

УДК 334.7

Гетун Д. – ст. гр. БК-21

Тернопільський національний технічний університет імені Івана Пулюя

СТРАТЕГІЧНИЙ МЕНЕДЖМЕНТ КОМУНІКАЦІЙ

Науковий керівник: к. філол. н., доцент Боднар О.І.

Getun D.

Ternopil Ivan Pul'uj National Technical University

STRATEGIC MANAGEMENT OF COMMUNICATION

Supervisor: C. Philol. Sc., Associate Professor Bodnar O.I.

Ключові слова: стратегічний менеджмент, комунікація, організація

Keywords: strategic management, communication, organisation, to survive, strategic goals, environment

Organisations do not exist within a vacuum but are obliged to co-exist, interact and survive with their external environment. Many changes within contemporary society require organisations to make sense of a turbulent, complex and sometimes threatening world. Because of this, organisations are well advised to devise systems for anticipating and solving the 'wicked' problems with which they are confronted on a daily basis.

Organisational survival is based on its effective ability to monitor, interpret and respond to the many and diverse problems that threaten its survival. Since the 1950s, organisations have engaged in a process of strategic management in order to help them to survive in rapidly changing environments and also to succeed in achieving their goals.

The processes of strategic management have evolved and expanded to include other diverse areas such as communication.

Lindeborg emphasises the link between 'excellent' communication and strategy, stating: "Excellent communication is communication that is managed strategically, meets its objectives, and balances the needs of the organisation and the needs of key publics with two-way symmetrical communication." The strategic management process has been discussed in detail in a great number of texts over the past two decades. Many of the texts studied as part of this research provide relevant and self-explanatory diagrammatical models.

When it comes to strategic management, two words seem to pervade the literature, mission and environment. Mission is defined as, a statement of purpose - what the organisation hopes to achieve over the long term... a pointer to the overall direction.