

The Importance of Communication Strategies in Higher Education: A Case Study of an Ecuadorian University

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Abstract:

Effective communication is a fundamental pillar in higher education because it facilitates learning, interaction between teachers and students, and the development of academic and social skills. This research analyzes the importance of communication strategies in higher education, taking an Ecuadorian university as a case study. The main objective was to identify how the communication techniques and tools used by teachers and administrative staff influence academic performance and student motivation.

A mixed-methods approach was employed, combining student surveys and teacher interviews to obtain a comprehensive view of the communication situation at the university. The results show that clear, inclusive communication strategies adapted to students' needs promote content understanding, encourage participation, and strengthen a sense of institutional belonging. Conversely, a lack of planning in communication processes can lead to misinformation, disinterest, and learning difficulties.

In conclusion, the research demonstrates that implementing and improving effective communication strategies is a key factor in enhancing educational quality in Ecuadorian universities, fostering a more collaborative and dynamic academic environment. It is recommended that institutions prioritize training in communication skills and the incorporation of digital tools that facilitate interaction among all educational stakeholders.

Keywords:

Communication, higher education, educational strategies, Ecuadorian universities, learning.