

Examining the Impact of Effective Communication on the Organisational Performance of the Public Relations Association of Uganda (PRAU)

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ABSTRACT

This article examines the impact of effective communication on the organizational performance of the public relations association of Uganda. The study's findings suggest that effective communication is crucial for the organization's success. Effective communication is valuable because it allows staff to understand the organization's goals and how they are involved in achieving them. Based on the findings, the study calls for the development of a more effective communication system in every organization. The system of allowing every employee to get involved in the communication process is productive. It fosters a sense of belonging and value among employees within the organisation. The employees are therefore given the opportunity. This gives the employees the motivation to work harder. Furthermore, the organization should implement a feedback mechanism, as it is the sole means of gauging the effectiveness of its communication system. Moreover, it's crucial to implement a policy that routes all written correspondence through the public relations department, ensuring it's comprehensible for all employees. This is crucial because incomprehensible technical information holds no value for those who lack understanding. Finally, a key ingredient to developing effective communication in any organisation is for each person to take responsibility to assert when they do not understand a communication or to suggest when and how someone could communicate more effectively with them.

Keywords: Effective communication, Employee, Employer, Organizational performance, public relations.

INTRODUCTION

Effective communication, a two-way exchange between internal and external entities within an organization, entails transmitting information that both the recipient and the sender will accurately receive and comprehend. Globally, the concept of two-way communication receives minimal attention [1]. Many organizations must seriously question whether two-way communication and information activity are productive. Contrary to the beliefs of many employers, the staff constitutes the primary stakeholder in any organization, and effective communication plays a crucial role in facilitating their daily activities in African organizations. We must foster understanding and support among employees to establish the true purpose of employee communication, thereby enhancing their ability to collaborate more efficiently [2]. Effective communication is important not only in building and maintaining a good relationship between employers and their staff, but also in giving a sense of belonging and ownership to the organization, which ensures improved development for customers both local and international, thus leading to the delivery of the organisation's goals [3]. Effective communication helps to drive organisational change and success. It ensures improved delivery to customers. The issue in today's world is that organizations often fail to accept the responsibility of effective communication, with middle managers being identified as the primary barriers to this acceptance [4]. The managers are unable to communicate all the necessary information to the employees, which hinders their performance. The Public Relations Association of Uganda (PRAU) appears to take the concept for granted, particularly when it comes to management's denial of employee participation in decision-making processes, consultative meetings, and the blocking of communication channels [5]. The lack of comprehensive studies examining the influence of effective communication on

organizational performance deeply disturbs the researcher, compelling them to focus their study on the Public Relations Association of Uganda (PRAU). The researcher therefore intends to find out the tricks used by different organisations in communication and how to deal with misinformation because some organisations give wrong information intentionally. This article examines the impact of effective communication on the organisational performance of the Public Relations Association of Uganda (PRAU).

The impact of effective communication on the organizational performance

Bucata et al. [6] assert that effective communication can improve relationships at home, work, and social situations by deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills, including non-verbal communication, alternative listening, the ability to manage these in the moment, and the capacity to recognize and understand your own emotions as well as those of the person you are communicating with.

Kempton [7] observed that for an organization to be successful a well-informed staff is required so that its aims and objectives are met, He put much emphasis on internal communication where this kind of communication would outline progress on a long time basis for the organization which explains change so that employees know what the role in adjusting to and maintaining the change which provides functional information that enables staff do their jobs, conveys policy decisions so that staff is informed about institutional objectives, explains the purpose of decisions and policies so that the staff understand the reasons for institutional actions and manages crisis so that all staff is clear on their respective roles.

Boyles [8] asserts that a well-planned and effective communication approach equips both the sending and receiving parties with key information about your organization, including current performance, business plans and strategies, significant changes in workplace practices, and the development of new equipment and technology. The benefits include greater morale, increased productivity, better-informed staff, and increased trust and awareness. Effective communication plays a vital role in business success management, and it is the workplace that provides employees with not only a clear understanding of their job but also knowledge of what they should do and what to expect.

Factors that affect effective communication on the organizational performance

Galvano and Vernacchia [9] noted that non-verbal communication was among the affecting factors. Self-growth asserts that approximately 90% of communication is non-verbal, indicating that people's body language may not always align with their spoken words. Be aware of how close you stand to people while speaking. Getting too close or too far away can make people feel uncomfortable. Avoid distracting gestures like tapping your foot, shaking your leg, or looking around when speaking or listening. Make sure your body matches up with your words to communicate effectively. The level of preparation for any communication dictates how effectively you will get your message across, even for things as simple as text messages in casual conversations. Think about what you want to say and how you want to say it, and if you have time to prepare for a future presentation or business meeting, make notes and prepare yourself to answer questions and take advice, knowing your audience. Even if a speaker has good ideas, he won't effectively communicate his message to an audience. He doesn't cater to using appropriate language and body language depending on whom you are talking to. If you're speaking to experts in your field, you don't have to explain the basics; if you're talking to high school structures, you cannot take specific knowledge for granted. Musheke and Phili [11] lamented that the environment greatly affects effective communication. If you have a meeting in a boardroom or a busy restaurant, the environment can cause noise. Any environment, such as rain or wind, can disrupt your communication. Tennant et al. [12] showed how effective listening can be one of the factors affecting effective communication. In order to communicate effectively, you must not only speak politely and persuasively, but also listen intently, maintain eye contact, and pay attention to everything the other person says. This allows you to respond directly to them, rather than rehearsing what you were going to say in advance. When people listen and learn from each other, they communicate more effectively and honestly. Communication is essential for maintaining relationships; the concerned dependents draft new documents, which a member of the organisational department transports from office to office to ensure each employee reads and signs them. Signing is proof that an employee has been informed. Employees receive information individually and inquire about its availability, making this effective [13]. Glodeanu [14] asserts that intercoms enhance organizational activities. This is where telephones are connected to serve all the offices within the organization. Any employee who wants to communicate with another simply calls their office instead of having to walk there. When an employee wishes to communicate with a specific employee, rather than the entire team, they typically utilize this method, similar to the efficient memo system. Every day, employees use it for both official and informal communications. Members of the organisational management team can also use them when they want to communicate with an individual employee. Effective communication from the management to the employees

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encourages them to work more satisfactorily, and if it is a service company, being well informed will enhance customer relations. Also, the better-informed employees are, the less likely they are to spread anonymous and possibly damaging misinformation. Some of the methods include annual reports, accounts, and advertisements shown to employees before being released to the press. Through downward communication, all employees know about top management appointments and company policies. Internet communication is an effective communication tool, and this is especially instrumental in including the information required by mobile staff. He also equips employees and those they serve with key information about the organization, such as current performance, plans, and strategies. This has the following benefits: higher morale, better-informed staff, and increased trust and awareness [15].

METHODOLOGY

Research design

The study used a cross-sectional research design to assess respondents' views on the impact of effective communication on organisational performance. The type of research design utilises different groups of people who differ in the variable of interest but share other characteristics such as social, economic status, and education. Cross-sectional research design is designed to look at a variable at a particular point in time and focuses on finding relationships between variables at a specific point in time [16].

RESULTS

Population of the study

The Public Relations Association of Uganda office in Kampala conducted the study. This covered employees from the secretarial section, public relations practitioners, the sales department, and other authorised persons with knowledge about the impact of effective communication on organisational performance.

Table 1: Regulation and categories of respondents that were used in the study

Population category of travels	Population
Secretariat section	5
Public relations practitioners	20
Sales department	40
Other authorized persons	35
Total	100

The sales department has the highest percentage of 40% of respondents, followed by 35% of the other authorized persons, 20% of the respondents are public relations practitioners, and the secretariat section has the lowest percentage, as shown by 5% in Table I above.

Sample size and sampling technique

The respondents were randomly selected and categorized. Both sexes, as well as various marital statuses and age groups, made up the respondents. The study included 2,000 respondents who were officials of the Ugandan Public Relations Association. The study used simple random sampling and purposive sampling procedures. Purposive sampling was used to select different activities in the area of investigation in order to get first-hand information from the key informants. We used simple random sampling to ensure respondents had equal chances of selection.

Table 2: Respondents' responses on the relationship between effective communication and organizational performance

organization to meet its aims and objectives		
Both need each other	30	30
Team work, decision making and problem solving in the organization IS improved by effective communication.	20	20
Organization employee get knowledge on what they should do and what they should expect through effective communication	50	50
Total	100	100

Source: Field data, 2013

According to the field questionnaires, 35% of respondents stated that effective communication is the foundation for the organization to meet its goals and objectives, 20% stated that effective communication and organizational performance are interdependent, 15% stated that effective communication improves teamwork, decision-making, and problem-solving in the organization, and finally, 30% stated that effective communication informs employees about their roles and expectations.

DISCUSSION

Effective communication improves relationships within the organization and outlines long-term progress, among other impacts on organizational performance. It is critical for organisational management to provide greater morale, productivity, and awareness of organizational parties. This is in line with Bucata and Rizescu [6], who assert that effective communication can improve relationships at home, work, and social situations, thus deepening your connections to others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills, including non-verbal communication, alternative listening, the ability to manage these in the moment, and the capacity to recognize and understand your own emotions as well as those of the person you are communicating with. This equally concurs with Park [17], who noted that non-verbal communication was among the affecting factors. Not all communication is spoken. Self-growth states that about 90% of communication is non-verbal, meaning that people's bodies don't always say the same thing their mouths say. Gyllensten [18] added that the environment greatly affects effective communication. If you have a meeting in a boardroom or a busy restaurant, the environment can cause noise. Any environment, such as rain or wind, can disrupt your communication. Tennant et al. [12] showed how effective listening can be one of the factors affecting effective communication. To communicate effectively, you must not only speak in a polite and persuasive manner, but also listen intently, maintain eye contact, and pay attention to everything the other person says. This allows you to respond directly to them, rather than simply repeating your own thoughts.

CONCLUSION

The study's findings suggest that effective communication is crucial for the organization's success. Effective communication is valuable because it allows staff to understand the organization's goals and how they are involved in achieving them. Based on the findings, the study calls for the development of a more effective communication system in every organization. The system of allowing every employee to get involved in the communication process is productive. It fosters a sense of belonging and value among employees within the organisation. The employees are therefore given the opportunity. This gives the employees the motivation to work harder. Furthermore, the organization should implement a feedback mechanism, as it is the sole means of gauging the effectiveness of its communication system. Moreover, it's crucial to implement a policy that routes all written correspondence through the public relations department, ensuring it's comprehensible for all employees. This is crucial because incomprehensible technical information holds no value for those who lack understanding. Finally, a key ingredient to developing effective communication in any organisation is for each person to take responsibility to assert when they do not understand a communication or to suggest when and how someone could communicate more effectively with them.

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