**Department of Art & Design Assignment Subject: Business English Total Marks: 30 April 14,2020 Note:**

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**Plagiarized answers are not acceptable**

**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 situations?**

**Answer:**

* **COMMUNICATION**
* **DEFINITION:**

Communication is a means of exchanging information. It’s a two way process, give and receive.

* **ORIGIN:**

The word communication comes from the Latin word means **to share,** to exchange or to hold in common.

**IMPORTANCE OF COMMUNICATION:**

Communication holds a very important place in our daily life/personal life, through communication we can do work, make our lives easier, communication does not just mean to speak words, it shows our actions as well, it helps us in our relations with people, communication can be in many forms.

**PUBLIC RELATIONS**

Communication is very important for our daily life, we go to work, we communicate with our co-workers, we help each other with stuff, through communication we can find out about things and can know things better.

For example, we go to a shop and we are looking for a certain product and we cannot find it, but then we communicate with the shop keeper and tells him what we actually need, so if he is able to understand our speech, he would simply help us out with our problem.

**COMMUNICATION IS NECESAARY**

Communication helps us to be in socializing with people that live around us, we communicate with people that live with us and with the people that are outside, we go out; for jobs, to study, to work. So all these require us to communicate with the people in our surroundings.

**FORMS OF COMMUNICATION**

There are three kinds of communication;

1. Oral communication.
2. Written communication.
3. Non-verbal communication.

So now we will talk about some of the hurdles that come in the way of communication.

**BARRIERES IN COMMUNICATION**

Sometimes the way of communication is affected in a bad way due to some factors. And because of this reason, we come up with some consequences that we did not want it to happen.

So some of the barriers in the way of communication are discussed below;

**LACK OF PLANNING**

Planning is the key element to starting a communication, that could be any form, writing or speaking. So it is very important to plan your speech out first and then start taking action over it. In that way the receiver will also get the point and be satisfied with the information that would have been given by the speaker or the sender.

**LANGUAGE PROBLEM**

The words that we choose for our message, we indicate that we are member of a particular group, our vocabulary is sometimes different from that of the receiver and due to that reason, it may create a barrier between us, for example, the language of an artist is different from that of a doctor.

**OVER LOADING OF INFORMATION**

Sometimes when the speaker is speaking or writing, they over load the information that he is giving to the receiver with unnecessary details. And due to that reason the main message of the information is ignored.

**COMPLEX MESSAGE**

When sending a message we must keep in our mind that we are communicating both as an individual as well as a representative of a society, so we must keep our and their ideas and culture in mind in order to avoid any difficulty in communicating.

**INCORRECT CHOICE OF THE MEDIUM**

While sending a message to the receiver we must keep in mind that we should choose the type of medium that has an easy access to the receiver and the receiver may not find any difficulty in receiving the message through it.

**POOR LISTENING**

Perhaps the most common barrier to reception is the poor listening of the receiver, there are very few people that keeps a good ear to when receiving some information, also the speaker must also provide the information wisely, he should keep in mind that message should be conveyed in a way that the receiver does not find it difficult in receiving or lose interest.

**DIFFERING BACKGROUNDS**

When our receiver’s life experiences heavily differs from ours, communication becomes more difficult. Age, education, gender, social status, economic position, cultural background, health, beauty, popularity, religion and political beliefs etc make understanding difficult.

**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:**

**In this digital age of communication now it has become very easy to communicate with people all around the world.**

The process of communication is changed, but it has added new dimensions to the communication.

1. It has made very easy for everyone to contact anyone anytime all around the world.

2. Even if you are not physically present, still you can attend meeting globally and run your business. You can keep yourself abreast of the activities, the organization is partaking. You can communicate with the consumers and get their feedback, viewpoints to improve quality of products.

You can better know your quality of products through video observation.

3. It has benefitted many businesses as many diverse ideas can also emerge and people can share it to benefit anyone at any level.

4. People can also know different ways of nations, foods, languages; cultures etc. in the process of communication and can invest in different businesses.

5. It can develop mutual understanding among different nations and create a peaceful environment.

6. You can also see people all around the world and can better know about the ground realities of the places and can work for the betterment of the world.

*Hence the ways of communication are changed because of the modern technologies but the process of development is far better than before.*

**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 sport community)?**

**Answer:**

Communication means to impart or exchange information by speaking, writing or using some other medium. There are three types of communication skills; verbal, non-verbal, and visual.

Assessment of communication skills is also very important in every field of life to ensure best results.

There are different criteria that are used to assess communication skills in children aging from 3 to 5, 6 to 11, and 12 to 18 years.

At small age of 3 to 5, children communicate through non-verbal or visual aids. This is done through pictures and children learn to communicate with their peers and the basic language.

The grammar is not taught rather focus is on the vocabulary, listening and speaking.

This method builds great impression on the minds of children and they learn how to communicate in different situations. They also learn how to behave in certain places like i.e. play area, in office, in break, in assembly time, in entertainment time etc. Very little writing skill is used rather oral/verbal and visual communication is encouraged.

**Writing:**

The writing skills starts to develop in age 6-11 and students learn to communicate in writing their language. Then different kinds of assessments are introduced in different institutions to asses communication skills e.g. by grading scales, checking pronunciation, vocabulary, accuracy, communication, interaction, and fluency.

Hence at age 12-18 student reach adult age and here different types of assessments are introduced e.g. diagnostic, Formative, benchmark or interim, summative assessment

1. Diagnostic: It is what students already know about the topic, so this way their knowledge is assessed.
2. Formative: It includes formal and informal assessment procedures during learning process to modify the learning of students.
3. Benchmark (interim): It is the comparison of student’s understanding or performance through different set of standards within same year.
4. Summative: It assesses participants’ progress and their outcome. It summarizes the participants’ development at a particular time.

Schools that arrange sports competitions in their institute as well as with other schools to build a sense of social relationship among the students which can lead to better communication with people.

It can build confidence among students.

Those schools that don’t have enough sport activities have students that are not confident in their communication with others because they are not exposed to the society at large.

Hence, these kinds of tests in different schools at different level assess children communication skills to improve their personality development.

**Impact of these assessments on different community groups.**

1. **EDUCATIONAL GROUPS:**

In educational groups the people are more confident as they are impacting their community very much. They are the teachers, the lecturers and the scholars. The intellectuals that mark their identity in a very impressive way and they are spreading their communication skills in a better way and influencing people through different social medias through e-education. They are educating people. They are also creating different testing and assessment criteria to improve communication among different ethnicities and nationalities.

1. **BUSINESS COMMUNITY:**

Business community has also set some criteria for the communication skills to improve their communicative skills all around the world for their prosperity.

1. They arrange certain time frame training.
2. Seminars to teach how to communicate with each other.
3. They set certain policies and procedures to improve their productivity and build connection among different business communities, marketing and IT departments.

By this they can attract new investors.

*A communication specialist knows the performance of company and its workers and their goals and their achievement.*

**3.SPORTS COMMUNITY**:

Students who actively participate in sports activities and play both in schools and outside school environment have better communication skills. They become sports people and play international games at district, national and international level. They are playing sports for their countries which take pride in them and it leads to peace and harmony among different nations.

*Hence, communication skills assessment has different impact on different communities in a different way.*