KOH 3333: CHANGE & COMMUNICATION

UNIT 1(B)
INTRODUCTION
According to Williams (1994), change:

- is inevitable – we can’t avoid change
- needs to be done – for progression in life, career, etc.
- is a need for individuals, groups, organisations, communities and nations
- happens commonly but not naturally (except biological changes)
- is something which we can’t fight against
- can be painful and some people are against change
- relative – depending on the individuals/ groups involved
According to Williams (1994):

- people to believe, have confidence, and possess relevant skills in order to change
- the skills and confidence to change can be learned and transferred to other people
- change can be based on self desire or due to changes in the surroundings
- change may happen due to the structure, technology or human
- change nowadays are becoming more complex than changes in the past
TYPES OF CHANGE

- Cognitive – related to the minds
- Affective – related to the attitudes
- Conative – related to the behaviour
WHAT IS COMMUNICATION?

- The process of using messages to generate *meaning*
- *Meaning* exists in and among people
COMMUNICATION CONTEXTS

- (Pearson et al., 2008):
  - Intrapersonal (1 person)
  - Interpersonal / dyadic (2 people)
  - Small group (3 – 10 people)
  - Public (usually > 10)
  - Mass (usually thousands)
  - Computer-mediated (2 – billions)
ROLE OF COMMUNICATION DURING CHANGE

- Provides information to the target groups
- Creates new views/understandings among the relevant parties
- Aspires the team members
- Introduces climate for change
- Energizes sustainable change process
- Creates awareness among individuals of their roles