

## COMMUNICATON AND HUMAN RESOURCES

**Delia-Georgiana SEMENESCU**

**PhD Lecturer**

**“Constantin Brâncuși” University of Târgu-Jiu**

### **ABSTRACT**

*IN SPECIAL CONCEPTS, COMMUNICATION CAN MEAN: AN ORAL INTERVENTION IN FRONT OF AN AUDIENCE; A MESSAGE THAT IS PASSED ON A HIERARCHICAL LINE IN AN ORGANIZATION; A BIDIRECTIONAL RELATIONSHIP BETWEEN SUBJECT AND AGENT IN A PEDAGOGICAL SITUATION; A MEANS BY WHICH INDIVIDUALS ESCAPE FROM LONELINESS BY SHARING WITH THEIR FELLOW MEN; AN EXCHANGE OF INFORMATION BETWEEN TWO CORRESPONDENTS VIA A TRANSMISSION CHANNEL ETC<sup>1</sup>.*

**KEYWORDS:** COMMUNICATION, ART OF COMMUNICATING, MESSAGE, HUMAN RESOURCES.

In a very broad sense, communication designates any process by which information is transmitted from one element to another, these elements being of a biological nature (nervous system communications), technological (telecommunication) or social<sup>2</sup>.

In the current use, the verb "to communicate" usually refers to the action of "transmitting" a "message" about "something" to someone who is the "receiver"<sup>3</sup>.

The etymology of the word is based on the Latin term *comunicare*, meaning "to share"<sup>4</sup>, but the word "comunicare/communication" is one of those generous notions that have a special extension: communication can be human, animal, vegetal or mechanical [...] Communication is the one that makes possible establishing a relationship between people, between objects or between people and objects. It designates either the action to communicate or the result of this action<sup>5</sup>.the community,

The general theory of communication explores the characteristics and relationships between general factors facilitating the transfer of a quantity of information from one object to

---

<sup>1</sup> Viorica Aura Păuș, *Communication and human resources*, Polirom Publishing, Iași, 2006, p. 103.

<sup>2</sup> Ibidem.

<sup>3</sup> Denis Mcquail, *Communication*, European Institute Publishing, Iași, p. 14.

<sup>4</sup> Viorica Aura Păuș, *op. cit.*, p. 103.

<sup>5</sup> Remy Rieffel, *Notions and models*, in Jean – Claude Bernard (coord.), *Introduction in written and spoken media*, Polirom Publishing, Iași, 2000, p. 18 apud Cristina Coman, *Public relations. Principles and strategies*, Polirom Publishing, Iași, 2006, p. 33.

another and, based on the use of operational methods, recommends ways of establishing optimum regimes for the circulation of information within the different types of systems<sup>1</sup>.

Specific human communication represents the binder of the individuals from a community that offers the possibility to know their opinions, of homogenizing under the psychosocial aspect, assuring the normal functioning of the community, regardless its measure or size<sup>2</sup>.

Human communication is the essence of the inter-human ties expressed by the ability to decipher, permanently, the meaning of social contacts realized with the help of symbols and social-general meanings in order to obtain stability or for some behavioral changes either individually or at group level<sup>3</sup>.

Communication is the fundamental way of psychosocial interaction without which people cannot become people and cultivate their own values. Human communication facilitates not only the transfer of something from one to another, as it would move an object from one place to another, but it is deeper, determining the full or partial appropriation of what is addressed to it<sup>4</sup>.

Communication is the set of physical and psychological processes through which one or more people are engaged in the task of achieving certain goals<sup>5</sup>.

In modern society, organizations have designed specialized environmental surveillance systems, based on which they have launched various adaptation strategies to the environment. Researchers in organizational sociology have identified, although starting from different theoretical constructions, the existence of complex correlations between the organization (conceived as an open system) and the systems that surround it: in this context, they have defined *communication* as one of the most important forms of manifestation of the interactions between the organization and the environment<sup>6</sup>.

In special terms, communication can mean: an oral intervention in front of an audience; a message that is passed on a hierarchical line in an organization; a bidirectional relationship between subject and agent in a pedagogical situation; a means by which individuals escape from loneliness by sharing with their fellow men; an exchange of information between two correspondents via a transmission channel, etc<sup>7</sup>.

Beyond the specificity of different theories and models, most commonly, communication involves the following major elements: the source (emitter), the message, the channel, the receiver, the code, the noise, the feed-back. <sup>8</sup>

In its general sense, communication is a way of expressing thoughts and feelings with the help of speech, writing, gestures and mimics in order to make the point<sup>9</sup>.

In interactive activities, for example, the user of the language alternately plays the part of the speaker and the auditor or recipient in relation to one or more interlocutors, in order to build

---

<sup>1</sup> Viorica Aura Păuș, *op. cit.*, p. 103.

<sup>2</sup> Viorel Cornescu, Ioan Mihăilescu, Sica Stanciu, *Organization Management*, All Beck, București Publishing, 2003, p. 239 apud Viorica Aura Păuș, *op. cit.*, p. 103.

<sup>3</sup> Laurențiu Șoitu, *Communication and action*, European Institute Publishing, Iași, 1997, p. 5.

<sup>4</sup> Ibidem.

<sup>5</sup> Idem, p. 7.

<sup>6</sup> Cristina Coman, *op. cit.*, p. 32.

<sup>7</sup> Viorica Aura Păuș, *op. cit.*, p. 103.

<sup>8</sup> Cristina Coman, *op. cit.*, p. 33.

<sup>9</sup> Viorica Aura Păuș, *op. cit.*, p. 103.

together a conventional discourse whose meaning is negotiated according to cooperation principles. Interactive communication can also be defined as a process through which an idea is transferred from one source to a receiver with the intent of influencing its behavior. Throughout the interaction, there are used both production and reception strategies<sup>1</sup>.

Among the interactive activities we mention: the current message exchanges, current conversation, informal talks, formal talks, debates, negotiation, cooperation for setting goals etc<sup>2</sup>.

Communication sciences consider as “communication” all the expressions produced by social actors and bearers of an analytical intent from the viewpoint of an informed observer – reader, in other words capable to understand their meaning in a relevant context for the actors involved. “The expressions” are, in fact, segments of communication cut out of more complex and longer interactive communication sequences<sup>3</sup>.

A communication, analyzed alone, makes no sense. This is one of the direct consequences of the systemic theory in which communication sciences are listed (a phenomenon – similar to communication) – it does not exist by itself. It exists only through the whole of the relationships it maintains with other phenomena of the same order. Thus, an isolated segment of behavior (as a “throwing” of dice) cannot be formally demonstrated nor rejected, meaning it is meaningless ... An interaction would be similar to the note of an instrument in the concert of other instruments playing within the orchestra<sup>4</sup>. A system of interactions (or communications) becomes an assembly that gives meaning to an action it inserts<sup>5</sup>, it is one of the fundamental contexts of analyzing any communication<sup>6</sup>.

The art of communicating has always preoccupied mankind, even if and when, apparently, the care for it occupies a secondary place. Known as the art of oratory, rhetoric or neo - rhetoric, the art of communicating remains - with all its oscillations and ultra-specializations, given the emergence of special rhetoric for folklore, novel, etc. - the expression of the epoch and the culture in which it manifests itself<sup>7</sup>. It is part of the age, illustrating and representing its interests, using the newest means of formulating and perfecting the human personality. The art of communicating is therefore involved in social, political and cultural phenomena, taking into account the constant and simultaneous oscillation between the “background” and the “figure”, between the unifying and differentiating function of human communication<sup>8</sup>.

The context of communication is of particular importance for obtaining the adhesion or its refusal at the addressee. It is the one that determines the meanings of the messages, because during communication, not only information, but also meanings are transmitted<sup>9</sup>.

---

<sup>1</sup> *Les langues vivantes*, 1996, p. 33 apud Viorica Aura Păuș, *op. cit.*, p. 114.

<sup>2</sup> Viorica Aura Păuș, *op. cit.*, p. 115.

<sup>3</sup> Alex Mucchielli, Jean-Antoine Corbalan, Valérie Ferrandez, *Theory of communication processes*, translation Liviu Iacob, European Institute, Iași, 2006, p. 15 – 16.

<sup>4</sup> *Idem*, p. 67.

<sup>5</sup> P. Watzlawick et al., *Une logique de la communication*, 1972, p.37 apud Alex Mucchielli, Jean-Antoine Corbalan, Valérie Ferrandez, *op. cit.*, p. 67.

<sup>6</sup> Alex Mucchielli, Jean-Antoine Corbalan, Valérie Ferrandez, *op. cit.* p. 67.

<sup>7</sup> Laurențiu Șoitu, *Praxisul general*, Rev. ”Cronica”, 25 feb. 1982 apud Laurențiu Șoitu, *op. cit.*, p. 98.

<sup>8</sup> *Ibidem*.

<sup>9</sup> *Idem*, p. 100.

The contexts or dimensions of any situation do not originate from a priori situation of the "fundamental structure" of human situations, although a good phenomenological analysis could not lead to such a situation (...). The contexts are multiple. We have to do with: the spatial context (what is said is meaningful in relation to the arrangement of the place and the constraints imposed on it by all); the physical and sensorial context (what is said is meaningful in relation to all the sensory elements that reach the different senses: sight, hearing, proprioception, smell, touch); the temporal context (what is said at that moment is meaningful in relation to what has been said before); the context of the respective actors' positions (which is said is meaningful in relation to the position of the great actors among them); the immediate social relational context (what is said is meaningful in relation to the quality of the relationship between the actors and another meaning in the whole system of interaction created); the cultural or sub-cultural context of reference to regulations and rules collectively shared (what is said is meaningful in relation to the rules called or built along these exchanges) and the expressive context of the actors' identities (what is said is meaningful in the report with what is known or what is visibly displayed, about the intentions and stakes of the actors)<sup>1</sup>.

The "traditional" process of information transmission and feedback is the *meeting*. The meeting is a managerial tool for gathering groups, teams, committees or even the staff<sup>2</sup>.

According to DEX (The Explanatory Dictionary)<sup>3</sup>, *the meeting* is defined as an organized gathering of the members of a constituted body, a collective, the staff of an enterprise, of an institution, to discuss, debate and decide something.

According to the managerial goals they serve, the meetings can be classified into several types<sup>4</sup>:

- Plan sessions serve to define the organization's goals and strategies on a particular period of time or to set up a project (...);
- Consultation sessions are mainly organized by managers with a democratic leadership style (...);
- Analytical sessions are organized periodically in order to assess the performances or the achievement of the objectives (...);
- Decision sessions are usually held at the level of the boards of directors, the participants being people in leadership positions (...);
- Staff meetings, which often take the form of general meetings with employees (...);
- Image promotion sessions are the different forms of meeting being oriented towards the outside of the organization, such as: conferences, symposiums, meetings, exhibitions, with the participation of outside guests, clients, journalists, etc. (...);
- Informal gatherings cumulate all informal meetings of the employees, from the lunch break, spent in the office or at the restaurant of the company (if any), at the occasional meetings between the colleagues or the groups of colleagues (...)<sup>5</sup>.

---

<sup>1</sup> Alex Mucchielli, Jean-Antoine Corbalan, Valérie Ferrandez, *op. cit.*, p. 25 - 26.

<sup>2</sup> Dragoș Vasile, *Negotiation and communication techniques*, Expert Publishing, București, 2000, p. 111 apud Viorica Aura Păuș, *op. cit.*, p. 133.

<sup>3</sup> Dicționarul Explicativ al Limbii Române, The Encyclopedia Universe Publishing, București, 2016, p. 1198.

<sup>4</sup> Dragoș Vasile, *Negotiation and communication techniques*, Expert Publishing, București, 2000, p. 113 - 114 apud Viorica Aura Păuș, *op. cit.*, p. 133.

<sup>5</sup> Viorica Aura Păuș, *op. cit.*, p. 133 - 135.

In addition to the meeting, another form of communication in the organization is *the interview*. This is a form of direct communication between two people, in the case of the organizations being a vertical communication between a superior and a subordinate (either a company employee or a candidate for staff selection)<sup>1</sup>.

Communication, whether we are talking about personal one, in the family, or in relation to friends or relatives, whether we are talking about the professional one, arising from working relations, relations with bosses, job colleagues or subordinates, is a phenomenon, a lifestyle. By means of communication people can make themselves clear, express their desires, feelings, approach or move away from each other. And through communication, people try to integrate into society, in their profession, to make themselves known or achieve their goals. Knowing his personality, behavior and goals, man succeeds in affirming, developing himself, and imposing himself professionally.

The integration of young people into professional activity is gradually prepared, with the concerted contribution of school and family. In addition to these there are added the influence and the patterns of the youth informal environment, the media and the various influences from the social environment. Also important are the personal aspirations that may or may not be in line with the society's offer at that time. It has been observed that among these factors a particular role is played by the family in the development of the individual and the transmission of individual values that constitute the family heritage and are transmitted only within the family. It is well known that vocational guidance is carried out - alongside the school - by parenting, which offers its own "model" of career success and examples from the family entourage or projecting to children the professional aspirations they themselves have failed to achieve<sup>2</sup>.

Having a well-trained young man and willing to assert, any organization can rely on its capabilities, its professional aspirations and its professional future. In an organization, there must always be understanding and openness on the part of the organization regarding the training of its employees, the development of their work capacity, and the use of new technology through them.

Modern management puts man in the center of its preoccupations as the main factor of the organization's success. For this reason, the concern for the quality and development of human resources is the primary preoccupation of the organizations leadership; regardless of their type and size ... Human resources are the first strategic resources of an organization (Trade Company, institution, association, etc.) in the new informational society the human capital replacing the financial capital as a strategic resource<sup>3</sup>. Human resources are the only resources capable of producing and reproducing all the other resources at the disposal of an organization<sup>4</sup>.

In the modern sense, from the perspective of human resources management, people are not only employed to fill certain vacancies but every single one, for the important role it can have in the organization. This is much more obvious as in the current socioeconomic environment characterized by competition, dynamism and interdependence, many of the

---

<sup>1</sup> Idem, p. 138.

<sup>2</sup> Idem, p. 169.

<sup>3</sup> Idem, p. 177.

<sup>4</sup> Aurel Manolescu, *The Management of human resources*, Economics Publishing, București, 2001, p. 20 apud Viorica Aura Păuș, op. cit., p. 177.

difficulties or the successes of the organizations are based on human resources and their management<sup>1</sup>.

### References

- Coman Cristina, *Public Relations. Principles and strategies*, Polirom Publishing, Iași, 2006.  
*The Explanatory Dictionary o Romanian Language*,  
Dicționarul Explicativ al Limbii Române, The Encyclopedia Universe Publishing, Bucharest, 2016.  
Mcquail Denis, *Communication*, Ela Publishing, Iași.  
Mucchielli Alex, Corbalan Jean-Antoine, Ferrandez Valérie, *Communication processes theory*, translation Liviu Iacob, European Institute, Iași, 2006.  
Păuș Viorica Aura, *Communication and human resources*, Polirom Publishing, Iași, 2006.  
Șoitu Laurențiu, *Communication and action*, European Institute Iași, 1997.

---

<sup>1</sup> Ibidem.