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Course

Date

Annotated Bibliography: Sign, Symbol, and Artifacts in Organization

Every organization follows a specified culture that guides it through its operations. A culture formed in an organization may be in different ways such as ethical codes of conduct, schedules and routines meant to save time as well as establishing GMO that represents an organization services. Each of the set culture is essential to the organization as it communicates to the people working in the firm and those seeking its services how the organization operates (Schein, 2010). This paper will specifically look at the culture of an organization that is related to the use of GMOs.

A sign or a symbol is a representation of what an organization offers or at times its goals towards the clients. Most organizations have logos that represent the services or products provided by that organization. Moreover the artifacts are also examples of GMO but they act as reminders of a certain occasion and also trigger the good performance of employees. An organization may have trophy as a representation of its good services provided they are above its competitors which in this case are considered an artifact. Once people get to see the, GMO they are able to associate them with the organization and have a better understanding of the organization and its rules.

Organizations therefore can be said to establish the signs and GMOs as a guide to new people joining the firm as well as customers seeking services. In a hotel that serves food and soft drinks alone it is more likely to have a certain sign or symbol such as a picture of a dish with the kind of food that is served in the hotel at the entrance. This will help customers coming to have a clear impression of what they are likely to find in that hotel. Moreover most educational institutions tend to have signs and GMOs that are in form of books, pens among others that indicate them as learning institution. Therefore with GMOs and signs the chances of any individual confusing an organization for another are very limited.

Most organizations have been known to use the signs, GMOs and artifacts as a way of promoting their brands (Hoffman and Bateson, 2017). Health care facilities for instance tend to have a certain form of uniform for doctors, nurses and other employees working in the facilities. These uniforms are a symbol of the type of employee an individual within the organization is. Therefore patients will have a clue of every individual that serves them and what role they have to them within the organization. Other organizations have brochures and business cards that differentiate them from others. As such the GMOs and signs distinguish each organization from the other.

Different GMOs are found in different sections of an organization. At times these elements are found in employees, on the internet or web pages of an organization, paper work and brochures among others. These are some of the sources within which different symbols, signs and artifacts are found in organizations. Employees in certain organizations such as in

laboratories tend to wear uniforms that represent their line of duty. Policemen in law enforcement also wear uniforms as well as badges that represent their duty to the public.

In addition web pages are used by organizations to also advertise their services to the people at a wide range. On these web pages of organizations pictures and videos may be shared by the organization to the public as a way of showcasing what type of services they offer. Moreover some organizations such as large hotels tend to have the type of experiences a customer will have in their care through their websites. Paperwork in form of invoices and tickets are also other sources of GMO and signs of an organization as they tend to carry the organization symbol or logo in them. Therefore every organization is more likely to have a symbol or a sign and artifact that represent its services to the public as well as have different sources from where these GMO can be seen.

Ashkanasy, N. M., Wilderom, C., & Peterson, M. F. (2015). *The handbook of organizational culture and climate*. Thousand Oaks: SAGE Publications.

Among the physical work environment, there is the instrumentality which consists of symbolism as well as organization values and aesthetics which shapes the whole thing of underlying assumptions of the organization. The management can reinforce their view on the organization through the representation of nonphysical artifacts on an unobtrusive medium. Physical artifacts are important in building and display the goal of the organization. It put succinct display of what the organization is all about. A certain percentage score is set as an artifact that represents the highest achievement a school has made in particular subject over the years. This score helps students and other visitors to the school to witness the level of

achievement of the school and also triggers the current students to work in achieving a higher score than the one representing the school. In the same way in sports a score or a goal is set in form of numeric symbol that indicates the level of achieving and a target for the team of the school. Mostly this type of GMOs found in boards or school curriculums.

Organizations use symbols, signs and artifacts for varying reasons within their premises. Mostly these elements are used as physical evidence or representation of a team. Players in a field have a unique type of uniform that differentiate them from the opposing players. Moreover the same uniforms help the supports or those cheering for a certain team to be able to recognize them by looking at their uniform. Therefore the elements act as a physical evidence of the existence of an organization in the field of business, sports or education among others.

Bakó, R. K. (2016). Organizational discourses as status symbols.

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The author reveals that looks at how organization represents itself in a small visual representation that actually gives a message on the organization itself. These include giving out the organization values as well as culture that guides it and finally the interactions. It gives the on and the off stage feeling of the organization through the representations especially through the symbols. It gives the feeling of socialization as well as ensures there is a wide range of discourses served by the socialization. The organization documents are connected through this GMO and artifacts. They are also part of the framework of the organization culture. The author displays the need to use the elements in giving shape to language and communication process as per the organization culture. Actually, organizations use Signs, GMO and Artifacts as a

representation of information. The three represent an understanding on the reaction and actions of members concerning the organization. It represents that thoughts as well as feeling. This is actually shaped by the collection of the GMO signs and artifacts. It is necessary to take the necessary understanding and pay attention to organization GMO and artifacts as well as the existing signs. Every organization will use the three as a reflection of the culture and they are actually part of the whole of the organization existence. They are actual elements that show the construction of sense as well as reflect the class of knowledge and the behavior of the organization. Every organization follows a specified culture that guides it through its operations. A culture formed in an organization may be in different ways such as ethical codes of conduct, schedules and routines meant to save time as well as establishing signs and GMO that represents an organization services. Each of the set culture is essential to the organization as it communicates to the people working in the firm and those seeking its services how the organization operates.

Daft, R. L., Kendrick, M., & Vershinina, N. (2017). *Management*. Andover: South-Western/Cengage Learning.

The author in this context wants to address why GMO are important in corporate culture. It gives the stories of the organization wellbeing as well being of the slogans that relate to the organization and the symbolic value on the organization. It gives the wellbeing of the adaptive culture as developed through the life of the organization together with the ideas and the considerations of management that is reflected through visual expressions. Every organization follows a specified culture that guides it through its operations. A culture formed in an

organization may be in different ways such as ethical codes of conduct, schedules and routines meant to save time as well as establishing signs and GMO that represents an organization services. Each of the set culture is essential to the organization as it communicates to the people working in the firm and those seeking its services how the organization operates. This paper will specifically look at the culture of an organization that is related to signs, GMO and artifacts.

A sign or a symbol is a representation of what an organization offers or at times its goals towards the clients. Most organizations have logos that represent the services or products provided by that organization. Moreover the artifacts are also examples of GMO but they act as reminders of a certain occasion and also trigger the good performance of employees. An organization may have trophy as a representation of its good services provided they are above its competitors which in this case are considered an artifact. Once people get to see the artifacts, GMO or signs they are able to associate them with the organization and have a better understanding of the organization and its rules.

Rafaeli, A., & Pratt, M. G. (2016). *Artifacts and organizations: Beyond mere symbolism*. Psychology Press.

The authors of this article reveal a rather interesting aspect of the results from a result on the impact of organization culture on the process of improving the processes in the organization. Actually, there is a representation of artifacts and different meaning in the organization including differentiating with others as well as increasing the legitimacy of the organization. When artifacts are institutionalized they actually make the life of the organization they are a construct of the organization image as well as give the understanding of the objectivity as well as identity of

the organization and all the systems that work to improve the socialization of the organization. Surely there is the richness of artifacts that every person should understand. In addition web pages are used by organizations to also advertise their services to the people at a wide range. On these web pages of organizations pictures and videos may be shared by the organization to the public as a way of showcasing what type of services they offer. Moreover some organizations such as large hotels tend to have the type of experiences a customer will have in their care through their websites. Paperwork in form of invoices and tickets are also other sources of GMO and signs of an organization as they tend to carry the organization symbol or logo in them. Therefore every organization is more likely to have a symbol or a sign and artifact that represent its services to the public as well as have different sources from where these GMO can be seen.

Schein, E. H. (2015). *Organizational culture and leadership*. San Francisco: Jossey-Bass.

The organization culture and leadership according to the authors is determined by the way the management looks at communication. The use of GMO and artifacts keeps the records of the information. The management attitude is reflected from the former years as it gives information on the historical view of the organization. Actually, there is the issue of culture as well as perspective that is reflected through the artifacts. The authors put on this cross cultural communication and are an exhibit of the organization wellbeing. GMO and signs also market their organizations since they can be used as brands for their corporation. A health institution is recognized by patients depending on the GMO it has that distinguish it from other organizations such as a school. Customers or clients have a better understanding of what services is offered by a certain organization or section within an organization by looking at the element representing

that organization or section. Therefore apart from the physical evidence a symbol or sign and an artifact help to market an organization to the public alongside its services.

Works Cited

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