FACTORS AFFECTING COMMUNICATION CHANNELS IN RELIGIOUS ORGANISATIONS; A CASE STUDY OF AIC ZION CHURCH

MUTIE CATHERINE KAILI

L137/14272/2011

THIS IS A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DIPLOMA IN PUBLIC RELATIONS OF THE UNIVERSITY OF NAIROBI.

DEPARTMENT OF EXTRA MURAL STUDIES

February 2013

UNIVERSITY OF NAIROBI
DECLARATION

This is my original work and has never been presented for any academic award in any other university whatsoever.

Name  \text{Catherine K. Mgie}

Sign ____________________________

Date 22/02/13.

Declaration by the Supervisor

This research project has been submitted for examination with my approval as a university supervisor.

Name Njaramba Gichuki

Sign ____________________________

Date 22/02/2013
ABSTRACT

This proposal will discuss the factors affecting communication channels in religious organizations: A case study of A.I.C Zion church and projects. The study looked at the channels of communication, effectiveness of those channels, barrier of communications and decision making based on the feedback provided. The objective of the study is to improve communication for efficient running of the organization. The Research instruments that were used to collect data were questionnaires and interviews. Each question was tabulated to determine the level of satisfaction. The study attempted to identify the shortcomings brought about by the poor communication.

The study showed that choice of communication channels affect communication and communication affects ones responsibilities in an organization. Its through effective communication that changes are communicated to all stakeholders of an organization. Effective flow of information from the organization management to the staff and other stakeholders is also very important if the organization will remain productive and relevant. Good communication channels should allow feedback and the management should use the feedback in decision making. Improvements in communication can be made by adopting a strategy of ensuring that all the stakeholders are made aware of communication problems.

For effective communication channel to take place, the barriers limitations must be reduced since they cannot be completely be removed. In general communication channel should flow in all direction in any religious organization, the clarity of language used should be concise and the person receiving the contents of communication should pay attention. The choice of
communication too matters so that a communication channel selected is available to all the population. The channels of feedback should also be made available and the feedback given used in decision making.