

Research Article

PR and Importance of Internal Communication (EGC)

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A B S T R A C T

Internal communication has become a vital component of organizational success, as it directly influences overall effectiveness. It is now essential for organizations, forming the foundation for their ongoing operations. As companies aim to enhance employee engagement, internal communication has taken on greater significance. Employee engagement is defined by the psychological presence and commitment an individual shows in their role within the organization. Internal communication serves as a critical channel through which this engagement is fostered. To better understand the state of internal communication, an analysis was conducted, incorporating employee surveys and in-depth interviews to uncover staff opinions and insights on the topic.

Keywords: Employee Survey, Interviews, Internal Communication, Employee Engagement

Introduction

Internal communication involves the continuous exchange of thoughts, ideas, opinions, and views among members of an organization at every level, creating a vital network that keeps the organization functioning smoothly. This communication is not limited to formal channels but also includes informal interactions, making it a core element of both public relations and corporate communication strategies.

Effective internal communication serves multiple purposes, with two primary functions at the forefront: providing critical information and fostering a strong sense of community among employees. The first function, sharing essential information, ensures that employees are informed about organizational goals, policies, procedures, and updates. This promotes transparency, keeps everyone aligned with the company's vision, and empowers employees to make informed decisions that support the overall mission of the organization.

The second crucial function is cultivating a sense of belonging and community. This involves nurturing strong

relationships between management and staff, as well as among peers, creating a collaborative and cohesive work environment. Employees who feel connected and valued are more likely to be engaged and committed to their roles, leading to increased morale, productivity, and retention. Internal communication plays a pivotal role in bridging gaps between departments, fostering a spirit of collaboration, and ensuring that employees across various levels feel involved in the company's growth and direction.

Moreover, internal communication helps in reinforcing the organization's core values, ethics, and culture. Through regular communication, organizations can instill a shared sense of purpose, aligning individual efforts with broader corporate goals. This shared understanding not only enhances organizational unity but also improves job satisfaction, as employees feel more invested in the company's success.

Beyond its role in sharing information and fostering community, internal communication is also instrumental in conflict management and resolution. Open channels of communication allow issues to be addressed swiftly,

minimizing misunderstandings and preventing conflicts from escalating. In this way, internal communication is essential for maintaining a harmonious and positive workplace atmosphere, where problems are dealt with proactively, and employees are encouraged to voice their concerns.

In today's fast-paced and dynamic business environment, the importance of effective internal communication cannot be overstated. As organizations become more complex and diverse, with remote and hybrid work models becoming increasingly common, maintaining clear and open lines of communication is more challenging, yet even more critical. Modern internal communication strategies often leverage digital tools and platforms to ensure that messages reach all employees, regardless of their location. This technological integration allows for real-time updates, feedback loops, and two-way communication, fostering a more interactive and engaged workforce.

In summary, internal communication is the backbone of an organization's operational success. It is not just about transmitting information but also about building relationships, enhancing employee engagement, and creating a unified organizational culture. As companies continue to evolve, the strategies and tools used for internal communication must adapt to ensure that the flow of information remains seamless and that the sense of community within the organization continues to thrive.

Literature Review

Employee engagement reveals the employees intellectual and emotional commitment towards the organization and its success. Engaged employees shows their discrete effort towards the goals of the organization. Engagement at work was conceptualized by Kahn (1990) as the —harnessing of organizational members 'selves to their work roles. According to the Gallup organization in USA, 1999, Engaged employees are more profitable, productive, focused, have fun and less likely to leave the company because they are engaged. Studies on Employee engagement revealed and linked the same to customer impact and financial results.^{1,2}

Research Methodology

Research Objective

Studies on the employees in two different organizations were conducted with the following objectives:

1. To find the level of Employee engagement.
2. To determine in what way Internal Communication affect engagement level of employees.

Research Hypothesis

Marketing research plays a crucial role in providing valuable insights that assist marketing managers in identifying

and responding to both opportunities and threats in the marketplace. It also enables organizations to gain a deeper understanding of the behaviors, needs, and preferences of not only current or potential customers but also employees, stakeholders, and other key audiences. To make informed decisions, businesses must be familiar with the lifestyle, values, decision-making processes, communication methods, and overall conditions that influence these groups.

A solid understanding of the target audience should always be grounded in objective and systematic methodologies, which are provided by modern marketing research practices. This research is marked by its unique, high-value information that is both timely and relevant to strategic planning. However, acquiring such data is often resource-intensive, requiring significant financial investment, highly skilled personnel, time, and a range of sophisticated methods.³

Marketing research typically employs a combination of several research techniques and involves a more in-depth analysis compared to basic market research. This makes it more complex and demanding but also more comprehensive in the insights it provides.⁴

In the initial phase of the research process, it is essential for managers and researchers to align on the objectives of the study. The SMART criteria—specific, measurable, achievable, realistic, and time-bound—are commonly used to define these goals. During the development of the research plan, decisions regarding data sources, research methodologies, sampling, and methods of contacting respondents must be carefully considered to ensure the research is conducted effectively.

Sampling Unit and Accessible Universe

Employees from different levels in two organizations were randomly selected as the respondents. Since some of the employees engaged in event management organization were not literate to fill the questionnaires. So, 25 literate was chosen from the organization and rest where 45 employees were chosen from the Punjab Logistics Services.⁵

Data Collection

The data was collected using the close ended and open-ended questionnaires. Questionnaire was prepared under the guidance of expert 's advice. The questionnaire consists of 10 questions with the focus that how internal Communication is done within the organization and how satisfied are they. The questionnaire was randomly distributed and was filled by 70 respondents.

Analysis of the Current Situation

The practical section will provide an in-depth exploration of the various tools used in internal communication. Each

tool will be thoroughly described, defined, and assessed to identify both its strengths and weaknesses. This analysis will focus on communication methods that facilitate organization-wide interaction, offering insights into the effectiveness of these tools for reaching all employees.⁶ Additionally, the study will examine communication tools designed for more focused, individual interactions, such as team meetings and one-on-one discussions. By evaluating both types of internal communication tools, the analysis will provide a comprehensive understanding of the overall communication landscape within the organization, identifying areas for improvement and highlighting successful practices. This dual focus will allow for a balanced assessment of internal communication, addressing both broad-scale and personal interaction tools.

Demographic Analysis

This section contains the demographic profile of the respondents. Thus, it would give a fair idea about the age, nature of the organization they are working with and the number of years they are working with the organization.

The detailed bifurcation is stated in Table 1.

Table 1. Demographic Profile of Respondents

Age Groups	No. of Respondents	Percentage
20-25	10	15%
25-30	13	18%
33-35	20	28%
35-40	15	22%
40-45	8	12%
45-50	2	3%
50-55	1	1%
55-60	1	1%
Total	70	100 %

Source: Author's Calculation based on Primary Data

Test Analysis

Table number 1 reveals the age group of 30-35 years has been the highest number of respondents that is 20 with 28 percent. Whereas the age group of 50-60 has been the least number of respondents that is 2 with 2 percent.⁷ A closer look shows that the respondents between the age group of 35-40 that is 15 with 22 per cent is closer to the majority of respondents with highest percentage. However, the age group of 20-25 has been the 10 respondents that is 15 percent, age group of 25-30 has 13 respondents that is 18 per cent, age group of 40-45 has 8 respondents that is 12 per cent and age group of 45-50 has 2 respondents that is 3 per cent.

Findings and Discussions

In Company PLS, it revealed that 93 percent were highly satisfied with the internal Communication of their company. Rest 7 per cent also showed the positive responses that are satisfied.

Table 2. Number of Employees in different Organizations

Nature of Organization	Number of Employees
PLS	45
JASHAN	25
TOTAL	70

In event planning company, Jashan it revealed that 40 percent are very satisfied, 44 percent were satisfied and rest 16 percent were neutral with the internal Communication with the company. The demographic profile of the respondents showed that age group of 30-35 showed highest numbers of respondents that is 20 with 28 percent. Whereas the age group of 50-60 has been the least number of respondents that is 2 with 2 percent. 45 of the respondents are working in the logistics with 64 percent. Whereas 25 of the respondents are working in event planning with 36 percent.⁸ It was observed maximum of the respondents are working between 1 to 5 years in both the companies.

When the PR and importance of internal Communication was explored the following important observations were noticed:

1. It was observed that maximum number of respondents were very satisfied with the internal Communication within their company with 93 percent for PLS and 44 percent for Jashan.
2. It was observed that employees were kept fully informed about their work within their company with 73 percent for PLS and 52 per cent for Jashan .
3. Employees in both the companies totally believe the information which they receive. 89 percent for PLS and 44 percent for Jashan.
4. Respondents know their companies very well and were aware of its policies and procedures of their company with 91 percent for PLS and 68 percent for Jashan.
5. In PLS 87 percent and in Jashan 64 per cent showed that they were much more knowledgeable about the company as compared with year ago.
6. It was observed that mostly the communication takes place through the Internet and most common tool which was used in both the companies was What's App.
7. Employees were satisfied with their manager's communication skills .84 percent from PLS and 52 percent were on the opinion they manager has excellent communication skills.

8. Respondents from both the companies were aware to whom to contact in the department in case of any need and query. 100 percent from PLS and 96 percent from Jashan totally showed the very satisfied response.

In a nutshell, it can be concluded that respondents were very satisfied with the internal communications of their company and they showed their positive response. It was observed that 70 respondents are engaged and they put extra efforts in every work they do. They are contented with the communications done within their company. So, it is clear that internal communication and PR plays a vital role in achieving the employee engagement and to make employees satisfied.

Employees generated positive response about their company and their manager's communication skills because they were happy with the company in which they are working for. Thus, it was worthwhile to conduct the study on the topic PR and importance of internal communication (EGC).

So, for working of any organization, effective internal Communication plays very crucial role so that employees become satisfied and will generate a positive message about the company in which they are working and it will enhance their engagement in their work so that organization can work effectively and efficiently.

Limitations of the Study and Gaps in Existing Research

This study encountered certain limitations, particularly concerning the literacy levels of the employees, which may have affected the depth of responses and overall findings. The primary objective was to explore how internal communication influences employee engagement within the organization. Consequently, the research focused on specific aspects of internal communication and key dimensions related to employee engagement, potentially overlooking broader organizational factors that could also play a role.⁹

To achieve its goals, the study incorporated both primary and secondary data, which provided a comprehensive yet bounded view of the issue. However, the research was driven by the observation of a decline in employee engagement, which directed the scope of the study and restricted its focus. While the study sheds light on the relationship between internal communication and employee engagement, it does not account for other variables, such as external factors or organizational culture, that might also impact engagement. Additionally, the use of cross-sectional data limits the ability to assess changes over time, which could be addressed in future research.¹⁰ These constraints highlight the need for further investigation into other influencing factors and longitudinal studies to capture the evolving nature of employee engagement dynamics.

Conclusion

Internal communication extends beyond the simple exchange of information—it encompasses the alignment of communication with an organization's broader strategic objectives. This includes not only the transmission and reception of information but also integrating the company's mission and goals into these interactions. Essentially, internal communication functions as a form of internal public relations, used by management to foster trust and cultivate strong relationships with employees.

It plays a key role in familiarizing staff with the organization's mission, business vision, core values, and principles related to public relations. By doing so, it supports the creation of a cohesive organizational identity, promoting a positive perception both within and outside the company. Effective internal communication also helps in nurturing a productive work environment by preventing potential conflicts and managing any issues that arise. This creates a workplace atmosphere where collaboration is encouraged, contributing to both employee satisfaction and the overall success of the organization. In essence, robust internal communication is a cornerstone for fostering engagement, enhancing morale, and driving a positive organizational culture.

Effective communication is very crucial for a company to build sound relationships with its stakeholders. Effective Communication is a two-way process which enables the stakeholders to be in contact with the company. Feedback from the employees and the customers is one of the main ingredients of effective communication. Organizations use a multi-channel approach to its communication strategies to increase awareness of its important messages. Both formal and informal messages help to improve organizations effectiveness. Internal Communication helps to ensure that company values and cultures are maintained. Its onboarding programme and Hub Intranet increases Employee engagement, knowledge and boost morale of the employees.

To maximize the effectiveness organization tailors its messages and channels to each audience needs. It makes ensures that all the barriers to the communication are dealt properly. An organization regularly evaluates its internal and external communication strategies to maintain its focus on higher level of employee relations and consumer services. However, very little study has been conducted on the PR and importance of internal Communication (EGC). Therefore, a study was conducted with the following objectives:

1. To find the level of Employee engagement.
2. To determine in what way Internal communication, affect engagement level of employees .

The Data was collected from the two different companies with different nature of work. There were total 70 respon-

dents. The research was divided into two sections. Section-1 deals with demographic profile of the respondents. Whereas, Section-2 deals with major findings of the study with respect to each question of the questionnaire. In this way, the data was analysed and interpreted.

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