The Impact of Information Technology on Corporate Communications Department of the Department of Education in District 3 of Tabriz

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A B S T R A C T

The desired pattern in this research in relation to information technology, enterprise in the 5th dimension. For this purpose a questionnaire, with 16 questions and the other questionnaire with 10 questions, the validity and reliability of measurement after the available statistical samples from among the staff of education district 3 city of Tabriz to the number 80 of the 100 people were selected. After gathering information, the resulting tabloid information and classified for the analysis of data collected from the Kolmogorov Smirnov test and the Pearson r, regression has been used. The results of the tests of the hypothesis are indicative of the influence of information technology on organizational communication, Office of education district 3 city of Tabriz. And finally the amount of Corporate Communications Department of education district 3 city of Tabriz with the use of single sample T were measured and determined the status of the Corporate Communications Department of education district 3 city of Tabriz more than average fitted bottom.

1- Introduction

In the current aims and methods of traditional societies do in educational institutions, like other organizations changes dramatically. These changes on the challenges and problems, strategies, programs and approaches impact frequency (English et al. 1999). The field of communications is one of the areas in which it has been much more rapid progress and the Internet over the past two decades also generally surprisingly influence it. This tool (the Internet) is a small village to a world in which humans can through it from remote distances to communicate with each other Benefit each other findings (Yaghoubi & Chizari, 2006: 45).

Information technology on institutions and social organizations, the influences of frequency. Organizations with the changes they seek on their own advantages of information technology are the new organization may bring. Today we head to an era in which information and communication technology in human life are becoming institutionalized. Other mobile phone, laptop, digital camera and computer from being outside and a luxury mode needs have become. These days, what is important is that new technology and facilities in these tools to work. Any appreciate these technologies

are newer, more of them will be welcomed. In the current world of information is the most valuable asset any organization can be considered in a way that the importance of information technology and its effects for the organizations dramatically increased and its feeling of growth and development (Soltani, 2004).

Interdisciplinary and conceptual information technology but also metadata is a string that is different from the technology, software and hardware, the benefit to a new product or service production. On this basis, a variety of information technology in the introducing view (Gholipour, 2004: 130).

All modern societies are to some extent information societies. Technology development in the communities they cause has been cultural and educational environment. This environment is able to transform the knowledge and learning resources. One of the features of this technology are the increasing complexity, and the expansion of the facilities is provided. Should be noted the use of information and communication technologies for educational purposes is not a new phenomenon. What is the passing of time has changed not only the breadth of the technology used and the complexity of the phenomena but also to attract more audiences from children to adults.

So the impact of our lifestyles on the computer and will be inevitable. So, communication and information technologies are without a doubt the real instruments can be associated with non-formal education, which is one of the most important are the provision of systems of knowledge in the learning community. A society in which different stages of the learning process of rethinking the case altogether. The evolution of this technology are that the use of continuous development and progress of its skilful knowledge makes possible have to reload the role and task of the education system in the field of lifelong education and communication leading. Exchange of knowledge and information from other human activities will not only grow, but

a category will have to evolve new practices in the field of personal social life will help. So should all potential information technology talents in the service of education. Today, information technology is rapidly influencing patterns of life, research and training procedures and other fields of human life (Zafarian, 2006: 5- 6).

2- Research hypothesis

The main hypothesis: it focuses on Corporate Communications Department of education district 3 city of Tabriz.

The hypothesis of a subsidiary:

- Job satisfaction based on Enterprise Communications Department of education district 3 city of Tabriz.

- Increased coordination on Corporate Communications Department of education district 3 city of Tabriz.

- The organizational structure the Department corporate communications on education district 3 city of Tabriz.

- The improvement of the Corporate Communications Department on the innovation of education district 3 city of Tabriz.

- Focus on Corporate Communications Department of education district 3 city of Tabriz.

3- The value of information and communication technology

Information and communication technology are responsible for the two most important task: the creation, preparation, distribution and so provide and deliver information within the enterprise as well as the collection and transmission of information between the Organization and the activities of other organizations or intermediary side and even competitors in different dimensions and in international and global activities in the event that the information and communication technology to be accurate and appropriate design methods and combined and coordinated with the purpose and The Mission of the Organization of the program

in a very powerful lever; for the growth and promotion of the Organization's employees to work. But whenever it does planning to properly form a heavy cost undoubtedly vain will have on the economic justification.

The correct planning of the information and communication technology in the developing of the following benefits for strategic management decisions is a macro:

- the necessary information of the manufacturing activities and services available to members, applicants, administrators and the customers;

- The quality and quantity of production and services relative to the desires and needs of the applicants and customers.

- Improving the efficiency of staff and users in the organization.

- The administrative strategies of asset management and control of the information and assets of the organization facilitates and optimizes.

- Information necessary to include the functions of management decision-making and planning and in monitoring them.

- The comparative advantage of production services and products for the management of the diagnosis and gives.

- Methods of reasonable distribution of services and products in the complex domestic and international markets makes clear.

- The reasons for the rising costs of manufacturing and services, and the cost of non-decent.

- Fiscal policy and optimal use of liquidity and other resources of the Organization to help strategic management (Momeni, 1380, 622-623).

4- Communications

The existence of an effective and correct communication in the Organization has always been one of the important components of management success. The experience has proved that if the correct communication is not established in the Organization, the circulation of disturbed turbulent things and affairs. Every Director of a significant percentage of their time is spent transferring opinions and theories to others. Other duties of the administrator and his specific duties in the field of control and organize, with communication problems. In the communication process for organizations to join together the components of a system are the fabric of the relationship between the Organization and the integrity of the data link and the unity of the Organization, the responsibility for creating the right communication in the organization is responsible for the management and control of all levels, in order from top to bottom is much organizational authorities. Hence, management must be aware of the relationship between process and low and know how to communicate effectively with all the complexity that, fortunately, that human behaviour can be observed, as well as with all the distrust that the anticipated results in the field of communication, there can be cause to provide send and receive messages, brighter, more accurate and more correct. With the evolution of human societies and move towards the era of information and communication technology, the challenges of communication facing more and more and made them against a sophisticated and curious eyes that put every move carefully into consideration. In such a world awareness to the communication mechanisms can be found on the doors of success to people, especially Administrative, 7. Understand the rules and regulations governing communications is one of the most important relationships that the individual in the community with others, in such a situation the way the element and the agent will communicate success and everyone tries that it finds. The ruling on the facts of human societies and to properly represent this thing is that they are better equipped to communicate knowledge and true to your goals and despite the exclusion of the natural and material resources, a better life for themselves in the end figure. With such a humane and intelligent look at every man looking for education and the acquisition of communication skills

and whatever that consists of the name of contact communications, with additional interests can be met. To achieve such an important part, he is on the one hand to teach opinions and communication mechanisms, and on the other hand, as the executor of this effective technology to evaluate their behaviours and others pays (Fargangi, 2004). In any enterprise, as managers, the leader, the symbol of the organization with contractual representatives or subordinates, colleagues, suppliers, unions, banks and financial institutions, both inside and outside the Organization to behave. This is the reason for this, in fact, that's why a key competency for any successful manager a Kara. Regarding this issue, have expressed that managers such as cell Malcolm spider within a network of inter-connected and are in all respects with the staff, managers and customers communication. If the chances of success, malpractice communications as a Director will be very weak (Doaei, 1994, p. 42).

Organizational communication is the process that the managers get information and Exchange plenty of people inside the Organization and with the sense of the people in the relevant organs of the mighty system outside of it. Organizational communication types include: communication in the Organization, the official communications and bars the communication unofficial.

5- Methodology

The present research in terms of the objective applied, and in terms of their methods, descriptive and correlation. Statistical research, Community Education Department staff, District 3 city of Tabriz. They number 100 people. That's according to a table of statistical samples as Morgan 80 were selected.

In the present study, the data collection questionnaire tool in two parts, the first part includes corporate communications questions in order to assess the extent of organizational communication is that this part of the questionnaire with ten questions.

And the second part, it is the questions that involve 16 questions. In this study, formal validity and to test the reliability of the questionnaire related to the data collection from the Community statistical reliability test was used by staff. The level of reliability of questions related to information and communication technology and to arrange the enterprise against 0.802 0.827.

6- Conclusion

The main hypothesis: it focuses on Corporate Communications Department of education district 3 city of Tabriz.

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7- Discussion

As the results of the original hypothesis and test hypothesis indicate, for each of the research hypothesis at the level of the domain is a significant, significant levels of each of the hypotheses of 0.05 was smaller than any of six research hypotheses have been approved in other words each dimension job satisfaction increase coordination, improving organizational structure innovation, concentrating) on organizational communication Bureau 3 area of Tabriz, the impact of education. And for assessing organizational communication is also a single-sample t test is used. The result of this assessment also indicates that the institutional status of the

communications Bureau of education district 3 city of Tabriz more than average fitted bottom.

The research literature is also indicative of the impact of each of the dimensions (1. job satisfaction increase coordination, improving organizational structure innovation, 5. concentrating) on the Corporate Communications Department of education district 3 city of Tabriz. So in the midst of these dimensions, then the next highest job satisfaction and impact on enterprise communications focus on lowest.

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