



THE COMMUNICATION EFFECTIVENESS AMONG UPPER LEVEL AND LOWER
LEVEL MANAGEMENT IN THE MINISTRY OF RURAL AND REGIONAL
DEVELOPMENT (PUTRAJAYA)

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NOVEMBER 2009

ABSTRACT

Communication is an exchange of feelings, ideas and information whether by speaking, writing, signal or behavior. Communication is more than merely keeping the employee updated as to what may be going on in your organization or in the company at large. People in organization typically spend over 75% of their communicating (Yousef Almulla, 2008). Effective communication is an essential component of organizational success at all levels. Numerous employee surveys have found that many problems in organization can be traced back to one primary cause poor communication. The aim of this study is to identify the main communication problems focused in the Ministry of Rural and Regional Development (Putrajaya) and to define the causes and effects of the communication problems. We would recommend to:

- i) Use the correct medium,
- ii) Use the proper language,
- iii) Improve the communication skill,
- iv) Give feedback and motivation.

Data were gathered through the questionnaire. This study found that there exist four main causes of communication problems in organization. They are the demographic factor, communication skill, medium and the human attitude toward communication. The result through this study, in the Ministry of Rural and Regional Development (Putrajaya),

ACKNOWLEDMENT

First of all, we thank ALLAH SWT, because we are able to complete our research for the Research Methods Subject. We wish to thank the following people for their assistance, tremendous knowledge and guidance for us in completing this research.

- i. Associate Professor DR. Norlida Bt Mohd Noor for the assistance and guidance as the coordinator of Research Methods subject.
- ii. Puan Nor Hamimah Bt Hamidun as the Main supervisor
- iii. Puan Dayang Yuslina Bt Yusoff as the Co-supervisor
- iv. All respondents at The Ministry of Rural and Regional Development (Putrajaya)

Without their cooperation and support, we would have not been able to carry out this research.

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CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

Communication can be defined as “the imparting or interchange of thoughts, opinions or information by speech, writing, or signs.” Communication can be perceived as a two way process in which there is an exchange and progression of thoughts, feelings, or ideas towards a mutually accepted goal or direction. While communication plays an important role in every job, it is the focus of many careers.

In the Ministry of Rural and Regional Development, effective communication is a key role to perform task and responsibility to the society. This Ministry has initiatives as corporate responsibility. The initiatives involved are economy, education, Infodesa Programmes, infrastructure, people welfare and homestay. In these initiatives activities, communication is important to build the relationship among society and reaction from society to the Ministry. However programs that have been accomplished need to achieve the goals of the ministry’s mission and vision. On the other hand, communication is particularly important as it allows contributing cohesiveness among workers itself and effectiveness flow of communication between top level management to bottom level.