

A study of organisational communication in educational institute

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Abstract

Communication is essential to the success of all organizations. Communication is transformation of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver –

G.G. Brown. Research on the organizational communication in Educational institute give satisfaction to all instructors, staff, students, parents, and other stakeholders , is pertinent because it can shed light on how to raise the standard of instruction and learning in Educational institute. This study is to investigate the connection between various organizational communication aspects and employees work , based on an analysis of the literature of earlier research in this area.

The Researcher used secondary data from previously published sources and used an analytical and descriptive methodology. The primary results indicate that Teachers , staff, students, parents, and other stakeholders , positively satisfied and significantly impacted by organizational communication, particularly when it is defined by leadership, involvement, transparency, feedback, clarity, and Educational institutional atmosphere were also good. As per the findings researcher got result that Organisational communication influenced by effective internal communication; according to 85% of workers, regular updates from management increase motivation. Everyone Social BROSIX.

It will helpful in educational institute it improve the productivity of work, by **82.9%** work praise, by **88.8%**, simple gifts, by **90.9%**, flexible holidays. Some recommendations for raising organizational communication and raising instructors' in education institutions are included in the study's conclusion.

Key Words- Organisational communication, Educational Institute, Stakeholder ,Teachers, admin and Students

Introduction-

W. Charles Redding (1972) defined “Organizational communication is the central binding force that permits coordination among people and thus allows for organized behaviour.” An essential component of any successful educational institution is organizational communication. A wide range of communication styles between various groups of people are included in organizational communication.

An educational institution's internal and external information flow that makes it possible for it to operate efficiently is referred to as organizational communication. Creating a cooperative, effective, and transparent

environment for all parties involved administrators, teachers, students, parents, and support staff requires this kind of communication. Its important in all types of organization, but especially in educational institutions.

Meaning of communication

Communication is the process of **sharing information, ideas, thoughts, or feelings** between people or groups. It can happen through **spoken words, written messages, body language, gestures, facial expressions, or digital media.**

Key element of communication

- Sender – The person who delivers the message.
- Message – The content being communicated.
- Medium/**Channel** – The method used (e.g., speech, writing, email).
- Receiver – The person who receives and interprets the message.
- Feedback – The response from the receiver, showing whether the message was understood.
- Noise – Any interference that may distort the message (e.g., language barriers, distractions, technical issues).

Types of Communication

Verbal: Words that are spoken or written.

Nonverbal cues include tone of voice, body language, and facial expressions.

Visual: Pictures, charts, graphs, and signs.

Digital: video calls, social media, emails, and texts.

Purpose of communication

To provide information

To communicate emotions

To persuade or influence

To establish connections

To address issues

Provide a pertinent statistic:

A National Communication Association research from 2022 find that more than 80% of school leaders say that poor communication is a major contributor to staff discontent and operational inefficiencies.

Characteristics of Communication-

The process of communication is two-way. There is a sender and a recipient.

2. Communication is compressive.

3. The process of communication is dynamic, ongoing, reciprocal, and active.

4. Using a shared language is communication.
5. Both direct and indirect communication are used.
6. Mutual understanding is communication.

Rationale

Communication in educational institutions affects decision-making, staff morale, student involvement, curriculum delivery, and institutional reputation. Misunderstandings, low productivity, and high employee turnover rates can result from poor communication. With the help of this research paper, the researcher is trying to find out the important role of organisational communication in educational institutions.

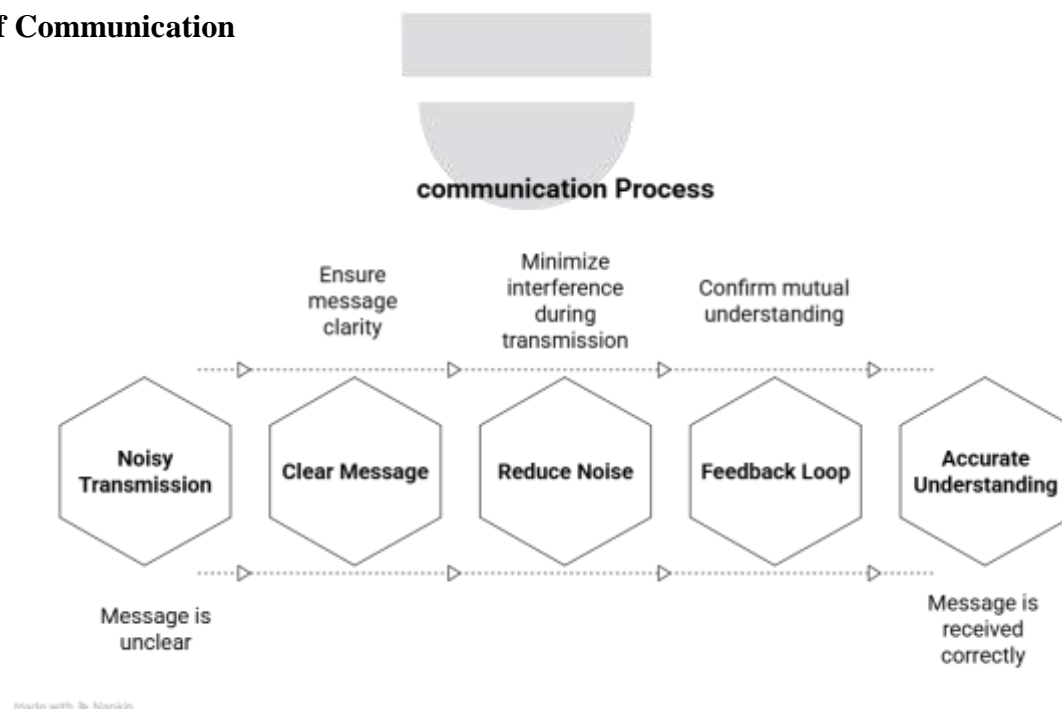
Need of Study

The purpose of this paper is to examine how organizational communication can improve the culture and performance of educational institutions, examine typical communication obstacles, and suggest methods for efficient information exchange in colleges and universities.

Importance of Communication in Educational organisation

The communication style of any organization determines its success or failure. The art of effectively communicating our thoughts, ideas, and opinions is called effective communication. In today's world, communication is essential to any organization. If the company lacks efficient means of communicating with its staff, the organization is unable to expand. All staff members must speak with their Principal. Clear and open communication is essential for a better workplace. Decision-making and the transmission of accurate information are facilitated by effective communication. Helping employees feel good about themselves, their friends, groups, and organizations is the goal of effective communication.

Process of Communication



Objectives-

- To investigate the performance feedback and work expectations of organisation
- To examine the communication functions is working as a source of information for organizational decision-making, including evaluation and selection of potential courses of action.
- To investigate communication shapes employee attitudes and different communication channels (such meetings and internal publications) are used to shape these attitudes inside companies.
- To examine the vital role that communication plays in society and organizations.

Methodology – This study is based on Quantitative method.

Data sources- Secondary data used from case study ,government databases, published Research paper , company reports, datasets from different organizations like the World Bank, etc.

Result and Findings-

- **Result-1-**A case study on organisational communication showed that expressions of appreciation like “thank you” improved productivity by **82.9%**, work praise by **88.8%**, simple gifts by **90.9%**, and flexible holidays by **95.7**.It increase the work efficiency of organisation.

Findings- Positive feedback considerably enhances performance in the future, while negative feedback had no discernible impact, according to a study examining naturally occurring variances in subjective assessments.

Employees in high-involvement systems (with team-based structures, training, and rewards) showed higher morale, organizational commitment, and intrinsic satisfaction, according to research on organizational behavior. This suggests that clear and encouraging advice is linked to greater motivation on recognition

- **Result-2-** Only 50% of organizational decisions are successfully executed, according to "decision downloading" study.

Finding- However, when decisions are well communicated, employees are more than twice as likely to support them, which increases job satisfaction and organizational identity.

According to research from the University of Oslo, internal email communication in large businesses grows with module size and declines exponentially throughout hierarchical levels, highlighting how structure limits the distribution of knowledge while maintaining its centrality in decision-making.

- **Result-3--** Various routes of communication (e.g., meetings, internal publications) influence employee attitudes-Motivation is influenced by effective internal communication; according to 85% of workers, regular updates from management increase motivation. Everyone Social BROSIX.

Finding-Regular briefings on corporate success increase employee motivation (60%) VevoxGitnux

- **Result-4** – Employees with knowledge outperform their counterparts by 77%, and good communication results in 50% lower turnover and 21% higher profitability. Everyone Social Involv.

Finding- Effective communicators have a 3.5× higher chance of outperforming their colleagues on Everyone Social Keevee.

When workers are connected through effective communication, their productivity rises by 20–25%
Everyone Social Expert Market.

➤ **Result-5-**Channel usage and effectiveness (based on workplace communication reports):

Finding-Emails: 89% effective, used 92% of the time
All-employee live events: 78% utilized, 97% successful
E-newsletters: 87% successful, 71% used Pumble

Preferred internal channels by leaders: all-hands/department meetings (36%), employee apps (34%), chat/IM tools (33%), phone calls (33%), emails (32%), video messages (27%), newsletters (24%).

➤ **Result-6-** By utilizing psychology and management science to enhance performance and happiness, organizational behavior theory highlights the importance of communication in coordinating individual cognition, motivation, and group dynamics within companies. Investopedia.

Finding-Media richness theory posits that selecting richer communication media (e.g., face-to-face) is critical for effective interpretation—central to organizational functioning and survival Wikipedia.

➤ **Result-7-**

While specific statistics here are fewer, the body of evidence you’ve seen underscores that **consistent, transparent communication** supports adherence to guidelines and fosters accountability:

Findings - Reduced turnover and increased engagement are the results of regular updates and clarity. WiFi Talents GitnuxInvolves.

Employees are more likely to comply with rules and expectations when they are clear to them; a lack of communication can cause misunderstandings or misalignment. WorldmetricsInvolv.

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Summary Table-

Objective	Key Statistical insights
Criticism and Direction	Inspiration Positive reinforcement improves performance, and acknowledgment can increase output by up to 96%
Channels and communication	Attitudes Employees who receive updates are 85% more motivated and 77% more productive. meetings and leader activities that are very successful
The organization function of communication	Richer media enhances communication effectiveness; this is essential to behavior alignment (OB research).
Communication	Compliance & Control Clarity and transparency promote adherence to rules and decisions and decrease turnover.

These statistics powerfully reinforce that **feedback**, **clarity in expectations**, and **structured guidance** are essential in boosting staff **motivation** and **output**. Moreover, robust communication—across the right **channels** and with transparency—not only shapes **attitudes** and **engagement**, but also influences **decision implementation**, **policy adherence**, and ultimately the **efficacy of organizational functioning** and **survival**.

Major role of communication Organisation

1. In order to provide Students and staff with information, education, and entertainment, communication will be necessary.
2. Development planning will be done through communication. In other words, it will be utilized to inform the people who are the part of communication organisational in educational institute about development strategies in the hopes of winning their cooperation.
3. Another instrument for nation-building will be communication.
4. Communication is a reliable way to gather observations from people who are related with educational organisation across the nation and relay them to decision-makers.
5. In the twenty-first century, communication will be an essential component of programs like family planning, adult education, and primary health care.
6. Communication, the public's perception of societal problems may be gathered, and 21st-century citizens can be informed on the best ways to address these issues.
7. Nongovernmental and international groups will use communication to gain public support for a range of their programs.
8. Lastly, everyone who is concerned about the advancement of science and technology and its implications for the people involved will employ communication in educational institute.

Role of organizational communication in educational institute in India-

In India, effective organizational communication is essential to the operation and prosperity of educational establishments. Effective communication among administrators, instructors, students, support staff, and external stakeholders at all levels of an institution—whether it be a school, college, or university, ensures seamless operations and fosters institutional growth.

- permits efficient departmental, professor, and administrative staff coordination. encourages collaboration in extracurricular and academic endeavors.
aids in coordinating personal objectives with the mission and vision of the organization.
- Timetables, academic calendars, and policies are implemented smoothly when there is clear communication. guarantees that teachers communicate information to students in an understandable manner (syllabus, exam schedules, course requirements).
enhances engagement by promoting student participation and feedback.
- encourages the use of digital communication technologies (emails, portals, LMS) to improve academic delivery.

- permits open communication between staff and institutional leadership, such as the dean or principal.
- allows for both instruction and feedback by facilitating communication from the top down and the bottom up.
- improves decision-making, quality control, and strategic planning.

Conclusion -

In educational institutions, organizational communication is essential to efficient operation and promotes a cooperative, open, and goal-oriented atmosphere. It increases performance, fortifies bonds, and eventually raises academic achievement. As per this paper which based on secondary data, we can analysis that Clear and open communication is essential for a better workplace. Decision-making and the transmission of accurate information are facilitated by effective communication. In educational institute it can help employees to feel good about themselves, their colleague, students and parents, and organizations is the goal of effective communication.

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