THE ORGANIZATIONAL LISTENING: A conceptual proposal.

Cecilia Claro M

RESEARCH
This research presents listening as an element of communication that must be managed in organizations, which face a society that is constantly changing.

OBJECTIVE
This study aims to show what are the most relevant characteristics and elements of organizational listening to date.

TOOLS
The research is done through an analysis that is carried out from the theory and which summarizes the main contributions made from the discipline of communication.

IMPORTANT
know the opinion of the public

LISTEN OUT
UNDERSTOOD AS:
Reputation
Image e Identity
Responsibility

RESULTS
This research on listening proposes as a contribution to the discipline of communication a definition of what organizational listening is.

LISTEN
= Process continuous and systematic