

Corporate Culture as a Function in Formulating Strategic Communication.

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ABSTRACT

Sub Saharan Africa is filled with cultural diversity which creates a multicultural market. These diversities are created by the external and internal stakeholders in an organisation allowing the emerging of a unique organisational culture to describe the identity of a specific organisation. In its broader term culture gives description to units that provides unity amongst people hence its importance in group situation. Organizational culture is viewed as the shared values, beliefs, or perceptions held by employees within an organization. Moreover, an organization's culture tells us a lot about how members of that specific organisation communicate with each other. Even with the above vital role, organisational culture is viewed as an aspect to influence communication rather than a key role player in developing a communication strategy that fits the intended communication objectives of the specific organisation. To many organisations, the direction of their specific communication is more depended on current communication trends rather than the cultural aspect that determines the identity and behaviour of stakeholders of the specific organisation to achieve set objectives specifically in very diverse areas such as Africa. Whilst various authors have written about organisational culture there is still a lack in literature developed to outline in detail the cultural patterns and norms of African cultures, which are important in understanding the communication approaches of Africans even in corporate environments. This lack in literature also deprives African organisations to understand the diversity within its stakeholders. The aim of this paper is to explore how organisational culture and aspects of culture play a vital role in creating a communication strategy that is fit for a specific organisation to outplay the intend communication objective. This paper place focus on organisational culture and the vital function it plays in strategic communication.

Keywords: Strategic communication, organizational culture, diversity, culture, communication