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Title of Project Paper: THE INFLUENCE OF COMMUNICATION STYLES OF DIVISION HEADS ON SUBORDINATES' ORGANIZATIONAL COMMITMENT: A CASE STUDY

Area of Specialisation: EDUCATIONAL PLANNING AND ADMINISTRATION

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Signed: .................................. Date: 2/3/2000
THE INFLUENCE OF COMMUNICATION STYLes
OF DIVISION HEADS ON SUBORDINATES’
ORGANIZATIONAL COMMITMENT:
A CASE STUDY

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A Project Paper Submitted to the Faculty of Education,
University of Malaya, in Partial Fulfilment
of the Requirements for the Degree of
Master of Education

2000
ACKNOWLEDGEMENTS

My heartfelt thanks to Professor Chew Sing Buan whose helpful guidance and comments have made this Project paper possible.

Gratitude is expressed to the Director of Public Health Institute for his permission to conduct this study.

Finally my sincere gratitude goes to my family and friends without whose support I would have been lost.
ABSTRACT

This study was conducted at the Public Health Institute (PHI) of the Ministry of Health in Kuala Lumpur to find out the communication styles of the Division Heads perceived by the subordinates, and their influence on the subordinates' organizational commitment. The survey method was used to collect the necessary information to answer the research questions. The questionnaires were distributed to 125 staff at the Public Health Institute but only 93 completed questionnaires were received. The information that was collected from the respondents was analyzed using percentages, mean, and Correlation Coefficient. The findings of the study show that all the ten communication styles of the Division Heads have positive relationship with the subordinates' level of organizational commitment. The communication styles, Leaves an Impression and Dramatic, have average positive relationship. Meanwhile, Dramatic, Friendly, Open, Expressive, Accurate, Likes to discuss and Relaxed styles have only weak positive relationship with the subordinates' organizational commitment. Overall, the subordinates in the Public Health Institute have almost similar perception about their Division Heads' communication styles.
ABSTRAK

Pengaruh Gaya Komunikasi Ketua-Ketua Bahagian Atas Komitmen Organisasi Anggota Bawahan: Satu Kajian Kes


Gaya-gaya Meninggalkan kesan dan Dominan mempunyai hubungan sederhana positif, manakala gaya-gaya Dramatik, Peramah, Terbuka, Ekspresi, Ketepatan, Suka berbincang danan Relaks mempunyai hubungan lemah dengan tahap komitmen anggota bawahan. Secara kesimpulan, kebanyakan responden di Institut Kesihatan Umum menunjukkan keselarian pandangan dan reaksi yang sama terhadap gaya komunikasi ketua-ketua bahagian.
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