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INFORMAL COMMUNICATION NETWORKS IN THE ORGANIZATION

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The thesis consists of an introduction, three chapters and a conclusion. The first chapter is devoted to the theoretical foundations of studying informal communication. It examines the concept and types of informal communication, its role in the activities of the organization, strong and weak communication ties in the company, as well as the impact of digitalization on the informal communication process itself.

The second chapter of the thesis is devoted to the management of informal communication networks in the organization. This includes the practices of managing employee communication, leadership and power in the team, and the impact of communication between employees on organizational culture.

The third chapter is practical, it describes the results of an empirical study aimed at studying the organization, its characteristics, and communication within the team. The volume of the work is 59 pages, 41 sources were used.

Keywords: informal communication, informal communication network, interpersonal relations, verbal communication, information flow, network analysis, key participants in communication. The object of the thesis research is the team of FainEx LLC.

The subject of the thesis research is the network of interpersonal relations of informal communication in FainEx LLC.

The purpose of the thesis is to identify and analyze the structure of work and friendly communication networks in FainEx LLC.

To achieve the research goal, the following tasks need to be accomplished:

1. To characterize the role of informal communication in an organization's activities.
2. To describe the area of activity, environment, and main characteristics of the LLC "FainEx" team.
3. To identify the role of informal communication networks in the activities of LLC "FainEx".
4. To identify strong and weak links in informal communication networks within the organization.
5. To characterize the features of leadership and power in the informal communication networks of LLC "FainEx".
6. To identify and describe the structure of working and friendly communication networks within the team of LLC "FainEx".
7. To develop recommendations for enhancing informal communication at LLC "FainEx".

The methodological basis of the thesis was formed by general scientific methods: questionnaire survey, sociometry method.

In the process of writing the thesis, the following results were obtained: the features of informal communications in the team of a certain organization (OOO "FainEx") were determined, the strengths and weaknesses of work and friendly communication in the team were identified, a comparative analysis of the strengths and weaknesses of communication was carried out, and data were visualized in the form of graphs.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be used in the educational process, as well as in the development of strategies for managing informal communication in the organization.