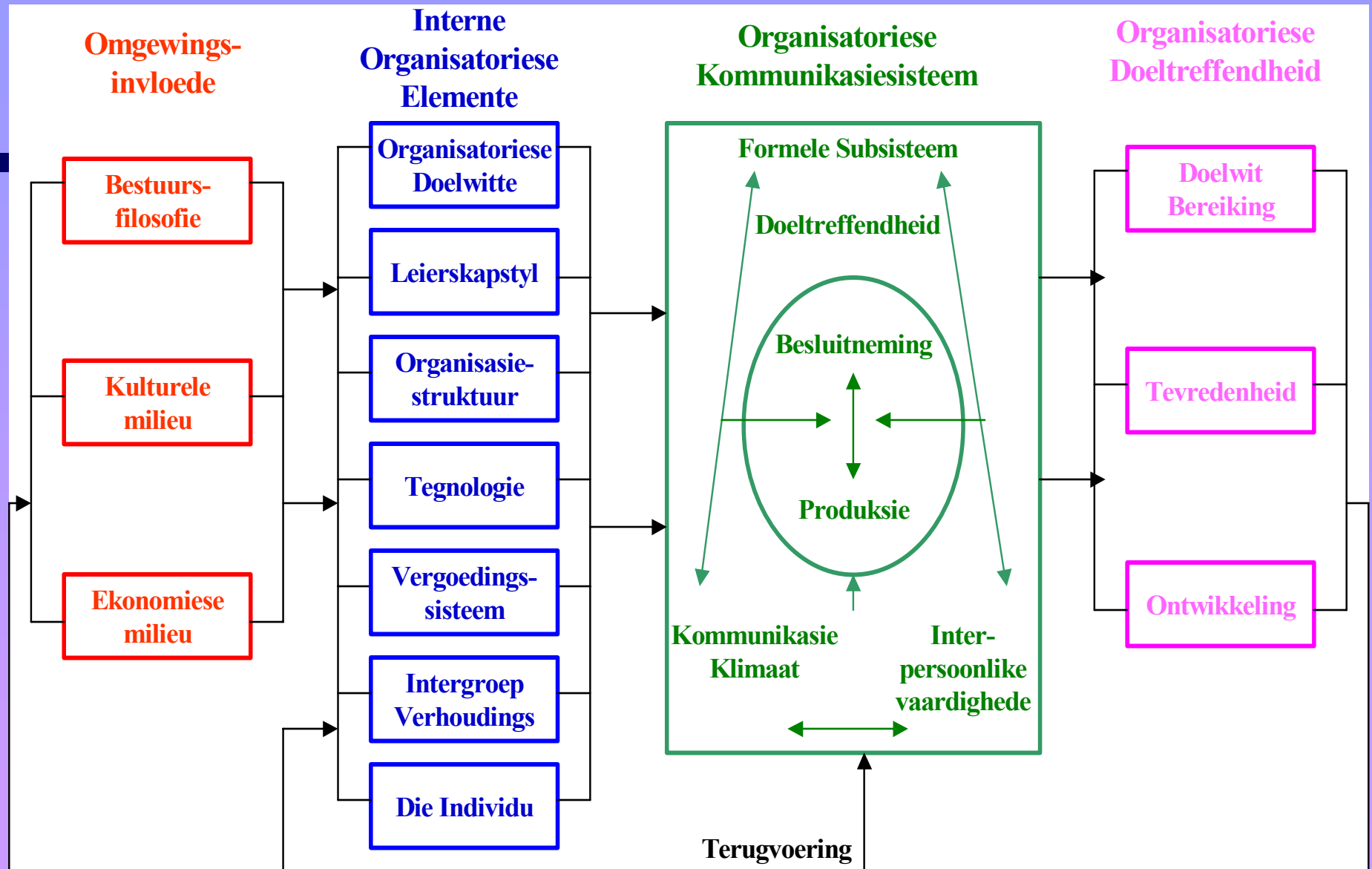
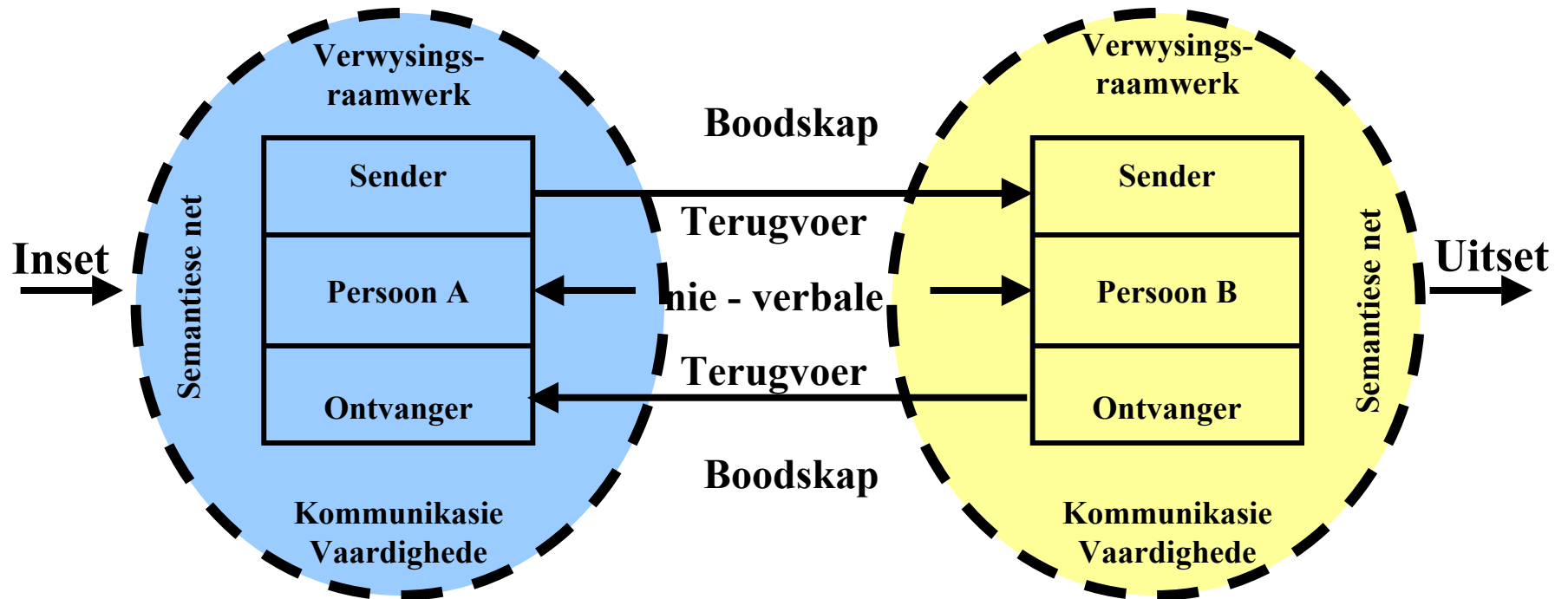


# SANFORD SE MODEL VAN ORGANISATORIESE KOMMUNIKASIE

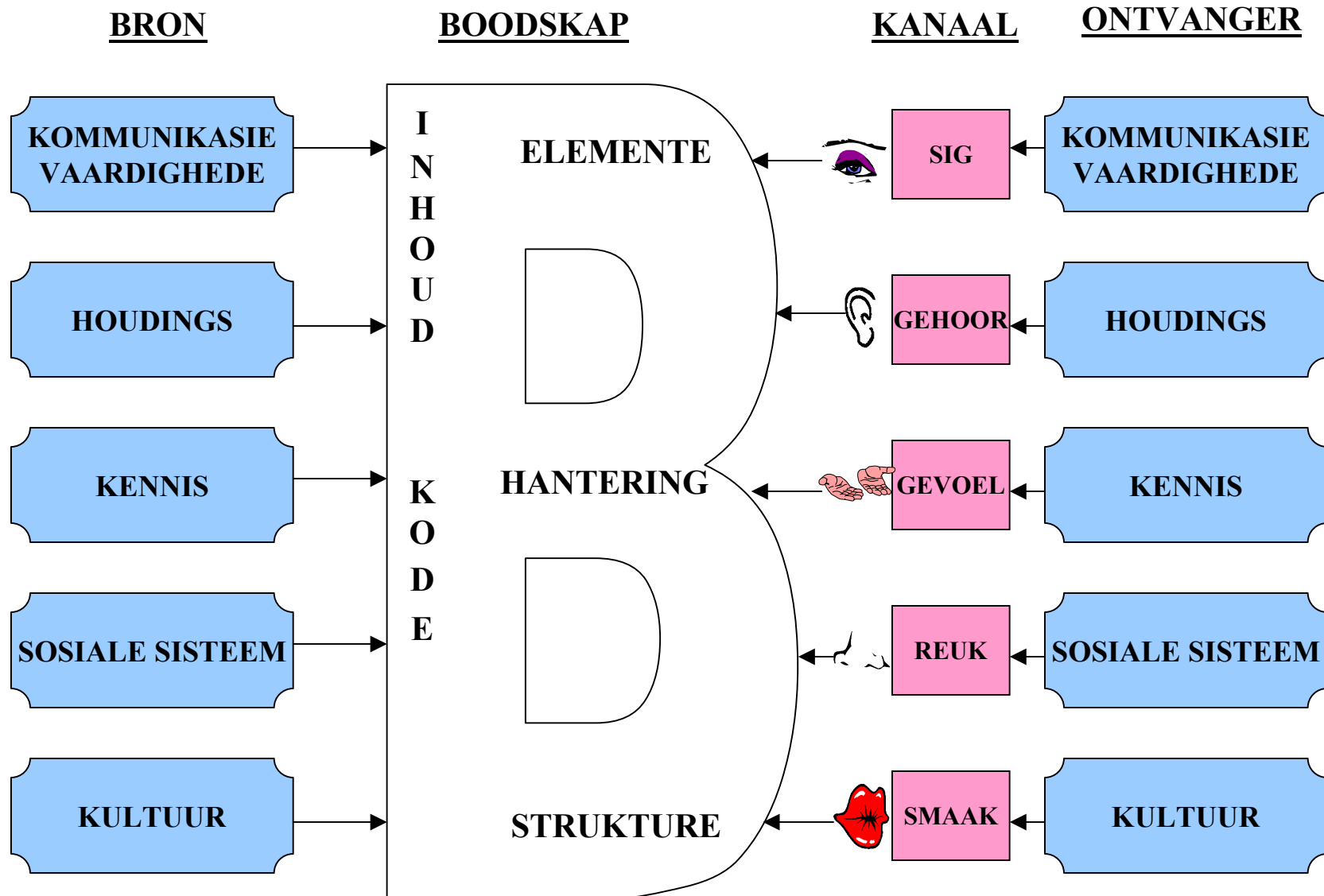


## LEWIS SE ORGANISATORIESE KOMMUNIKASIEMODEL



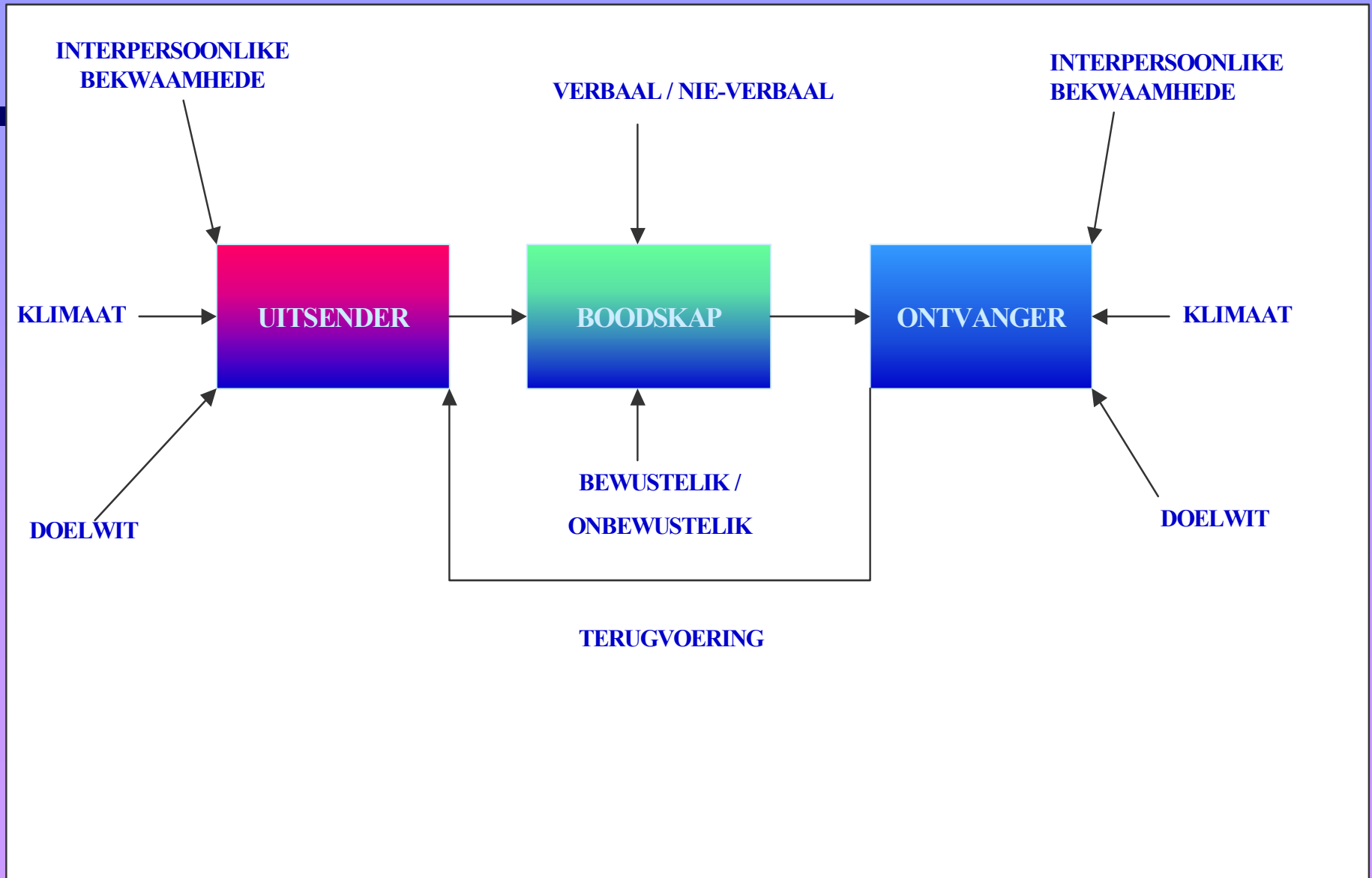
**BRON:** Lewis, P.V. 1987. *Organisational Communication - The Essence of Effective Management*, Derde uitgawe, John Wiley and Sons, New York, p.35.

# BERLO SE KOMMUNIKASIEMODEL



**BRON:** Berlo, D.K. 1960. *The process of communication, an introduction to Theory and Practice*. Holt, Reinhart and Winston, Inc: VSA, p. 72 .

# DIE EKSTERNEBETREKINGE-KOMMUNIKASIEMODEL



# IMPLIKASIES VAN BESTUURSTEORIEë VIR KOMMUNIKASIE

<p style="text-align: center;"><b><u>FUNKSIONELE BENADERING</u></b></p> <ul style="list-style-type: none"> <li>• <b>Boodskapfunksie</b> Organisering:  Verhoudings:  Verandering:</li> <li>• <b>Boodskapstruktuur</b> Rigting: Netwerk: Kanale: Lading: Distorsie:</li> </ul>	<p style="text-align: center;"><b>DIE WETENSKAPLIKE BESTUURSBENADERING</b></p> <p>Belangrike - take, reëls, prestasie - meting</p> <p>Relatief onbelangrik - toesighouer/ ondergeskikte Relatief onbelangrik - beheer deur bestuur</p> <p>Vertikaal, merendeels afwaarts Formeel Mondelings en geskrewe Matig Minimaal</p>	<p style="text-align: center;"><b>DIE MENSLIKE GEDRAGS-BENADERING</b></p> <p>Belangrik - take, instruksies, informasie, reëls, regulasies Belangrik - integrasie van gelykes</p> <p>Belangrik - alle lede van die organisasie/deelnemend</p> <p>Meervoudige rigtings Formeel en informeel Hoofsaaklik mondelings Matig tot hoog Voorspelbaar</p>	<p style="text-align: center;"><b>GEïNTEGREERDE BESTUURSBENADERING</b></p> <p>Alle funksies aanwesig en afhanklik van die spesifieke organisasie en sy omgewing (veranderlik)</p> <p>Veranderlik Veranderlik Veranderlik Veranderlik Veranderlik</p>
<p><b>BETEKENISGESENTEREERDE BENADERING</b></p>			
<ul style="list-style-type: none"> <li>• <b>Organisering</b> Dubbel-sinnigheid</li> <li>• <b>Besluitneming</b> Individuele uitgangspunt:  Organisatoriese uitgangspunt</li> <li>• <b>Kultuur</b> Presentasie: Rituele / Stories:</li> <li>• <b>Invloed</b> Identifikasie: Sosialisering: Kommunikasie-reëls</li> <li>Krag:</li> </ul>	<p>Laag</p> <p>Individuele doelwitte ondergeskik aan organisasiedoelwitte Effektiewe aanwending van mannekrag en hulpbronne</p> <p>Nie oorweeg/ waarskynlik nie van toepassing nie</p> <p>Bestuurbeheer - en uitvoer Toesighouers lei ondergeskiktes op Bestuurstrukture</p> <p>Burokrasies gesag</p>	<p>Matig tot hoog</p> <p>Individuele bevoeg om kreatiewe insette te lewer Produktiwiteit word verhoog deur wye deelname in besluitneming</p> <p>Ondersteunende klimaat</p> <p>Belangrik vir produktiwiteit Ontwikkel deur gelykes Breë deelname verkieslik</p> <p>Versprei regdeur organisasie</p>	<p>Laag, matig of hoog (veranderlik)</p> <p>Individuele verantwoordelik vir besluite, innovering, doeltreffendheid Aanpassing by omgewing, innovering en waardes belangrik vir uitnemendheid</p> <p>Ontwikkel gesamentlike realiteite en waardes</p> <p>Belangrik vir kragtige kultuur Bestuursverantwoordelikheid Gebaseer op organisasie - waardes</p> <p>Afhanklik van organisasie - behoefte</p>

# PURPOSE OF CORPORATE COMMUNICATION

## DIMENSION # 1: MEDIA MESSAGES

Print and electronic media disseminating information and symbols to employees. The media set the agenda of topics and key supportive points to be elaborated upon and reinforced by the manager as opinion leader in workgroup communication interactions

## DIMENSION # 2: MANAGERIAL INTERACTION

Manager acts as opinion leader and facilitator of communication process within the workgroup and provides social reinforcement of messages carried in corporate media

### CULTURAL

Shape corporate culture by influencing values and beliefs

### STRATEGIC

Influence attitudes and commitment on key corporate issues strategies and initiatives

### TASK

Addresses on-going need for new skills, task modifications and job knowledge

### LEADERSHIP

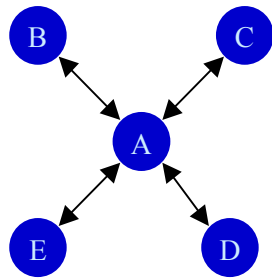
Develop strong human relations climate:

- Shared understanding
- Credibility
- Respect
- Trust

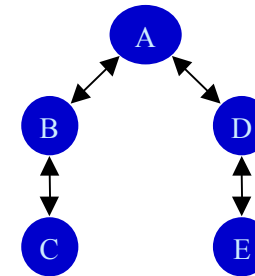
## DOELTREFFENDE KOMMUNIKASIE: 'N DEFINITIEWE PLUS VIR ORGANISATORIESE PRESTASIE



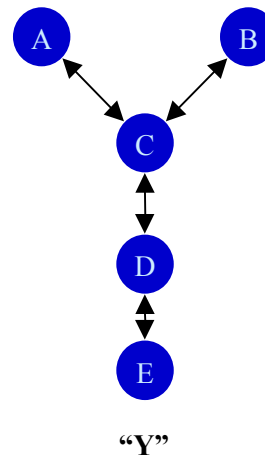
# KOMMUNIKASIENETWERKE



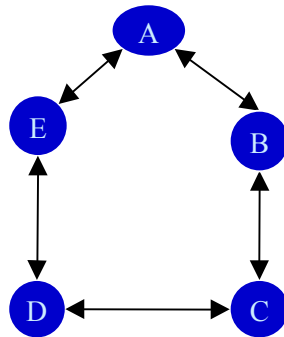
WIEL



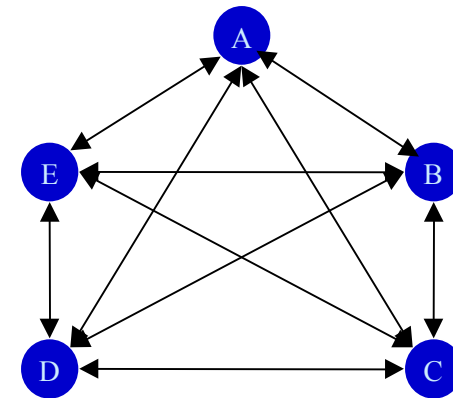
KETTING



“Y”



SIRKEL



MEERVOUDIGE/ALLE KANALE

**Bron:** Lewis, P.S. 1987. *Organizational Communication - The Essence of Effective Management*, Derde uitgawe, John Wiley and Sons, New York, p. 100.



# MODEL OF TRUST



## The New Partnership

**Company** keep our “While you are here, we will do the best we can to help you grow and achieve your goals if you help us to achieve ours, but we will keep our options open, as the future is uncertain. Meanwhile we will share with you our best estimates of our and your future.”

**Employee** as my future “While I am here I will give of my best if you consider my needs and goals along with yours, but I will also keep my options open, is paramount and I know there are no guarantees, no matter how well I perform.”

Bron: Bews, N en Martins, N. November/Desember 1996. The trust gap between Employees and Employers is widening. *People Dynamics*, p. 48.