**COMMUNICATION STRUCTURES AND MANAGEMENT ORGANIZATION**

**(A CASE STUDY OF CHAMPION BREWERIES PLC, UYO)**

**BY**

**EKANEM, MFON OKON**

**UCP/N2013/MC/079**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO.**

**AKWA IBOM STATE**

**SEPTEMBER, 2015.**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF ORDINARY NATIONAL DIPLOMA IN MASS COMMUNICATION**

**SEPTEMBER, 2015.**

**CERTIFICATION**

I certify that this work was carried out by Ekanem, Mfon Okon. Registration Number UCP/N2013/MC/079 of the Department of Mass Communication under the supervision of:

**Miss Philomena Umoren ………………………….**

(Supervisor) Signature/Date

**Mr. George Udoh, Ph.D ………………………….**

(Head of Department) Signature/Date

**DEDICATION**

I dedicate this project to my parents Mr. and Mrs. Okon Etim Ekanem for their passionate love, care, encouragement and financial support given to me during the course of my research.

**ACKNOWLEDGMENT**

I sincerely thank the Almighty God for his sufficient grace and mercy to make this work a reality.

I am especially indebted to the stimulating advice, encouragement and relentless effort of my supervisor, Miss Philomena Umoren.

I give great thanks to my parents Mr. and Mrs. Okon Etim Ekanem for their love and assistance in various ways.

I gladly give thanks and appreciation to my lecturers; the (Head of Department) Pastor George Udoh, (Ph.D), Mr. Eniefiok Iyang, Mr. Emmanuel Ebong and Mr. K. V. Ibanga for their great effort and assistance.

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However, my major debt of gratitude is owed to Pastor Mr. Jude Ebenezer Dike and Mr. Etuk Gideon for their love, care moral effort and support that turned my dreams into reality.

**ABSTRACT**

This research work on communication structures and management organization which the objectives of the study was to find out how effective communication can harness the benefit of the organization. The study was confined to champion breweries Uyo with the total population of (280). After applying the Yard's formula postulated by Yaro Yamani (1964) sample size (224) was carefully drawn. However, when the questionnaire was administered on two hundred and twenty four (244) were correctly filled and returned which is basis for analysis in chapter. The sample technique was simple random sampling method. Primary and secondary sources of data collection. Percentages were used to presence, and analyze, the research question and correlation (N∑x2) tool was used to validate the research hypothesis formulated. These findings are investigated and identify the problem associated with communication structures and management organization. The study is concluded with recommendation on how the communication should flow in the company. Recommendation includes every plan designed, should be flexible and most have the ability to adopt changes.

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**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the study**

At all spheres of human activities, political, economical, social, educational, cultural, industrial, organizational, communication is the pivot of progress, that is to say that communication is at the core of any organizational effort, indeed history is replace with example showing that mankind has always been involved in communication process' Communication can take place within ones self (intra-personal) between two people (inter personal) groups and organizations.

Since management reaches people through communication' it is obvious that sound human relations and effective communication are essential and communicating is a continuous activity that must occur throughout the process. Though the knowledge of organizational communication structure and relationship between employees that can enhance our interaction with the organization'

Furthermore, every businesses organization is concerned from the top down, from the bottom-up across and outside of the organization.

Effective organizational communication therefore plays a vital role in providing such non financial incentives as follows:- sense of security, recognition for good work and continuity opportunities for service and advancement as well as a sense of belonging and feeling necessary for the organization.

Cubb J. (2006) defines communication as the process of people relating to other people. As people relate to each other in doing their work and in solving problems, they communicate ideas, feelings, and attitudes. Frank U. (1985) sees communication as the process that involved all acts of transmitting message to the language and symbolic codes which are used to transmit message, this means that message are received and stored and the rules, customs and convention which define and regulate human relationships and events.

Meanwhile Green U. (1971) see organizational communication to be formal and informal communication flow within an organization, he also views communication as a coordinating conduct pipe which determine the success of any organizational effort.

Goldhabber (1976) define organizational communication as the flow message within a network interdependent relationship despite point, a few stand can be detected in the above definition

(1) Organizational communication takes place with a complex open system.

(2) It involves messages, flow, purpose, direction and media.

(iii) Organizational communication involved people, their attitude, feeling, relationship and skill.

It is imperative to note that the type any organization determines the organization.

Organizational climate here according to Solocum and Hellrillgel (I974) refers to a set attributes which cab be perceived about a particular organization and its sub-system deal with members and environment

At this juncture, it could be said that society, individual, political and organization can exists for more than a few second or days without communication.

**1.2 Statement of the Problem**

Communication in business organization has play a vital role in the organization could it be said that the various organization communication has helped in the development and creation of mutual understanding between the organization? Do people of Champion Breweries PLC actually communicate through the use of organization communication? To what extent is this communication has create positive impact to organization likewise the management and non-management staff.

Could it also be said that people communicate horizontally, upward, downward or Grapevine as informal network of communication? If yes, to what extent do they share meaning among themselves. To what extent do the junior staff influence positively with formal and informal network of communication system.

**1.3 Objectives of the Study**

This objectives of this study is to:

1. Find out type of communication existing in Champion Breweries PLC.
2. Find out how effective is communication to the organization.
3. Find out how organizational communication brings about understanding in Champion Breweries.
4. Identify the various organizational communication.
5. Enhancing mutual understanding between the staffs in the organization.

**1.4 Research Questions**

1. Does communication create positive impact in an organization?
2. Do Champion Breweries communicate upward, downward or horizontal?
3. Does communication create mutual understanding between management and non-management?
4. Does the management influence his staff through communication?
5. How effective is communication to the organization

**1.5 Significance of the Study**

This study will be of immensely to management of an organization as well as help them to ascertain the type of communication structure to be adopted for the achievement of much desired efficiency. This study will further, unfold or reveal how the various organizational communications are of important to the organization.

Consequently, this study will be useful to students, lectures and other researchers on the aspect of communication structures in any organization devoted to change.

**1.6 Delimitations of the Study**

This study was limited to champion Breweries PLC 268 Aka Offot

Road, Uyo, Akwa Ibom State were the researcher trend to find out the communication structures and management of an organization.

**1.7 Limitation of the Study**

The major impediment against this study was insufficient data

And poor data collection techniques were limited to the Champion

Breweries PLC. In complete information compiled with the misgiving

On the management and non-management of the company against the researcher towards inputs

Finally, lack ward and non-challant of respondent’s attitude toward the realization of the research questionnaire also hindered the hitch free flow of information.

**1.8 Overview of Champion Breweries Plc, Uyo**

Champion Breweries PLC as is popularly known to day was established as a private limited company on the 31't of July 1974 with the name south East Breweries limited. Due to the political growth and development, Cross River State was created as an entry.

The company name was changed to Cross Rivers Breweries limited and thereafter, champion breweries PLC on the 1st of September l992, the Government of the south Eastern State of Nigeria signed an agreement with Master Haase Braveric and Hambung (technical partners) for the supply and construction of turnkey Breweries in Uyo with a capacity of 150,000 hectoliters.

**1.9 Definition of Term**

Terms used in this study could mean one thing to the researcher and others people who is reaching the work, it is worthy to reduce such ambiguity, an attempt is made here to define terms as it occur in the study.

**Communication**

Communication is two-way process which involved a sender or originator of the message on one hand and a receiver, interpreter the message on the others' It is very vital to any organization for through management exerts influence and authority over the entire organization.

**Structure**

This refers to the nature or layout of something. The mode of organization in which something is organized or put together.

**Management**

This simply means working with and through individuals and group to establish organizational goals or aims.

**Organizational** **Communication**

Organizational communication could define as the flow of message within a network of interdependent relationship.

**Organizational Climate**

Refers to a set of attribute which can be perceived about a particular organization and it sub-system and that may be induced from the way that organization deal with members and environment.