

# Fiches de révision

## Cultures de la communication

### Les différents types d'enjeux de la communication

**La communication peut s'avérer risquée !**

Chaque acte de communication entraîne des retombées sur l'image d'un individu ou d'une entreprise.

Ces retombées peuvent être positives ou négatives, en fonction de la façon dont la communication a été effectuée et le fond du message.

Les enjeux de la communication peuvent se distinguer de 3 façons :

- **Enjeux relationnels**

Lorsque la communication peut avoir l'effet de renforcer une relation entre des individus et une marque, ou des individus entre eux.

Nous parlons également de sentiment d'appartenance.

Une mauvaise communication peut également entraîner une prise de distance entre l'émetteur et le récepteur du message, et ainsi affaiblir une relation.

- **Enjeux identitaires**

Il s'agit de savoir se positionner. Que cela soit en tant qu'individu au niveau d'un groupe, d'une équipe de travail, ou en tant qu'entreprise au niveau d'un secteur d'activité, la communication peut avoir des enjeux identitaires.

En effet, une bonne communication renforcera l'image (et ainsi la puissance, l'attraction) que peut avoir un individu ou une entreprise parmi d'autres, tant dis que qu'une mauvaise communication peut entraîner un déclin identitaire.

# La Communication E Eacuted En Fiches Bts Communication T

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## **La Communication E Eacuted En Fiches Bts Communication T:**

*BTS Communication* Samantha Benhaim, Flora Jimenez, 2025-08-19 Cet ouvrage est axé sur les enseignements professionnels du référentiel de 2022 du BTS Communication. Il aborde ainsi les blocs de compétences plus forts coefficients Culture de la communication Bloc 1 Contribution à la laboration et au pilotage de la stratégie de communication Bloc 2 Conception et mise en œuvre de solutions de communication Bloc 3 Accompagnement du développement de solutions media et digitales innovantes Il est construit pour devenir votre allié dans la compréhension des nouvelles preuves mais aussi dans la maîtrise des connaissances en veille en communication en création et en relations prestataires Il contient Des fiches de synthèse pour couvrir l'ensemble du programme du BTS Des exercices et des entraînements à l'examen adaptés chaque preuve Des corrigés facilitant l'auto-évaluation des compétences attendues Cet ouvrage a été spécialement conçu comme un outil d'aide à l'usage combinant théorie et pratique Que vous soyez débutant ou déjà expérimenté il sera votre allié indispensable pour atteindre vos objectifs

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