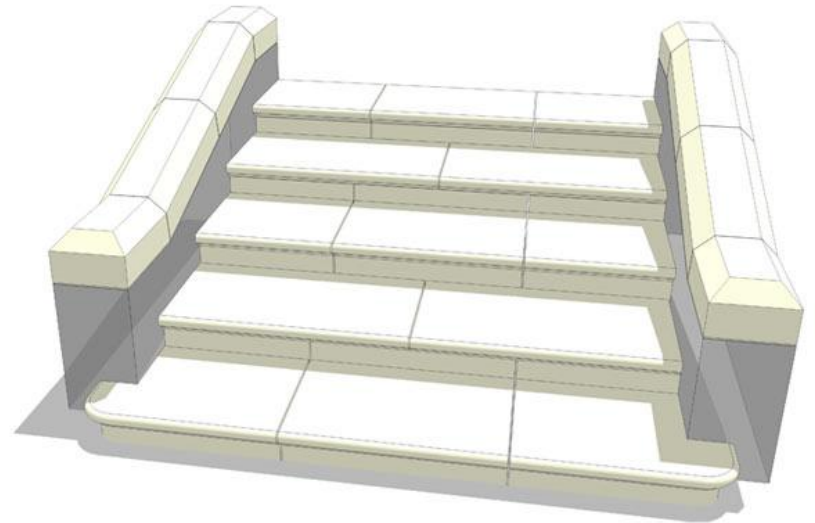
Bob

What to include in a message



5-step approach to professional communications

1. Identify the objectives
2. Conduct research
3. Create background
4. Compose a message
5. Follow-up



Step 1: Identify the objectives

Assess the situation carefully

Identify both **long term** and **short term** objectives

Separate your personal agenda from the organisational benefits

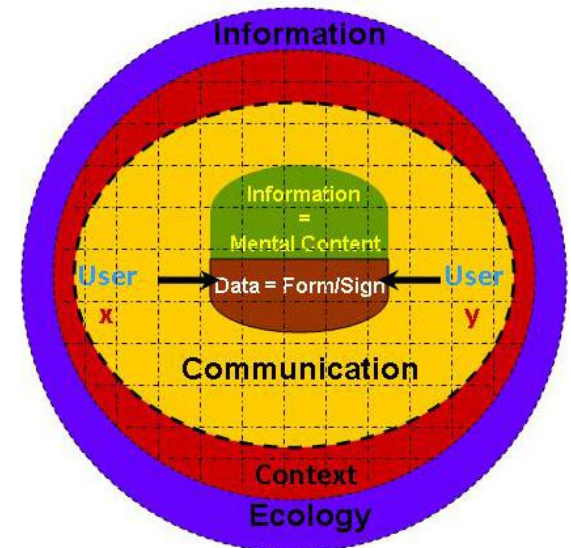


Step 2: Conduct research

Know the contexts well

Use to establish the context of your communication

Gives alternative options of communication



Step 3: Create a background

You **frame** all the participants before you initiate communication.

Understand the roles of each participant in the situation.



Step 4: Compose a message

Choose appropriate means of communication – written, verbal, etc.

Expect their **negative** intentions when you initiate communication

Assume their **positive** intention when they initiate communication.



Step 5: Follow-up

Make sure that communication achieved what you wanted.

Assess the consequences and their implications.

What kind of follow-ups would be appropriate?





How to compose a good message?

General rules

1. **Clearly** state who's writing for whom
2. **Clarify** what the document is all about
3. Detail the information in a clear, concise and conclusive manner
4. Make initiatives for the readers
5. End the message **"nicely"**

Noriaki Sato,

My name is Suzie, and I am writing to ask you whether or not your lecture slides for FIT 2035 unit can be made available before each lecture.

Last year, I found the lecture slides extremely useful in preparation for lecture attendance.

I understand that lecture slides can not always be made available prior to the lecture, but I would be grateful if by any chance you could make the slides for this unit available during week.

Thank you,

Suzie

Dear Mr Sato,

Noriaki Sato,

My name is Suzie, and I am writing to ask you whether or not your lecture slides for FIT 2035 unit can be made available before each lecture.

2. Clarification of the nature of the message

Last year, I found the lecture slides extremely useful in preparation for lecture attendance.

3. Details to support the primary message

I understand that lecture slides can not always be made available prior to the lecture, but I would be grateful if by any chance you could make the slides for this unit available during the week.

5. Sort of nice way to conclude the message

Thank you,

4. Initiative for me

Suzie

... and of course the sender and the recipient (in an appropriate manner please!)

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Types of Written Communication

Email

Letter

Fax

Memorandum

Proposal

Reports

Sending a message: Think about tone

For example, to one's manager:

hey Ann. here is the doc.
cheers, bob

Sending a proposal

Dear Ann,

Please accept the attached proposal, which I have prepared following our discussion yesterday.

I would be grateful if you could advise if the document is ready for circulation within the team.

Thank you,

Fred

Boring but harmless!

Assignment 2 Questions

Does any one have questions on assignment 2

Summary

After this weeks: lecture, reading, and tutorial you should be able to:

- Define and describe the concept of an organisation;
- Understand what is meant by organisational goals, objectives and functions;
- Describe the characteristics of the functional, divisional and matrix organisation structures;
- Distinguish between formal and informal communication
- Discern what is **the appropriate** form of written communication in a particular situation
- Be able to create **effective and appropriate** written messages in a range of standard forms (email, letters, memos)
- Demonstrate competence in writing a report

Week 10: Online Communications

Email, SMS, wiki, blog, twitter, Facebook,
LinkedIn..