Organization and Management Efficiency Assessment in the Aspect of Linguistic Communication and Professional Text

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Abstract

The article considers the issues of organization and business management positions with inter-sectoral approach to managerial communication. It analyzes the results of the experiment on optimization of enterprise management system. The method of evaluating the effectiveness of production management positions, structural communication and management of text is analyzed. The recommendations for improvement of management positions with inter-sectoral approach are given. The article explains that in today’s world, a majority of management processes unfolds through the transfer of textual information organized and structured in a certain way. The transition to electronic document management, speeding up the staff management processes, the requirement for continuous and rapid quality control and management of the construction site leads to the formation of such texts in a continuous mode. Thus, the control building production process is carried out in continuous communicative interaction, where each element is associated with various other types of communications. On the communicative level machine control is required at all stages of organization and work to continuously maintain communicative contact with subordinates. This is required to build up an understanding of and optimize the existing texts at every level of organization, to provide for their real-time actualization in the systems of organization and production management. In practice, this is achieved through a complex process of inclusion of the existing regulatory framework text in the texts of the adaptive optimization nature and regulating the progress of work in view of the chosen management model. The larger the organization, the more complex and heterogeneous the process of exchanging text information control and reporting nature is. The article describes a commercial organization undergoing an experiment aimed at optimizing the management of the company in terms of linguistic communication.

Keywords: organization; management; communication; applied linguistics

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1. Introduction

Today, the organization and management of the enterprise is carried out mainly through the exchange of textual information of various kinds. The volume produced in the process of managing the information grows, its structure changes, and the text itself becomes, in the understanding of the participants of the organizational structure, the nature of specific values and the result of industrial activity. The essence of management text, its functional specificity and specific role in management, at the present time, are studied rather poorly, as the professional texts was always on the periphery, philology and science of organization and business management[1,2]. The purpose of this study is to identify specific features of the professional management of text used in management of communication in an experimental way, based on the analysis of managerial document flow in the process of innovative modernization of a construction company. According to the authors, the interdisciplinary approach to the given problem allows to reveal hidden aspects and improve the enterprise management system by optimizing not only its structure but also in verification of professional activity texts[3,4].

The use of statistical analysis, linguistic modeling and managerial decision-making allows us to study the problem and to develop optimal methods for its solution.

2. The role of linguistic communication in the management of the company

On the communicative level machine control at all stages of the organization and carrying out of construction work – from design and engineering training facility for the construction of recreation and to clean up after the completion of all construction works of the object – it is required to constantly maintain communicative contact with subordinates. At the same time, taking into account the much documented the process of construction, regulated by different regulations, legislative acts, SNIP, etc. Control unit is required to conceptualize and optimize the existing texts, to update them to a specific time in the organization and management of production. In practice, this is achieved through a complex process of inclusion of the text of the existing regulatory framework in the texts of the adaptive nature of optimization and regulating the progress of work in view of the chosen management model. The larger the organization, the more complex and heterogeneous process of exchanging text information control and reporting nature [2]

Analysis of a typical workflow of a large construction company suggests three qualitative and quantitative level, which forms the text information: 1. Top managers of the company, senior managers. The device managers creates the overall strategy of the company, decides to conceptual issues of development and implementation of production. It makes key decisions. In terms of communication, the level of top management is initiating, a feedback position, the end [3].

2. The mid-level management device implements supplied fuel Task Managers issued usually in the form of a written order, ie, text. On the communicative level, this refers to the expansion of the information channel, the processing and transformation of raw data into a considerable amount of texts containing additional relevant information. At this stage already formed an inverse relationship between top managers and middle-level administrative apparatus, which has a separate information field, channel, given the amount of information and interaction model.

3. Ispolnitelnnoe field unit receives the information and implements it during the preparation of the final product. At the same actuator on the ground and adapts to the received texts specifics of the situation [4]. Actuator is the final recipient of the information in the communication circuit for a direct connection, and initial feedback global communication within the company. Preparation of written progress reports, requests for additional information, and so on. N. Is the bulk of the texts produced at this level.

3. The study of managerial communications company

During the search for the most successful and efficient ways of enterprise management specialists use the whole Arsenal of modern scientific and technical achievements, implement interdisciplinary connections, conceptualize managerial decisions on the basis of scientifically grounded strategies[5,6]. The information technology revolution of the 90-ies of XX century led to an increase in fixed management the role of the text in the organization and
management of the enterprise. If in 70-e years the bulk of the enterprise management was conducted by verbal orders, and brief in scope and content regulatory texts, telephone messages and communications, at the present time the volumes of management text has increased several times. Comparison of archival documents and contemporary and inter-company workflow, implemented in the form of e-mail messages, and electronic correspondence, shows significant changes in the structure of managerial communications, philosophy and strategy of enterprise management[5,7,9]. For the purpose of studying the Genesis of managerial communication and the types of text and determining the most optimal forms of communication that can improve the process of enterprise management at the enterprise of LLC “SPM KCD-MA” an experiment was conducted to study managerial communication, implemented on a specific operating enterprise of the construction industry and optimization of the control system.

Researchers have studied organizational structure of the enterprise, the principles of its management. Workflow. It should be noted that the choice of the organization to conduct the study and experiment was not random, because, on one side of LLC “SPM KCD-MA” – a company with a long history (established in 1960 as the Rostov plant of metal structures), proven organizational stability, on the other hand, this company is typical enterprise of the construction industry on a larger scale, manufacturing enterprises in General. Organizational and management structure linearly-functional, based on the separation of spheres of authority and responsibility in management functions, decision making vertically [10]. The structure of the enterprise included the main, auxiliary production and functional services. Management decisions are functionally distributed across areas of responsibility, the participants in the management of communication between an unequal and each has marked the limit of competence and responsibility. The analysis generated at the enterprise of the texts showed that since the 90-ies of XX to the present time the number of sources that generate text, have increased. So until the mid 90-ies there was a 3 source: national supervisory authorities and customers (1st source), directorate (2nd source), STD (3rd source). The management apparatus and the destination communicator (contractor) acted only as secondary sources, producing a return text. However, the destination communicator is a performer, as a rule, only received text information, and set up is getting the token (the signature, notice, implementation of text). Currently, the sources of the text have been reallocated as follows: governmental and supervisory authorities and customers (1st source), directorate (2nd source), the device management (3rd source). The contractor, at present, also acts as a full fourth source, forming on the ground supporting text, taking detailed communication with all departments. Total circulation has increased significantly[11,12,13]. So, according to archival data, in 1986 in an average day in the office of the directorate had recorded one incoming and two or three outgoing messages of different nature. Currently (in 2014), is recorded in the office of the five incoming messages on paper and about fifteen electronic. Outgoing up for five – seven communications administrative nature. But the device administrative control constantly generates about fifteen outgoing texts of different content and volume, which are not represented in the archival data of the early period. Also, currently the ultimate communicator (structural unit) weekly exchange up to seven different text messages with the device administrative control, which is an order of magnitude higher than in the 80 years of the twentieth century.

By the nature of the text, there is a significant change in the content of the text that can be represented in the form of a comparative table 1.

Overall assessment of the text shows the growth of texts of informative character, often redundant, regulatory and reporting executive. From the point of view of styliistics the text is significant formalization of the text, using master speed, not have a specifically meaningful or value-informative character for the addressee[14-16]. The stylistically heterogeneous texts, overloaded with kancelaria, observed violations of logic statements, the structural integrity of the proposals. From the point of view of semantics, there are violations of the compatibility of lexemes, word-unnecessary. Thus, in General, the texts of multimodality, there is eclecticism in the use of the terms professional and linguistic elements and rpm. All this is not conducive to clarity in understanding the text from a linguistic point of view and complicates operational control with organizational. It is important to note that the conversation with the authors of management texts shows a rather vague idea about the nature of the text, goal setting, principles of verification and its perception by the addressee.

Unfortunately, in practice, not all management staff are aware of the fact that communicative interaction in society is based primarily on the level of language and between individuals in a natural language, where the specificity of professional industry plays a substantial role, not a substitute for the expression plane. Not every
recipient is willing to accept the voice model, which elects the sender, especially if it relates to disputes, values of moments, decisions on which requires considerable responsibility and can lead to undesirable consequences for the addressee. Therefore, any document should be drawn up so as to take into account the value the interests of the recipient, his ability to perceive the content side at different levels: professional, personal, ethical, cultural, values, social, linguistic. By establishing contact with the other authority, without having direct subordination ties, especially with the client, the administrative and management structure of the building organization should take into account the level of motivation, signed the document, its information and value to the recipient’s side. This important factor plays a role in the preparation of not only business correspondence, but also legal and administrative documentation and reference books. Psychologists have long known phenomenon of counter-productive order in which the incentive side orders of the de facto right opposite its formal content. Unfortunately, these documents frequently circulate both in the domestic and in the interdepartmental document [7].

Table 1. Structural changes of the text management communication in the enterprise

<table>
<thead>
<tr>
<th>1980-es</th>
<th>2014-es</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option</strong></td>
<td><strong>text type</strong></td>
</tr>
<tr>
<td>Consistency, integrity, fit for purpose</td>
<td>95</td>
</tr>
<tr>
<td>Compositional unity and logical coherence</td>
<td>74</td>
</tr>
<tr>
<td>According to the lexical norm</td>
<td>99</td>
</tr>
<tr>
<td>Under the syntactic norm</td>
<td>94</td>
</tr>
<tr>
<td>The stylistic uniformity of the text</td>
<td>81</td>
</tr>
<tr>
<td>Ease of perception</td>
<td>74</td>
</tr>
</tbody>
</table>

Wrong, in terms of lingvokommunikatsii, in an administrative document, the installation may lead to an erroneous interpretation and execution, either completely non-performance of the latter, if it is a formal or substantial side is actually contrary to the stated purpose or in a document to the task. It is obvious that the administrative document to be drawn up in such a way that its style, content and formal aspect does not cause confusion or the need for additional interpretations and clarifications. The same applies to the reference, placed in appropriate publications. Reference and information material, in view of its specificity, is quite complex and requires a professional approach to his perception. Therefore, the stylistic design of this kind of text should be especially careful. Thus, the linguistic communication in the organization and management of construction production is crucial and must take into account all the structural works in the exercise of professional activities.

Development management decisions and the course of the experiment in order to optimize the organization and management of the enterprise, researchers have proposed a different organizational scheme, according to which system management communications changed its structure. Was created the Department of information support, responsible for informing all stakeholders, there were defined the boundaries of responsibility and competence of the structural subdivisions, as well as the conglomerate of possible texts, verifiable in the units, exclude the possibility of unjustified transfer of responsibility to the subordinate unit[17,18]. Together with the management of the company was developed a scheme of interaction of structures and determined the volume really necessary
regulatory and informational texts[19]. With the staff of units responsible for the verification of texts, within the framework of training workshops were held to improve stylistic literacy and culture written language on a specially developed technique[20]. The technique was to teach the employee concisely and briefly express the thought as simple as possible to use syntactic structures to withstand the logic of narration and conceptual unity to create text. In addition, the seminars included work on improving stress tolerance administrative employee in the modern busy schedule, optimize the work style and reduce emotional costs. It was particularly paid attention to the development and application of creative abilities of employees in the course of his professional activity, ability to switch attention and to relax during breaks and after work. According to the results of the work were monitored intermittently in three, six months and one year, respectively. As shown by the monitoring data, the use of interdisciplinary connections and the comprehensive optimization of the management apparatus, based on the implementation of a scientific approach to optimizing the organization and management of the enterprise, enhances the efficiency of the company. Thus, the processing speed of incoming information has increased, the overall workload of employees has decreased, have increased the efficiency of decision-making, decreased response time of the services. According to the results of the researchers received positive responses head of department.

4.Conclusions

The experiment showed that the use of science-based interdisciplinary approaches to optimization of administrative work at the enterprise helps to increase its efficiency and reduce costs. Attention should be paid not only to the improvement of organizational schemes, but also on the content and design of the text as the main information carrier of modern governance.

References