

## **Organizational Communication in the Internet Age**

### **Introduction**

Today is 21 century, is the computer and Internet age, I choice this topic because effective communication is critical for both managerial and organizational success, and want to understanding how these advanced technology can improved organizational communication, and are possible that Internet communication will replace the traditional communication in an organization?

Communication effective is most important to a successful organization, research show that employee satisfaction with organizational communication was positively and significantly correlated with both job satisfaction and performance. ((Jaasma, M, A & Koper, R, J, 1999)

### **Perceptual Process Model of Communication**

Communicating is not simple, in communication model, sender encoding the message, through communication media send to receiver, receiver decodes the message and creating meaning, and have feedback to the sender, this is a loop, many factors can cause misunderstanding, such as encoding and decoding may cause misunderstanding because both sender and receiver have different meaning of the message, choice of right media also very important, and in communication process, noise also should be consider, it include speech impairment, equipment problem, poor hearing and eyesight and so on. In an organization, a misunderstanding can cause increase cost, lose reputation lower employee morale or increase turnover rate.

### **Interpersonal Communication**

Interpersonal communication within an organization is very important, a good communication skill helps groups make better decisions and were promoted more frequently than individuals with less developed abilities. (Kreitner & Kinicki, 2001) Interpersonal communication, cross culture awareness is an important factor to be evaluates the person's interpersonal communication ability or trait. Managers can design interpersonal cultural training to improve employees' ability. Employees also can improve their communication competence through five communication style/ability/traits: assertiveness, aggressiveness, nonassertiveness, nonverbal communication, and active listening. Many managers may improve their communication competence by trying to be more assertive and less aggressive or nonassertive because research studies indicate that

assertiveness is more effective than aggressiveness in both work-related and consumer context. (Raudsepp, 1992) for example, managers should use nonverbal behavior of good eye contact, good voice, and selective interruptions, also they should avoid nonverbal behavior such as threatening gestures, slumped posture, and a weak or whiny voice. Appropriate verbal behavior include direct, clearly, and unambiguous language and use of “I” statement instead of “you” statement. “I” statement describe your feelings about someone’s performance or behavior instead of laying blame on the person. (Kreitner & Kinicki, 2001) A good manager knows how to using the various assertiveness elements: (1) empathize and negotiate with superiors or others on whom you are dependent, (2) specify with friends and peers, and (3) describe to stranger. (Kreitner & Kinicki, 2001) Nonverbal communication include use time or space, distance between persons, dress, body language, eye contact and so on. Organization’s employee also need have good listening skill, especially in sales, customer service or management, manager spend a great deal of time listening to others. Poor listeners use this information-processing gap to daydream and think about other things that can cause missing important message. To improve listening skill, employees can cultivating good habits when listening, that include give the speaker full attention, eye contact, and so on, and avoid bad habit those include tends to daydream, do not take notes and so on.

### **Communication Distortion between Managers and Employees**

Managers also need to know when an employee report to him/her, the employee may modifies the content of message because of workplace politics, a desire to manager impressions or fear of how manager will response the message. Managers can reduce communication distortion by de-emphasize power differences between themselves and their subordinates, enhance trust, encourage staff feedback by conducting smaller, more informal meetings, establish performance goals that encourage employees to focus on problems rather than personalities, and encouraging dialogue those opposing viewpoint.

### **Communication in Internet Ages**

Today’s advanced information technology allows organization have more choice to select media vehicles to communicate, include Internet/Intranet/Extranet, email, videoconferencing, collaborative computing and telecommunicating.

**Internet/Intranet/Extranet**

All of these three network systems can enhance the ability of employees or business partners to find, create, manage and distribute information. While the effectiveness of these “nets”, depends on how organizations set up and manage their Intranet/Extranet and how employees use the acquired information. (Edwards, 1996) Using Internet/Intranet/Extranet also can help organization save operation cost those include reduce paper, postage, and fax cost.

**Email and ICQ**

This method used in many organizations, such as Microsoft, program group often use email to communicate with their mates, and report to supervisor. The benefits of email communication that include: reduce cost of printing, paper, postage, distributing information to a large number of employees, increase teamwork by team members using email to (a) keep others inform, (b) to follow up an earlier communication, or (c) to communicate the same thing to many people, and email can fosters flexibility, because people can log onto their email account anywhere, when the place have computer and telephone line. Some people think email is inefficient because they don't always check their email, but thanks telephones and ICQ, people can be notice they received a email very fast, and even work group can have a chat room discussion in Internet or ICQ. New advanced technology such as laptop, wireless broadband, email on airplane, all these can help people keep in touch anywhere, anytime. But some disadvantages of using email to communicate are included: unsafely, email overload, less face-to-face communications, only can deal with routine activities.

**Videoconferencing**

Use video and audio links along with computers to enable people located at different located at different locations to see, hear and talk with one another. Some organization use videoconferencing have a meeting with someone who cannot participate the meeting.

**Collaborative Computing and Telecommuting**

Using computer software and hardware to help people work better together, include messaging and e-mail system, electronic whiteboard, calendar management, videoconferencing, computer teleconferencing and so on.

**Computerized Internet communication cannot replace the traditional communication**

Effective choice of medium to communicate that means choice communicate media depends on the complexity of managerial problem or situation. Low-complexity situation are routine, predictable, can use Internet communication. High-complexity situation such as reorganized, employee reduction, are ambiguous, unpredictable, and often emotionally laden, should use traditional communication such as face-to-face communication.

**Conclusion:**

In today's environment, technology allows organization have more choice to communicate more effect and efficient, but Internet communication cannot replace the traditional communication media, which communication media that organization choice should depends on the problem and situation.