

DAY 5

Part 3: The Behavior of Stakeholders

- Elements
- Perceiving
- Language

FINAL EXAM

STAKEHOLDER BEHAVIORS

Elements

The behavioral elements that characterize stakeholders comprise:

1. Perceiving the world and in particular organizational behavior
2. Language meaning and interpretation
3. Identity construction relative to own and organizational perception

PERCEIVING

Sensing

Our five senses: Becoming aware of our surrounding takes place through the neurological process of sensing, by means of our five senses. It is a non-linguistic process.

Conceptualizing sensing: since sensing is non-linguistic, it needs language to be described; it can therefore be described to be *the process involving the transference of data from the surrounding one is part of to one's mind.*

PERCEIVING

Views: Perception can be seen to be

- ✓ *Intentional:* Information sensed from our environment is intentionally sifted and selected on the basis of existing schemes and patterns
- ✓ *Discursive:* Sensed information cannot be intentionally sifted and selected and so is dealt with as such: it is an active process of meaning generation that change existing schemes and patterns

PERCEIVING

Apprehending

Conceptualizing apprehension: Apprehension can be seen as an arrest because it fixes what is fluid and changing.

It involves becoming aware a) that information has been mediated through our senses (i.e. meta-cognition) and b) of the type of mediated information (i.e. knowledge)

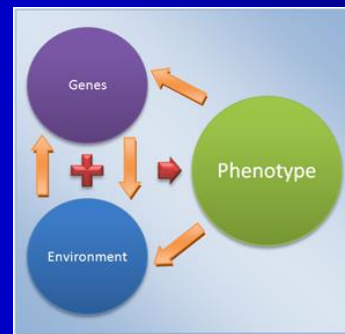
PERCEIVING

Experiencing reality is therefore a discursive process (i.e. meaning generator) and operates with linguistic and non-linguistic moments in three processes:

1. Gen-ology: refers to those constructions of mental representations of events and relations that have an emotional content and which are used in the light of current experiences become a disposition for future experiences – it is one's own cultural capital

PERCEIVING

2. Ide-ology: it refers to organized statements and opinions, that is, discourses, depending on the way the gen-ological dispositions are structured (these in turn, may be *in*-formed by an ide-ology). An ide-ology is therefore the dialectical manifestation of gen-ological dispositions.
3. Phen-ology: The specified and visible environment, an appearance.



What's in it for the hotelier?

Overall, the perceptive process as sensing and apprehending constructs through the process of mythification a geno-ideo-phenological complex in homeostasis, that is, a mythology as *a reference world-view that is used for thinking and doing.*

This means that an individual, whether hotelier or stakeholder, will use such a worldview to build relations with others and given that worldviews are de facto different, a relationship is the theatre of antagonisms where commonality is the end result of a dynamic and at times laborious process.

LANGUAGE

Language as description and describing: Language is not a means of communication (since communication is about making something common and this is not language since it is already common).

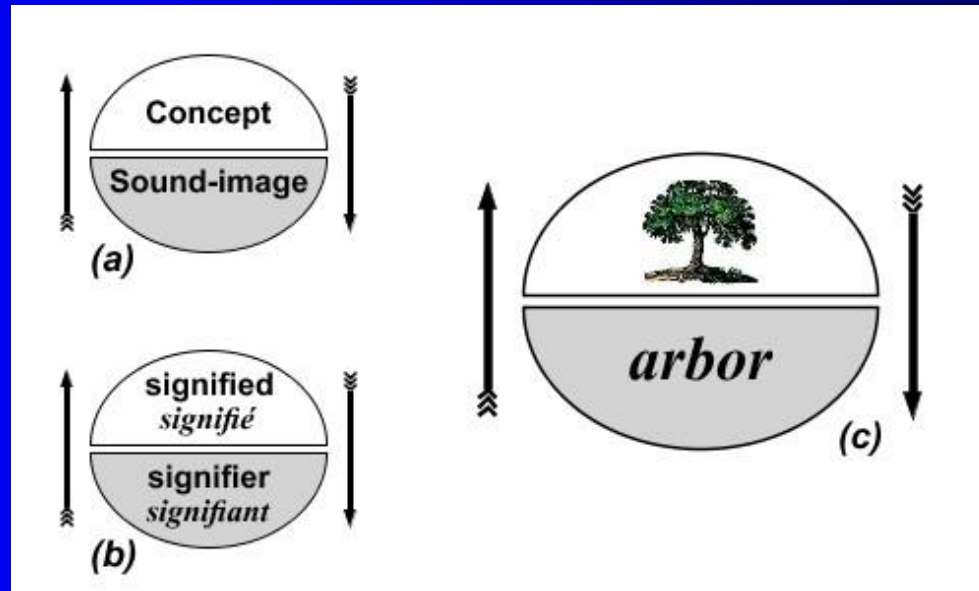
Rather it is as description, any signifier (that signifies a signified) to speak on behalf of the signified.

It is premised on the selection (of signifiers and signifieds).

LANGUAGE

Selection

1. Selected signifiers and signifieds constitute a descriptive system, or a mythology (as a closed system).



LANGUAGE

2. Selected signifiers constitute the system's discursive signature: that which allows one to identify a mythology as different from another. Discursive signatures are selected according to what one wants to mean – the discursive meaning.
3. Selected signifieds constitute the system's discursive meaning: that which allows one to understand a mythology. They are selected according to what one wants to do with the mythology: One means for a reason, for an action, or a performance. This is reason is to convince

What's in it for the hotelier?

Language lies at the heart of relations in the sense that it enables relationships with anyone else. And given the plethora of words and meanings, are selected those that are able to convince. Thus what keeps a relationship alive is this constant effort to convince (and not the search for clarity because language is imperfect as such).