**AN ASSESSMENT OF INFORMATION DISSEMINATION PATTERNS AND ORGANIZATIONAL EFFICIENCY IN UYO LOCAL GOVERNMENT COUNCIL**

**BY**

**UKPE, IBORO GODWIN**

**UCP/H2015/MC/107**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**SEPTEMBER, 2017**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**SEPTEMBER, 2017**

**CERTIFICATION**

 This is to certify that this research work is an authentic record written by Ukpe, Iboro Godwin with the Registration number UCP/H2015/MC/107 under the supervision of;

Pst. Enefiok Inyang ………………….

 **Supervisor Signature/Date**

Mr. Victor Ikpatt ...………………….

**H.O.D Signature/Date**

………………………… ………………….

 **External Supervisor Signature/Date**

**DEDICATION**

I dedicate this work to the Almighty God whose love and guidance made me to able to scale through the sunny and rainy days of studying in the department of mass communication during my Higher National Diploma (HND) programme at the Polytechnic.

**ACKNOWLEDGEMENTS**

 I wish to express my gratefulness to Almighty God for His infinite mercies with long life and protection throughout my academic period. My special gratitude goes to my project supervisor Pst. Enefiok Inyang for his meaningful corrections, suggestion and encouragement and the time he took in reading and editing this work.

 I am particularly grateful to my mother, grandmother, uncles and friends for their spiritual, moral and financial supports during my academic pursuit. I am most grateful to my sibling for their moral and material supports during my academic pursuit. I say may God reward you abundantly. Amen.

**ABSTRACT**

The study was an assessment of information dissemination patterns and organizational efficiency in Uyo Local Government Council. The survey method was used because it revealed information about the perception of employees in Uyo Local Government Council. The instrument was questionnaire. Population of five hundred (500) respondents using Bourleys method of total population and 5% error margin in determining sample size of 200. Whereas simple random sampling technique was used. Data collected were analyzed and presented in tables using simple percentages. The findings revealed that information dissemination patterns influenced organizational efficiency in Uyo Local Government Council, that the information dissemination patterns adopted by Uyo Local Government if effective; that there is relationship between information dissemination patterns and organizational efficiency in Uyo Local Government Council; that there are barriers towards information dissemination patterns influence on organizational efficiency in Uyo Local Government Council; and there are possible ways aimed at improving information dissemination patterns and organizational efficiency in Uyo Local Government Council alluding that the management should liase with Human Resource Department in creating enabling environment to employees in Uyo Local Government Council; that the upward and oral communication be appraised to be able to attain the objectives of the organization; the downward communication should be intensified so as to reach out to the nook and crannies if information dissemination patterns and organizational efficiency must yield positive result in Uyo Local Government Council.

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**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background to the Study**

 Communication is the process of getting information across from one person to another. But effective communication is the process of getting information across from one person to another in a way that they will understand our feeling, thoughts and needs. Communication in all organization whether private or public is the life stream of the organization or putting it in another way, it serves as the thread that weaves everything together in the said organization Bankole (2011).

Goals of communication are to: establish and disseminate the goals of an enterprise; develop plans for their achievement; organize human and other resources in the most effective and efficient way; select, develop, and appraise members of the organization; control performance and create a climate in which people want to contribute; and control performance. With the above aims of communication, it is obvious that nothing could be achieved by any organization without effective channels of active human beings life on the job is spent communicating.

While a greater proportion about 90% of a typical managers time at work is spend in the communicating process. It is therefore important to understand how the communication network operates and the elements that contribute to an effective system. Obviously, it is through communication system that plans, decisions, politics and information that flow from the management are made possible and all levels of management linked. A typical communication process is depicted in the diagram below;

  **Feed back**

Through encoding (Sender)

Noise

Transmission of message

Reception Decoding understanding (Receiver)

Bankole A. R (2011) pp 206 Communication model

 Communication therefore begins with the sender who has “thought” of an idea, which is then “encoded” in a way that can be understood by the receiver. The information is then transmitted over a channel that links the sender with the receiver in which the media used may be in oral or written form, or a computer. The receiver then receives the message and decodes into thoughts, accurate communication can occur only when both the sender and the receiver attach the same or at least similar meaning to the symbols. Against this backdrop the study examines information dissemination patterns and organizational efficiency in Uyo Local Government Council.

 Downward communication, upward communication and lateral communication exist in this organization. Downward communication refers to the directives and other messages that originate from the officials at top levels i.e. superiors and are transmitted down through the hierarchy which are intervening levels of supervision, until they reach the lower-ranking worker. While upward communication is a system of communication where recommendations, request or messages are passed from the lower levels of the hierarchy up to the higher levels of the management.

 Lastly, lateral communication takes place among workers of the same level or among employees of different levels who do not report to each other in a superior subordinate relationship. It could be regarded as part of the informal relationship existing within and across the organization. Although, lateral relation takes place mainly to fill social needs bit Conrad Arensberg believes that most of these relationship are work-related, they include;

1. Controls involving work flow among individuals in different hierarchies but who need to collaborate to get the work done.
2. Staff and line relationship where cooperation is critical to get organization missions accomplished.
3. Appeals to middle level management other than their superiors to modify their decisions.

Lateral communication has been observed to provide a number of benefits such as; helping to build communication links with peer counterparts; facilitating exchange of ideas and communication among individuals in similar specialties (for example among accountants, administrators, engineers, computer personnel among others); promoting greater cooperation and direct communication without forcing a regrouping of the formal lines of hierarchy. The lateral pattern of interaction despite the aforementioned advantages has the following problems;

1. Specialists may typically develop strong loyalties not to the organization as a whole but to their own areas of interest.
2. There could be frictions between different specialist groups as each group tends to project its special interest at the expense of others.
3. Consequently, the hostility between the different groups may be so intense to the extent that communication may hardly take place as expected. Organization in Nigeria such as Uyo Local Government Council communicates to the members of the organization and the entire public at large

In most cases, channels of communication are in written forms but could be oral and non-verbal/non written form sometimes. Written channels are the most commonly used channels of communication in most business organizations and the public service. They are usually preferred because they provide retrievably records of what has been communicated to the units of public service concerned. Written channels will include memoranda, reports, press releases, press conferences, letters, executive’s orders, gazettes, written pamphlets specifying certain government policies on some issues, hand books bulletin, board’s circulars of different types, petitions, news-letters and other forms of written communication.

Oral communication is similarly prevalent in our organizations. It could take the form of formal or formal format. It could be formal when it emanates from meetings, seminars or telephone conversation, instructions or directives. Oral communication could be informal when the communication is not channeled through official sources. It should be noted here that when a superior officer in the service instructed a subordinate officer to do something, formal oral communication had taken place.

Non-verbal/non written communication is neither written nor spoken. It could be based on “action speaks louder than voice” phenomenon derived from a face to face interaction. In the public service a lot of non-verbal/non written communication takes place every day. For instance, the way you as an officer look at an outsider as he or she enters your office enquiring for information, could register a positive or negative impression of who you are. Even the way and manner you answer his questions is sufficient to create an impression of that office.

Similarly, the tone of answering a telephone enquiring could tarnish or strengthen the image of your department or office on the whole, written channels are frequently preferred in public service for the sole purpose of having a written record of communication so that both the sender or the receiver may not later deny the orders or messages in times of disagreements arising from such communication.

The oral communication has the advantage of speed in the communication process except that it still needs to be backed up with a written process. However, oral communication has the danger of misinterpretation than the written ones. One’s gesture or looks may be interpreted differently by different individuals. Caution should be the key to using this channel. There are some barriers inherent in communication ranging from physical distance, personal or semantic factors.

**1.2 Statement of the Problem**

 Communication in all organization whether private or public is the life stream of the organization or putting it in another way, it serves as the thread that weaves everything together in the said organization against this backdrop that the study examines the success or failure of Uyo Local Government Council depending on the type of communication granted to employees. A casual observation of Uyo Local Government Council reveals that majority of workers need to be acquainted with the information dissemination patterns in order to perform their responsibilities efficiently.

 The problem examines the existing poor performance of employees in such areas like servicing public relations and policy making. In Uyo Local Government Council for instance, an unhealthy situation exist despite of the attempts made by the management of the parastatal to provide conducive environment for its employees. It is disheartening to learn that in spite of the various efforts made by the management of Uyo Local Government Council in providing effective information dissemination patterns that could harmonize and enhance employees performance the efficiency of employees has not improved. Therefore, the concern of this study is to find out the information dissemination patterns as it relate to workers performances and efficiency in Uyo Local Government Council.

**1.3 Objectives of the Study**

 The objectives of the study are to:

1. examine the information dissemination patterns influence on organizational efficiency in Uyo Local Government Council.
2. identify the effectiveness of information dissemination patterns adopted in Uyo Local Government Council.
3. determine the relationship between information dissemination patterns and organizational efficiency in Uyo Local Government Council.
4. investigate the barriers towards information dissemination patterns and organizational efficiency in Uyo Local Government Council and
5. find out possible ways aimed at improving information dissemination patterns and organizational efficiency in Uyo Local Government Council.

**1.4 Research Questions**

 The following research questions were formulated for the study;

1. Do information dissemination patterns influence organizational efficiency in Uyo Local Government Council?
2. How effective is the information dissemination patterns adopted in Uyo Local Government Council?
3. Does information dissemination patterns relates with organizational efficiency in Uyo Local Government Council?
4. Does the barrier towards information dissemination patterns influence organizational efficiency in Uyo Local Government Council?
5. Are there possible ways aimed at improving information dissemination patterns and organizational efficiency in Uyo Local Government Council?

**1.5 Research Hypothesis**

 The following research hypothesis formulated for the study;

**Ho1:** Information dissemination patterns do not influence organizational efficiency in Uyo Local Government Council.

**Ho2:** There is no effectiveness in the information dissemination patterns adopted in Uyo Local Government Council.

**Ho3:** Information dissemination patterns do not relate with organizational efficiency in Uyo Local Government Council.

**Ho4:** Barrier towards information dissemination patterns do not influence organizational efficiency in Uyo Local Government Council.

**1.6 Significance of the Study**

 This study is significant based on it findings and recommendations resulting from the study will be of immense benefits to the employees and management of Uyo Local Government Council. It will avail both the higher and lower cadres to communicate effectively in Uyo Local Government Council. It will also develop and appraise employees of the organization. The study will control performance and create enabling environment for people (staff) to contribute their quota towards free flow of information in Uyo Local Government Council.

 The research study will serve as a source of references to other researchers who might want to conduct research on the topic or its related areas. The study is significant to outgoing students in Mass Communication, Business Administration, Accountancy, Engineering, Public Administration, and Computer Science in Uyo City Polytechnic on the need for effective communication.

**1.7 Scope of the Study**

 The research study is limited to Uyo Local Government Council taking cognizance of assessment of information dissemination patterns and organizational efficiency in public service. The study examines goals of communication; types of communication; communication channels in organization; types of oral communication and improving communication for effective functioning of organizations.

**1.8 Limitation of the Study**

 Several factors impeded this research study such as lack of finance, limited time frame, postponement of interviews, culture of the employees, non disclosure of information coupled with hostility by the respondents just to mention but a few. Several visits to Uyo Local Government council to book appointments with top management coupled with distribution of instruments (questionnaires) to respondents (employees) depleted to finances of the researcher.

 It took the management four weeks in granting the researcher approval to commence research at the case study. The respondents (employees) were hostile to the researcher and were evasive in the filling of the instruments which lasted for eight weeks. Researcher made additional cost of production of questionnaires following the non retrieval and incorrect filling of some of the instrument to meet the required sampled size for the study. Some of the resource persons that exhibited interest initially towards interview suddenly declined to create room for the said interview on Knotty issues which serves as impediments towards collating full scale information.

**1.9 Definitions of Terms**

**Assessment:** Evaluation of merits

**Information:** Having knowledge of something, having access to news and demonstrating intelligence on issues.

**Dissemination:** To broadcast; propagate and circulate.

**Patterns:** model; example or guide that is to be copied.

**Organization:** An act of organizing; the manner in which the branches of a service, etc are arranged or individuals systematically united for some work.

**Efficiency:** Power to produce the results required.