From α to ω in Organizations: Communication

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Recently, the word "communication" is frequently heard in everyday life, industry, and academia. Communication includes the meaning of "It is not blocked and goes well" or "It means that they don't misunderstand each other." In this society in which communication skills are also competitive, no matter how communication is emphasized, it plays an important role in the occurrence and solution of organizational problems.

The communication of an organization can be compared to the blood of our body. Blood plays a major role in circulating in every corner of our whole body and supplying necessary nutrients and oxygen. If blood vessels are clogged during the blood circulation process, various kinds of life-threatening diseases such as cardiovascular disease and adult diseases will occur. Likewise, if the communication of the organization is not performed properly, it hinders the achievement of the organization's goals such as the weakening of agglomeration within the organization, declining strategic quality, and non-financial and financial damage.

As an example, recently, the victims of sexual violence, which is the biggest topic of our society, disclose their case and accuse perpetrators' side effects of the "beauty fighter movement (Me too)." There is a "Pence Rule" culture. The Pence Rule is a culture within the organization as a countermeasure against the movement of the beauty fighter movement at several compa-nies, but this intends to block the exchange with women in the workplace to prevent discussions such as sexual harassment. However, this culture has created a negative phenomenon that excludes women colleagues from encounters for socializing in the workplace, and due to the characteristics of the organization, women and men cannot obtain equal business opportunities and be promoted. The problem is that women receive unfair treatment (Kim, 2018). The fact that the interaction between men and women is cut off may avoid the sexual harassment problem, but it may result in a new problem of gender discrimination at work. A plan to solve the essential problem of the beautiful warrior movement will break the communication among the members of the organization. In the case of organizations placed under such circumstances, the disruption of communication will bring the members' morale and motivation, agglomeration, and performance deterioration.

Not only that, but if communication in the organization is not smooth due to a variety of reasons, as described above, there will be a number of diverse problems with the achievement of the organization's goal, which is the reason for the existence of the organization. Communication is alpha (α) and omega (ω), in that failures of communication can affect the organization's ultimate pursuit of goals.

Characteristics of Business Communication

Business communication is different from general communication. In business communication, there are specific business objectives, a relatively vertical relationship, and the influence of the result that the interests are tangled. In more successful organizations, communication is open and clear. This means that organization's good communication abilities can effectively im-

prove the productivity of all their members as well as their relationships with stakeholders for the benefit of the organization (Lim & Hong, 2014). In other words, effective communication technology is a business prerequisite that guarantees organizational success.

In general, communication between the organization and stakeholders refers to negotiation. Negotiation is a process in which two or more parties who have different interests and attention are making efforts to reach an agreement. Smooth communication promotes interaction and understanding between stakeholders and businesses by allowing important information to be shared in a timely manner (Lee, 2015).

Internal communication has not received much attention compared to external communication until relatively recently, but now, many organizations are recognized as a key process that contributes greatly to the development of the organization (Welch & Jackson, 2007). Each organization is strengthening internal communication with various approaches. Internal communication, therefore, is an essential element for successful negotiations with external stakeholders. In an organization with great internal communication, it will have positive effects, such as retaining valuable employees and making a substantial contribution to the company's success (Yeomans, 2017).

Receiver vs. Sender

Organizational communication appears in various forms, such as object and scope, up/down, horizontal, one-sided, or both sides, but eventually it is an interactive process that exchanges opinions, information, meaning, feelings, etc.; that is, communication can be an interaction between the receiver and the sender (An & Lee, 2017).

Understanding and Listening of Receivers

At the center of communication are understanding and the sharing of meaning the communicator wishes to convey. Scott McLean emphasized the importance of understanding, saying, "To understand is to perceive, to interpret, and to relate our perception and interpretation to what we already know" (McLean, 2003). In other words, it is the first step of communication that the receiver understands the message delivered by the sender.

In addition, Mr. Sang-gi Lee, who made a presentation at an academic conference on management communication, emphasized the importance of communication in business (Lee, 2018). He said that each of the communicators (receiver and sender) must put emphasis on accepting information (reading and listening) and delivering information (speaking and writing). He emphasized that the most important of these is listening. Also,

communication, leadership and sexual harassment have one thing in common, but he asked what it was. What do you think? His argument is that the receiver decides the answer.

Drucker (2013) also presented the four basic principles of communication, expressing the importance of communication. Communication is a perception, an expectation, and a demand. It is also in conflict with information, but on the other hand, it is mutually dependent. We must see whether the receiver is in the perceptual range; if there is no receiver expectation, nothing will be accepted; that is, in the area of communication, receiver is absolute.

Trust of Senders

In communication, Greek philosophy gave us many lessons. It is logos, pathos, and ethos, which Greek philosopher Aristotle presented as a means of persuasion. He said that he could bring effective communication among the three. Logos is logic related to the influence and persuasion of thought, Pathos is the empathic aspect, Ethos means the size of the speaker's sincerity and competence as a trust. Aristotle emphasized that for successful persuasion, we need to approach the object in the order of Ethos, Pathos, and Logos. Recognize the sincerity of the sender through ordinary actions and establish trust (Ethos), and when the receiver accepts his or her mind (Pathos), logically persuade him or her (Logos). In other words, when communication is made between communicators, if no trust relationship is built and the psychological state of the other party is not grasped, even if you are armed with logic, it will fail to persuade your opponent.

It is important to build trust and mutual ties in order to prevent misunderstandings and erroneous expectations prior to various situations, such as within organizations, between organizations, etc., in order to achieve high quality communication (Lee, 2015). Trust is the key consideration in management (McLean, 2016), and building trust can create a long-lasting relationship with various stakeholders and bring more benefit (Bowen & Shoemaker, 2003; Reichheld & Schefter, 2000). In addition, trust has a positive impact on the results of corporate management activities such as cooperation, resolution of conflict, and reduction of uncertainty (Morgan & Hunt, 1994). The reliability of communication, the most fundamental organizational process of all organizations, not just corporations, should be given top priority (Robertson, 2005).

Conclusion

Many organizations doing business will face a variety of environments—environments include changes in technology,

natural environment, economic conditions, institutions, laws, culture, etc.—which serve as opportunities or threats to the organization. Traditional organizations have experienced difficulties in achieving organizational goals due to communication, such as one-way communication, oversight of the importance of internal communication, lack of trust and listening to communication parties. Therefore, these organizations realize that various business challenges can be affected by clear goals and management of communication (Quirke, 2017). In order to achieve business success, all organizations have to face the environment and adapt. Communication within the organization quickly adapts to the rapidly changing environment, sets the direction of the business, and serves as an important factor in the organization's decision to achieve its goals. In other words, effective communication of the organization can be said to be an essential component for the survival of the enterprise.

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