

ETHICS IN MANAGERIAL COMMUNICATION

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During the transitional period, passing through a market economy, organizations need to provide increasingly more stability and security of their employees with a reward, sometimes less than expected. For this reason, communication with them is very important, must find new forms of motivation and to ensure employment satisfaction. Without achieving this end, they will migrate to other activities. Communication is to create and enhance the feeling of belonging to a group and therefore play an important role in keeping employees.

Key words: *ethics, employed, communication, manager, message*

Ethical considerations are important for economic activity in different ways. What happens in the economy depends on the choices involved in it, and their choices are influenced by natural ethics of giving evidence. Although science and technology have succeeded in recent years to change our ability to transmit information, however the ability to communicate between us has fallen. Communication, the great success of twentieth century technology, appears to have become of great social and human failure. Ineffectiveness and inefficient communication is a major intellectual theme today.

A modern civilization, indeed free, to which we all strive, assumed under the rules for discerning fundamental freedom and decision views of moral formation. Organizational communication can be a powerful tool to help management to achieve its objectives. Effective communication is a process that sends a message so that the received message should be as close as the end of the message intended.

From this point of view, must be taken into account that the communication process is influenced by all its constituents, which act as variable: transmitter, receiver, message and channel.

Must never forget that people tend to accept the ideas or opinions they trust. Therefore, credibility transmitter, which is the other variables such as culture, social status, created the impression of objectivity, etc., is extremely important.

This is particularly true for persuasive communication, which aims to motivate subordinates.

Among the factors that characterize the reasoning include information on the worker's what has made and to whom or to what serves this appreciation and

recognition of work well done, reliability management, creating a sense of teamwork, determination and the same quality criteria and production and control of penalties for non-fault accidents etc.

In what concerns the receiver of messages, it is more difficult to influence, the more intelligent and better trained. It follows from here the importance of proper training, which in our case refers to the revaluation and restructuring agricultural education, especially low and medium, and the need to introduce compulsory attestation farmer. La is as important ongoing and systematic collection of feedback map, and made in consultation with subordinates, organized in a network of feedback. This action is conducted based on well established procedures, and communicate each employee is known. The information collected is then subject to review and process harness.

Superiority effect message orally than in writing the particular face to face communication, which provides not only an immediate verbal feedback, but the possibility to observe and interpret non-verbal signals emitted as transmitter, and at the receiver. Their importance should not be overlooked, given the role of non-verbal communication to enhance, replace, modify, repeat or contradict the oral message .

Message content affects communication, construction, style, logical structure. Do not forget, for example, that an explicit formulation is more effective than a default, the selection of that which it occupies in the message the most important effect of this influence, stylistic abuses that deviate attention from the purpose of receptor message, etc.

Good managers communicate more information, ask questions and convince rather than to say and apply are empathy. Often ignoring any information that has an emotional and just load the content, context and related implications, the organizational power of communication they need to stimulate people to achieve the objective. Communication management can be a competitive advantage. Managers who understand this is actively involved in the contact face-to-face with the public organization: employees, suppliers and customers. Communication is more than just transmitting information. The best organization it is characterized by:

- mutual sharing of information throughout the organization
- a strong desire to communicate, evidenced by all employees
- involvement of communication in strategic planning.

If this goal is met, the communication becomes part of everyday lives. Unfortunately, very often in terms of operational management is communication "pass" on the executive at work. Those who have but to give the tone, are the managers of the first etalons. Competition - Specific market economy - and change requires the creation of a new organizational culture. Interject here issues of decentralization, decision relation out power and responsibility, participation, involvement, information and communication. In our case, this is true for companies with more employees and larger associations. This does not mean that the small individual producer must not engage, to inform and communicate. It

must, however assisted in these actions (at least in the initial phase) of the consultant agricol. The best way to develop communication, to explain the importance and create a climate of appropriate communication is measuring its impact along with performance measurement Annual employee. This makes them to be aware of the role of communication and decision management to improve.

Training programs for employees, managers argue that our objective. If learned in college and / or own experience, how to manage a production process, things are less clear in.

RESULTS AND DISCUSSIONS

Trying to persuade or to teach what is ethical and what is not ethical means to tread on sacred ground of this freedom. This "inability" communicative but not as social phenomenon, but only in combination with other phenomena such as increased physical distance between people on grounds of national, racial and ethnic isolation spiritual people through their employment in industrial and urban complex large dehumanization relations Interpersonal as a result of "emotional non vitamin" of totalitarianism or the domination of labor ban, etc.. In general, our ability to achieve interpersonal contacts spontaneous creativity is paralyzed from the frenetic pace of modern life and daily stress.

On the other hand, the current business environment is characterized by an explosion in information technology, globalization of the economies, acute economic crisis in some areas, increasing pressure from consumer groups-unions-government, increased technological competition, increased specialization and diversification. In this socio-economic framework content management functions and roles of the manager becomes more complex. Human resources management becomes essential in the management organizations of any kind and the differentiating factor between a successful management and a bankrupt. It generalisation principles and ideas such as performance management, total quality management, participatory management dimension of ethics, social responsibility, organization, management communication ethics. Ethics is a guide of behavior, subordinate freedom .

As a result, some "conspiracy" of silence on ethics and communication management. But that does not talk much about ethics does not mean that an ethics is not required, however. Rules are made to prohibit certain behaviors considered notice by a segment of society at a time. Similarly, organizations and managers who lead them impose certain rules, standards and rules, for example, may contradict individual ethics. Of course, any discussion about ethics in the communication management could be at the outset questioned and deemed unnecessary by the simple observation that ethics is a concept complex situations, so "impossible" contained in the rules.

Ethics manager generates a personal picture to the employees. Regarding ethics in relation to employees, the organization has the following responsibilities: to provide jobs and improve living conditions for employees, to ensure working

conditions that comply with health and dignity of each employee, to ensure honesty in communicating with employees and be open dissemination of information, limited only by legal restrictions relating to secrecy or in relation to competition, to engage in a battle right when conflicts arise, to avoid discriminatory practices and guarantee equal treatment regardless of gender, race or religious beliefs, to promote employees at workplaces where the capacity and performance achieved, to protect employees against illness and abuse at work - to encourage and assist employees in developing skills and qualifications in the workplace, to show sensitivity to the serious unemployment problems frequently related to management decisions and governmental regulations.

Ethics and the manager creates a certain image of the organization in the community and society. In the context in which organizations are becoming bigger and more powerful is that they need to act in an ethical, responsible for socially. In large part this means, of their concern for the needs of goods and services of society, but also for environmental protection, people involved in the organization and functioning of society in general. Issues of ethics and must be considered in the light of the legal and moral perception specific national. Some of the ethical dilemmas that faced manager revolves around notions of secret information, transmission of information within the organization to external noise and gossip, lies, euphemism, ambiguity, the action to apologize, self. Secrecy on information related to consumer protection is need. Moreover, secrecy may be crucial for the success of decisions, they can be discussed with a certain segment of the organization, but not with another.

Certain information must be hidden before the competition to encourage innovation. An ethical dilemma for the manager in connection with some aspects of informal communication such as, for example, or not taking account of gossip or what to do about the rumors circulating in the organization. Regarding the ethical dilemmas of at least three ways to appreciate the concept of ethics: the utilitarian, the individualist and redeeming.

CONCLUSIONS

Ethics is an organization created and supported by organizational culture, political organization and clear ethical individual managers. In today's computerized society major ethical issues are focused around the human relationship with information, and organizational culture is one which includes amounts related to the way information is treated. Building a consensus on these values is one of the important tasks of management organization. The organization must have a culture that symbolically signal the direction of employment. There are many ways in which this can be achieved, for example by developing a set of fundamental principles of operation to be communicated in the organization and its relationships.

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