

**Meanwhile... Wham!**  
**Comic and its communication value in  
organizational context**

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## **Summary**

This thesis begins with *The Pink Suit*, a comic strip I have created which comments on an interventionist social art project, the Manager in Residence Project. In this respect, this doctorate resides at the nexus between the arts and the social sciences. A personal level the forms the background, me as artist writing a thesis in the management department at Essex Business School. The thesis develops a framework premised on the history and epistemology of both social science and art, placing a particular focus on the field of organizational studies.

Within this tradition I discuss the controversial relationship in western culture between knowledge generated by text on the one hand and pictures on the other. This relationship is exemplified in the comic medium.

Potential of comic is examined, both as a tool for communication about organizations, and as an example of the transgression between different types of knowledge. The interplay between pictures and text in a given comic page is organized by its own medium-specific rules. Comparisons to other forms of visual display of data like maps and organigrams convey both similarities and differences to already established praxis. The sequential manner in which a comic unfolds is fundamental to the means by which its diagrammatic elements underlie its narrative.

Ultimately, I conclude by presenting eight different features of comic which help illuminate issues of communication within organizational contexts.

As regards epistemology and ontology, I suggest ultimately that increasing the awareness and interpretation of visual knowledge both broadens the means by which organizational data can be presented and enhances our understanding of the world.

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I would like to dedicate my doctorate to my father. He died during the course of this thesis. In his last days I was close to him, working on the thesis in the room upstairs to his. He would not have read it; he was a humble carpenter. But he was a man full of energy and passion. He was a very religious man, who shared his faith with whoever he encountered. Without his example and verve for understanding the world in his own way, I doubt very much I would have had the energy to complete this degree. He did not share my way of life, nor did I share his; but we met on common ground of respect and love. May his god bless him.

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When organizational values in the context of strategic management are concerned, it is necessary to emphasize that, as in the case of an organization's vision and mission, they will be more prominent in organizations that are more directed towards the future. In such organizations, which we will tentatively call visionary organizations, the elements of vision, mission and organizational values are highly intertwined, giving rise to a new term "strategic intent, denoting a broader and more comprehensive concept (Adams, undated; Buble, 2005). Assess Communication Level. Solicit feedback from your employees by asking them how well you communicate with them and if they have ideas for improving communication. Something as simple as one-on-one weekly meeting with your employees can help open the lines of communication. Communicate Directly. Don't assume that just because you know something that the whole organization also knows or has the same understanding. For example, if you offer special pricing to a top customer and neglect to inform the salesperson who handles the account, it could prove to be an embarrassing situation for the salesperson who discovers the information from the customer instead of you. Create Job Descriptions. Everyday Organizational Communication boxes in every chapter help students to recognize the ways in which organizational theory is already at work in their lives, bridging the gap between academic research and everyday experiences. From scientific management at the gym to activity and constraint in online dating, students will recognize the relevance of the material to life outside the classroom. What is meant by "organizational communication"? What are its major functions and types? What are the most important communication skills in the workplace? What are the most common barriers and obstacles to contemporary organizational communication? The answers to these and other questions throughout this course will give you a better understanding of the phenomenon and process of organizational communication. In an organization, a code of ethics is a set of principles that guide the organization in its programs, policies and decisions for the business. The ethical philosophy an organization uses to conduct business can affect the reputation, productivity and bottom line of the business. Creating ethical cultures in business: Brooke Deterline at TEDxPresidio. Each context has an influence on the communication process. Contexts can overlap, creating an even more dynamic process. You have been communicating in many of these contexts across your lifetime, and you'll be able to apply what you've learned through experience in each context to business communication. Intrapersonal Communication. Have you ever listened to a speech or lecture and gotten caught up in your thoughts so that, while the speaker continued, you were no longer listening?