UNIVERSITI TEKNOLOGI MARA

AN INVESTIGATION ON COMMUNICATION STYLE FOR SCHOOL ADMINISTRATORS IN SEKOLAH KEBANGSAAN ISLAH, KOTA BHARU.

NORHISHAM BIN MOHD KASIM

Dissertation submitted in partial fulfillment of the requirement for the degree of Master of Education (Educational Management & Leadership)

Faculty of Education

MAY 2013
Candidate’s Declaration

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and it is the result of my work, unless otherwise indicated or acknowledged as reference work. The thesis has not been submitted to any academic institution or non academic institution for any other postgraduate study or qualification.

In the event that my thesis be found to violate mentioned above, I voluntarily waive the right of conferment of my postgraduate study and agree to be subjected to the disciplinary and regulation of Universiti Teknologi MARA.

Name of Candidate : Norhisham Bin Mohd Kasim
Candidate’s ID No : 2010463866
Programme : M.Ed (Educational Management & Leadership)
Faculty : Faculty of Education
Thesis Title : An Investigation on Communication Style for School Administrators in Sekolah Kebangsaan Islah, Kota Bharu.

Signature of Candidate

Date May 2013
ABSTRAK

ACKNOWLEDGEMENTS

“In the name of God, the Most Gracious and Most Merciful”

First and foremost, my greatest gratitude to Allah SWT, for His willing in giving me strength throughout the duration of study for my Master’s Degree and also giving me much patience and strength towards completing this thesis.

I would like to express my utmost gratitude to my supervisor Dr Zainab Bt Mohd Noor for her sharing of ideas, suggestions and knowledge, endless assistance, for her patience and time and willingness to guide me throughout the duration of thesis completion. She is truly an inspiration. My gratitude also reaches out to the teachers of Sekolah Kebangsaan Islah, Kota Bharu. I could have never done this without their cooperation.

My greatest appreciation also goes out to my beloved wife, sons Muhammad Qushairi Qarar and Muhammad Qhalees Qhair and members, for giving me endless support and much understanding throughout the completion of my Masters Degree. I would have never been able to continue on with this process without their prayers and support.

Finally, I would like to thank all my lecturers who have taught me through out the 2 years and a half of my studies and course mates who together have gone through the hardships and given me all the support I needed. Thank you very much.
An Investigation on Communication Style for School Administrators

In Sekolah Kebangsaan Islah, Kota Bharu.

Norhisham Bin Mohd Kasim
Master Education (Educational Management & Leadership)
Universiti Teknologi Mara.

ABSTRACT
Communication is an important element considered in the life and in the context of management and administration, it is considered a matter that should be taken care of by each administrator. Therefore the communication style of each school administrators is needed to be identified in shaping educational leadership. Communication style is defined as a set of interpersonal behavior that can be used in a specific situation. Thus the administrator in education plays a very important role. They need to ensure that every action and decision is made to create a quality management system. To be a good administrator is not an easy thing, but if an administrator can learn the basic things that should be inherent in a leader, it will be more convenient and enjoyable in everyday work. This study presents the finding of a study to investigate the communication styles of administrators in Sekolah Kebangsaan Islah. This study consists of 4 research question to identify the types of communication styles that exist between the administrator, the administrator of communication different styles according to their gender, identify the different styles of communication between senior and junior administrators and find out the extent to which the effect of the level of education administrators on communication styles. Previous studies about communication styles are also discussed in this study. It's a bit much to support and help the results in this study. It is also hoped that this study will improve the quality of administrative communication thus creating a quality management. There are 30 teachers administrators were selected to answer the questionnaire and 7 teachers administrators to answer some interview questions in this study. The finding of this study indicate that there is a assertive style of communication between teachers administrators in the Sekolah Kebangsaan Islah, senior administrators who are more aggressive than a junior administrator, males are more assertive than female administrators and education level between the administrator does not have any effect on the person's communication style administrator. This study concluded that everyone including administrators teachers have different communication styles and influenced by gender, age and experience. Therefore understand the communication styles that exist in the individual and others is important in the management of an organization. Recommendations and suggestions of this study is that we need to understand the underlying individual perceptions when communicating with others in the context of the organization.