



UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF COMMUNICATION AMONG THE
STAFF IN MECHANICAL ENGINEERING DEPARTMENT,
UNIVERSITI TEKNOLOGI PETRONAS.**

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ABSTRACT

Communication is one of the important things in life, without communication people do not know each other, get information and share knowledge. In organization, communication contributes an impact towards performance, productivity and also working environment. Therefore, through this research the researchers examined effectiveness of communication among staff in Mechanical Engineer Department, Universiti Teknologi Petronas (UTP), Seri Iskandar, Perak. The scope of this research is the staff in Mechanical Engineer Department, Universiti Teknologi Petronas (UTP), Seri Iskandar, Perak. The researches have chosen only 30 staff as sample for this research. The limitations of this study were time and money constraints. The researchers have reviewed the previous researchers that were similar to this research from many aspects to support this research. In order to do research, the researchers have built close-ended questionnaires concerning on the topic of this research. The researchers have used simple random sampling as a method to obtain data from respondents. The questionnaires have been distributed to the staff in Mechanical Engineer Department, Universiti Teknologi Petronas (UTP), Seri Iskandar, Perak. As a result of the findings, the researchers have found that the factors that contribute to the effectiveness of communication are culture, language, and knowledge. There is no exact barriers that affect the effectiveness of communication in the Mechanical Engineering Department, University Teknologi Petronas.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

Communication is one of the important things in life, without communication people do not know each other, get information and share knowledge. Communication process involves sender, message, medium, receiver and also feedback. So, the interaction between two or more people would contribute to communication. Communication is interaction of individuals, organization, market and countries with each other for sharing information to reach a common understanding (Penbek, 2009).

People communicate in different type of languages; there are various types of languages in the world for example English, Mandarin, Arabic, Malay and Russian. This would cause the intercultural communication if they were working together or communicate each other through social networking such as Facebook, Twitter, Tagged and Myspace.

In organization, communication contributes an impact towards performance, productivity and also working environment. Effective communication also helps organization to empower their employees to success and reach organization's objective