

An internal communication audit of « 20^{eme} communaute evangelique au centre de l'afrique » (ceca 20) : a case study of beni section.

by

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(14-0010)

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APPROVAL

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In accordance with Daystar University policies, this thesis is an accepted in partial fulfillment of requirements for award of Master of Arts degree.

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DECLARATION

An internal communication audit of « 20^{ème} Communauté Evangélique au Centre de l'Afrique » (CECA 20): A case Study of Beni section.

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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DEDICATION

To my virtuous wife, Light Bendela Masika, and sons: Promesse, Prodige, Réussite, and Eben Ezer Bendela.

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LIST OF ABBREVIATIONS

AC: Auditing Communication

CA: Communication Audit

AIC: Africa Inland Church

AIM: Africa Inland Mission

CECA 20: 20ème Communauté Evangélique au Centre de l'Afrique

DRC: Democratic Republic of Congo

ECC: Eglise du Christ au Congo

ECCO: Episodic Communication Channels in Organizations

EVACO: Evangelical Church of Congo

EVAZA: Evangelical Church of Zaïre

IAUMC: United Methodist Church's Iowa Conference

OCQ: Organizational Communication Questionnaires

SPSS: Statistical Package for Social Sciences

CI-UCBC: Congo Initiative- Université Chrétienne Bilingue du Congo

NFI: National Forest Inventory

ABSTRACT

Communication Audit (CA) provides organizations with advanced information that may prevent major breakdowns. This study audited not only the communication channels and networks that CECA 20 uses to communicate with its internal publics, but also focused on whether the internal communication of CECA 20 Beni addresses the needs, concerns, and interests of the internal publics. Data was collected and analyzed quantitatively using descriptive statistics and presented in tables, pie charts, and figures, as well as in form of narratives derived from qualitative data. The data collection instruments were questionnaire and in-depth interview. Walk around observation was also used to determine some aspects of internal communication culture of CECA 20 Beni. The collected data was analyzed by use of Statistical package for Social Sciences (SPSS). The study found out that various channels are used for internal communication, amongst them: face to face, meetings, and telephones. Existing communication gaps such as non-existence of church website, lack of communication plans, unclear communication on responsibility, and lack of written down communication policy were noted. In order to improve internal communication at CECA 20, the study recommended that CECA 20 puts in place an organization's communication strategy along with other measures.

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