



Courses of English Language (first semester)	
Class	Set by
Master 1	Dr. Houfani Asma



# Institutional communication



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## **Institutional communication**

Institutional communication can be defined as the type of communication carried out in an organized way by an institution and its representatives, and is aimed at people and social groups that develop its activity. Its objective is to establish quality relationships between the institution and the public, with which it's affiliated, acquiring social notoriety and an appropriate public image according to its intentions and activities.

Institutional communication is related with marketing, publicity, the press, and public relations, but goes beyond the functions carried out by them; it looks to transmit the personality of the institution, the image, and the values that fund it. You cannot separate the identity of an institution and its values, and the way to communicate. Its identity must be in harmony with its content, in order to communicate.

There are three possible images- that don't always coincide -in the communication of an institution: the image that it wishes to give, the real image of the institution, and the image that is perceived. A good institutional communication looks for harmony between the three images, prioritizing to identify and trying to avoid that the image that is conveyed doesn't correspond with reality or that the institution be perceived in a wrongful way.

To plan a good communication strategy it's necessary to know **WHAT** message we want to communicate and to **WHO** we want to communicate it to. This communication is divided between **INTERNAL** and **EXTERNAL**.

### **STRATEGIES OF INTERNAL COMMUNICATION**

The permanent communication between the people that make up the personnel of an **INSTITUTION** is key for the success of internal communication. Without communication it's not possible to go in the same direction. There were times when ignoring this aspect worked by "ordering y



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doing” exclusively. But even with this type of management, without good communication up and down, there would not be good results.

### STRATEGIES OF EXTERNAL COMMUNICATION

We must use the tools that allow us to get close to people directly. Listening to the conversations, answering questions, and helping people so that we can generate the trust. This will allow us to better our institution, our courses, and our cultural activities.

[https://unamsa.edu/pdf/comm/Comunicacion Institucional 2013 english.pdf](https://unamsa.edu/pdf/comm/Comunicacion_Institucional_2013_english.pdf)

#### 1. Translate the following terms to Arabic

English	Arabic
Institutional communication	
Institutional representatives	
social notoriety	
marketing	
publicity,	
the press	
public relations	
the personality of the institution	
the image of the institution	
the values of the institution	
wrongful way	
strategies of internal communication	
strategies of external communication	
the conversations	
the trust	



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2. Complete the following definitions by the correct concepts:

**Internal institutional communication, Institutional communication, External institutional communication.**

- Its objective is to establish quality relationships between the institution and the public .....
- The permanent communication between the people that make up the personnel of an institution is .....
- use the tools that allow to get close to people directly .....

3. Put the × in the true or false

	true	false
There is only one image in the communication of an institution the image that it wishes to give		
Institutional communication is divided between INTERNAL and EXTERNAL.		
the internal communication is based in ignoring The permanent communication between the people that make up the personnel of an INSTITUTION aspect work “ordering y doing” exclusively		
Institutional communication aim to acquiring social notoriety and an appropriate public image		

4. Answer the following questions :

- What are the possible images- that don’t always coincide -in the communication of an institution?  
.....  
.....
- what are the tools that allow us to **get close to people directly** to achieve a perfect external institutional communication?  
.....  
.....