

Case Study Analysis of two Scholarly Studies Utilizing Metaphors to describe functionality in

Organization

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Case Study

Metaphors are useful tools, particularly in communication, and applicable in day to day academic research and conversation. Through the use of metaphors as our case of analyzing two scholarly studies, the metaphors create vivid mental images which help us in interpreting the world around us. Metaphors keep the clear mental picture of the organization. Morgan vividly elaborates a clear picture or rather perspective of organization which is a brain, organism, machine, instruments of domination, psych-prison, flux and transformation and finally the political system. Through the use of metaphors in the two scholarly studies analyzed, I was able to grasp the context of an organization, understanding the structure, management control, leadership style and the behavior. The discussed organization I images give a comprehensive perspective through slicing of a firm from a particular angle. This reveals hidden issues in organization and deepens the understanding of the firm's behavior hence helping in a more effective strategy of organizational growth. As such, the clarity opens ways of innovation and creativity which are vital to the growth of the organization. Morgan's work enables the reader's top study the organization from the different dimension and creating logical reasoning of development from the same.

Benefits of using metaphorical devices in management practice

First and foremost, metaphors are essential tools in an organization when it comes to broad-spectrum concepts such as business strategy, organizational mission and other related issues which demands innovation. In management, for instance, metaphors are widely used to explain specific concepts, tangible and complicated though alignment with less complicated or simpler objects and concepts (Oswick, 2012). This will boost the amplified view of the business

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organization allowing people involved to discover more information about the organization. It has been established that Metaphors tends to add additional insight, particularly visual insights to organizational understanding, but it comes with limitations. It can be seen that the metaphor itself is a tool which amplifies comprehension and understanding of information related to the organization.

Business is often challenged by the political environment through which it operates. To solve the problem Morgan opens up the minds of entrepreneurs through including metaphor of organization as-as political system. Here, the metaphor catches the interests of censorship, party-line, alliances, authority, backroom deals, hidden agendas and the gatekeepers (Cornelissen, 2016). Secondly, as seen in the case study, culture is a problem that arises in the course of operations. The metaphor used to address the issue depicts organization as culture and uses concepts such as mission vision, service, history, traditions, diversity, rituals, values, and families.

The evaluation of critical issues stated in the case includes the issues of organizational instruments of denomination, political system and the organization as a culture. The proposed solution of addressing the issue is to visualize the issues surrounding politics and culture and approach each one of them systematically (Hatch, 2009). It was established that the solutions were valid because it eliminates the problem. The use of the metaphors enables the clarity of the visualization hence coming up with an available solution.

In management practice, the metaphors create vivid mental images which help us in interpreting the world around us. Metaphors keep the clear mental picture of an organization. Morgan vividly elaborates a clear picture or rather perspective of organization which is the brain, organism,

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machine, instruments of domination, psych-prison, flux and transformation and finally the political system.

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Reference

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