



# Fundamental actors

Individuals

Business organizations

## Individuals

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If individuals are biologically autonomous, they are psychologically and socially transduced (i.e. when something foreign enters an organism).

This mutual participation involves two flows or transference relations:

- Self to other
- Other to self

The relationship is also characterized by transformation where self and other influence one another.

## Business Organizations

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### a/The being of business organizations

Business organizations systems are set by law to carry out a business purpose. This means that without the legal conditions and framework they cannot fulfill their purpose.

### b/Main features

If business organizations are legally set to be autonomous in the sense of deciding for themselves, the fact that they depend on resources to exist, they are socially transduced.

Thus the relations an organization has with its stakeholders (internal & external) are relationships of

- Transference – information flows
- Transformation – adapting policies and strategies

### c/Types of transference

Relative to the power of transformation they involve:

Inbound flow 1: the domestic environment has an impact on the business organization in terms of the production resources available (L, K), state policies, market structure, and stakeholder desires

Inbound flow 2: the foreign environment as an impact on the business organization in terms of the production resources (L, K) the firm needs, foreign state policies, foreign market structures

Outbound flow 1: the organization influences the domestic environment in terms of the products and services it provides, competitive strategies, and advertising impact

Outbound flow 2: the organization influences the foreign environment with its products (exports), competitive strategies, and advertising

Non-bound flows: neither the environment (domestic, foreign) impacts on the business organization owing to the size of the firm, nor the business organization on the environments owing to its non-competitive stance.

# Fundamental concepts

Trust

Language



## Trust

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A fundamental value in all relationships is trust

The following views:

- Interpersonal – trustworthiness
- Functional – stakeholder faith
- Existential – making possible beyond what there is

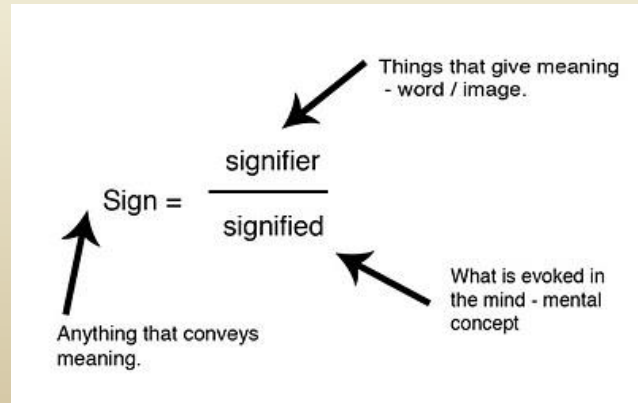
## Language

“If trust is about making possible, what enables this possibility is language”

### a/The “being” of language

Language is a descriptive system made up of:

- Signifiers making up the discursive signature
- Signifieds making up the discursive meaning



## b/Language construction

A discourse as specified and specific language, is the result of choices:

- Signifiers are chosen as per the choice of meaning
- Signifieds are chosen as per the purpose that language must fulfil – ultimately to persuade

## c/Effect of language construction

The chosen signifiers and signifieds bring about coherence, a myth-ology, premised on 3 features making up the power base of the myth-ology:

- Clout – familiarity and security
- Credibility – replication of values
- Constancy – durability and test for time

## d/The power base in use

The power base of a myth-ology recruits or summons. Typical summoning strategies include

- Doctrinal summoning – e.g. political discourses
- Archetypical summoning – e.g. marketing discourses