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EFFECTIVE COMMUNICATION: Official statements must be unambiguous

By Megat Shah Rizal Noor Ikhsan, Hulu Kelang, Selangor

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I HAVE just one wish. It is for ministers, deputy ministers and government servants, be they secretaries-general, directors and every one else, to coordinate and cooperate to ensure that any item they communicate publicly is officially sanctioned and is part of the government's decision and policy.

Far too many statements have been made on a multitude of issues, the latest being the possibility of scrapping 12-year-old cars.

That is not even the government's official stand. A statement made by a senior official has become "officialised".

The government and its machinery need to ensure better and effective communication to avoid riling up the people and making them unnecessarily upset, which puts the government in the worse light possible.

Another issue was the "revised electricity tariffs", which arose after subsidies were reduced or removed and the goods and services tax was confirmed.

There should be specific people that should be allowed to communicate or handle the media.

If an official is not adept, don't allow him to say anything.

Their statements can be misleading, and do not do any favour to the reputation of the government of the day.

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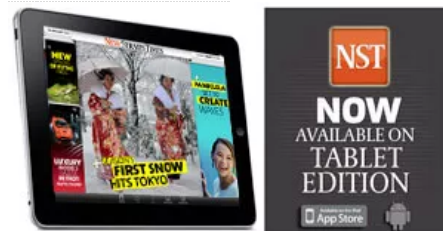
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