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Module	Summer
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Subject	Communication Skill-1
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Q1: What are the best definitions of communication with effective examples?

Ans:

Introduction: The exchange of ideas between and among human beings is known as communication. It is two way process. It may be verbal or nonverbal. Communication is considered successful when it brings desired result.

Definitions: Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

A: *An example of effective communication is when you talk in clear and simple terms.*

B: *An example of effective communication is when the person who you are talking to listens actively, absorbs your point and understands it.*

Various authors and scholars have defined communication.

1. "Communication is search for all available mean of persuasion"---Aristotle.
2. "Communication is the main highway to all human relations"---- Pro.Parkhurst.

3. “Communication is the action of conveying or exchanging information and ideas.”--- Oxford Dictionary.

Examples:

1. Active listening: Active listening means paying close attention to the person who is speaking to you. People who are active listeners are well-regarded by their coworkers because of the attention and respect they offer others. While it seems simple, this is a skill that can be hard to develop and improve.

2. Adapting your communication style to your audience: Different styles of communication are appropriate in different situations. To make the best use of your communication skills, it's important to consider your audience and the most effective format to communicate with them in.

For example, if you are communicating with a potential employer, it's better to send a formal email or call them on the phone.

3. Friendliness: In friendships, characteristics such as honesty and kindness often foster trust and understanding. The same characteristics are important in workplace relationships.

4. Giving and receiving feedback: Strong communicators are able to accept critical feedback and provide constructive input to others. Feedback should answer questions, provide solutions or help strengthen the project or topic at hand.etc

Q2. Describe objectives of communication?

Ans: An objective or purpose is any goal that can be reached through a practical plan. Communication has the following major objectives.

- 1. To Inform:** The main purpose of communication is to inform. Communication is fast and common today. It brings quick results. So, a message must have some value. Otherwise, it will be useless.
- 2. To persuade:** Another purpose of communication is to persuade. It means to convince the receiver. The success of a message is judged from the feedback of the receiver. If a message convinces the receiver, he will have positive feelings about the sender.
- 3. To Explain:** Communication may also explain a situation. It may remove doubts about a thing of sender. It may compare two things to reach a decision. It clarifies a complex set of affairs.
- 4. To promote goodwill:** The people in the business world are part of a community. One purpose of communication is also to promote goodwill. For example: people send congratulations, thanks, welcomes, invitations, sympathies, and condolences, etc. as per need. Such communication is certainly good for society.

5. To Build Human Relations: Communication must build human relation the social said.

Communication and human relation are interlinked. Through the exchange of ideas, we shape relations with others.

6. Conveying the right message to persons concerned.

7. Coordinating the efforts of all those who are engaged in the business.

8. Development of managerial skill and understanding.

9. Assessing the effectiveness of policies, practices, behavior and procedures etc.

Q3 How does " Message "and "Receiver" play indispensable role in development of communication?

Ans: Both are the component of communication process.

Message: Message is the major part of the whole communication process. We share message in many ways. Message may include a letter, speech, gesture, etc. when we write, writing is the message. When we speak. Speech is the message. When we use body language, gestures are the message.

Receiver: The receiver gets the message. He may be a reader or listener. The receiver holds key place in the

process of the communication. He is always kept in the process of the receiver is also known as the decoder.

1:Important: In the communication process, the "receiver" is the listener, reader, or observer—that is, the individual (or the group of individuals) to whom a message is directed. The receiver is also called the "audience" or decoder. The person who initiates a message in the communication process is called the "sender." Put simply, an "effective" message is one that's received in the way that the sender intended. Problems can arise on both ends that prevent the intended message from getting through to the receiver.

2:In almost all cases, when I meet with a client, the first thing they tell me is, “I need a brochure, website and/or publicity.” When I follow up this demand with, “what’s your message,” the reaction I usually get is dismissal. Why do companies place so little value in their messaging when it pertains to its company mission, a new product or technology launch or company announcement? Identifying and utilizing a company’s primary message is the single most important communication objective to achieve before creating any marketing collateral or establishing meetings with stakeholders.