

Abstract

The Role of Information and Communication in Organisations Diagnostic Tools of Information and Communication Processes

The thesis has the objective to explore the interaction of the terms information and communication in organizational settings, and to identify their common characteristics and direct mutual influence. By introducing settings with open and closed communication climates, and diagnostic tools of communication and information audits, the author highlights the mutual overlap of these terms.

The first part of the thesis provides an introduction into the theoretical terms information and communication as used in the historical context of their mother disciplines, identifies their similarities and differences, and, most importantly, highlights the long-term intense overlap of these terms at various levels. The second part goes on to introduce the basic forms of organizational structures affecting information transfer, i.e. direction, speed and accuracy of formal and informal information flows in organizational communication networks. The concept of information is brought into context with communication climate which has a direct influence on its form, quantity, quality and timeliness. When characterizing the most frequently used communication diagnosis tools falling into the category of communication audit, the author pays special attention to variables related to information theory. The final chapter introduces the term information audit, its theoretical definitions and benefits for the organization as a whole, and explores the unique role of the tool in the process of information and knowledge management in organizations.

The author points out that although information and communication are defined as two different phenomena relating to different academic disciplines, research and academic initiatives on both sides explore similar topics, approaching them from a similar perspective. Opening up to interdisciplinary interaction would benefit the growth of both disciplines, in theory and practice.

Keywords:

information, communication, organisation, communication models, information flow, communication climate, communication audit, information audit