**MID SEMESTER ASSIGNMENT SPRING 2020**

Program: BFD Module: Semester 2nd

Course Title: Business English Student ID: **16201**

Total Marks: 30

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**QUESTIONS**

**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 institution?

**Ans.** Every government or organization has the department of Public relations whose primary function is to maintain cooperative relations between the managers, managers and the superior authorities and in government it functions to establish healthy relation between various departments. Basically, Public relations is depicted to be the easiest method of developing contacts between the public institutes, organisations and several government departments. Practice has shown that 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 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. barriers of communication which co-exist in the internal environment, in the communication with the external one, with the target public of the academic organization, 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. 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. Continuous, honest and open communication is essential in such cases, because change can take people out of their “comfort zone” and raise their stress levels. The challenge is to communicate the right message that the “new zone” is even more comfortable and secure, or at least it will be once the initial short-term discomfort of implementing change has been overcome. In conclusion, knowing how, what, when, to whom and how much to communicate is essential for institutions going through communication barriers and it can help motivate the employees and gain understanding and support from the community.

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

**Ans.** As the modern technology has become a boon and has revolutionized the overall economy of present day’s world, ultimately, transforming it into a global village. Effective communication can be taken as the backbone of today’s advancements in every aspect of human life. This means that every place everything in this world came in the reach of everyone. Modern methods of communication include Internet, smart phones, airplanes making the mankind dependable on technology as a sole purpose of faster and effective communication. As the world keeps on developing, technology will be changed, what is working today might not work not be efficient tomorrow. For any organization it is ought to have an effective communication as its chief principle. Modern methods composed of email, twitter, Facebook and a number of other applications have dramatically changed the process of communication from days to minutes, minimizing the social distances via internet. Open channels of communication can lead to new ideas and innovation in a number of areas. Using technology, it has become faster and easier to establish contacts and strengthen relationships with people out of the organizations which in return provide assistance in selling the products providing services and promoting a company’s values thus improving its position in the business world. In order for a company to work efficiently it must have a strong sense of communication between the employers and the customers which can only be provided through the modern world’s applications. Effective organizational communication will lead to strong teamwork and the ability for employees at all levels of the organization to work together to achieve company goals. In addition, effective organizational communication will provide employees the knowledge, structure and positive work environment they need to feel comfortable dealing with conflict and resolving issues effectively. To summate, there is no doubt in saying that social networking websites and apps have opened up an entirely new avenue of conversation possibilities for business organizations. So as to maximize the profit and stay competitive to assure a secure place in today’s world of business it is necessary to keep up with continuous changes and adapt the most effective and faster methods of communication.

**Q3.** How some valid principles assess the communication skills in different age group of people and what does the impact of the assessment in different communities (education community, business community and sports community)?

**Ans.** Effective communication also known as verbal speech should be instinctive and more than just exchanging information. Though it cannot be cultivated overnight but it has to be nurtured and inculcated so to have better results of the project. The effectiveness of communication is based on certain principles containing, clarity, conciseness, completeness, consideration, correctness, courtesy and concreteness. In business community effective communication holds the prime importance between the stake holders, business partners, employers and customers. Effective communication ensures self-discipline and efficient management since the employees are heard by the top management, and there is open communication in the organization. The proposal or the outline of the project which is to be acted upon should be written illegibly and kept concise, that it is, it should not contain any unnecessary details. The medium of language should be clear enough to be understood by the employees. The information should be kept relevant and convincing. In the field of sports, conveying a message effectively is an art as well as a skill developed after continuous practice and experience. Better communication from Coaches will result in a positive impact on performance. Coaching and senior management staff must have the ability to communicate effectively to foster a successful environment, no matter what sport they are a part of. A few features that should be kept in mind while enhancing communication in sports field are to develop their verbal and non-verbal communication skills, ensure that they provide positive feedback during coaching sessions, give all athletes in their training groups equal attention, communicate as appropriate to your athlete's thinking and learning styles and ensure that they not only talk to their athletes, but they also listen to them as well. Improved communication skills will enable both the athlete and coach to gain much more from their coaching relationship. Managing communications effectively is a key dimension of leadership. Effective communication underpins the knowledge, skills and dispositions principals require to have a direct and indirect influence on student outcomes. Respect is the foundation of effective communication, especially in the classroom. While most communication in a classroom starts verbally, many students don't take in what they hear the first time. Effective communication requires using different techniques in communication. The teacher should repeat himself twice verbally so every student is able to understand what is being taught. The choice and selection of words should be done according to the caliber of the students. The curriculum should be kept simple and correct. By keeping all these features in view effective communication can be ensured in every field.