

Exploring Effective Communication in District Education Offices in South Africa

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ABSTRACT Managers at district education offices in South Africa should be able to apply a variety of communication skills effectively in a range of management contexts for these district offices to be successful. This paper reports on a theoretical investigation into effective communication strategies and dimensions, as well as an empirical study of the perceptions of managers and staff at an educational district office regarding the effectiveness of the communication channels and strategies, as well as of the barriers to effective communication. The findings suggest that district managers may need training specifically with regard to the role and importance of communication and that the dissemination of proper feedback should be a consistent practice. While professional communication depends on both task and interpersonal orientation for its success, it is recommended that the latter should receive the greater emphasis in a people-oriented and pedagogical institution such as an education district office.