

# Impact of modes of communication on performance of organization



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A PROPOSED REASEARCH PROJECT ON A STUDY OF THE EFFECT OF MODES OF COMMUNICATION ON PERFORMANCE IN THE BANKING INDUSTRY USING STANDARD CHARTERED BANK AS CASE STUDY.

## **INTRODUCTION**

Background to the study. Although the content of corporate communications within the organization has remained fairly constant through the years, technology has improved the way management and employees keep in touch with each other. Almost all companies of any size have some regular method of keeping in touch with employees through bulletin boards, newsletters, or magazines.

Larger, more technically proficient and geographically dispersed companies may also use corporate-produced television shows or copy-only messages transmitted by closed circuit television. Some companies distribute electronic mail newsletters or messages, which can be instantly transmitted and placed in all the computers wired into the company's network. Bulletin boards are the oldest form of corporate communications. In the early days of businesses, bulletin boards were frequently the only communication that management might have with employees.

Today, bulletin boards are not always found in businesses. Some companies use them for nothing more important than posting legal requirements such as wage and hour rates. Other companies try to make bulletin boards a force for employee recognition and information. The challenge all companies have

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with bulletin boards is that they fade in the consciousness of employees who get used to seeing them every day. Unless the boards' information is changed regularly and presented in an attractive way, employees can ignore it.

Newsletters and magazines try to address the inability of management to speak to each employee. Written communication explains management policies, announces new products, answers questions, and provides each employee with a reminder of what the company is all about. The downside of written communication is that it is a slow and cumbersome process. In other cases, the editorial content of such newsletters might not be aligned with any corporate objectives, and thereby may convey confused or irrelevant messages. The latest and fastest growing method of corporate communications is e-mail.

E-mail is instantaneous and is available to anyone with a computer terminal. Some banks even encourage their computer-literate customers to e-mail comments and complaints directly to the people at the top. The downside, of course, is that e-mail, particularly in group distributions, can be misused for personal or trivial matters, tying up network resources and causing employees to ignore messages that aren't personally directed to them. Memos and reports are the life blood of many banks. They frequently are the only way some business gets done.

Bureaucratic language, pompous phrasing, technical jargon, departmental protection, and incorrect conclusions all contribute to unclear communication within the bank. One management book author estimates that up to 70

percent of business communications between managers misses the mark. Informal methods of communication, such as rumors and the company “grapevine,” can be out of the company’s control. The grapevine is a bottom-up form of communication, in which employees try to understand what is happening around them when there is no official word from management.

When management is silent, employees fill the void with verbal guesses about what is happening. Other modern modes of communication include video conferencing and the use of social media tools like chatting tools, twitter, skype etc. Statement of the problem So many problems arise in the communication process which tends to hinder organizations from effectively communicating with its employees. These problems include and are not limited to the following;

- Choosing the right mode of communicating information
- Content of the information
- Choosing the right recipient
- Unclear communication
- feedback
- Message overload
- Message not finally or properly delivered
- Misinterpretation and misunderstanding of the messages

### **Objective of the study**

1. To appraise the various modes of communication with the ones currently used in Standard chartered Bank.
2. To enumerate the impact of effective communication on performance in the banking industry.

### **DELIMITATION/SCOPE OF THE STUDY**

The study would focus on communication as a tool for effective organizational performance. It would also cover major validity issues as contain in the research questions.

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Also different methods of communication used within Standard Chartered Bank will be considered. Consequently, various problems attributed to the effectiveness of communication would be examined especially from the organization's point of view. Standard Chartered bank would be the focal point of the study and data would be generated across the levels of the organization. Only topics related to or within the purview of the effectiveness communication would be considered for the main objective of the study.

### **LITERATURE REVIEW**

Review of literature has to do with examination of previous work related to the subject discussed in the study. This is the researcher had gone critically to evaluate the past work which are relevant to this research project with a view to making the student successful. The review is also designed to make a plausible comparison of these previous works with the intention of improving the subject matter under study. According to Vreshna (2001), Communication is the sharing of information between two or more individuals or groups to reach a common understanding. Communication could be referred to as a system.

According to Cyril (2008), Communication is the exchange of information, ideas and opinions to achieve not only greater mutual understanding within an organization, but also as much commitment as possible from both individuals and groups for the attainment of the organization's objective. Communication is the transfer of information and understanding from person to person.

## **RESEARCH METHODOLOGY**

This chapter deals with the various methods of data collection including the population and sample for the study. The extent to which the result of any research can be depended upon is based on the method the researcher used in collecting and processing his data. Introduction:- this section presents the research method to be used for this study. Study population:- this study will sample all workers of SCB within the banking industry. Sampling techniques:- the study will adopt purposive sampling. This will ensure that all target population involved in the banking industry. Research instruments:- three basic research instruments of primary data collection will be employed to obtain the desired information: Questionnaire method Observation method. previous project

Data collection: both primary and secondary sources of data collection will be employed. Primary:- the primary data such as questionnaire, interview and observation methods will be employed in this study. Secondary data: – this includes relevant textbooks, journals, research theses/projects, internet sources will be consulted and ongoing research works on communication within SCB. Data analysis The data generated will be analyzed using frequency distribution and simple percentages.

## **DATA PRESENTATION AND ANALYSIS**

This chapter presents data analyses and presentation of numbers.

## **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

This section present the study overview of the entire project, the implications drawn there have formed the basis findings recommendations.

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