

**AVOIDING MUFFLED DRUMS IN BROADCASTING SPEECH
COMMUNICATION TOWARDS BEST PRACTICES IN
BROADCASTING/PUBLIC SPEAKING**

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Abstract

This paper takes a look at public speaking from the word of mouth to radio, television and social media broadcasting. It further looks at public speaking with a view of coming up with best practices in broadcasting, speech communication or public speaking.

Shaibu et al in different works affirm that the smoke and drums signal were part of early communication strategies. Even in the smoke and the drum signals, the way the smoke comes out into the horizon, and the way the drum is beaten, indicates how the communication is decoded.

Just as the body is the actor's weapon of communication, the human voice is a significant weapon of communication when we talk about:

1. Speaking with power and confidence.
2. Speaking/communication skills.
3. Listening to speak or communicate well.
4. Researching your script for communication/speaking.
5. Verbal elocution/speaking.
6. Nonverbal elocution/speaking.
7. Body movement while speaking.
8. Handling spurs of the moment when speaking.
9. Scanning your environment and audience when speaking.
10. Developing different strategies of speaking.
11. Handling crises of communication.
12. Etc.

There is a common thread – that links all communications – be it interpersonal, radio, television film and social media communication or any form of communication. This common thread to a large extent is the voice. This voice yields:

1. The interpersonal voice for speaking.
2. The radio voice for speaking.
3. The television voice for speaking.
4. The film voice for speaking.
5. The social media voice for speaking.

These varieties of voices must be:

1. Distinct.
2. Clear.
3. Without distortions.
4. Unique.

5. Etc.

and they must pass through the communication chain/process of:

1. The sender.
2. The medium.
3. The receiver.

that must in turn not have any form of distortion or noise.

Communication best practices are germane for effective communication in the area of speaking but there are communication pitfalls, hurdles, stumbling blocks. Patrick Collins (2009:2) refers severally to these as:

1. Speaking or communication demolition.
2. Alienating communication.
3. Boring communication.
4. Offending communication.
5. Disastrous miscalculations in communication.
6. Failure to achieve communication objectives.
7. Communication pitfalls.
8. Etc.

Shaibu (2016) call some of these pitfalls as:

1. Communication/speaking tune-offs.
2. Abuse of speaking/communication.
3. Bastardization of communication/speaking.
4. Etc.

There are main signals you send to your audience even before you start speaking. Collins (2009) identifies three of them as:

1. Body languages.
2. Eye gesture and
3. Silence.

Shaibu (2016) call this the essential pause that proceeds scanning your audience with your communication satellite before you open your mouth.

When our mouths are not yet opened, our body parts can be made to speak. The way we dress can trigger a quick audience receptability to whatever we say or about to say.

When the speaker enters a hall to speak, the beginning of a communication process that is visible to the audience/listeners, different radiation unseen signals are sent from the speaker to the audience/listener and from the audience/listener to the speaker. These form part of the non-verbal signals of communication.

1. Eye contact.
2. Body language.
3. The way you dress.
4. Your mannerism.
5. Your posture.
6. Your composure.
7. Your confidence.
8. Your fright.
9. Your quacking.
10. Your shaking.
11. Your coughing.
12. Your movements on stage – how you come in and how you stand or move about.

13. Your adjustments of the microphone.
14. Your arrangement of your notes.
15. Your establishment of your comfort level.

The whole idea of this preliminary backed by an effective content, to quote Collins (2009) again is to:

1. Present a commanding entrance.
2. Use silence effectively.
3. Use your eyes to get your message across.
4. Make your points with gestures that are appropriate.
5. Control and manage your body language.
6. Flow with the public speaking gadgets.
7. Be familiar with the speaking environment.
8. Gain a more imposing voice.
9. Sound well and not monotonous.
10. Enhance your expressiveness.
11. Maximize your spoken fluency.
12. Project the right visual image.
13. Be who they expect.
14. Minimize distractions.
15. Show your qualifications.
16. Reduce your anxiety.
17. Meet the audience/listeners expectation.
18. Etc.

Let us digress a little into the application of the term “the medium determines the message” as it applies to the art or science of public speaking. Here again Shaibu (2016) et al is apt:

- Be concerned about how you look to your audience or listeners.
- Appearance speaks louder than words.
- Make a positive fashion statement.
- Be yourself – do not ape anglicization of the word to look western or eastern – you are you! You are uniquely you!!
- Carve a niche for yourself.
- Develop your own spoken trade – mark.

All communication or speaking exercises must have a communication vessels or medium of communication which can be referred to as the language of communication. They can be:

- English.
- French.
- German.
- Latin.
- Hausa.
- Igbo
- Yoruba.
- Swahili.
- Arabic.
- Etc.

Every language has its vocabularies, its proverbs, its idioms, its wise sayings and its alphabets. It is the mastery and manipulations of all these that brings out the men from the boys in speech communication.

Like computer dictum of garbage in, garbage out, it is what is pumped into the brain in term of word power or vocabulary building that comes out as word arsenals to deal with communication or speaking challenges. Here your level of knowledge, experience and education in the building blocks of word-mansions comes to play a vital role in the deliverables of word speech.

The hood here does not make the monk. You can be beautifully and impeccably dressed but what comes out of your mouth in terms of speech can be garbage! So, there must be a combination of appearance and content.

Word – banks can be built over time through:

- Reading widely and wildly.
- Studying.
- Through research.
- Through effective listening in speech communication.
- Watching radio, television film and videos of Expert Speakers.
- Coaching.
- Formal and informal education.
- Seminars, workshops, study tours and educational visits.
- Through vocabulary tapes.
- Through effective use of pronunciation dictionaries.
- Through thesaurus.
- Etc.

The age old rule of communication rule of KISS still apply in the area of public speaking.

KISS = Keep It Short and Simple. Here we should avoid:

- Linguistic gymnastic exhibition (Collins 2009)
- Verbosity, circumlocution and rigmarole (Shaibu 2016)
- Dazzling rather than communicating.
- High sounding words that sound like a tale told by an idiot, full of sound and fury... but signifying nothing (Shakespeare)

According to Collins (2009) we should go for the conversational option rather than the non-conversational as indicated.

| Non conversational | Conversational |
|---------------------------|-----------------------|
| Connotes | also means |
| Dejure | according to law |
| Erudite | studious, learned |
| Eviscerate | weaken |
| Fallacious | false, misleading |
| Forlorn | sad, miserable |
| Faux | imitation |
| Largesesse | generosity |
| Libation | drink |
| Invidious | offensive, malicious |
| Invective | insults |
| Macro | very large |

| | |
|---------------|------------------------|
| Micro | very small |
| Maudlin | overly sentimental |
| Melancholia | depression |
| Myriad | great number |
| Obstinate | stubborn |
| Onerous | troublesome |
| Oxymoronic | contradictory |
| Penurious | stingy |
| Pedestrian | ordinary |
| Perspicacious | wise, discerning |
| Petulant | irritable |
| Redouble | intensity, double |
| Render | cause |
| Rout | defeat |
| Salacious | obscene |
| Schema | plan |
| Sensorial | sensory |
| Sonorous | rich-sounding |
| Torpor | sluggishness |
| Unctuous | falsely earnest, oily |
| Vex | annoy |
| Wallow | roll around, luxuriate |
| Warrant | justify, authorize |

Shaibu (2016) and Collins (2009) opined that there are many other things to avoid as we aspire towards best practice in public speaking. This includes:

1. Definition trap.
2. Abbreviations and technical languages.
3. Speaking in full colour rather than black and white.
4. Audience distraction.
5. Command phrase.
6. Mentioning non-specific names.
7. Making numbers invisible.
8. Tense mix-ups.
9. Long winding sentence.
10. Pseudo listener.
11. Automatic shut-offs.

Shaibu (2006) indepth analysis of content delivery in public speaking and presentation states that today, on a daily basis, in our Private/Public Speech engagements, we are faced with the problems of content delivery in flawless pronunciations inspite of cultural and provincial inhibitions.

Radio and Television Broadcasting today are facing similar problems. In the areas of diction, pronunciation and proper rendition of words and sentences. There is need to lay a good foundation for Presenters. The chick that must grow into a cock can be known from the beginning in Broadcasting. How can this be known? The only way of separating the chaff from the substance is for the potential Presenter or Anchor Person or On-Air-Personality to undergo a proper auditioning right from the word go. It is only then that we

can know the men from the boys and distinguish the professionals from the non-professionals, etc. These audition exercises are supposed to task the auditory/elocution capacity of the potential Presenters.

Practicing and mastering pronunciations are supposed to jolt us out of our social, cultural and linguistic handicaps that make proper pronunciation impossible. Any potential Presenter/Announcer that sails through the hurdles will have the sky as the limit in Radio/Television Broadcasting as well as Public Presentations. Also coming out or overcoming cultural, provincial and linguistic inhibitions will make one excel in broadcasting/public speaking.

The highlighted tongue twisters below, from Shaibu's **Content Delivery for Radio, Television and Advertising Agencies**, that cut across our provincial/cultural barriers will surely reflect our provincial limitations. Overcoming them is a journey to professionalism in speech arts. Try these tongues twisting exercise! If you do successfully, you will come out on top as an excellent public speaker or presenter.

1. Exercise for those with problem of FF and P:

Foolish Father Francis:

Foolish Father Francis fought four foolish fathers from France while Felalo fought Felix's Folly fearlessly in Frankfurt.

2. Exercise for those who have problem pronouncing C and S:

Hands can be clamped in Chains:

Hands can be clamped in chains but the tentacles of thinking brains cannot be cowed from thinking! Chains can be used to clamp the hands but the tentacles of thinking brains cannot be cowed from thinking!

3. Exercise for those who have problem pronouncing R and L:

The Right Man:

The right man is a person who is right side up in an upside down world. The wrong person is a person who is wrong side down in an upside down world.

4. Exercise for those who have problem pronouncing Plosives P and F:

The Plantain Planter:

A Plantain Planter planted plantain on his plantain plantation.

5. Exercise for those who have problem pronouncing S and CH:

The Sailor:

The Sailor saw seashells by the seashore while taking a walk by the sunny sea side.

6. Exercise for those who have problems pronouncing S and CH:

Every Disease:

Every disease has signs and symptoms. What are the signs and symptoms of dysentery?

7. Exercise for those who have problems pronouncing F, P, CH and S:

Foolish Father Francis:

Foolish Father Francis freed five files for five foolish friends from France.

8. Exercise for those who have problems pronouncing P, F, CH, TZ:

Operation Feed the Nation:

Operation Feed the Nation is a speedy programme for fast food recovery!

9. Exercise for those who have problem with R and L:

Reigning Riders are riding on high on live with Reggae Music!

10. Exercise for those who have problems with R and L:

As I Rode Along:

As I rode along the road, I saw a lone loader loading horns with "rock on" by the roadside!

11. Exercise for those who have problems pronouncing J and Y:

I Know a Joker called John:

I know a joker called John, who joggled jogs and muddled mugs like a Johnny just come (JJC). Little wonder he was named John!

12. Exercise for those who have problems pronouncing Vowel and putting H before such Vowels as well as those who have problems pronouncing Y:

I know a Short Young Man:

I know a short young man whose ambition is to have a good education but this young ambitious short man shuns the ambition to partake in the action that will make his ambition a reality!

13. Exercise for those who have problems pronouncing C, L and R:

There is a Long Light Line:

There is a long light line along the lawn that leads to the long road leading to London lawn!

14. Exercise for those who put H before Vowels:

The End of the Hen:

The end of the hen is at the West end. The East end cannot end the hen, as the east can be the beginning of the end of the hen at the end.

15. Exercise for those who have problems pronouncing P and F:

Peter Piper:

Peter Piper picked a peck of pickle paper in Apapa. A peck pickle pepper Peter Piper picked in Apapa. If Peter Piper picked a peck of pickle pepper in Apapa where is the peck of pickle pepper Peter Piper picked?

16. All Around Exercise for Fluency:

Betty Better:

Betty Better bought some butter to make some butter. The bitter butter made the batter bitter. So Betty Better bought some better butter to make bitter batter better.

17. Exercise for those that put H before Vowels:

The End of the End:

I have eyes, I can see. I have ears, I can hear. I am a man. I am alive, if I want to end my life; I know how to end it all! I will not hand over my life to evil, my hands are clean. What is the end to that life, if you do not end in heaven? I can hear voices by force. If only I can see the eyes of the voice behind the heavenly throne!

18. Exercise for those who have problems pronouncing L and R:

The Lorry Loader:

The lorry loader landed in London on a lonely long road.

19. Exercise for those who juxtapose V for F:

The Force Behind the Voice:

What do you have to offer? Let me know the force behind the voice. The voice of men is the voice of God!

20. Exercise for those who remove H and Vowels and put H before Vowels:

Armory of the Coat of Arms:

The Honourable Speaker of the House of Assembly, Hon. Humphrey Hansen has armed himself with the armory of the Coat of arms!

21. Exercise for those who substitute H for Vowels:

An Atmosphere of Harmony:

We need an atmosphere. An atmosphere of absolute harmony in the House of Assembly for amicable settlements of all disputes!

22. Exercise for those who have problems pronouncing S and CH:

Science and Symptoms:

If you have dysentery, what are the science and symptoms of dysentery?

23. Exercise for those who substitute S for CH:

I know a Missing Missionary:

I know a Missionary that mission in Church of God Mission. There is no missing link between Church of God Mission and God's Mission and Vision!

24. Exercise for those who remove H for Vowels:

The Handsome High Handed Man:

However, handsome the high-handed man is, his end is anger and hunger in the high heavens! The evil that men do lives after them!

25. Mixed Grill Exercise as well as those who substitute F for V:

The voice of the Arms Bearer:

The voice of the arms bearer rang to high heavens at the House of Assembly!

26. Exercise for those who have difficulties with V and putting H before Vowels:

The Voice of Esau:

The voice is that of Esau, but the hand is that of Abel. The resemblance between the hand and voice is amazing!

27. Exercise for those who have difficulties with V and putting H before Vowels:

Amazing Grace:

Amazing Grace how sweet the voice that saved a Wretch like I. I once was lost but now I am found, blind but now I see!

28. Exercise for those who put Vowel after S and speak very fast:

Arabic Teacher Speaking:

Arabic Teacher speaking please. A man is wounded by the Bus!

29. Mixed Grill Exercise/Those who substitute X and K as well as B for V and F for P:

Sixty-six professors phoned with their different programmes in a pamphlet or manifesto format. We were very, very happy about the parade of the sixty-six Professors and their manifestoes!

30. Exercise for those who substitute F for P:

A Year we cannot forget:

1966 is a year Northerners and Southerners cannot forget so easily. We are only trying to forgive or forget for one Nigeria. We are trying to forgive and forget in order to forward as a Nation with vision!

31. Exercise for those who substitute S for B:

A Nation with a Mission:

Behold our Nation! a Nation with a mission and a vision!

Dividends of Mastery of Setting, Words/Pronunciations/Audience: Any Broadcaster/Public speaker that can overcome all the problems associated with the pronunciations in the above will be a star in the art of Public Speaking and Presentations. The art of good Public Speaking and Presentations must first start with our **mastering our speech organs** and **controlling our breath**. We need to **know our Public** whenever we are speaking. We should also be abreast of the **ethnics of Public Speaking** as well as **cultivate the habit of effective listening**. If we **do not listen effectively**, we **not hear properly** and when we do not listen or hear, we will **not be able to speak effectively**.

How do we get started? **Like in Programmes and/or News** gathering there must be a **topic, analysis of the audience, gathering of materials, need to support ideas with superior argument and organizing the body** of your presentation. Do we remember the basic **principles of Essay Writing** that we were thought in the early years of our education? It was said that **a good Essay must have a beginning (Introduction), a body (Content) and an end (Conclusion)**. This principle is germane to productions of all Programmes, News as well as Speech and Presentations.

It is after you have put this in proper perspective that you can go into the knitty gritty of **Language Delivery of Speaking to inform, speaking to persuade**, methods of embellishments of Presentations, Speech making, Speech Delivery, etc. all these are being thought at FRCN Training School, Lagos, as well as Television College in Jos. Diverse Training Institutions abroad major effective Presentation and Speech Arts.

Get started today and be the expert God created you to be. The great renditions such as **“I have a dream”** by Martin Luther King, epochal speeches of President Clinton and a host of other great Speakers were not rendered, manufactured or delivered in heaven by angels. They are giants' strides in effective Public Speaking by mortals that do not have two heads but are mortals like you and me.

You can make a difference today in how you speak.

Effective Communication in an Organization: The ingredients for effective communication towards achieving Organizational Goals in most organizations can be said to be either lacking or not at full capacity. The problem areas are:

1. Effective Communication between members of staff of the Organization.
2. Effective Communication between members of staff and the Management of the Organization.
3. Effective Communication between members of Management.
4. Effective Communication between the Organization and their different public.

This lack of effective communication, though appearing simple, has caused many problems for organizations. These include organizational friction, staff to staff friction and

skirmishes, inter and intra departmental conflict, rumour mongering, etc. The attendant result of all these, and many more, is the blurring of the vision, mission, goals and objectives of the organization.

Effective communication in an organization brings about free information flow in Inter and/or Intra Personal, Departmental and Organizational Communication. These views were effectively addressed in the **Role of Effective** communication in the attainment of Organizational Goals by the author that earned him a distinction in Individual Development Project (IDP) submitted to Administrative Staff College of Nigeria (ASCON) Department of Public Administration and Management Studies (PAMS) in Partial Fulfillments of the Requirements for the Award of Certificate in Advanced General Management Course AMC 46/2003.

Roger and Agar-Wala –Roger (1976) in their book, see, **“communication as the process by which an idea is transferred from a source to receiver with the intention of changing his or her behaviour.”** In a similar vein, Eyre, E. G. (1979) cited in Olaleye (2003) sees **“communication as the transferring of a thought or a message to another party so that it can be understood and acted upon.”**

Further insight into what communication is about is also given by Shaibu (2001) in an opinion that states that **“radio listeners are victims of the subjectivities of space, time, style of thinking, language, value orientation attitude towards man, nature activities, colour is relevant to the issue of staff and management communication.”**

Again Olaleye (2003) in demonstrating the role of communication in Organizations maintains or explains that **“communication allows us to make and execute decisions, obtain feedback, and correct organizational objective and procedures as the situation may demand.”** He went on to say that **“The chemical and other physical transformations that take place in industries or official activities in Government Establishment are very important, no doubt but communication is also very crucial”**. He continued by saying: **“in fact, communication is the thread that holds the various interdependent/interconnected parts of any Organization together.”**

Buttressing this point further Oyelede stress that **“If communication were to be removed in an industrial set-up or the civil service, the function of planning, coordination and control would grind to a halt and that organization would collapse.”**

Germane to all issues of effective communication simply put, and in line with the opinion of scholars such as Albright (2003), Shaibu (2001) et al, is **“saying the right thing at the right time, with a positive motivational effect on subordinate or superiors:**

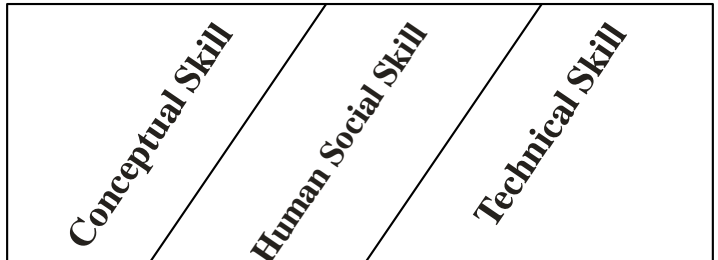
To situate our goal in proper perspective of Effective Communication, we may have to take a closer look at the meaning of Communication, its process, model and media. Communication right from time past has been changing as a result of the dictates of the time. **Communication has passed through the gamuts of drum signals, gunshot, print, film, television, video, internet, personal and interpersonal communications and so on.** Each of these has their different modes, media and limitations as well as advantages. Regardless of whatever means, mode and media, all communication must pass through the sender to the receiver through a medium. This is corroborated by Graff (1999), Scram (1963); and Ingle (1974) among a host of other scholars. **Any communication that passed through these processes without achieving its desired effects, be it personal, interpersonal and in an organization, it is not communication but noise.** Shaibu (2001) advocates for **“a reduction of noise so that we can hear the voice”** in all communication paradigm, modes and media.

On the other hand, organizational goals can be best appreciated if we understand the perspectives of Corporate Management vis-à-vis organizational goal.

There are as many definitions of management as there are scholars. In a brainstorming session of ASCON AMC (2003) coordinated by Dr. Chucks Maduabum the definition that sees **“management as Utilization of human and material resources to achieve results without hitch”** and that states that **“management is the use of human and material resources to accomplice on end”** (desired results) can be seen to be apt to our discussion. Corporate Management must have a goal, an objective, end, and result to show for it. **Unless any corporation knows where it is going, it will or may never get there.** Radio Nigeria’s corporate goals are to educate, entertain, inform and promote the unity of Nigerian’s entity. Ditto for Television. And to a large extent, the Advertisement Agencies as well as the State and the Independent Broadcasting Outfit.

All Management in general and Corporate Management in particular, have three identifiable levels with their different skills. According to Maduabum, et al, these levels are:

**Top Level
Meddle Level
Supervisory**



Any discussion on management principles cannot be complete without relevance to Fredrick Taylor 1859-1915 who postulated the scientific Management Theory (Piece Rates System) that recommends earn as the work. This have a tendency of setting in motion a synergy of healthy competition that is good for corporate productivity and development that guarantees worker on-the-job satisfaction.

Sheris (2000.189) postulation that **“everyone in business needs care, encouragement, regard, recognition, and most of all understanding can only be possible with effective communication.”** Once effective communication is out, we should all forget it, no matter the pretenses and nuances to good governance in an Organization, forget it.

The Public Service Rules, Revised to 1st January, 2000 places communication in general and effective communication in particular in proper perspective by recommending different means of Correspondence, Gazettes, Memos, Personal Records and so on.

The same thing can be said of Financial Regulation and fiscal discipline in public service. The manager or the Project Coordinator should be an open and effective Communicator.

By implication, therefore, effective communication must be two-way communication rather than one way or a monologue.

It must emphasize the enabling environment in a free flow of information in any organization. Soyinka (2000:22) captures this in the conclusion appropriately by saying that **“anything that would cause information distortion or communication breakdown should be avoided.”**

Henri Fayol (1541-1925) is another great Management Scholar that cannot easily go unnoticed when we are talking of Corporate Management Principles in particular and Management Principles generally. His 14 Administrative Principles of Management is relevant to this discourse. These 14 principles are:

1. **Division of Work:** Where jobs are divided based on competence.
2. **Authority and Responsibility:** Where for every responsibility there should be a measure of authority; where there is delegation and no withholding of authority.
3. **Discipline:** Where there must be rules, values, ethics, dressing norms or what one may call acceptable way of behaviour in an organization.
4. **Equity:** Where there must be fairness, regardless of birth, religion, tribe and relationship with the Chief Executive.
5. **Order:** Where there
6. are harmonious relationships devoid of unnecessary quarrels and bickering.
7. **Remuneration:** Where the labourer must deserve his wages or emoluments in order not to be bugged down by strikes or “**soldiering on the job**” by frustrated and disgruntled work force, who may end up sabotaging Corporate Goals.
8. **Initiative:** Where those, who have ideas are encouraged to put such into practice, instead of the present organizational practice of struggling to kill ideas of enterprising young ones.
9. **Stability of Tenure:** Where workers are allowed to run their years in service instead of being arbitrary retired or disgraced out of service by military or civilian politicians, who can be said to have killed the service.
10. **Subordination of individual interest for the interest of the group:** Where the interest of the organization should be over and above individuals so that the organization can grow so that the workers to grow in return.
11. **Centralization of Authority:** Where we have one unit of central command that is not the same as personalization of authority, which is a crude form of administration.
12. **Unity of Direction:** Where efforts are geared towards the same goal Effective Communication allows senior managers to explain this to carry everybody along. This is opposed to “**one man type**” of administration, with no room for effective communication.
13. **Scalar Chain:** Where there is Hierarchy of operation, which we must move with.
14. **Espirit-De Corp:** Where a happy family situation should be created. It should be noted that no matter how good/laudable these Principle Management are, they can never see the light of day or be imbibed without effective communication. As there cannot be an attainment of organizational goals without imbibing the Principles of Management.

It has also been discovered that stress contribute to declining productivity and this will in turn contribute to inability to attain organizational goals. In a video presentation titled “**Stress Management**” commissioned by ASCON and presented by Dr. Pat Utomi, the negative effects of stress were captured in the attainment of organizational goals. And stress can be linked with lack of effective communication.

Koontz and Weihrich (2003) and or (2003) definition of leadership among others talks the same thing about leadership in different ways using the power of effective communication. Even our desire to meet the four ingredients of leadership i.e.

- i. The ability to use power effectively in all areas in a responsible manner.
- ii. The ability to comprehend that human beings have different motivations/forces at different times and indifferent situations.
- iii. Ability to inspire.
- iv. Ability to act in a manner that develops a climate conducive to responding to an arousing motivation.

Even our success factors paradigm as enunciated by Afolayan (2003); which stipulates commitment of thought of Management, wide participation, Team work, judicious allocation of resources, willingness to accept failure, recruitment, training and retraining of competent staff; all these have their catalyst in effective communication. Management paradigm as shown:



MANAGEMENT PARADIGM AS
PRESENTED BY AFOLAYAN & CO. CAN BE
COMPARED WITH COMMUNICATION
PARADIGM BELOW:



OR



COMMUNICATION PARADIGM AGREED
UPON BY MOST SCHOLARS

Communication Paradigm agreed upon by most Scholars as paradigm by scholar on Management Communication is relevant to this study as there cannot be input or sender or Encoder without Output or Receiver or Decoder that are processed through a medium or a Receiver.

Effective Communication like planning a la Oshionebo, M.I. (2003) can be changing the future by taking action now. Effective Communication like every Manager, must:

“Scan the business environment because the environment is constantly changing as we cannot afford to do the same thing the same way all the time”.

Strategic Communication, like Strategic Planning or Strategic Management, must take note of the 3 things that are important in the life of an Organization for survival:

- i. Growth.

- ii. Development.
- iii. Becoming acceptable to numerous stakeholders. And for any Organization to be able to be accepted, such Organization must consistently provide excellent service.

Here again Maslow's recommended hierarchy of needs as projected by Afolayan (2003) comes to play even in our broadcasting products as programmes, News as well as marketing satisfy, some or all needs.



MASLOW'S HIERARCHY OF NEEDS

The question now is: what is the linkage of effective communication in productivity in an Organization? Another one is what are the benefits of effective communication in the attainment of Organizational goal? And finally: what are the ingredients or requirement of effective communication in the Organization?

Here two different Scholars have their different postulations.

Wofford, J.C. Gerloff E.A and Comimings RC (1997) asserts that **“Effective Communication in an organization promotes climate of openness and trust, break barriers of communication, promotes channels of communication that breaks conflict, enhances decision making and policy implementations, removes distortions and filtering of formal communication, etc. with the resultant effects of better performance management in an Organization”**.

Opadiran (2001) implies that Peter (1954) Philosophy of MBO (Management by Objective) and, by modern extension, the present theory of TQM (Total Quality Management) and their total objective, purpose, mission, and vision, towards Job Performance, can only be meaningful as a result of Effective Communication. Here too, it should be asserted that **without effective communication, Organizational Roles will not be known, specific objectives and Administrative plans in an organization may never be decoded; and Progressive Review and situational Analysis plans in an Organization may never be decoded; and Progress and Situational analysis can never be done effectively.**

Shaibu (2001) Postulates that effective communication makes possible the following (among others) in an Organization:

- i. Allows easy comprehension of rules and regulations in an Organization, especially if the Communication is KISS (Keep it Short and Simple).
- ii. It allows easy imbibing of financial regulation so as not to violate it and be victim of corruption, misappropriation and fraud.
- iii. It is a catalyst to public performance.
- iv. It makes easy, in all ways, targets set to be met and performance management to be effective.
- v. Reduce indiscipline as a result of communication gap.
- vi. It reduces gossip, blackmail and character assassination.
- vii. Etc.

Basic ingredient for effective communication as diverse as there are scholars. Chief among these are following the communication process, knowing communication goals, developing staff confidence as a necessary variable for effective communication, understanding inter and intra-personal communication as well as group communication; mastering the art listening before speaking as there is no wisdom in multitude of words without action.

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