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VISIBLE MANIFESTATIONS OF CORPORATE CULTURE: JARGON

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Abstract

We intended to offer in this article a synthesis of the ways in which the culture developed at the corporate level is manifested. The term culture in the organizational analysis refers to the common values and believes that end up characterizing the organizations. Beyond the diversity of these variables, their intensity and their manner of manifestation vary from individual to individual, from one working group to another, but a strong organizational culture will always find and use a common denominator.

Keywords: manifestations, corporate culture, jargon

1. Introduction

The intention of this approach is to provide a synthesis of the ways in which the culture developed at the corporate level is manifested. The term culture in the organizational analysis refers to the common values and believes that end up characterizing the organizations. The concept can be approached from several perspectives, as presented by Eisenberg E. M. , Goodall in their study: *the* anthropological vision analyzes the organizational culture as an always evolving,

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organic element; *the* organizational symbolism highlights the language aspects, the stories, the non-verbal messages, as component elements of the organizational culture; *the* critical or postmodernist vision regards organizational culture as a whole, made up of distinct elements, visible in the struggle for holding the control within the organization; *the* cognitive vision defines this type of institutionally developed culture as the set of assumptions that a group has invented (created, discovered) or developed, learning to correctly manage its external adaptation and internal integration problems.

Regardless of the point of view it is regarded from, the organizational culture can be compared to human personality. As humans have a character, a personality, so organizations are represented by a particular culture. It forms the core of the entire institutional network, it influences, and it is influenced by strategy, structure, system, staff and skills. Thus analyzed, the culture that is developed at the level of the organizations becomes a multifaceted factor of influence, consisting of many directions represented by the management styles, the histories, the myths, the rituals, the heroes, the type of power structure, the characteristics of the decision making manner, the policies and the management system. Beyond the diversity of these variables, their intensity and their manner of manifestation vary from individual to individual, from one working group to another, but a strong organizational culture will always find and use a common denominator.

2. Organizational culture and its manifestations

The organizational culture is the center around which the organization is developed, it is built by people and it has its roots in the culture of the nation on whose territory the institutions operate. By understanding this construct, many managers give a major importance to corporate culture management. Becoming a well-structured body, this type of culture has the role to unify the organization into a chain of tacit meanings, providing human specific meanings to all activities

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and organizational processes. At the same time, it becomes the most resistant factor in any change endeavor, regardless of its scale.

Definition, structure, manifestations of organizational culture have become an important object of study in the literature with the birth of transnational companies, with the transition from general management to international management and then to the global one.

The manifestations of organizational culture are numerous, we can distinguish between them visible elements such as: behaviors, jargon elements, rituals, symbols, ceremonies, but also invisible elements: values, convictions, norms, concepts. All cultural and organizational manifestations are in an interdependence relationship that accentuates their strength.

3. The jargon, the presentation of the concept in dictionaries of the Romanian language

Before presenting the specifics of jargon within the culture of an organization, we offer a series of points of view on this concept. These conceptual developments are taken from the reference dictionaries of the Romanian language. As it is known, jargon means "a socio- professional variety of the language specific to groups of persons united on the basis of the community of interests, professional concerns, social situation, age, etc. Unlike the territorial variations of the language (speeches, dialects), jargon is not characterized by specific phonetic or grammatical particularities. The characteristic feature of these languages is the use of neological, last hour, unadjusted elements, unknown yet in larger circles. Sometimes, the jargon vocabulary contains also elements taken from the common language that have undergone certain changes in meaning " (limba-romana.ucoz.ro/index/jar/0-63).

Another definition of the concept, the most used one, we believe, considers the jargon as "a language including specific words and expressions, used by certain social categories" (Oprea, Pamfil, Radu, Zăstroiu 2009: 774).

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In Marele dicționar de neologisme (the Great Dictionary of Neologisms), Florin Marcu defines jargon as "a language specific to certain social or professional categories, with a restricted sphere of circulation, which has no main vocabulary and grammatical structure of its own" (March 2008: 532).

A broader explanation of the concept made from the perspective of a linguist, meant to achieve a precise inclusion of the jargon as a form of language manifestation, in general, is provided by Gheorghe Constantinescu-Dobridor in *Micul dicționar de terminologie lingvistică* (the Small Dictionary of Linguistic Terminology): "jargon is a language specific to wealthy social categories and to some professions (physician, lawyer, etc.); it has a narrow sphere of circulation, it does not have a basic vocabulary and a grammatical structure of its own, but a small number of pretentious words and expressions of foreign origin (very close to the etymons from the languages from which they were borrowed and not assimilated by the usual language). Jargon elements are also used by other social categories in their desire to differentiate themselves from the large mass of speakers. However, they are not recommendable, since there are plenty of synonyms in the language - inherited or borrowed - used by all speakers. In the Romanian language, there were mostly Grecian and French jargon elements. Nowadays, some elements of French jargon still persist in some people speech (Constantinescu-Dobridor 1980: 257).

We note from the above-mentioned definitions that the jargon is a language used by various professional categories, hard to understand by the vast mass of speakers not familiarized with the fields of activity in question. It is a specific code that distinguishes one job from another. Beyond the pragmatic aspects of each professional activity, there is also a language that makes us realize that those who use it are teachers, doctors, informaticians, jurists, etc. This is one of the reasons that have led to consider the jargon a colloquial variant of specialized languages, relying on a specialized technical vocabulary. Of great importance today is the jargon of informaticians, given the wide spread of this profession.

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4. The jargon, a visible manifestation of the culture of an organization

The jargon vocabulary has a variable character, suffering frequent changes caused by certain influences or by changing professions.

Being connected, as we have specified, to the carrying out of professional activities, the jargon naturally penetrates into the culture of organizations and becomes one of its forms of manifestation. For, each organization tends to create their own, specific language, which reflects both the characteristics of their members and also the nature of the performed activities and pursued objectives. The language tends to allocate certain meanings, connotations to some words that are selected by the members of the organization. The jargon is a customized form of this type of transmission of meanings specific to the members of a group.

It was noticed that the jargon used in a company is often quite different from the one used in others. Even within the same company, jargon distinguishes one group or department from another. For example, accountants may have a certain type of jargon, sales agents, another one. On a hierarchical level also, in an organization, there are notable differences in language, between the top level, of the management, and the lower one, of the performers. Our opinion is that language differences between various organizations or between departments of the same institution, arise from an apparent differentiation of culture and education of the members in the institutional framework.

At the same time, the jargon can provide an insight on the level of professionalization of the staff and of other components of corporate culture. The outer layer of the culture is made up of symbols. The cultural symbols are the words (jargon and dialect), the gestures, the figures, and other physical objects that have a particular meaning in a culture.

5. Conclusions

The language specific to a particular organizational culture is gradually formed, over time. The longevity and permanence of an organization guarantees

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the existence of a strong culture on which it relies and, therefore, its impressive forms of manifestation. We once again insist on this particular language of every institutional structure, because efficient communication in any organized environment is based on the use of a common linguistic code. The companies that pay attention to the values and beliefs of employees (for example, IBM, General Electric, Procter and Gamble) also had a high level of performance. The culture of an organization affects most policies, decisions and activities of the company and thus it has an important effect on business success.

Strong cultures do not always involve success, but only the existence of widely shared rules of behavior. For the values, norms, symbols, language that accompany the culture of an organization to be relevant, it is necessary to respect the institutional and legal framework in question.

From the presentation of the jargon elements as forms of visible manifestation of the organizational culture, we wanted to highlight the close connection that is formed between all these elements that the corporate culture is based on and that it highlights. Together they converge towards a strengthening of the organization, which will affect the business success.

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