

Q3 How some valid Principles assess the communication skills in different age group of People and what does the impact of that assessment in different communities (Education community, business community and sports community)?

Ans To assess communication skills in different age group of People through valid Principle of communication involves a very detailed study and discussion. therefore to make it comprehensive and very brief and understandly each key communication Principle and its impact are outlined below that will provide answer to the question.

Assessment through Principle of clarity:

For different age group the communication clarity level is different for each group the message should be clear enough so that each group can easily understand for effective communication took place messages should be clear to all groups and also to all kind of communities such as educational, business and sports communities.

Assessment through Principle of Attention:-

impediment etc and thus can reduce the Performance of institution

### **Emotional and cultural barriers:**

Emotional such as anger, fear and sadness attitude etc may affect the communication in Public institution and can lower the Performance.

### **Language barriers:**

This is a very common barrier in communication it either in institutions Person to Person language barrier exists. Speaking different languages and different accents using slang or jargon can make communication frustrative and ineffective.

### **Over information as a barrier:**

When the information is not focused then it does not provide accuracy and preciseness over information or bombastment of information may lead to dual or multiple meanings to a message, thus it reduces the effectiveness. Too much information can confuse the audience in Public institution information should be focused and relevant to the message being intended to communication.

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Q2 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?

Ans There are many barriers to effective communication, these barriers not only affect communication between individuals private organization but also mainly the Public institution. Briefly following communication barriers affect communications in Public institutions:

### Physical and Physiological barriers:

The personal working in Public institution may face problem in effective communication due to distance between them, Noise, Poor equipment, Poor eyesight, etc.

Q.2 The digital age has brought many new ways to communication such as email, Twitter, and Facebook. Does the process of communication change? Justify the answer?

Ans. With the new ways of communication such as Email, Twitter and Facebook, the communication has become very effective and efficient. The new ways of communication has truly reflected the term Globalization. Now with the modern ways of communication like email, Twitter and Facebook, the key communication process varies. For example you may receive feedback on email but on Facebook and Twitter it is less likely. The important is that communication process consists of some interrelated step through which messages are sent from sender, message, channel, receiver and feedback in a every communication either conventional or new ways, the process must be complete other wise the communication do not take place. Each element is important for effective communication.



Each age group provide different level of attention to a message. therefore effective communication, the message sender should focus on seeking adequate attention from message receiver and accordingly initiate communication. Attention level of educational business and sports community is also different from each group, hence due care should be given while communication to them.

Assessment through Principle of feedback<sup>(3)</sup>  
 Feedback is the very important of communication this means that the message has been understood by the receiver.

Each age group and different communication have different approaches to feedback. Some do not take feedback positively and not paying attention to provide feedback. communication is without feedback is actually not a communication, because a communication is two way process. Some communication requires a formal feedback and some informal and educational and business communities the feedback is mostly formal -