

# *Systems Theory*



- ▶ The system as a whole is more important than its individual parts
- ▶ The system must interact with the external environment
  - Competition
  - Partnerships
- ▶ **Five Characteristics:**
  - Environment & Open system
  - Interdependence
  - Goals
  - Process & Feedback
  - Openness, Order & Contingency

***Systems Theory appeals to those interested in organizational communication because it highlights the importance of communication processes in organizing***