

Communication Audit as an integrated communication measurement instrument: a case study by N. Antonis

Master of Arts with specialisation in organisational communication, research and practice

Promoter: Ms. E A Van Der Walt

Joint Promoter: Prof. R Barker

Summary:

Intraorganisational communication and its integration in the organisation is increasingly being recognised as a fundamental contributor to organisational success and needs to be prioritised as a strategic priority. In light of the contribution that intraorganisational communication can make, the measurement of its effectiveness, especially in relation to its integration, is critical. As such, a measurement instrument that measures the integration of intraorganisational communication would enable organisations to improve such integration of intraorganisational communication from a holistic perspective. In the context of this research the Communication Audit provides the framework for the measurement of intraorganisational communication and its integration and endeavours to establish whether the Communication Audit can measure the integration of communication.