B.A. (Honours) in Contemporary English Studies

Course Title : Organizational Communication  
Course Code : ENG3265 / ENG265  
Recommended Study Year : 3rd & 4th Year for 4-year System  
2nd & 3rd Year for 3-year System  
No. of Credits/Term : 3  
Mode of Tuition : Lecture and Tutorial  
Class Contact Hours : 2 hours Lecture/week  
1 hour Tutorial/week  
Category in Major Programme : Disciplinary Elective  
Prerequisite(s) : N/A  
Co-requisite(s) : N/A  
Exclusion(s) : N/A  
Exemption Requirement(s) : N/A

Brief Course Description

This subject gives students an opportunity to study language and communication in the context of organizations. Apart from drawing on students' knowledge about language and society and applying the skills of discourse analysis acquired elsewhere in the programme, students are expected to acquire other relevant theories to enhance their understanding of organizational phenomena. Such an in-depth understanding of language use in organizations will not only prepare students for organization life; it will also facilitate their mastery of skills to formulate communication strategies in order to function more efficiently in the workplace.

Aims

1. To appreciate the importance of communication and discourse in various aspects of organization life, both internal and external.  
2. To understand the basic elements and processes of communication in an organization.  
3. To acquire theoretical frameworks for the analysis of organizational communications.  
4. To understand the factors involved in the making of strategic decisions in organizational communication.  
5. To get acquainted with different genres of organizational communication and appreciate the linguistic and rhetorical strategies involved in the production of these genres.

Learning Outcomes

1. Use concepts learnt to identify relevant organizational phenomena in case studies pertinent to the understanding of organizational communication.  
2. Be familiar with the features characteristic of different genres of organizational communication.
3. Demonstrate ability to produce typical genres of internal and external organizational communication.
4. Be able to evaluate the effectiveness of organizational communications given the circumstances, intended messages, and use of linguistic and other rhetorical strategies.
5. Appreciate the relationship between leadership and communication and be aware of the patterns of communication associated with different styles of leadership.
6. Understand the factors leading to organizational conflict and different approaches in resolving them.
7. Appreciate the strategic functions of public relations and its role in the external communications of an organization.

Indicative Content

1. Structures of organizations and their patterns and genres of communication
2. Organization cultures and communication
3. Leadership
4. Power and control
5. Conflict and its management
6. Public relations and the media

Teaching Method

Besides lectures and tutorials, various other approaches such as case studies, games, writing assignments, and role simulations will be used to enable students to have a deeper understanding of the subject and have a better grasp of the skills necessary for the production and evaluation of typical genres of organizational communication.

Assessments

Tutorial Discussions (5%)
Assignments and tasks are given for completion and discussion during tutorials. (Learning Outcomes 1-7 on a weekly basis according to the topics covered in the lectures)

Practical Applications (10%)
Assignments will also be set on relevant topics involving the application of principles and theories discussed during lectures and tutorials. In order to put theories into practice, students will be required to carry out certain written tasks or to conduct role-plays based on simulated organizational situations. (Learning Outcomes 3, 5, 6 & 7)

First Term Paper (10%)
The first paper is normally based on desk research, drawing on existing theories and research on the topic, plus a case study and/or reflection on relevant organizational experience of your own. It may also include a practical element involving a written or oral task arising from the case study reflecting what the student has learnt in terms
of relevant theories and concepts. The emphasis of the first paper will be on the understanding of theories and concepts. (Any one of Learning Outcomes 1-4)

Second Paper (20%)
This paper involves some field research. It may include one or more case studies, involving analysis of either some verbal or nonverbal aspects of organizational communication. If the second paper is of a nature and a scale that warrants the joint efforts of more than one student, the students may form a small group of not more than three students. Each student working in the group will have to submit their own individual research report.

The second paper may also include an optional practical element arising from the application of theory to a situation in the case study. For example, the practical element may be in the form of a report, a mission statement, a press release, or a role-play of a negotiation meeting. The emphasis of the second paper is on fieldwork, which indicates an effort on your part to find out firsthand about theories and concepts learnt on the course.

(Any one of Learning Outcomes 1-7)

Oral Presentation of Second Paper (5%)
The oral presentation will take place towards the end of the semester. Each student will be given 15 minutes for the presentation. The presentation is based on the second paper and is given before the final submission of the second term paper.

Final Examination (50%)
A 2-hour examination in the last week of the semester covering the various topics taught in class. The questions may require the student to write answers in essay form and give an analysis based on a unseen case involving organizational communication. (Learning Outcomes 1-7)

Required Readings

Supplementary Readings


