

**AN ANALYSIS OF PROBLEM AND PROSPECT  
OF COMMUNICATION MANAGEMENT IN AN  
Organization  
(A case study of Ministry of Education Yola)**

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AN ANALYSIS OF PROBLEM AND PROSPECT OF COMMUNICATION  
MANAGEMENT IN AN ORGANAZATION {A CASE STUDY OF  
MINISTRY OF EDUCATION YOLA}.

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APPROVAL PAGE

This project "the role of radio programmes" case study of ministry of education  
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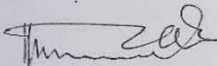
Metropolis has been duly presented by ALIYU HAMMAWA

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Approved by the examiner as having met the stipulated requirement for the

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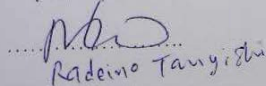
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DECLARATION

I ALIYU HAMMAWA (2012/536) here by declaration that all this work have been research by me and that all aspect of this work except this those resources clearly acknowledge in the references have been written solely by me

~~Aliyu~~  
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Aliyu Hammawa

16/03/2015  
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date



## DEDICATION

To my dear parent Alb, Mal, Yehina Hammawa Isa and late Aisha Usman  
(may her gentle soul rest in peace amen). And to my mentor counselor and  
Brother Abubakar Jika Hammawa.

## ACKNOWLEDGEMENT

My most profound thanks and total submission goes to the almighty Allah {S.A.W}, the maker, the creator sustainer giver and most of my entire one and only God for his guidance, support and protection.

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## ABSTRACT

This research work delves extensively on the "problems and prospect" of communication management in an organization with the Adamawa state ministry of education as the case or area of study. It reveals the major challenges likely to be encountered which served as great and unbearable bottle in organization communication. The study also turn activity disseminated the advantages derivable from a successfully managed organization communication not withstanding the work has as it finding basic way to be employees and administration in order to solved the information problems. Never the less certain facts suggest and opinions of renew scholars were also view and fully regarded in the research. Includes also is the recommendation of the researcher which reveals the opinions & suggest of the researcher from the completed research. In a nutshell. This research work contains the obtainable problems of communication management and proffered lasting solution to it and the benefits derivable from a well managed and fully sustained organizational communication management.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 BACKGROUND OF THE STUDY

Communication is the bedrock of all human activities and existence because it is clear that man is not created to live in isolation but to live in association and do things in collaboration with others. {Gamble and Gamble 2002}. Therefore no human being society or organization can operate successfully easily without communication. The ability to communicate is a most essential human distinctive quality which makes possible interaction among members of various organizations like political, social, religious or business organizations.

Communication is also a universal phenomenon that has been applied to a great variety of uses by various people all over the world because it touches nearly every sphere of human endeavour.

According to Laid {2008} communication therefore is a very broad term that is capable of having a various semantic interpretation and it is on this basis that Peter {1978} describes communication as a channel of a world changing the way of its meaning with a change of speaker or listener.

Communication contains control to any study of what managers do and to the effectiveness or otherwise of organization. Hence managers devote much of their time in contact with their staff.

According to managers watching studies, it reveals that managers spend over 60 percent of their working time in scheduled meetings with others about 25 percent doing desk based work, some 7 percent on the telephone and 3 percent walking the job" (Shermerhorn 1996).

These activities are embedded in a dense network of relationships between managers and employees most such communication is face to face and most of this task related rather than personal in content. Managers spend much of their communicating with many people in brief interactions which are nevertheless of enormous significance in determining the communication and culture climate of their organization (Taurish and Hagie, 2009).

Arising from the above it is obvious that communication is an essential ingredient in interaction between management and employees in every organization. More importantly effective communication is key to organizational success (Clark and Downs 1993) support this argument by



Summarizing the benefits obtained from quality internal communication to include:

Improved productivity, reduce absenteeism, higher quality {of service and products} increased level of innovations fewer shikes, reduce cost. Based on the discussions these studies intend to analyze the problem and prospect of communication management in ministry of education, Adamawa state.

## **1.2 THE STAEMENT OF THE RPOBLEMS**

This study intends to analyze the problems and prospects of communication management in ministry of education Adamawa state.

Communication is key to the progress of ant organization. This is because it is through the process of information communication that the management and employee can get together achieved the objectives of their organization.

However, when there is break down of communication in the organization, activities will be interrupted and can sequenth objectives of the organization will not be achieved. Communications can also basic tools for motivation which can improve morale of the employee in an organization inappropriate or faulty communication among employee or between manager and his subordinates is the major caused of conflict and law morale at work

Manager should clarify to employees about what is to be done, how well are they doing and can for better performance to improved their motivation. He

can prepare a written statement clearly at time the relationship between company objectives and personal objectives and integrating the interest of the two. Communication is in complete if the information is not understood, many theorist considering that we may speak of communication only when the receiver gives feedback. As long as there is no response from the part of the receiver there is certainty that the messages has attained if a target that is being received decoded and correctly understand [Fayana, 2006].

### **1.3 OBJECTIVE OF THE STUDY**

The aims of the study are to analyze the problems and prospect of communication management in organization. Using ministry of education Adamawa state, the specific objectives of the study one:

1. To determine the nature of communication management in ministry of education, Adamawa state.
2. To determine the problems and prospect of communication in the ministry of education, Adamawa states.
3. To determine the strategies of improving communication in the ministry.

2. What are the problems and prospect of communication management in the ministry of education?
3. What are the strategies they employ in managing communication?

### **1.5 OF SIGNIFICANCE THE STUDY**

1. The research work would create adequate social relationship between teachers, student of mass communication.
2. The study will be guide to the specialist in making public relation and management in broadcasting media.
3. The study would be reference to the ministry of education.
4. The research work would be a tool of research for students of mass communication.

### **1.6 SCOPE AND LIMITATION OF THE STUDY**

The scope of the study is to analyze the problems and prospect of communication management in the organization a study of ministry of education, Adamawa state, Yola.

In the same vein, the study is limited to time constraints, made inadequate finance, poor cooperation by some questionnaires.

### **1.7 DEFINATION OF TERMS**

Communication: is the process of creating shared meaning between two or more peoples.

**Communication management:** the act of taking control of communication.

**Organization:** this is a social entity that has a collective goal and is linked to an external environment.

**Education:** is a form of learning in which the knowledge, skill and habits of a group of people are transferred from one generation to the next.

**Bedrock:** a strong base on which semantics is laid.

**Strategies:** a careful plan or method for achieving particular goals usually over a long period of time.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

This chapter examines the review of related literature. Therefore, the discussion of the chapter will focus on the sub-title bellows:

- \_ Communication as concepts
- \_ types of communication
- \_ The purpose of communication management
- \_ The impact of communication in the organization
- \_ prospects of communication in the organization
- \_ Problems of communication management in the organization
- \_ Historical background in the ministry of education
- \_ Government effect in developing communication management in the organization

#### 2.1 COMMUNICATIONS AS A CONCEPT

According to Bremer {2004} communication is the process of transmitting of idea, transmitting information from one person to another. It may be transmitting of idea transmission of felling, motion perception and opinion;

It is a process where you must insert meaning, communication must be two people. Communication is high barn of every organization. Effective communication begin with encourages and instrument others to do their best. Communication is always effective when one on one is applied.

There are many ways of looking at communication. According to Robert {2000}. There are many views of the communication while others have emphasized the transmission aspect others give to rhetorical aspect to semiotics to cybernetics, to psychology, to critical tradition to postmodern to structuralism e.t.c as much communication has various definition among which are:

1. Communication is the process in which meaning package in symbolic messages are transparent from sender to receiver.
2. Communication can be defined as a process that relies on signs sing system to mediate across the gaps between subjective systems.
3. communication ca be defined as a symbolic process hat produce and reproduce share ritual and social structures

Communication involves the sharing of ideas and action. Also communication is an interaction between two people in which something is exchange.

The dictionary defined communication as:

1. The act of transmitting ideas felling emotion

2. A giving or exchanging of information, signals or messages by talk, gesture or writing.
3. The formation signals or message
4. Close sympatric relationship.
5. A means of communicating specific a system for sending and receiving messages by telephone, telegraph radio e,t,c.
6. A system as rates for moving troops and materials.
7. A passage or way for person sending information from one place to another.
8. The art of expressing ideas especially in speech and writing.
9. The science of transmitting information special in symbols.

According Eye {1983} stated that communication is not just the giving of information, it is the giving of understandable information and receiving

And understanding the messages so that it can act upon. Myton {1983} also defined communication as an interpersonal relationship either directly or

Indirectly this involved the transfer of information. Communication is also the process by which information is passed between individual and or organization by means of previously agreed symbols.

According to Nwugu {2002} communication is the transmission of information or message, communication involved as a sender of the message to a receiver are

recipient of the message and medium or channel through which message or information is part.

According to Lucy {1991} is the transmission of information which involved the interchange of facts through value judgments and opinion which can take from like face to face conversation, telephone, calls letters reporters, tabulation e,t,c.

According to Eledun {1988} defined communication as the process of conveying information from one person or group of person, department organization to another through the post, telephone, massager services or by another means which includes transmission of memorandum report, instruction minutes of meeting involved orders estimates drawing e,t,c.

According to Arthur { 1990} good communication means successful imparting or exchange of information between these involved in the design process and which can be achieved by various techniques includes speaking writing photography and models.

Communication according to first dictionary of microcomputer by scott and Roger {1987} is the ability of a terminal or computer acting as one to second information or receiver it usually by writing to or formal Scope of communication how it used in two specialized fields architecture and computer science respectively.



## 2.2 TYPES OF COMMUNICATION

There are many different types of communication depending on the medium used form communication or the way in which information is exchange let us discus the basic four types of communication. Communication can be generally classified into four namely:

Verbal, non verbal, written, and visual communication as described by lad, {2008}.

**VERBAL COMMUNCATION:** includes sounds words language and speaking, language is said to have originated from sounds and gesture.

There are many languages spoken is the world. The bases of languages formation are:

Gender, class profession, geographical area, age group and other social elements.

Speaking is an effective way of communicating and is again classified into two types

\_ Internal communication

\_ Public speaking

Good verbal communication is an inseparable part of business communication in a business you come across peoples from various ages' cultures and races. Fluent verbal communication is essential to deal with people in business meeting. Also in

business communication self confidence plays a vital role which when combined with fluent communication skill can lead to success.

**PUBLIC SPEAKING:** is another verbal communication in which you have to address a group of peoples. Preparing for an effective speech before you start is important. In public speaking, the speech must be prepared according to the type of speech should be authentic and you must have enough information on the topic you have chosen for public speaking. All

The main point in your speech must be highlighted and these point should be delivered in the correct order. There are public speaking techniques and these techniques must be practiced for an effective's speech.

According to Amoruwa {2008}. Verbal communication is a communication method in which the speech organs are employed and used verbal expression.

**Non verbal communication:** involved physical ways of communication like tone of the voice touch, smell and body motion, creative and aesthetic non verbal communication includes signing music dancing and sculpturing. Symbols and sign language are also includes is non verbal communication. Body language is a non verbal way of communication posture and physical contact convey a lot of information. Body posture matters a lot when you are communicating verbally to someone. Folded arms and crossed arms are some of the signals could be a body posture. Physical contact like shaking hands pushing dating and teaching

expressed the feeling of intimacy. Facial expression gestures and eye contact are different ways of communication reading facial expression help you know a person better.

Gamble and Gamble {2002} stated that, communication is a normal two person conversation, the verbal channel carries less than {35} percent of the social meaning of a message. This means that more than {65} Percent of the meaning is communicated non verbal communication can be said to be all kinds of human message/responses not expressed in words.

**WRITTEN COMMUNICATION:** Is writing the world which you want to communicate. Good written communication is essential for business purpose. Written communication action is practice in many deferent languages E-mail report article and memos are some of the way of using written communication to send party to whom the communication is intended. This is one of the man advantage of used not writing as major means of communication in business activity. Written communication in business purpose SMS is an example of information written communication.

According to Bremer {2004}, written communication deals with a written message passed from an individuals or group to another. Farms of written communication an organization includes petition, minutes, notice e.t.c.

**VISUAL COMMUNICATION:** It is the conveyance of ideas information in a form that can be read or looked upon. Stressing the importance of interpersonal communication. Gamble Gamble (2002) opened that

Whatever the nature of the experience what causes us to come together in relation is communication.

Visual communication: is visual displays of information like, topography photography signals, symbols, and design television and video clips are the electronic form of visual communication.

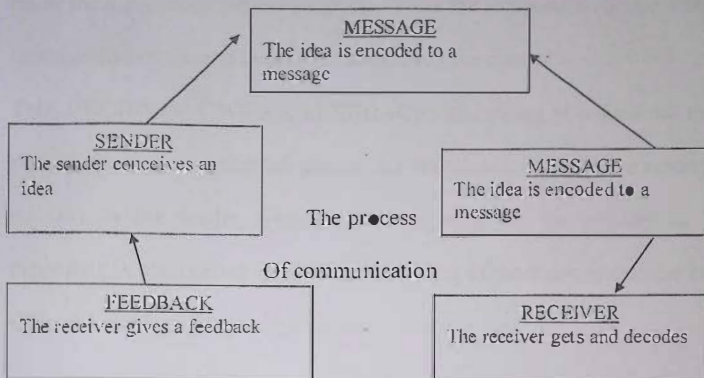
#### **The process of communication**

There are five essential elements of communication which are the bedrock of the five stages involved in the process of communication and these essential elements are the sender, the message, the medium, channel, the receiver and feedback.

The five basic stages or steps of the communication process are as follows:

1. The sender conceives an idea.
2. The idea is encoded into a message.
3. The message is transmitted through a medium channel.
4. The receiver gets and decodes the message.
5. The receiver gives a feedback.

## THE PROCESS OF COMMUNICATION



## THE MESSAGE IS TRANSMITTED THROUGH A MEDIUM OR CHANNEL

This is the third stage of communication process which involves the selection of appropriate medium and efficient channel of communication for the transmission of message from the sender to the receiver.

The sender can decide to convey his message through the oral medium and he can therefore use a memo, a letter telex, circular report newspapers, telephone, radio or television or face to face conversation as a channel of communication.



**THE RECIEVER GET AND DECODES THE MESSAGE:** Every message is mean for a particular person or group that is the intended audience who will get message and interpret it in order to understand the content.

**THE RECIEVER GIVES A FEEDBACK:** The giving of a feedback mark s the final stage of communication process the feedback is the receiver response on or reaction to the sender message. The response can be positive or negative depending in the receiver level of understanding of the message and the impacts or effect the message has on the receiver.

**FORMAL CHANNEL OF COMMUNICATION:** This is the official design used or recognized means of passing information or conveying message within an organization. The formal system of communication in an organization can be vertical horizontal and semi-vertical or quasi-vertical.

**VERTIVCAL COMMUNICATION:** This involves communication among different people or different level of the organizational chart that is superior officers and the subordinate work or the management team and the lower officers, there are two main types of the vertical communication in a organization namely, down ward communication which depends on the direction of communication follows.

**VERTICAL DOWNWARD COMMUNICATION:** This occurs when a message initiated by the management team of an organization or the superior officers sent down to the subordinate officer that is those workers at the bottom of the organization chart.

**VERTICAL UPWARD COMMUNICATION;** this is the direct opposite of downward of communication because it involves the passing or flow of information which come from workers at the lower level of the organization

Chart. Hence it is the organization leader to the superior's upward communication is necessary because communication is two processes and it

Gives the subordinate the opportunity to react to the instruction, directives or command given by the management team.

**DEFINITION OF COMMUNICATION MANAGEMENT;** According Dickson [2004] communication management is the systematic planning, implementing maintaining and revision of all the channels of communication within an organization or between organizations it also includes the organization and dissemination of new communication directives with an organization, network, or communication technology. Aspects of communication management includes developing cooperative communication strategies designing internal and external communication directives and managing the flow of information including

online communication new technology forces constant innovation on the part of communication managers.

As a manager, one must take a contingency approach to communication with their employees and communicate on personal levels. It is managers

Responsibility to determine if their employee's personality falls under the following:

Reactors, workaholics, per seers, dreamer's rebels, or promoters

\_ a communication management process is asset of steps that are taken every time formal communication are under taken an organization communication management helps to ensure they your take holders arte kept regularly informed.

### **2.3 THE PURPOSE OF COMMUNICATION MANGEMENT**

1. To pass meaningful and understandable message or convey important information.
2. to express feeling mood or state of mind of the people.
3. To established or enhance social interaction and relationship among different people.
4. To achieve deserved goals, aims and objectives.
5. To stimulate the audience into action in order to get the proper response.
6. To certain amuse or please the audience. Using this communication process you can communicate effectively at all times.

- \_ identify the messages that need to be sent.
- \_ determine your target audience for communication.
  
- \_ decide any your message format and timing.
- \_ Draft your message and gain approved where required.
- \_ communicate your message through communication event.
- \_ gather feedback and improved your communication process.

## THE STRATEGIES OF COMMUNICATION

1. **GIVING INSTRUCTION:** This is direct form of communication between the employees and their immediate boss this usually face to face in nature in which supervision give direct instruction to subordinate on how things should be done {Kootz, 1998}.
  
2. **ANNAUCING PLANS OR STRATEGIES:** Most time communication comes from the management staff of an organization to the employees or work faces in most cases it is usually one way flow, pain and strategies are announcing and communicate to the work face an how work should be done {Mgton, 1983}.

3. **COMPARISON OF ACTUAL RESULT AGAINST A PLAN:** This is a concerning the success of failure of result compared {Thompson & Cats-brail 2003}.

**RULES OR PROCEDURES:** This involves information on learning rules and procedure in an organization which documented and presented to the employees to served as a guide in the discharge of their duties {Thomson and cats Baril 2003}.

4. **JOB DESCRIPTION AND ORGANAZATION MANUAL:** This farm of communication involves use of written document manual on how things should be done {Lad, 2008}

#### **DEFINITIN OF ORGANAZATION**

The word organization as defined by Rogers {1976} is a stable system of individuals who work together to achieved through a hierarchy of ranks and division of labor common goals, communication is therefore inevitable any organization let social political, religions, business, academics private public that is established for the purpose of attaining descried or largest goals. Aims and objectives.

\_\_ the organization: persons or committee or department e,t,c who make up body for purpose of organization something he claims that the present organization is corrupt" the governance of an association is responsible to its members" the quaky being recognized as a member.



\_ Organization a group of people who work together.

\_ Organization an ordered manner, order lines by virtue of being methodical and well organized "this compulsive organization was not an ending quality" we can't do it unless we established some system around here"

\_ Organization: the act of organizing a business or an activity related to a related, he was brought into supervises the organization of new department.

## TYPES OF ORGANAZATIONS

There are many types of organization which including:

\_ Multi national financial institution, national compares utilities and transport

\_ Organization is the activity or result of distributing or disposing persons or things property or methodically his organization of the work face was every efficient

\_ an organization is a social arrangement which pursues collector goals, control, its own performance, and has a boundary separating it from its environment.

\_ Organization was an experimental krautrock band that was the immediate predecessor of the baud kraftwerk. In addition to the founding members of

Kraftwerk. Ralf hütter and Florian Schneider erleben organization consist of basil hammondi, butch Hanf and fred "fred" monicks:

\_ organization is an album by or chestral manners in the Dark released in 1980 as with OMD early sleeve and feature a stock photography of the could covers peak of Marco in the real cooling bills over taking Gien Sligachan on the isle of social entity from by a group of people. We are concerned with the second meaning and these are the views of scholar.

\_ Edison {1968} said organization are social unit deliberated structure and restructure in order to achieve a goal.

\_ Ocasid {2004:42} conceptualized as "social system of collective action that structure and regulate the action and locutions of organization participation through its rules resource an social relations.

\_ Huezyski and Buchanan {2001:05}. Define an organization as a social arrangement for achieving comparable performance in pursuit of collective goals.

\_ Tourist and Hargie, {2004} organizational communication has been variously conserve as what people who are academic student of communication in organization or the term an explain organization

{Oct, 3-2001}.it can also be referred to as the subject of the wider study of organization.

#### **2.4 IMPORTANT OF COMMUNICATION IN AN ORGANAZATION**

Lack of communication may cause problems to labor management relations. Irregular dialoguing may cause missing information between union leaders and the memberships. In Nigeria management an labor individually taken decision that should have been decided jointly. Effective communication requires continual dissemination of managements labor policy to workers there are advantages of communication to both sides

For instance spread giving the handicap of illiteracy among some workers.

- \_it enhances cooperation between management and employees.
- \_ It improved decision making process in the work place.
- \_ It reduces conflict in the organization
- \_ It reduces uncertainty and rumors.
- \_ it improved quality of products and service delivery.
- \_ It encourages knowledge sharing in the work place.
- \_ It clarifies ambiguity in the performance of tasks.
- \_ It builds cordial interpersonal relationship between workers and even between the employees and management.

## 2.5 THE PROSPECT OF COMMUNICATION MANAGEMENT IN AN ORGANAZATION.

There are several benefit which the information communication technology (ICT) in conjunction with the new parading in educational technology is capable of according students specially post primary and under graduates candidates the opportunity in life long learning. This is because control element in information communication technology and educational technology is capacity building which is meant to strengthen the capacities of students and their group of adult learners.

Another supposed benefit which is accountable to the impact of communication management is learning while working, communication management offers the unique opportunity of enabling working class learners the comfort of studying in their private officers at hoe which turns stand as the bedrock of pens and distance learning education.

According to Kanungo {1999} acquiring the capacity for information communication technology skill is necessary for cost effective business transaction which he stated includes managerial technical organization personal as well as infrastructure the visible effort in meeting this challenges as Kanungo observed has been through the establishment of

Computer literary countries and cybercafé by private investors to complement the effort of government in the provision of information communication technology infrastructure. Other benefit which Osinibi {2002} identified promoting unity in diversity since he stated that people are linked together in a network of respective of location to communication and exchange of information and are resource on the other hand he observed that people are better informed through e-government learning to strange democracy. Consequently information communication technology gives Nigerians youth the opportunity to complete on equal feature with their peers in other parts of the world.

## **2.6 THE PROBLEMS OF COMMUNICATION MANAGEMENT IN AN ORGANAZATION.**

The problems to effective communication in an organization are the various factors that can hinder the comprehension and effectiveness of disseminated information in an organization many of such identify by organizational communication experts and analysis some of which are enumerated and discussed below:

1. **WRONG TIMING:** An untimely dissemination of information at an appropriate period can render the disseminated information in effective and meaningful should be appropriate time.



2. **SEMANTIC PROBLEMS:** The dissemination of vague ambiguous or meaningless information and the use of difficult and uncommon technical jargons can lead ineffective communication because this can easily generate problem of interpretation which can prevent receiver not only from understanding the intended or exact meaning of the message received but also from responding appropriate to the message.
3. **FILTERING OF INFORMATION:** Closely related to distortion and omission of information is filling of information which invades selecting only a part of the disseminated information which happens when the receiver is not interested in same other information for personal reasons,
4. **BIAS FOR A PIECE OF INFORMATION:** The effectiveness of communication may be hindered if the receiver directly has a bias for the message receiver especially a negative preconceived one.
5. **EXCESSIVE RELIANCE ON VERBAL:** Message this can hinder effective communication because verbal or oral message

Not put in black and white can easily be forgotten especially by very busy business managers or executive hence a lot of message that need for organization development can be forgotten.

## **2.7 HISTORICAL BACKGROUDS IN MINISTRY OF EDICATION ADAMAWA STATE, YOLA.**

The ministry of education is one of the ministries that constitute the Adamawa state civil service established since the conception of vain Gongola state.

It is one of the largest ministries in terms of staff and essential and area of coverage of service.

1. Implementation and majority of all national education policies approved by the federal government of Nigeria as affect Adamawa state.
2. Formulation and implementation of the state government policies education within and state.
3. Supervision of all educational institutions belongs to the state.
4. Supervision of all educational institution in the state includes private owned institution.
5. Effective quality control of all educational institutions in the state including private owned institutions.

6. Advertising state government and all educational matters affecting or relating to the state.

6. for effective and efficient performance of the function outline above the ministry is structure into five {5} directories in line with the relevant adopted report on civil service reforms and also parastatals

#### **THE DIRECTORATES ARE:**

- \_ Administration and finance
- \_ Planning research and statistic
- \_ Post primary education
- \_ Primary education
- \_ Science and technology education

#### **2.8 GOVERNMENT EFFORT IN DEVELOPING COMMUNICATION MANAGEMENT IN AN ORGANIZATION.**

In an effort to catch up with the global information trends the federal government through the service of change number of operations for internal connectivity service have been powering both the public and private sectors in the information and communication industry in Nigeria as a result there has been tremendous increase in the number of internal service providers with the attendant penetration of information communication technology into

Many parts of the country apart from the urban countries for instance, Nlerenwem {1996}, identify recent effort made by the government towards the ICT development in Nigeria which includes the following:

1. Launching of the national telecommunication policy September {2000}.
2. development of a comprehensive science and technology policy {2001}
3. launching of Nigeria stat elite programme by the national information technology policy {2001}
4. establishment of the national information development agency {NITDA, 2001}
5. Rural internet resource countries {RIRC} were established with collaboration of nation international organization in the geopolitical zones of the country to proved access to think up with rest-pf the would on the internet.

## **2.9 THEORETICAL FRAME WORK**

The theoretical frame work adopted for this research "analysis of problems and prospect of information management in an organization case study of ministry of education in the social exchange theory".

The social exchange theory was developing by Ibibant and Kelly in 1959. It is a broad approach used to explain and predict relationship maintenance. It articulates when and why individuals can terminate and develop some personal relationship while ending others. Why is it that people enter certain relationships and end others?

Additionally, the theory takes into account how satisfaction will be with the relationship that you can choose to maintain. As the name of the theory suggests, an exchange approach to social relationships is much like an economic theory based on the comparison of rewards and costs.

They look at personal relationships in terms of costs versus benefits, what rewards do you receive from certain relationships and what does it cost you to obtain rewards?

The theory is relevant to these research topics due to the fact that it poses some personal interests that prompt communication and can be easily managed in a given organization e.g. Ministry of Education, Yola.



## CHAPTER THREE

### METHODOLOGY

#### 3.0 INTRODUCTION

In this chapter the researcher intends to consider the over all process of gathering information for the study this are:

#### 3.1 RESEARCH DESIGN

According to Nwogu {1998} descriptive research design study very important and useful because the do to go there fro this are readily analyzable and generalized if the sample size is large. Descriptive types of study generally documents event in their natural sitting without manipulation of any variable. In other wards this study merely seeks information as they exist this handles the nature of the study the manipulation the independent variables and statistics.

The nature of this work consist of thousand of people with different psychodynamic variables and research topic that deals with their disposition and how they are equally influenced by public. this will more effective and also gather information on the topic is the survey method.

#### 3.2 POPULATION OF THE STUDY

The population of the study is the staff and officials in ministry of education Yola.

The undependable is an analysis of problems and prospect of communication management in the organization in ministry of education Adamawa state.

### **3.3 SAMPLE AND SAMPLING METHOD**

The research intends to use random sampling techniques for the study as the subject for this study will be 100. That is both the staff and some officials in the ministry of education Yola.

### **3.4 METHOD OF DATA COLLECTION**

The researcher administered the questionnaires himself collected it after a day interval.

The sample of the questionnaires will be seen in the appendix. The researcher sent the consent later to ministry of education Yola, for the purpose of the study. The specified consent time shall be in the morning between the hours of 8-11:30am the research study was carried out during the raining season of the year.

### **3.5 METHOD OF DATA ANALYSIS**

The techniques employed for an analysis in this study was the sample percentages.

The number of respondents for each question were some up divided by the total number of the respondents multiply by hundred over one.

The result of which are recorded in percentages:

$$\frac{NR}{TR} \times 100$$

Where NR represents number of the respondents per each questions and TR represent total number of respondents 100 is constraint.

The table shows that 61 {63/0} of the respondents were male while, 36 {37/0} of the respondents were female. This implies that male were greater in number than female.

Table 2: Analysis of respondent based on year in the services

Year	No of respondents	Percentage
0-5 years	10	10
6-10 years	17	18
11-15 years	16	16
16-20 years	32	33
21- and above years	22	23
Total	97	100

From the table above shows that we have 0-5 years in service were 10 {10/0} respondents 6-10 years in service 17 {18/0} respondents between 11-15 years were 16 respondents while 16-20 years in service were 32 {33/0} and 20 {21/0} and above of the respondents were 22.

This implies those that served between 16- 20 years were greater in number with 32 {33/0} fallowed by those served from 20 years above were 22 {23/0}. The third were those ranked from 6-10 years in services 17 {18/0}

And also followed by 11-12 years 16{17/0} and the list were those between 0-5 years respectively.

**Table 3:** Analysis of responses based on education qualification.

Educational Qualification	No of respondents	Percentage /o
Ma/ MED/MSc	12	12
BA/ BSc/ BED	30	31
OND/NCE	38	39
Others	17	18
Total	97	100

The table above 12 {12/0} of the respondents were MA/NED/MSc. 20 [32/0] of the respondents were BA/BSc/BED, while OND/NCE holders were 38 {18/0} and 17 {18/0} of the respondents were others qualification.



Table 4: analysis of respondents based on age item vi communication is usually done through writing.

Responses	No of respondents	Percentage /o
Agreed	26	27
Strongly disagreed	68	70
Disagreed	3	3
Total	-	-
	97	100

From the table six above 26 staff passively respondent that communication is usually done through writing 68 staff were agree, 3 staff respondents disagreed these responses prove that communication usually done through writing in the organization as most of the staff responded positively.

Item vii: communication is done through passing of writing instruction from The his management for the employees

Responses	No of respondents	Percentage /o
Strongly agree	27	28
Agreed	63	565
Strongly disagreed	6	6
Disagreed	1	1
Total	97	100

The table seven above, the analysis's shows 27 staff has responded negatively that communication is done through passing of writing instructions from the management to the employees, 63staff responded positively while 6 staffs are strongly disagreed. 1 staff disagreed that is to say that communication is done through passing of writing instructions from the management and the employee

Item viii: communication sometimes is verbal instruction between management and the employee.

Responses	No of respondents	Percentage /o
Strongly agreed	36	37
Agreed	57	59
Strongly disagreed	40	-
Disagreed	2	2
Total	97	100

From table eight above 36 staff prove that communication sometimes is verbal instruction been management and above employee, 57 staff respondents negatively. While 17 staff remained positively, 14 staffs and responded positively. These responses prove that management staffs sometimes hide vital information from the employee.

Item x: the process of dissemination of information s not properly done.

Responses	No of respondents	Percentage /o
Strongly agreed	16	16
Agreed	49	51
Strongly agreed	17	17
15	15	15
Total	97	100

Table ten above shows that 16 staffs responded positively that the process of dissemination of information is not properly done. 49 staffs responded positively and 17 staff and 15 remained disagreed that the process of dissemination of information is not properly done.

**Item xi:** most communication done in the organization is properly planned.

Responses	No of respondents	Percentages /0
Strongly agreed	19	20
Agreed	48	49
Strongly disagreed	18	19
Disagreed	12	12
Total	97	100

From table eleven 19 staff respondents responded positively that most communication done in the organization is not properly planned. 48 staff remained agreed; while 18 and 12 staffs responded negatively to the statement it is not properly planned.

Item xii: poor documentation

Responses	No of respondents	Percentage /0
Strongly agreed	10	10
Agreed	58	60
Strongly disagreed	18	19
Disagreed	11	11
Total	97	100

Table twelve above 10 staff responded positively that poor documentation of information, 58 responded negatively and 18 staff is strongly disagreed while 12 staff responded negatively. From the above Responses it shows that staff responded that poor documentation of information may lead to destruction.



Section D prospect of communication management item xiii- properly management of communication assist achieving the goals organization.

Responses	No of respondents	Percentages /0
Strongly agreed	45	46.5
Agreed	47	48.5
Strongly disagreed	5	5
Disagreed	-	-
Total	97	100

Table thirteen analyses have showed that properly managed communication will achievement of the goal of organization. 45 staff responded positively to The statement, 47 staff agreed with the statement while 5 strongly disagreed with statement.

Item xiv: effective communication management promote cordial relationship in organization.

Responses	No of respondents	Percentages /0
Strongly agreed	43	44.7
Agreed	50	51.5
Strongly disagreed	4	4.1
Disagreed	-	-
Total	97	100

Table fourteen above 43 staff responded positively and some staff were agreed with the statement, effective communication management promote cordial relationship in the organization while 4 staff were strongly disagreed with the statement.

Item xv effective communication management increase workers and organization productivity.

Responses	No of respondents	Percentages /0
Strongly agreed	47	51
Agreed	44	45
Strongly disagreed	4	4
Disagreed	-	-
Total	97	100

Table fifteen above shows that 47 staff was strongly agreed with the statement, that effective communication management promote cordial relationship in the organization, 44 staffs were also agreed with the statement, while 4 staff were disagreed with the statement.

Item xvi: effective communication management prevent conflict in the organization.

Responses	No of respondents	Percentages /0
Strongly agreed	36	37
Agreed	54	56
Strongly disagreed	4	4
Disagreed	3	3
Total	97	100

Table seventeen above responses have shown that effective communication management promote human in the organization as 36 staff responded positively to the statement. 54 staff positively responded, while 4 and 3 staff was disagreed with statement.

Section E: strategies for managing communication.

Item xviii: communication is managing instruction from the superior to the subordinate.

Reponses	No of respondents	Percentages /0
Strongly agreed	27	28
Agreed	64	66
Strongly disagreed	6	6
Disagreed	-	-
Total	97	100

Table eighteen above 27 staff responded positively and staff were positively responded while, 5 staff were negatively respondents, this prove that communication is management through instruction from the superior to the subordinate.



Item xix: communication is usually done through consultation and joint discussion between management and employee.

Responses	No of respondents	Percentages /●
Strongly disagreed	32	32 %
Agreed	54	56 %
Strongly disagreed	7	7
Disagreed	4	4
Total	97	100

Table nineteen above shows that 32 staff responded positively and 54 staff responded positively to the statement that communication is usually done through joint discussion and consultation between management and the employee.

Item xx: communication is managed through proper documentation of information.

Responses	No of respondents	Percentages /o
Strongly agreed	19	20
Agreed	71	73
Strongly disagreed	1	1
Disagreed	6	6
Total	97	100

Table twenty above shows that 19 staff responded positively and 71 staff also agreed with the statement that communication management through proper documentation of instructing, while 1 and 6 staff was strongly disagreed with the statement.

### FINDING OF THE STUDY

The major finding of the study includes:

1. 70/0 of the staff agreed that communication is usually done through unity.
2. 45/0 of the staff agreed the management sometimes hinder vital information from their employee.
3. 51/0 and 165 of the staff affirmed that the process of dissemination of information is not properly done.

4. 60/0 of staff agreed 100/0 strongly agreed that the ministry is poorly in documentation of information.

5. 66/0 of the staff agreed, while 18/0 strongly agreed that making the total of 945 that communication is management through instruction from the superior to the subordinate.

#### 4.2 DATA ANALYSIS

In this project work, the research carried out revealed that an analysis of problem and prospect of communication management in the organization.

Many of the respondents believe that there is need. According to Faylo {1916} the effective management to manage is to forecasts and plan to organization to command, to coordinate and to control. So far and all those I cited above and below goes to elaborates it in a different word bit still performing the same meaning as a process made up of a definite function. Based on the findings it is well spells that with the government and the employees should take proper care to maintain the communication management in order by manner.

Herbert {1960} posits that communication management is very important to the technical and mechanical making of goals and objectives in organization {s} because of the following:

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 INTRODUCTION

In chapter, summary, conclusion and recommendation will be briefly discussed.

#### 5.2 SUMMARY.

This study is set primary to look into the analysis of problem and prospect of communication management in an organization a case study of ministry of education Adamawa state yola.

Empirically organizational communication students have shown that most managerial staff spend about 80/0 of their time communicating with superiors subordinates, colleagues and other relations e,t,c and this can only be meaningful if the communication is effective that is, if the messages is not only appropriate can conceived scandal and translates it by the sender but also appropriate decoded understood and responded to by the intended receivers of the messages.

However, effective communication is the ultimate aim of the organization of manager in an organization based on the reasons below.

- effective communication enables an organization disseminates vital and accurate information to various peoples "within" and outside an organization who may need such information for various purpose.

- Effective communication is the cohesive bond between members organization which when properly understand and used can lead to peaceful and lion loonies interpersonal relationship or cooperation among members or and side. Due to large found and time the researcher could not be able to exceed the scöop of this topic. However the researcher suggest that there is need for the ministry to employ expect in disseminating of information in the organization.

- The ministry should also live the expect or adopt the policy of training ground and or end the employees and course in some higher institution through in service.

- the government should also pay special attention on consideration to the schemed as the bedroek of development in the organization.

- the ministry should try to reduce high level of communication barriers by using proper channels of communication and process of communication



especially down ward and up ward communication or in literal or horizontal and diagonal communication.

\_ the government should apply the policy of management approaches especially human relative rather than classical scientific management theory for effective and efficient productivities.

\_ The employee should pay much attention and prospect to their employees and be self motivated.

\_ Both the management {ministry} and employees should put hands together and be self shared understanding ones problems whiles communicating.

\_ The use of modern communication {ICT} should be properly maintained by the management expects.

\_ Employees should be self motivated and their aims and objectives should talk with the aims objectives of the ministry.

Finally both government and her employees should note that management is a profession demands certain attribution and qualities that

Can make the solving its societal problems, possible, efficiency, effective  
Performance economy an least cost and satisfactory service.

Government especially ministry and employees should take proper care or maintain that communication management is very important to the technical and mechanical making of a goal and objectives in organization because of the following.

- It increase productivity and efficiency
- It reduces wastes, cost and labor turn over.
- eliminates rumors and the grope wine.
- Organization objective are archived in good time because it gives immediate results and reaction.
- It creates industrial peace harmony enhances coordination and control. It also promotes understanding and cooperation.
- enhances job satisfaction promotes moderate and the motivation of employees.

### 5.3 CONCLUSION

Communication management is a process through which peoples construct and manage communication is the foundation for effectiveness, in any types

And organization. It plays a vital role in any types of an organization for employees' motivation the staff or employees taking decision.

Employees' values effective communication from their management among employees who say their organization does a good job keeping workers.

#### 5.4 RECOMMENDATIONS

There is no gain saying the fact that the result of the study will finish the ministry of education of Adamawa states with information on the analysis of problems and prospect of communication management, beside it will provide change agent and researcher with information on the best techniques to be embarked upon so as to facilitates of improving communication in an organization.

Consequently the ministry should look into the following area of concern with a view of directing the trends to their desired paths.

1. the new spirit organization must be marked by efficiency management communication to build, to develop and to run administratively, first of all to communication to transmit information opinions and decision and at the some time to receive answer to such in practices, the manager or senior staff or communicator is required to have certain qualities that are ability to communicate effectively and efficiency
2. The management should also interested to the information an the way in which such takes are fulfilled, suggestions, and opinions on the well being of the organization as seen by the employees.

5. The ministry should considered roles of each staff in terms of hiding vital information from her employee's especially junior staff.
6. Managerial staff should properly make proper documentation of their information for records and the purpose.
7. The ministry or government should either hire or sent staff to schools for proper training and give releases proper funds for such purpose.
8. Finally the ministry should provide adequate facilities technical equipment for the improvement of standard communication management.

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## Appendix

Department of mass communication

Adamawa state polytechnic, Yola.

P.M.B 2146

Adamawa state.

Dear respondent.

I am a student of the named department writing a project on a topic "analysis of problem and prospect of communication management in an organization" a case study of ministry of education, Yola.

The information you provide will be kept confidential and will be used only for the purpose of this study thanks you for the cooperation.

Yours faithful

Aliyu hammawa

## QUESTIONNAIRE

### Section A

{Background information of respondents}

1. Sex of respondents: A. Male [  ] B. [  ]

2. Working experience of respondents

A. 6-10 Years [  ] B. 11-15 [  ] C. 16-20 Year [  ] D. 20 Year above [  ]

3. Education qualification of respondents

A. OND/NCE [  ] B. BA/B, SC/BED [  ] C. MA/MED/MSC [  ] D. Others [  ]

4. Age of respondents

A. 0 Years [  ] B. 31-40 Years [  ] C. 15-60 Years [  ] D. 60 and above [  ]

### Section B {NATURE OF COMMUNICATION IN YOUR ORGANAZATION}

Item	SA	A	SD	D
Communication is usually done through writing communication written instruction from the management to the employees.				
Communication same times is verbal instruction between management and the employees.				

Section C {PROBLEMS OF COMMUNICATION MANAGEMENT}

Item	SA	A	SD	D
Management some times hinder vital information from the employees				
The process of dissemination of information is not properly done				
Most communication done in the organization is not properly planned.				
Nor documentation of information				

Section D {PROSPECT OF COMMUNICATION MANAGEMENT}

Item	SA	A	SD	D
Properly management communication will assist in archiving the goal of organization.				
Effective communication management promotes cordial relationship in the organization.				
Effective communication management increases workers and organizational productivity.				
Communication management prevent conflict in the organization.				
Effective communication management promotes harmony in the organization.				

**Section E {STRATEGIES OF MANAGING COMMUNICATION}**

Item	SA	A	SD	D
Communication is managed through instruction the superior to the subordinate.				
Communication is usually done through consultation and joint discussion between management and employee/union.				
Communication managed through proper				
Documentation of information.				



