

A COMMUNICATION APPROACH TO THE QUALITY IN HIGHER EDUCATION

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ABSTRACT

The paper aims to characterize the communication influence to the quality in higher education, with an application on University of Bacau. Firstly is made an introduction in the theory of communication, including models and types of communication. Secondly is developed the communication, insisting on channels and forms of communication. In the third place is analyzed the influence of communication on the quality of education in the University of Bacau.

1. INTRODUCTION

Generally, the education means communication: the transmission of the values and accumulated knowledge of a society to the new generation. It is to remember also that the word university comes from *universitas*, designated in Italy at the close of the 11th century to the corporations of students (*universitas scholarium*) or of masters (*universitas of magistrorum*), where the both scholastic parts discussed in an effort trying to provide a better development of their activity.

Interest in communication has been stimulated by advances in science and technology, starting with telegraph and telephone, followed now, under the influence of high speed computers, by mass communication. The higher education can not stay apart from this rise of power communication.

In this paper is analyzed the influence of communication on the quality of education in the University of Bacau.

2. A BRIEF REVUE OF COMMUNICATION

From 1928 it is considered that a communication takes place when one mind so acts upon its environment that another mind is influenced, and in that other mind an experience occurs which is like the experience in the first mind, and is caused in part by that experience.

The originally linear model contains five elements in linear order: information source, transmitter, channel of transmission, receiver and destination (Fig.1).

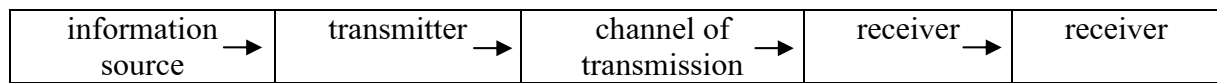


Fig.1. The linear model of communication with five elements

The revised linear model is formed by six components: source, encoder, message, channel, decoder, receiver (Fig.2).

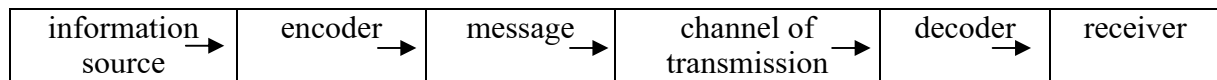


Fig.2. The linear model of communication with six elements

Later, were introduced the concepts of entropy, negative entropy and redundancy. Entropy distorts, while negative entropy and redundancy clarify. To provide a closer approximation of interpersonal human interaction was added the concept of feedback. The simplest cybernetic system contains two entities of any nature called black boxes: effector, which assures the transformation of inputs in outputs and feedback, which assures correlation of characteristics of inputs with those of outputs (Fig.3).

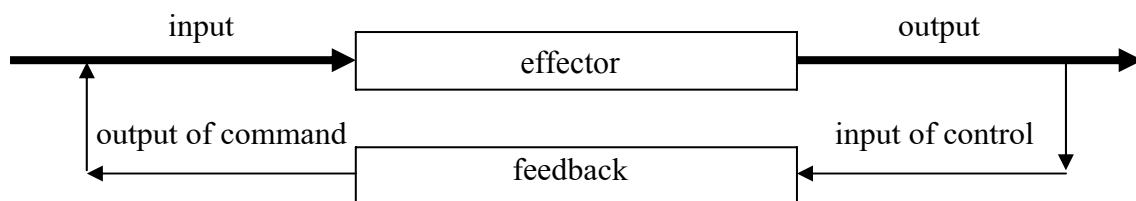


Fig.3. The simplest cybernetic system

The types of communication are non-vocal (signal, signs, symbols, icons and proxemics) and vocal (language, laughter) communication.

The mass communication resulted from many types of inventions and discoveries and the extant large literate citizens became one facet of their life, whose main preoccupations focus on the home and daily employment.

The channels of communication may be formal, which is included in the organization structure and informal, which is not included in the organization structure.

Also, the communication in an organization may be vertical, between different hierarchic levels, horizontal, at the same level.

It is to mention that in an organization there are two forms of communication: oral and written.

3. THE COMMUNICATION IN THE UNIVERSITY OF BACAU

The University of Bacau was found in 1961 as Pedagogical Institute. From 1990 this institution became University of Bacau, having now four faculties: Faculty of Engineering, Faculty of Letters, Faculty of Physical Education and Sports, Faculty of Sciences. Its mission is to carry out a high quality higher education and promote fundamental and applied scientific

research. The objectives of our university are as follows: 1) creating highly qualified specialists in the field of research, education, social, economic and cultural activities; 2) delivering post-graduate training to the graduates; 3) establishing up-to-date teaching facilities, accorded to modern higher education requirements; 4) ensuring the integration into the academic national and international community; 5) creating and developing strong research teams.

To fulfill the mission and the objectives mentioned above, a good communication is an absolute and preliminary condition. To improve the communication in the University of Bacau are activated all main functions of education management: prevision, organizing, staffing, leading and control. The directions of actions are as follows: department of communication, appropriate communication equipment, high teaching materials, national and international cooperation. The department of the communication is a new department whose the main goal to maintain in good conditions the developing of e-mail activity. The appropriately communication equipment consists mainly as follows: library facilities, computers centers, multimedia centers, printing presses, a large e-mail network. The high standard teaching materials are courses, textbooks and other teaching materials. The national cooperation is developed especially in research. For this reason was founded the department of research. The international cooperation is formed by research activity and mobility of teaching staff and students according to different programs (TEMPUS, SOCRATES, COPERNICUS etc). Each year 10-20 members of teaching staff and 30-40 students from the University of Bacau make short or long stages in Spain, France, Finland, Norway, Italy, Holland, Portugal etc.

4. CONCLUSIONS

In the University of Bacau is considered that to fulfill at high level of quality its mission and objectives, a good communication is an absolute and preliminary condition. To improve the communication in the University of Bacau the strategy includes all main functions of education management: prevision, organizing, staffing, leading and control. The directions of actions are as follows: department of communication, appropriate communication equipment, high teaching materials, national and international cooperation. The national and international cooperation permitted: to improve the content of instructions (curricula, syllabi, teaching materials), to make an exchange of experience by mobility of teaching staff and students by European programs (TEMPUS, SOCRATES, COPERNICUS etc).. Also, the communication equipment was improved (library facilities, computers centers, multimedia centers, printing presses, a large e-mail network).

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