**Business English**

**Name:** Malik Shoaib Arif **ID :** 15974

**Mid Exam**

**Submitted to Ma'am Rizwana Iqbal**

**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?**

**Answer : Barries in communication:-** The way of communication is blocked by different factors. These are known as barries in communication.

1. **Lock of planning:-** Planning is the soul of communication too often people start writing or speaking without planning.
2. **Language problem :-** when we choose the words for our message we indicate that we are members of a particular group
3. **Information overload:-** Too much information is very bad because in thus case the important messages are burried people facing information overload sometimes tend to ignore some of the messages.
4. **Complex Message:-** when we send a message we communicate both as an individual and as a representative of a society so, we must adjust our own ideas and style so that they are acceptable to our receiver.
5. **Incorrect Choice of Medium:-** if we choose an incorrect communication medium, our message can be distorted. We can choose a medium keeping in view the receiver and the nature of the message.
6. **Poor listening:-** perhaps the most common barrier to reception is simply lack of attention on the receiver’s part. Too gew of us listen well we all let our minds wonder now and then. People are likely to lose the focus when the information is difficult to understand
7. **Differing Background :-** whwn our receiver’s life experience differs hearily from ours, communication becomes more difficult Agr, education, gender , social status , economic position , cultural background etc make understanding difficult.
8. **Physical Distraction:-** Communication barriers are often physical: Bad connections, poor sound system and illegible copy Noice can completely block an effective message. A receiver may also be distracted by an uncomfortable chair , poor lighting etc.

The key features of this approach are a focus on interpersonal communication and on communication
which is two-way and interactive; an emphasis on the simultaneous inclusion in any study of the three
main elements of information sources, communicators and receivers; and an interest in the dynamics
of communication situations. The model depicts a common finding of research on public opinion and
communication: information about an event or issue is sought from or acquired by members of the
public by reference to personal experience, or elite sources, or the mass media, and often from a
combination of these. The outcome of what is a dynamic situation will thus depend on the
relationships between public and a given elite, on the attitude of the public to the media and in the
relationships between elite sources and media channels. (McQuail and Windahl. In a study of
mass media use and opinion about community issues,  confirmed an initial
expectation that the definition of an issue as controversial leads to more learning from the media
about that issue. This work was carried out with reference to the existence and development of
knowledge groups; this approach is particularly relevant to research in convergence and divergence in
opinion an!! information levels between given social groups or categories

**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**: Of course the process of communication changes. Internet with the help of computers and other devices have made it very easy for us to get in touch with one another. Because of email, we can we can contact agencies, companies, friends, even families living abroad in an instant. We don’t have to wait for us to post a letter and wait for it to get delivered.
Twitter and Facebook are social media platforms that almost everyone in the world uses because it can be downloaded on smart phones. So if there is a minor inconvenience or major inconvenience, everyone gathers around to make it noticeable.
These platforms are also used to spread awareness. If something happens in Pakistan, the people who live on the other side of the world will know in an instant, that’s the power of these platforms. Communication has changed, it has become more fast and more vast. 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 millennials 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.

**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**](https://www.researchgate.net/post/Do_you_know_some_valid_tools_for_assessing_the_communication_skills_in_adults_with_severe_and_or_profound_intellctual_disabilities)**?**

**Answer:** Following valid principles assess the communication skills in different age group:

1. Principle of Clarity:
The idea or message to be communicated should be clearly spelt out. It should be worded in such a way that the receiver understands the same thing which the sender wants to convey. There should be no ambiguity in the message. It should be kept in mind that the words do not speak themselves but the speaker gives them the meaning. A clear message will evoke the same response from the other party. It is also essential that the receiver is conversant with the language, inherent assumptions, and the mechanics of communication.

2. Principle of Attention:
In order to make communication effective, the receiver’s attention should be drawn towards message. People are different in behaviour, attention, emotions etc. so they may respond differently to the message. Subordinates should act similarly as per the contents of the message. The acts of a superior also draw the attention of subordinates and they may follow what they observe. For example, if a superior is very punctual in coming to the office then subordinates will also develop such habits. It is said that ‘actions speak louder than words.

3. Principle of Feedback:
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The principle of feedback is very important to make the communication effective. There should be a feedback information from the recipient to know whether he has understood the message in the same sense in which the sender has meant it.

4. Principle of Informality:
Formal communication is generally used for transmitting messages and other information. Sometimes formal communication may not achieve the desired results, informal communication may prove effective in such situations. Management should use informal communication for assessing the reaction of employees towards various policies. Senior management may informally convey certain decisions to the employees for getting their feedback. So this principle states that informal communication is as important as formal communication.

5. Principle of Consistency:
This principle states that communication should always be consistent with the policies, plans, programmes and objectives of the organization and not in conflict with them. If the messages and communications are in conflict with the policies and programmes then there will be confusion in the minds of subordinates and they may not implement them properly. Such a situation will be detrimental to the interests of the organization.

6. Principle of Timeliness:
This principle states that communication should be done at proper time so that it helps in implementing plans. Any delay in communication may not serve any purpose rather decisions become of historical importance only.
Impact of the assessment in education community
Evaluating student achievement through performance assessments is not a new strategy. Good teachers have always judged and monitored their students' progress through observations, experiments, written assignments, and research projects. What is new in the current reform effort is the systematic shift toward schoolwide performance assessments and away from multiple-choice tests for measuring instruction and accountability.

Proponents of performance assessments argue that assessment and instruction must form a seamless web that promotes teacher/student collaboration, active learning, critical thinking skills, and multidisciplinary understanding. Performance assessments, they reason, have a positive influence in the classroom. Performance assessments:

provide pedagogical templates that help teachers to develop effective instructional techniques; and
provide comprehensive information about student progress, including students' strengths and weaknesses.
Impact of the assessment in business community
Business impact analysis and risk assessment are two important steps in a business
continuity plan. A BIA often takes place prior to a risk assessment. In particular UC San
Francisco? IT Business Continuity Team will focus its BIA efforts on the effects or
consequences of the interruption to critical IT business functions and attempts to quantify the financial and non-financial costs associated with a disaster. The business impact assessment
looks at the parts of the organization that are most crucial. A BIA can serve as a starting point
for a disaster recovery strategy and examine recovery time objectives (RTOs) and recovery
point objectives (RPOs), and resources and materials needed for business continuance.
A risk assessment identifies potential hazards such as a hurricane, earthquake, fire, supplier
failure, utility outage, IT or network availability or cyber-attack and evaluates areas of
vulnerability should the hazard occurs. Assets put at risk include people, property, supply
chain, information technology, business reputation and contract obligations. Points of
weakness that make an asset more prone to harm are reviewed. A mitigation strategy may be
developed to reduce the probability that a hazard will have a significant impact.
Impact of the assessment in sports community
Sport evaluation is a fundamental moment in the training process of every athlete, every team and is an indispensable support for the coach. The aims and all the aspects related to the assessment, will be taken into consideration, together to that can have a positive effect on performance, allowing each athlete, team and coach a good workout or match, whatever their competitive level. The approach is argumentative theoretical for the part relating at the training theory. Firstly, summarizing and deducting the scientific idea of research and of apply it in the practices of measurement and evaluation of the sport performance. One of the topics investigated is the relationship between genetic factors and training factors, in determining the performance of an athlete. The athlete’s evaluation process should be useful in setting up and controlling the training and providing information to improve sport performance.