



THE INFLUENCE OF DEMOGRAPHIC FACTORS ON OFFICE
COMMUNICATION PROCESS
(UNIPEN DEPARTMENT AT JABATAN SETIAUSAHA KERAJAAN
PERAK)

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ABSTRACT

This study seeks to describe the influence of demographic factor in office communication process. The research was conducted in Unit Pentadbiran (UNIPEN) department at Pejabat Setiausaha Kerajaan (SUK Perak. The number of respondent is about 50 people in that department. The research was done through observation, interviews and the distribution of questionnaire. The results of the data obtained include the analysis of the demographic background which comprises the age, gender, marital status and also their monthly income. The researchers also presented the analysis and the results of the time spent on office communication, the problems normally faced by employees at the workplace, the workers' perceptions on office communication and way to improve the communication in the workplace. From the result obtained the researcher concluded that demographic factors do influence the communication process in the office. The researcher proposes several recommendations to lower the effects of the influence that the organization might take.

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If there is any great secret of success in life, it lies in the ability to put yourself in the other person's place and to see things from his point of view - as well as your own.

-Henry Ford-

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CHAPTER 1

INTRODUCTION

Background of the Study

Dean, Tamara (2003) stated that the word communication that derived from the Latin word '*communicare*' means 'to make common, to share or to impart'. In modern word communication is used to refer as the sharing of information or messages between two or more entities namely human or devices. Communication is also understood as the exchanging of understanding. Communication stands so deeply rooted in human behaviours and the structures of society more than most people think.

Pearson, Judy C. & Co. (2008) says that communication can be break in two types that are verbal and nonverbal communication. Verbal communication is also known as oral communication is a process in which information is transferred from a sender to receiver verbally and with the aid of visual in the process. There are a few mode of verbal communication: discussion, speeches, presentation, face to face, etc. Other type of communication is nonverbal communication which defined as a process of communicating through sending and receiving wordless messages. Such messages can be communicated through gesture, body language as well as behavioural communication. Nonverbal communication has been playing and important in developing the relationship among people.