

COMMUNICATION NETWORK ANALYSIS AT AN ORGANIZATIONAL LEVEL

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ABSTRACT

The purpose of this investigation was to demonstrate that how do the communication proximity exist in the interpersonal communication network and what patterns of cliques are revealed in examining the communication proximity in an organization. The investigation involed an anlysis of communication network using data on individuals while looking at their interpersonal interaction. The data obtained was empirically measured through NEGOPY Network Analysis. The results supported the existence of tangible and well-knitted communication structure in the organization. The strength of the communication structure was further supported by the absence of dyad and isolates which are assumed as indicators for a weak communication structure in an organization.

INTRODUCTION

Organizations use human, physical and technological resources to accomplish their goals. To use these resources, organization members must take decisions and share information. The process by which individuals interact, share and cooperate is called 'communication'. Although effective communication does not gurantee an effeciency operating organization, ineffective communication creates a condition that virtually precludes organizational effeciency from occuring. Organization owe their very existence to communication; it is through communication that efforts are coordinated and resources used to accomplish goals. Communication and effective functioning of human resources are intimately interrelated, (Pace, 1983).