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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?

Ans. Communication:

Communication is search for all available means of persuasion OR the main highway to all human relations.

Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

Barriers of Communication:

There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator seeks feedback to check that their message is clearly understood.

The skills of Active Listening, Clarification and Reflection may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them.

A skilled communicator must be aware of these barriers and try to reduce their impact by continually checking understanding and by offering appropriate feedback.

Categories of barriers of Communication:

Language and linguistic ability may act as a barrier to communication.

The psychological state of the communicators will influence how the message is sent, received and perceived.

A physical barrier to communication is geographic distance between the sender and receiver.

Systematic barriers to communication may exist in structures and organisations where there are inefficient or inappropriate information systems and communication channels, or where there is a lack of understanding of the roles and responsibilities for communication. In such organisations, people may be unclear of their role in the communication process and therefore not know what is expected of them.

Attitudinal barriers are behaviours or perceptions that prevent people from communicating effectively.

Its Consequences on Efficiency of Public Institutions:

The lack of communication or of understanding makes the various segments of the same social body live on different coordinates. The modern world, the knowledge society is based on the principles of communication. No organization or institution would admit its internal or external lack of communication, now, when the era of computers and high technology is growing fast. No corporation would admit that communication is in fact such a personal element and it is an attribute of each member placed in the hierarchy of the organization. Even when noticing the lack of communication, the problems which it causes the organization, limited managers, managers who only seek to perform daily activities with no perspectives, will not take the measures which are imposed in these situations. The lack of communication entails dissatisfaction, conflicts, it impedes development and it leads to the decline of the company which lacks communication. The main barriers of communication I have identified in the academic organizational environment, barriers of communication which co-exist in the internal environment, in the communication with the external one, with the target public of the academic institution, elements of the relation which in most cases prevents the public institution from accomplishing its mission or to reach its objectives. Public institutions are rigid organizations, characterized by a hierarchical structure, often slow in reacting. Changes are mostly induced by outside forces, either political opinions or international organizations that set structural standards that the institutions must comply with. But when it comes to changing people — their mentality, the way they act/react all bets

are off, as there are social and psychological factors that enter the equation. This study investigates the effects of communication barriers on public institutions, how communication could be used to create adaptive mechanisms in their institutions. Whenever change is being implemented, the fear factor can set in. This can be the fear of change itself and its consequences such as the possible loss of job security or loss of responsibility or control.

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.

Ans. Communication:

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Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

History Of Communication:

The history of communication itself can be traced back since the origin of speech circa 500,000 BCE. The use of technology in communication may be considered since the first use of symbols about 30,000 years BCE. Among the symbols used, there are cave paintings, petroglyphs, pictograms and ideograms.

The oldest known symbols created for the purpose of communication were cave paintings, a form of rock art, dating to the Upper Paleolithic age. The oldest known cave painting is located within Chauvet Cave, dated to around 30,000 BC. These paintings contained increasing amounts of information: people may have created the first calendar as far back as 15,000 years ago. The connection between drawing and writing is further shown by linguistics: in Ancient Egypt and Ancient Greece the concepts and

words of drawing and writing were one and the same.

Modern Communication (The Digital Age):

It seems like advancements in technology and changes in communication always go hand in hand. When science was working to introduce new tools to let distant people contact each other, the landlines replaced telegraph and subsequently, cell phones replaced landlines. When the Internet arrived, it not only brought revolution in the sales industry but also opened new doors of personal communication. When science was looking for more convenient ways to send messages, e-mails replaced postal emails and social media replaced text messages. So it would not be wrong to say that technology has been shaping the communication industry for over a hundred years.

Previously, there were not much mediums of communication and today we are completely overwhelmed with the disparate mediums, thanks to the ever-changing technology! From Facebook to Instagram and skype to Whatsapp, we now have the limitless database of communication tools that have brought us closer to the entire world. All these communication mediums have also impacted our lives in different ways.

=> Thus we discussed above about the history and modern age of communication. We came to know that with the passage of time the process of communication changes.

So, Yes, the process of communication changes.

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. Communication Skills:

Communication skills are abilities you use when giving and receiving different kinds of information. Some examples include communicating ideas, feelings or whats happening around you. Communication skills involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications, like email and social media.

Communication skills in different age group of people:

Communication skills are very important in a person's life. Having good communication skills makes a person more comfortable and confident in the society.

Every age group of people have different way of communication. Knowing these different ways we can communicate with every age group of people. Following are different age groups of people and their ways:

Children:

1. Assess level of comprehension; adjust language and expectations to child's level
2. Give right amount of information (avoid over-explaining; child will cue when satisfied)
3. Be aware that fear is often present
4. Communicate at the child's level; position yourself face to face
5. Listen attentively
6. Allow child to express feelings
7. Exercise patience
8. Listen to parents' concerns; be alert to stress, grief and exhaustion
9. Control your own emotions (keep perspective)

Adolescents:

- 1.Keep in mind developmental tasks (transition to adulthood; desire for independence, yet remain dependent; some of the same needs as children)
- 2.Acknowledge developmental challenges: increased demands on time; struggle to establish identity; physical awkwardness; self-consciousness; sexual impulses; peer pressure
- 3.Offer privacy and respect
- 4.Expect concerns of a sexual nature; address risks
- 5.Educate; don't assume they know everything even though they say so.
- 6.Listen more than you talk.
- 7.Avoid judgmental, authoritative attitude.
- 8.Set fair limits and enforce consistently.
- 9.Avoid taking sides in a dispute between parent and adolescent.

Adults:

- 1.Recognize for skills, knowledge and accomplishments.
- 2.Avoid temptation to adopt "expert" role.
- 3.Make an effort to learn about the client.
- 4.Distinguish between developmental tasks of young and middle adulthood.
- 5.Some young adults experience an extended adolescence.
- 6.Emphasize wellness and prevention.
- 7.Honor right to privacy.
- 8.Be realistically hopeful; avoid false reassurance.
- 9.Recognize impact of disease or disability on identity and role.

10.Offer resources .

11.Provide support.

Older Adults:

1.Categories of older adulthood are changing as life span increases

2.Fastest growing demographic in our society

3.Life and functional changes impact identity and performance

4.Outlooks on life and end of life vary

5.Attend to challenges of aging in youth oriented society

6.Offer respect; avoid being overly solicitous or protective

7.Encourage active engagement

8.Maintain routines; allow more time

9.Address respectfully

10.Understand your own feelings about aging

Impact of Assessment in Education Community:

A range of arguments can be put forward for the importance of integrating communications within education systems. Some of these are highlighted below:

enable communities and civil society to engage with educational issues at the school level, raise issues with educational providers and promote accountability of provision and promote public engagement with educational reform programmes

increase public awareness of educational rights and make the uptake of educational services more likely, both for children and adults

provide evidence to support decision-making processes

improve the quality of policy formulation

build shared understandings which may lead to social change

improve educational service delivery and policy implementation

involve the voices of the marginalised groups, to make educational provision relevant to their needs

empower people to make decisions and develop ownership of educational processes

improve the quality of learning and educational outcomes.

Impact of Assessment in Sports Community:

If you are considering a career in sports administration, it is a good idea to think about what drew you to sports in the first place. Perhaps it was the hard work and physical conditioning, or maybe the fun and excitement of the game. For many, playing sports is attractive because of the social interaction: being part of a team working toward a common goal. The desire to be part of a community is an important aspect of human nature, and communication is perhaps the most important part of developing a healthy community.

The same is true in a sporting community. Developing good communication between coaches and players results in better, more effective teams. In addition, healthy communication both internal and with the public has been shown to be vital to creating successful business environments.

Impact of Assessment in Business Community:

One of the benefits of communication in business is that it can keep relationships strong. When you rely on suppliers or business partners as part of the success for your business, you need to maintain a constant level of communication. When you communicate effectively, you can avoid employees, clients and vendors making invalid assumptions that could harm your business. Another benefit of effective communication is that it can save time. Instead of having to clarify everything, you can move on after receiving or issuing orders.

Miscommunication is one of the most common issues that businesses have. If you can avoid miscommunication, your business activities will be much more effective. Miscommunication often occurs between different levels of management in a company. For example, if a member of senior management issues a memo, it can sometimes be misinterpreted by other employees in the company. To prevent miscommunication, it is important to think about what you are saying and how other parties could interpret it. For example, after writing a memo, read it out loud so that you can slow down and think about what others will hear when they read it.
