Subject: Business English  
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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) 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 millennia’s 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 that there are many number of people that we can interact with. Because of social media networks, we are now able to interact with thousands of people all over the world.
* Social media networks allow us the opportunity to share opinions with a far wider audience.

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.

**But there is another thing as well that is define as:**

Social media has also changed the way that we interact, mainly the way we have lost some of our social skills. Some people are completely incapable of carrying on a normal conversation or interacting with people in person because of the dependency of social media.

Social networks are becoming one of the dominant ways we communicate. Like Snapchat or Instagram, People are more obsessed with checking their smartphone every 2 minutes than engaging in meaningful conversation with their child or spouse. Social media and technology are double-edged swords. It’s awesome to have and can really help us, but it also distracts us to the point of being blind and deaf to everything else going on.

**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)** It’s simple that if there are some gaps or barriers they will surely have impact on any organization or institution because when one cannot communicate properly then how he could express himself or in any situation and if they cannot communicate with each other’s they will have more issues to learn something

If we have different culture peoples in one organization together and if we cannot communicate there will be language issue because some are pathans some are Punjabis some are Sindh’s so everyone have different speaking languages, if we have language issues as well in our organization that also affect our organization.

**BARRIERS IN COMMUNICATION:**

The way of communication is blocked by different factors. These are known as barriers in communication

**LACK OF PLANNING:**

Planning is the soul of communication. Two after people start writing o speaking without planning. If cost channel or time of message is not planned communication would hardly bring desived results.

**LANGUAGE PROBLEMS:**

When we choose the words for our message, we indicate that we are member of particular group. Language and vocabulary may impose its own barrios in our message for example the language of an accountant differ from the doctors.

**INFORMATION OVERLOAD:**

Too much information is very bad because in this the important message are berried. People facing information over load sometimes tend to ignore some of the messages. They have less time to cooperate with each other.

**COMPLEX MESSAGE:**

When we send a message, we communicate both as an individual and as a representative of a society. So we must adjust or own ideas and styles so that they are acceptable to our receiver.

**INCORRECT CHOICE OF MEDIUM:**

If we choose incorrect communication medium, our message can be desorted. We can choose a medium keeping in view the receiver and the nature of the message.

**POOR LISTENING:**

Perhaps the most common barriers to reception is simply lack of attention on the receivers part. Too few of us listen well. We all let our minds wander now and then. People are likely to lose the focus when the information is difficult to understand.

**DIFFERING BACKGROUND:**

When our receivers life experience differs heavily from ours, communication become more difficult. Age, education, gender, social status, economic position, cultural background, temperament, health, beauty, popularity, religion and political believe etc. make understanding difficulty.

**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) DIFFERENT AGE GROUP OF PEOPLE:**

There are many different ways to communicate to different age group people.

* Be respectful.
* It is important to always speak to school-age child and youth in respectful way.
* Be truthful because child and youth ask a lot of question.
* Allow extra time for older ones.
* Sit face to face with adults.

Listen without interrupting the adult.

* Speak slowly clearly and loudly.
* Use short, simple words and sentences.

**IMPACT OF THAT ASSESSMENT IN DIFFERENT COMMUNITIES:**

3 assessment we will take for education community, business community and sports community which impact all these communities.

**1: EDUCATION COMMUNITY:**

* We simply take presentations before giving admission to anybody else so we take presentations from people for example so we look for discipline and intelligent child and choose the one which is more suitable and better for our Education community.
* Education Community Some senior person or teachers are hired there for to judge you and ask you some questions that you are compatible and suitable for the admission or not, If your assessment goes well or you score well you will be selected the one who score better than anyone else will be selected simply that is also one of an assessment.

**2: BUSNIESS COMMUNITY:**

* Business community hired the best and hardworking candidates who gives well presentation.
* In Business Community viva and presentation is almost same so we understand this thing

**3: SPORT COMMUNITY:**

* Sport Community the role of presentation is not preferable as compared to educational and business community.
* Sport Community Viva is somehow ask by the coach that \*what you will do when you take full pressure while playing in ground? How to do left swing? Etc. questions from the players.