

IQRA NATIONAL UNIVERSITY

English

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Question 1:

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?

Answer:

Communication:

Communication can be defined as the process of transmitting information and common understanding from one person to another. The word communication is derived from the Latin word, **communis**, which means common. The definition underscores the fact that unless a common understanding results from the exchange of information, there is no communication.

Traditionally Public relations were portrayed as a simple communication where a communication is simply the sending and receiving of information between at least two people. The message may be verbal or non-verbal.

Verbal Communication:

The communication happens through verbally, vocally or through written words which express or convey the message to others is called verbal communication.

Non-Verbal Communication:

Any communication without word of mouth, spoken words, conversation and written languages are called Non-Verbal Communication. It happens through signs, symbols, colors, gestures, body language or any facial expressions are known as nonverbal communication. Traffic signals are one of the best examples for nonverbal communication.

- **The barriers of communication and its consequences on efficiency of public institutions:**

There are some of barriers in effective communication which effects the efficiency of public institutions.

I. Environmental and Physical barriers:

The major environmental / physical barriers are Time, Place, Space, Climate and Noise. Some of them are easy to alter whereas, some may prove to be tough obstacles in the process of effective communication. These factors may just cause distraction leading to inattentiveness or totally alter the message, causing miscommunication.

II. Cultural Barriers:

The prime dynamics of culture are the mutual social perceptual set with coordinated, meaning and action, and cultural variance. The differences in communication recital and the diverse forms of communication can create diversity among various cultures. People who live in various cultures and historical epochs communicate differently and have different patterns of thought. A Cultural barrier in communication occurs mainly when communication happens between two different cultural backgrounds.

III. Psychological Barriers:

Psychological Barriers are due to the emotional character and mental limitations of human beings. These barriers result in absent-

mindedness, the fear of expressing one's ideas to others, excitement and emotional instability—all accounting for an overwhelming number of communication problems.

Any psychological state can affect your ability to send and receive a message. This is concerned with the way your mind works and the way that this affects your behaviour. For example, when you are upset, you will have a hard time listening effectively to a message.

Conclusion:

If public institutions follow the principles of effective communication there efficiency in communication and performance would dramatically increase in their favour, if they can send a clear and direct message to their followers there will be no confusion left in such areas, thus improving performances and hitting targets.

QUESTION 2:

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:

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. Back then people had to deal with 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.

The Digital Age Has Change Everything

Today's digital devices demand our constant attention, completely changing the ways we interact, advertise, work, entertain, gain knowledge, conduct business, create, communicate and so much more.

We are fast becoming a world economy based on the communication of information. The speedy evolution of technology into our daily lives has allowed rapid global communication and networking to shape our modern society.

Our great Information Age, also known as the Computer Age or Digital Age, is the notion that our present era is characterized by the ability of individuals to transfer and communicate information freely, and to have instant access to information that would have been difficult or impossible to find previously.

It can also be argued that social networks have affected our communication by the way we converse and in our writing techniques. The social web has changed the written word in a couple of crucial ways:

1. Writing is more summarized:

When Twitter and its 140 character limit were introduced, most of us questioned how we could get anything meaningful across in 25 to 30 words. As we have adapted to Twitter and other social media networks, we have realized that the 140 character limit has actually pushed us to get to the core of what we are conveying. However, this has allowed for shorter sentences or paragraphs and made way for neglecting correct grammar use.

2. Abbreviations are more prevalent:

People who communicate via social media or text message aren't necessarily spelling things incorrectly, they are speaking a new language entirely. "TTYL" is commonly used to let someone know you will talk to them later. In today's world, abbreviations are now so common that we do not even have to think twice about what they stand for.

3. Wider interaction:

One of the biggest changes in the way that we interact, due to social media networks, is the sheer 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 – this is why we see people who have thousands of Facebook friends or tens of thousands of Twitter followers. Without social media, that would be impossible. Social media networks allow us the opportunity to share opinions with a far wider audience.

3.No Filter:

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.

4. Social Distancing:

Communication is becoming increasingly more impersonal and distant with people even breaking up relationships via text messages! Many people find technology an easy way to short circuit having to deal with people and the quagmire of human emotions. Relationships in the business world are tending to become ever more impersonal and logic-based. ‘The human factor’ is being marginalized and many people end up feeling isolated and frustrated.

5. Professional changes:

Meetings and conferencing is also increasingly being conducted by skype and video conferencing. Many professionals are currently self-sabotaging by demonstrating a lack of confidence and the inability to communicate effectively over these media.

Many of our clients have approached us to help them navigate the challenges of communicating effectively in the Digital Age. These progressive organizations

acknowledge the reputational risks involved in sabotaging their brands and communication messages through the complexities of communicating via technology.

Conclusion:

Communication in the Digital Age may have evolved dramatically, but the necessity for excellent communication skills remains the same. Communication skills are actually now even more important with cues like body language and vocal tone being cut out of the communication equation. Your remaining tools to communicate with now need to be leveraged with even greater skill to compensate for the lack of face-to-face communication. In every era, communication skills triumph!

Question 3

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).

Answer

Principles of Communication:

1. Clear

when writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Information and actions required, must be clear so the reader has the information they need to take action.

2. Concise

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."

Are there any unnecessary sentences?

Have you repeated the point several times, in different ways?

3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

4. Correct

When your communication is correct, it fits your audience. And correct communication is also error-free communication.

Do the technical terms you use fit your audience's level of education or knowledge?

Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.

Are all names and titles spelled correctly?

5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

Does your message include a "call to action," so that your audience clearly knows what you want them to do?

Have you included all relevant information – contact names, dates, times, locations, and so on?

7. Courteous

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Assessment of some principles of Communication in different age groups

Children:

This age group needs specific impotence in communication since it is an age group where they just start to learn how to communicate. In order to make them understand your thoughts and commands you have to keep your message as simple as possible.

So basically the principle of clarity is used here. We are supposed to keep our messages clearer. Also while dealing with this age group being polite is the key.

Teens:

The age group of teens are in the mid of life they already know the way of communication but most of the time the communication between teens is electronic so they try to keep their messages short and brief. The principle used in this age group is "concreteness".

Adults:

The principle of communication used in this age group mostly is "concreteness" and "correctness"

Elderly:

This age group is the most senior and deserves all the respect love and affection. So to deal with our senior citizens need to use the principle of communication that is "courtesy".

Impact on Educational, Sports and Business Community:

the principles that assess communication skills vary accordingly and these principles are used according to the situation, for example: for educational purpose the communication of a speaker will be the use of formal words now here the observer might observe how clearly and relevantly the words are put in the sentence which clearly communicate objective of the speaker, same goes for official meeting and business tours. Now the assessment also vary in sports community. In sports we use harsh words to encourage players and here your assessment is on the basis of deep heavy voice and motivational words to encourage best performance in players. While in a business community the assessment is completely different there you have to speak less but your communication should be convincing so that the clients are convinced.
