

UNIVERSITY OF THE SOUTHERN CARIBBEAN

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# QUALITY ASSURANCE IN COMMUNICATION

COMMUNICATION SECRETARIES CONVENTION

## Definition and background of Quality Assurance

- Quality Assurance is any systematic process of checking to see whether a product or service being developed is meeting specified requirements.

## Definition and background of Quality Assurance (cont'd)

- A quality assurance system increases customer confidence and a company's credibility, improves work processes and efficiency.

## Definition and background of Quality Assurance (cont'd)

- Initially introduced in World War II when ammunitions were inspected and tested for defects. Today's quality assurance systems emphasize catching defects before they get into the final product.

# Biblical comparisons and analogies

- Systematic Process
- Product
- Service
- Requirements
- Customer Confidence

## **Biblical comparisons and analogies (cont'd)**

- Company Credibility
- Work Processes
- Efficiency
- Catching the defects before getting into final product

# Biblical comparisons and analogies (cont'd)

- **Systematic process – Genesis 41: 33-36**
  - **33:** Now therefore let Pharaoh look out a man discreet and wise, and set him over the land of Egypt.
  - **34:** Let Pharaoh do *this*, and let him appoint officers over the land, and take up the fifth part of the land of Egypt in the seven plenteous years.
  - **35:** And let them gather all the food of those good years that come, and lay up corn under the hand of Pharaoh, and let them keep food in the cities.
  - **36:** And that food shall be for store to the land against the seven years of famine, which shall be in the land of Egypt; that the land perish not through the famine.

# Biblical comparisons and analogies (cont'd)

- **Product – (Bread) - Genesis 41:54**
  - **54**: And the seven years of dearth began to come, according as Joseph had said: and the dearth was in all lands; but in all the land of Egypt there was bread.

# Biblical comparisons and analogies (cont'd)

- **Service – (distribution, decentralization)  
Genesis 41: 55-57**

- **55:** And when all the land of Egypt was famished , the people cried to Pharaoh for bread: and Pharaoh said unto all the Egyptians, Go unto Joseph: what he saith to you, do.
- **56:** And the famine was over all the face of the earth: And Joseph opened all the storehouses, and sold unto the Egyptians; and the famine waxed sore in the land of Egypt.
- **57:** And all countries came into Egypt to Joseph for to buy corn; because that the famine was so sore in all the lands.

## Biblical comparisons and analogies (cont'd)

- Specified requirements
  - last for seven years
- Customer confidence
  - when famine started they got bread
- Company's credibility
- Work processes

# Biblical comparisons and analogies (cont'd)

## Efficiency – (counting the cost) -

- Luke 14:28
- 28: For which of you, intending to build the tower, sitteth not down first, and counteth the cost, whether he have *sufficient* to finish it?

## Biblical comparisons and analogies (cont'd)

- Catching the defects before getting into the final product
  - Moses slaying the Egyptians

# Observation and Application

## The work of the church in totality is Communication

- **Matt 28:19-20**

- **19**: Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost.
- **20**: Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you always, even unto the end of the world. Amen.

# Observation and Application

- **Important difference:**
  - Five loaves, two fishes
  - **Matt 14:17**
    - 17: And they say unto him, We have here but five loaves, and two fishes.

# Observation and Application

## Indebted woman

### ● 2 Kings 4:1-3

- 1: NOW THERE cried a certain woman of the wives of the sons of the prophets unto Elisha, saying, Thy servant my husband is dead; and thou knowest that thy servant did fear the LORD: and the creditor is come to take unto him my tow sons to be bondmen.
- 2: And Elisha said unto her, What shall I do for thee? Tell me, what hast thou in the house? And she said, Thine handmaid hath not any thing in the house, save a pot of oil.
- 3: Then he said, Go, borrow thee vessels abroad of all thy neighbours, *even* empty vessels; borrow not a few.

# Observation and Application (cont'd)

## Indebted woman

- **2 Kings 4:4-6**

- **4:** And when thou art come in, thou shalt shut the door upon thee and upon thy sons, and shalt pour out into all those vessels, and thou shalt set aside that which is full.
- **5:** So she went from him, and shut the door upon her and upon
- **6:** And it came to pass, when the vessels were full, that she said unto her son, Bring me yet a vessel, And he said unto her, *There is not a vessel m ore.* And the oil stayed.

## Observation and Application (cont'd)

- **Cruse of oil – 1 Kings 17:8-12**

- **8:** And the word of the LORD came unto him, saying,
- **9:** Arise, get thee to Zarephath, which *belongeth* to Zidon, and dwell there: behold, I have commanded a widow woman there to sustain thee.
- **10:** So he arose and went to Zarephath. And when he came to the gate of the city, behold, the widow woman was there gathering of sticks: and he called to her, and said, Fetch me, I pray thee, a little water in a vessel, that I may drink.
- **11:** And as she was going to fetch it, he called to her, and said, Bring me, I pray thee, a morsel of bread in thine hand.
- **12:** And she said, As the LORD thy God liveth, I have not a cake, but an handful of meal in a barrel, and a little oil in a cruse: and, behold I am gathering two sticks, that I may going and dress it for me and my son, that we may eat it, and die.

## Observation and Application (cont'd)

- **Cruse of oil – 1 Kings 17:13-16**

- **13:** And Elijah said unto her, Fear not; go and do as thou hast said: but make me thereof a little cake first, and bring it unto me, and after make for thee and for thy son.
- **14:** For thus saith the LORD God of Israel, The barrel of meal shall not waste, neither shall the cruse of oil fail, until the day that the LORD sendeth rain upon the earth.
- **15:** And she went and did according to the saying of Elijah: and she, and he, and her house, did eat *many* days.
- **16:** *And* the barrel of meal wasted not, neither did the cruse of oil fail, according to the word of the LORD, which he spake by Elijah.

# Observation and Application (cont'd)

## Study to show thyself approved

### • II Timothy 2:15

- 15: Study to shew thyself approved unto God, a workman that needeth not to be ashamed, rightly dividing the word of truth.

### Daniel 1:3-6

- 3: And the king spake unto Ashpenaz the master of his eunuchs, that he should bring *certain* of the children of Israel, and of the king's seed, and of the princes;
- 4: Children in whom *was* no blemish, but will favoured, and skilful in all wisdom, and cunning in knowledge, and understanding science, and such as had ability in them to stand in the king's palace, and whom they might teach the learning and the tounge of the Chaldeans.
- 5: And the king appointed them a daily provision of the king's meat, and of the wine which he drank: so nourishing them three years, that at the end thereof they might stand before the king.
- 6: Now among these were of the children of Judah, Daniel, Hananiah, Mishael, and Azariah:

## Observation and Application (cont'd)

- **To him that knoweth – James 4:17**
  - Therefore to him that knoweth to do good, and doeth it not, to him it is sin.

# Observation and Application (cont'd)

- To him that knoweth to be extraordinary and is ordinary it is sin.
- Message:
  - content
  - deliver
  - Language
- Music
- There must be standards