

Communications in Business

MGMT1001

Curtin University

Semester 2, 2017

MODULE 1.

The Changing Role of Business

Learning Outcomes

- Critically evaluate how business communicates in a culturally diverse environment
 - Understand the evolution of business
 - Identify and illustrate the social issues which affect the role of business
 - How business responds to changing social values

Business and Society

- Business – the collection of private, commercially orientated organisations (here to make money, not a charity)
- Society – a broad group of people and other organisations, interest groups, a community, a nation (Curtin, Perth, WA, Australia... – considered a society)
- Expectations in Australia are different in other parts of the world, if we say business aren't living up to our expectations they might be in other countries

Evolution of Business

- 200 years of incremental change
- Society has moved from traditional sources of morality to become dominated by a market morality – self-interest rather than mutual interest
- Society was driven by the religion in that part of the world
- Not as focused on family groups – we are thinking much broader
- Business institutions are an integral part of a social system in a market economy
- The changing nature of how business shapes how we communicate
- “The Corporation” – a documentary

1940-50's

- Economic dominance of corporations
- Total autonomy of top management
- Purpose was to provide goods at the lowest possible price to society
 - Recovery from the Great Depression
 - World War II
- Business was dominant, we weren't concerned if the businesses were behaving ethically, if they were dumping chemicals
- We were concerned about them providing a good service that we want or need
- It was about getting by, recovering from the Great Depression and getting through World War II

1940's

- If you want to help your country, you should buy this product
- Recognition that we are not alone we aren't islands, can't ignore about what is happening in the world
- After the world war II the revolution of:
 - The World Bank
 - International Monetary Fund
 - The United Nations
- Easier for companies and countries to work as a global society and a global economy
- If one nation prospers, all countries might be able to prosper
- If too many nations fail, all countries will fail
- Set up to enable businesses to operate more effectively and efficiently and to increase the connections
- Women were encouraged to work outside of the home
- The men are away at war, so someone had to make the guns, the bombs, the boats, the cars, clothes – women filled this gap
- When the men returned from war the women were told to go back to the home and have more children
- Birth rate spike post World War II to mid 1950's
- Baby Boomers get older
- Regrowth of global society

1950's

- Selling you the picture of what perfection looks like with their products
- If you want to get a good mum – buy coca cola for your kids its good for them
- Tip Top Bread – “Good on you mum, tip tops the one” – you are only a good mum if you buy tip top bread
- Pitching of products began
- Television's in the home – constant stream of media and information from morning to night
- New ways of communicating – digital advertising
- Yes, in the homes were radio, but listening vs seeing a product is completely different – doesn't translate to Television
- Companies had to update and change the way they marketed their products
- Made it easier for the companies to advertising to target markets
- What television show was on at that time, what demographics is it for? Middle of the day for the mum who was doing the ironing or cartoons of a night time for children.
- It was easy to target your advertising to your particular demographic, target audience
- Business – still not much regulation
- Beginning to see conflict between business owners and workers
- After WWII, everyone thought the world was going to be in peace, unfortunately not the Cold War broke out
- Western society in general pitted against communism
- Socialised unions become the enemy
- Easy for business executives/directors to push back against their workforce
- As an employee, you didn't have much power, didn't have the opportunity to demand more of your business