

THE ORGANIZATIONAL LISTENING: A conceptual proposal.

Cecilia Claro M



DOI: doi.org/10.22395/angr.v17n34a12



RESEARCH

This research presents listening as an element of communication that must be managed in organizations, which face a society that is constantly changing.



IMPORTANT
know
the opinion
of the public



TOOLS

The research is done through an analysis that is carried out from the theory and which summarizes the main contributions made from the discipline of communication

REVISION OF APPROACHES

Communication strategic

Marketing Relational

Communication Organizational

public relations

OBJECTIVE



This study aims to show what are the most relevant characteristics and elements of organizational listening to date.

LISTEN OUT UNDERSTOOD AS:

Reputation

Image e Identity

Responsibility



RESULTS



This research on listening proposes as a contribution to the discipline of communication a definition of what organizational listening is.

LISTEN

=

Process continuous and systematic