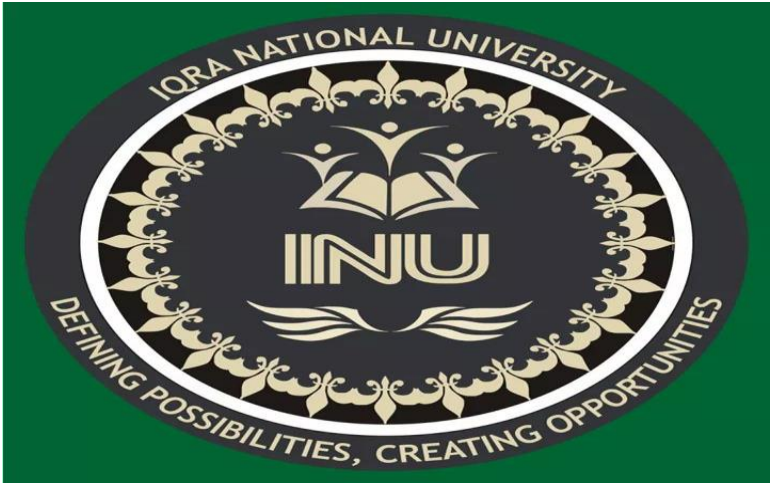


Department of Electrical Engineering



Assignment Date: 14/04/2020

Course detail

Instructor:	Rizwana iqbal
Course title	communication skills
Module	02
Total marks	30
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Q1: Traditionally, public relations have been portrayed as a simple communication' function and various communication theories in public relations or communication have been proposed but how do you investigate the barriers of Communication and its consequences on efficiency of Public institutions.

Answer

Introduction

The word communication is derived from Latin words 'communis' which means common

Derived from Greek word "communicare" or "communico" which means to "share".

It is a process of exchange of facts, ideas, opinions, and a means that individual or organizations shared the meaning and understanding with one another.

OR

Communication is a process by which information is exchanged between individuals through a common system of symbols and signs of behavior.

BARRIERS OF COMMUNICATION

The barrier of communication is the hindrance or difficulty involve in the process of communication which distort the message from being properly understood by the receiver. Some are

Physiological barriers

- Lack of attention
- Discomfort due to illness
- Poor retention due to memory problem
- Poor sensory perception
- Poor listening skills
- Information overload
- Gender physiological differences

Environmental barriers

- Loud background noise

- Poor lighting
- Uncomfortable setting
- Distance
- Very hot & cold room
- Unhygienic surrounding and bad odor

Psychological barriers

- Distrust & unhappy emotions
- Worry & Emotional disturbance
- Neurotic illness & psychotic
- Fear, anxiety & confused thinking

Social barriers

- Diffidence in social norms, values & behavior
- Social taboos
- Different social strata

Cultural barriers

- Ethnic, religious & cultural differences
- Cultural tradition, values & behavior.

Consequence of communication

Inaction

One of the biggest effect of communication barriers in business is that it cause employees to fail to deliver on requested directives. According to better communication result.

Misinterpretation

Misinterpretation message also an effect of communication barriers in much large and small business. While this can stem from poor communication efforts by the message sender.

Bad work relationships

Several common communication barriers can leads to disengaged and even conflicting relationship among colleagues, or between supervisors and subordinates.

Lack of knowledge

Improperly structured organization and communication process and several other common barriers can ultimately contribute to an environment in which employees general lack knowledge about the company.

Q2: The digital age has brought many new ways to communicate such as email, Twitter, and Facebook. Does the process of communication change? Justify the answer.

Answer

As communication and information travel faster and faster, the world seems to get smaller and smaller. As a result, this changes how the world communicates, especially with today's obsession with social media networks.

Before social media, we were extremely limited in our means to interact with others and we were limited largely to the people that we knew in-person. There were things we (those my age and older) had to deal with that millennial do not have to – your significant other's parent answering the phone when you called, waiting for a letter in the mail, waiting a week to get your pictures that you sent off to be developed, and so on.

The internet and social media has drastically changed the way people all over the world interact and communicate.

One of the biggest changes in the way that we interact, due to social media networks, is the ***sheer number of people that we can interact with.***

Another big change that has occurred is that there is now ***no filter on the way we speak.***

In the past, unless you spoke to people directly, you had no way to get your message across regardless of your freedom of speech. Now we can use social media to get our messages out to thousands or even millions of people uncensored.

It can also be argued that social networks have affected our communication **by the way we converse and in our writing techniques**. The social web has changed the written word in a couple of crucial ways:

Writing is more summarized: When Twitter and its 140 character limit were introduced, most of us questioned how we could get anything meaningful across in 25 to 30 words.

Abbreviations are more prevalent: People who communicate via social media or text message aren't necessarily spelling things incorrectly, they are speaking a new language entirely. "TTYL" is commonly used to let someone know you will talk to them later.

Q3: How does some valid principle assess the communication skills in different age group of people and what does the impact of date assessment in different community (education community, business community and sports community)?

Answer

Communication should be age-appropriate

Children need and have a right to clear and interesting child-centered (not adult-centered) communication. As previously mentioned, children at different stages have very different needs and interests and learn in different ways from different media/materials. This means that children need exposure to a variety of genres and content.

Communicating impact of educational assessment

Education assessment is the systematic process of documenting using empirical data on the knowledge skills, attitudes etc..

Assessment can focus on the individual learner, the learning community (classroom and other lab other group of learner) .a course or an academic program .

Communicating impact of business assessment

Effective communication is a vital tool for any business owner. Your success in getting your point across can be the difference between sealing a deal and losing a potential opportunity

Communication is also important within business. Effective communication can help to foster good working relationships between you and your staff.

Communicating impact on sport community

In a sports community research show that developing good communication between coach and players result in better more effective teams. In addition healthy communication both internal and which public is being show to successful business environment .