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**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.**

**Answer: Communication:**

Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.

**Communication theories in public relations:**

They provide an understanding of the relationship between actions and events. This chapter introduces six types of theories that public relations practitioners use every day: relationship theory, persuasion and social influence, mass communication, roles, models, and approaches to conflict resolution

**Barriers in communication:**

There are nine key barriers that can occur within a company: language, cultural diversity, gender differences, status differences and physical separation. These barriers to communication are specific items that can distort or prevent communication within an organization.

The following are some main barrier in communication

- Physical and physiological barriers. ...
- Emotional and cultural noise. ...
- Language. ...

- Nothing or little in common. ...
- Lack of eye contact. ...
- Information overload and lack of focus. ...
- Not being prepared, lack of credibility. ...
- Talking too much.

## **Barriers To Effective Communication**

The process of communication has multiple barriers. The intended communicate will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc. We will see all of these types in detail below.

### **1. Linguistic Barriers**

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

### **2. Psychological Barriers**

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

### **3. Emotional Barriers**

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

### **4. Physical Barriers to Communication**

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

### **5. Cultural Barriers of Communication**

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behavior will change drastically from one culture to another.

## **6. Attitude Barriers**

Certain people like to be left alone. They are the or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviors.

## **7. Perception Barriers**

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication. All the messages or communicate must be easy and clear. There shouldn't be any room for a diversified interpretational set.

## **8. Physiological Barriers**

Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice etc. are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

## **9. Technological Barriers & Socio-religious Barriers**

Other barriers include the technological barriers. The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

Most of the organizations will not be able to afford a decent tech for the purpose of communication. Hence, this becomes a very crucial barrier. Other barriers are socio-religious barriers. In a patriarchal society, a woman or a transgender may face many difficulties and barriers while communicating.

**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:**

Yes, The internet and social media has drastically changed the way people all over the world interact and communicate. 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. As we take the example of Facebook.

**Facebook changed the way we communicate** with other people. Back when there were no social network sites such as Facebook, people used to communicate mostly with people from nearby places through speaking and using old cell phones and telephones. ... In the other way around Facebook has improved communications for users.

The digital society in which we all live has drastically altered reality across industries. It's changed the way we live (okay, Google!), the way we work (hello telecommuting!) and, most importantly, the way we communicate.

A by-product of this digital era, social networks have easily become one of the most dominant methods of communication.

As one of the most popular methods for sharing thoughts and ideas, it's important to examine how social media changed the way we communicate over time.

Even further, brands attempting to use social media to reach potential customers need to make sure they're adapting their communication styles accordingly.

How social media has changed the way we communicate.

- **Wider reach**

Social media has enabled communicators to expand their network globally. Within seconds and with only the push of a button, an individual or brand can reach thousands of people all over the world.

The greater connectivity can be a blessing and a curse.

- **Greater immediacy**

Gone are the days when you need to wait to see someone in person or wait for them to pick up their landline telephone in order to convey a message.

Likewise, professional communicators no longer need to wait for their story to air on the 5 o'clock news or run in next Sunday's newspaper.

Social media has changed the way we communicate with each other by giving us the ability to be constantly communicating.

A tweet can be shared with millions of people in an instant. A video can go viral on Facebook or YouTube in just minutes.

This means that brands are expected to be constantly "on" when it comes to their social media presence. If someone tweets in a question or sends a private message on Facebook.

- **Fewer filters**

There's a big difference between standing face-to-face with someone and chatting from behind a computer screen.

Thanks to social media, people are losing their filters in conversation, especially with strangers (we're looking at you, Internet trolls).

People are revealing more of themselves to one another via social media, and brand communications have had to evolve to keep up. Consumers expect full transparency from companies.

- **Stories are fleeting**

Because social media is immediate and wide-reaching, it means that the life-span of a story is far shorter than it used to be.

This means that social media users, including journalists, are constantly searching for the next big thing and communicators need to keep up with their turnaround time.

Due to its sheer popularity, it shouldn't come as a shock that social media changed the way we communicate.

**Q3: How do 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:**

The 7 Cs of Communication are:

1. Completeness
2. Concreteness
3. Courtesy
4. Correctness
5. Clarity
6. Consideration
7. Conciseness

**What are the 7 C's of Communication?**

We communicate all day long; at home, at work, with our next-door neighbor and at the sports club. We communicate verbally, non-verbally and in writing. Unfortunately, the message does not always come across as intended. NOISE! This can lead to miscommunication and (small) misunderstanding or the wrong impression.

The 7 C's of communication, also known as the 7 principles of communication are a useful way to ensure good and business communication. The 7 C's of Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner.

### **1) Completeness**

The message must be complete and geared to the receiver's perception of the world. The message must be based on facts and a complex message needs additional information and or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

### **2) Concreteness**

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

### 3) Courtesy

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word 'they' a larger audience is immediately addressed.

### 4) Correctness

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

### 5) Clarity

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

### 6) Consideration

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

### 7) Conciseness

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear business communication. When statements are varied, they will confuse the receiver.

## 7 C's of Communication variations throughout the years

The 7 C's of Communication have two more variations that are often overlooked, namely **Creativity** and **Credibility**.

### Creativity

A text will only be lively when the words and sentence structures are used creatively and when short sentences are alternated with longer sentences. Creativity is especially important in texts in

which search words are used, it is essential that the search words are constantly used in a different setting.

## **Credibility**

By creating an atmosphere of trust in a conversation or text, you add credibility to the message. This can be achieved by a clear and striking 'tone', which indicates that the information you are discussing contains the right information.

## **The impact of communication in education community:**

A range of arguments can be put forward for the importance of integrating communications within education systems. Some of these are highlighted below and explored through the text. It can be claimed that good information and effective communications might help:

- enable communities and civil society to engage with educational issues at the school level, raise issues with educational providers and promote accountability of provision and promote public engagement with educational reform programmers
- increase public awareness of educational rights and make the uptake of educational services more likely, both for children and adults
- provide evidence to support decision-making processes
- improve the quality of policy formulation
- build shared understandings which may lead to social change
- improve educational service delivery and policy implementation
- involve the voices of the marginalized groups, to make educational provision relevant to their needs
- empower people to make decisions and develop ownership of educational processes
- improve the quality of learning and educational outcomes.

## **The Impact on effective communication in Business**

### **Miscommunication:**

Miscommunication is one of the most common issues that businesses have. If you can avoid miscommunication, your business activities will be much more effective. Miscommunication often occurs between different levels of management in a company. For example, if a member of senior management issues a memo, it can sometimes be misinterpreted by other employees in the company. To prevent miscommunication, it is important to think about what you are saying and how other parties could interpret it.

### **Save Money:**

Then you practice effective communication, it can also save your business a large amount of money. In many cases, companies end up spending more because they did not communicate



effectively the first time. For example, the marketing department in a business might determine that they need a scanner and simply order one. Later they find out that the IT department had a scanner sitting unused in a storage closet. If the two departments had communicated effectively, it could have saved the business some money

### **Benefits:**

One of the benefits of effective business communication is that it can keep relationships strong. Then you rely on suppliers or business partners as part of the success for your business, you need to maintain a constant level of communication. Then you communicate effectively, you can avoid employees, clients and vendors making invalid assumptions that could harm your business.

### **Time Frame**

Then trying to improve communication within your business, it may take some time to develop a system that works. Not all employees automatically know how to communicate with one another effectively. You may need to devote some resources to training seminars or classes to teach everyone how to communicate well with each other. Once you institute policies and procedures, the process of effective communication will become easier

### **The Importance of Communication in Sports community:**

If you are considering a career in sports administration, it is a good idea to think about what drew you to sports in the first place. Perhaps it was the hard work and physical conditioning, or maybe the fun and excitement of the game. For many, playing sports is attractive because of the social interaction: being part of a team working toward a common goal. The desire to be part of a community is an important aspect of human nature, and communication is perhaps the most important part of developing a healthy community.

Some is true in a sporting community. That developing good communication between coaches and players results in better, more effective teams. In addition, healthy communication both internal and with the public has been shown to be vital to creating successful business environments. These are some of a sports organization administrator's most important responsibilities. While earning an online master's degree in sports administration, candidates will study the nuances of communication in sports and how it relates to effective leadership.