Reinforce organizational communication using Information Technology

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Abstract. The purpose of this research is to enhance the role of organizational communication in organizations using IT technologies. The results showed that there is a strong relationship with information technology technologies in enhancing the role of organizational communication, which in turn helps to improve the performance of organizations in general.

Keywords. To Search For: Organizational communication, information technology, intelligent

1. Introduction
The rapid development of information technology contributes to enhancing the ability of organizations in general to innovate by making essential and necessary improvements in the conduct of business and management strategies, as well as by taking advantage of available knowledge and managing it for the benefit of projects.

And organizational communication is a key factor in the success of organizations, as is capital and labor, and it is even more important than them being the engine and the main catalyst for qualitative and influential growth. In fact, the ability of organizations to innovate in information technology has a direct impact on its competitiveness and performance. Successful organizations are characterized by the use of technology and the production of unique products, and an internal ability to develop development plans, and the possession of an effective mechanism to meet the needs of demand.

The current hypothesis holds that organizational communication can lead to the development and sustainability of the organization by relying in particular on information and communications technology.

Through this intervention, we will try to address information technology as a new tool for organizational communication, and we will address its effects on the development of the organization at various levels. What are the effects of their application on public organizations in particular?

The study aims at to promote the organizational contact of the dimensions (transmitter, message, the channel of communication, the future, the feedback) using the techniques of information technologies, for that this research is of great importance because it treat an important issue and modern in organizational communication, information and technology. Aware of the importance of this topic and the expected results therefore our choice was the most important institutions of the Iraqi state is the agency of Intelligence and Federal Investigations in the Ministry of the Interior, the work is based on 65 officers and we use the analysis of data obtained through field visits addition to the questionnaire, among the most outstanding of the results reached in the agency is having a statistically significant relationship between the use of information technology and the effectiveness of organizational communication and the most important recommendations was the need to renew the information technologies work system in the agency in order to maximize the effectiveness of organizational communications in the Agency.
2. Literature Review

2.1. Organizational Communication

2.1.1. The concept of organizational communication

We have different views to determine a clear and definite concept of communication, some focus on the components of the basic process and some focus on the connection to the internal and external environment, and other focuses on the impact on the communication and, therefore, the connection is a reciprocal activity between two persons or a group of units (Organizational or social) cares to change the behaviors of individuals to reduce ambiguity resulting from the different units from each other ((Orgogozo, 1988), and communication is the process of exchange of information through a variety of means whatever written or audio (Lacroux: 2008), these messages are sent from person to another (Farhat, 2007). From this we find one of the most important properties that it is done between two or more persons outside and inside the organization to transfer certain information or several information, the Communications here have certain positions (Circle and rings) that revolve around them to be human relations (Bougnoux, 2001).

The organizational communication is The connection is located in the organization comes from the authorities, inter alia, contribute to the organization of individuals through the influence on Their motivation and the social cohesion of the Organization

In these contacts, many means are used like the internal records, the regulations And the instructions and other (muchielli, 2001)

2.1.2. Elements of the communication process: -

→ the sender It is the entity that sends data, information and ideas to the receiving side in order to generate specific behaviors, whether individual or group in the organization. (Vonoye, 1973) it is not necessary that the sender is the director of the Organization, but it may be one of the subordinates that he adopt the research process.

→ Message :- It’s include everything that the individual wants to deliver to the other side (such as: opinion, feelings, Views, information and instructions and propositions) (action, internet)

→ channel of communication: a tool used to transfer messages and information, which may be verbal communication (such as publications, speeches) or may be in writing (such as books, magazines, summaries and reports) and it is possible that the graphic (such as cartoons and images) In addition to another set of messages, such as telephones, fax and interviews it can be formal or informal. (vanoye, 1973)

→ The recipient: Is the person who receives the message and try to understand it in the best possible way to achieve the desired goals. (chand, internet)

→ Feedback: The process of confirming that the recipient receives and understands the message in the same sense as the sender. (chand, internet)

2.1.3. Characteristics of the communication process

The process of communication has certain characteristics that identify it from others, which include the following: (Bethami & Roger, 2006) (Dimbleby & Graeme, 1992)
- contact the ongoing process (continuous process)
- communication is an integrated system (complete system)
- An interactive process and timely communication and variable (interactive, timely & ever-changing)
- contact accepts retreat or the Dodge often (mostly irreversible)
- communication may be intentional or unintentional (intentional or unintentional)
- contact the multidimensional, multi-directional

2.1.4. The importance of organizational communication

Organizational communication from one of the most effective means to achieve complementarity and interactive between elements of the Organization each other, Or between them and the external environment. this would guide the employees to their importance and role in the success of the projects
and functions of the Organization, and derive from this importance of communication as a necessary and head tool in contemporary organizations, in all fields, whether economic or political or social. The technological developments in the field of modern communications remain. (Lebaron, 2009)

2.2. Technologies

2.2.1. The concept and characteristics of IT

The definitions of information technology are multiple, some of which was proportionate to the period in which this definition was established, others came to the modern perception of the concept and information processes that it contains. Information technologies is known as Internet services, Equipment and services of all wired and wireless communication And equipment and services to all telecommunications and information technology services and equipment, including the media (radio and television), libraries and documentation centers and all providers of business information and service-based information networks, and other events and activities of the relevant information and communication technologies (Noor-ul-Amin, 2013). It has also been defined as a technology that includes great knowledge associated with electronic developments, for example (memory card, storage, Wireless Communication Technology, ...)(Ziadi, 2004)

However, the information system has many characteristics, most important of which are (interactive, decentralized, communicative, cohesive, adaptable, global, ...)

2.2.2. The sections of information technologies in organizations

The information technology sector in the organizations identified in the significant development of accelerated periods and it has three main sections: (shapro&varian, 2000)
- The information content Industry (Information content): this industry in the organizations that produce intellectual property through the editors, authors and others.
- Broadcast industry (Information Delivery): These are done through the communication and broadcast companies, which in turn connect information.
- These are the device producers, And various and diverse software producers.

3. Methodology

3.1. the importance of the study

This research deduce its importance from dealt with two important topics in most organizations in our time, namely, the organizational communication and information technology, the former Has attracted the attention of many researchers because of the continuous development that all organizations are looking for which requires important advanced functions so as to aligned with the developments and the ambitions and challenges of the modern era, imposed by the environment, the second is a sort of new tools that facilitate the performance of missions Because that new information technology is so important in evolving organizations, this research will add new concepts of things by enhancing the role of organizational communication through the use of information technology.

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3.3. The objectives of the study

- Learn more about information technology and knowledge of its component.
The importance of information technologies as one of the most important tools to enhance the communication within and outside the organization.

Identify the uses of information technology and its application in the agency.

A statement of the role of information technology in enhancing organizational communication in the agency.

### 3.4. The main study hypothesis

There is a statistically significant relation between information technology and organizational communication in the federal intelligence agency and investigations.

### 4. Results And Discussion

Now testing and analysis of the link between organizational communication and IT technologies fixed by the hypothesis first president through using a simple correlation coefficient and a value test \( t \) as follows:

In order to accept the hypothesis or not, it has been tested simple link transactions using test\( (t) \) to determine the moral relationship between information technology \( (X) \) and organizational communication \( (Y) \). The five dimensions adopted in this study (sender, message, the channel of communication, the recipient, the feedback) as shown in Table (1).

**Table 1.** Results of the relationship between information technology and the dimensions of organizational communication.

| Tabular T value | Dimensions of organizational communication | Dependent variable |
|-----------------|-------------------------------------------|--------------------|
|                 | Feedback | Recipient | Channel of Communication | Message | Transmitter | Organizational Communication | Y |
| 2.5             | 0.8      | 0.8       | 0.7                      | 0.6     | 0.6        | 0.7                            | Information technology X |
| Degree of confidence | 11.5     | 7.4       | 9.3                      | 7.2     | 9.1        | 8.1                            | Calculated t value |
| 0.98            |          |           |                          |         |            |                                 | Relationship type |

There is a significant correlation between IT techniques and organizational communication dimensions at \( 0.01.\)
It is clear from the results contained in table (1):

- There is a strong and significant correlation relationship at the level (0.01) between the information technology and organizational communication, the value of the simple correlation coefficient between them (0.7), and what supports this is the value of (t) calculated that reached (8.1), it’s superior than the value (t) of the tabular (2.5), this indicates that the Federal Intelligence and Investigations Agency will adopt information technology that will contribute to the effectiveness of organizational communication.
- The value of transactions of the link between information technology (X), and all the dimensions of organizational communication at the degree of confidence (0.98)
- This significantly supports the correlation relationship and this indicates a significant correlation of information technology, and dimensions of the organizational contact with a degree of confidence (98%) .this indicates that the Federal Investigations and Intelligence Agency adopts this philosophy, and seeks to develop them.

5. conclusions and recommendations

5.1. Conclusions

1- The results of the statistical analysis showed a high level of having both of information technology and organizational communication in the agency and have a good level, as the responses of the sample to all dimensions members for all dimensions, Were either moderate or moving toward agreement and this reflects the actual existence of the practices of these variables.
2- The results of the analysis indicated the presence of there is a significant correlation relationship between information technology and organizational communication.
3- The rise of the indicators above indicates the importance of the application of information technology as an Administrative corner of the Agency has the capacity to reinforce the organizational communication.
4- The results of the statistical analysis indicated that all the attention of information technology by one unit will increase the effectiveness of organizational communication, which indicates the strength of the impact of information technology on effective organizational communication.

5.2. Recommendations

1- The need for the Agency's attention the information technology techniques in the diagnosis of objective and therefore be an incentive and influential agent in effective organizational communication.
2- It is recommended that research focus on training in the optimal use of information technology to work as the most important factor in the strengthening of the organizational communication.
3- The need for the intelligence agency of Developing Organizational communication skills such as the ability to analyze the complex problems that face them through training courses and workshops on the subject above.
4- The need to adopt the ideas put forward by individuals and activating the system of moral and material incentives for INNOVATORS in the field of communications and information technology to raise the level of organizational information and communication technology.

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