

## Department of Electrical Engineering

### Assignment

Date: 14/04/2020

#### Course Details

Course Title: Communications skills

Module: 2

Instructor: Miss Rizwana Iqbal

Total Marks: 30

#### Student Details

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Note: **Plagiarized work is not acceptable.**

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.	Marks 10 CLO 1
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.	Marks 10 CLO 1
Q3	<a href="#">How does some valid Principles assess the communication skills in different age group of people and what does the impact of that</a>	Marks 10 CLO 1

	<u>assessment in different communities (education community, business community and Sports community)?</u>	
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**Answers**

ANS 1	<p>Communication gap occurs when the message delivered by the speaker is not understood by the listener. When the things are not understood that it was actually said what meaning intended by the speaker when the meaning of message delivered by the speaker to his listener is not understood to the listener then the communication gap occurs. Public relation is a strategic communication process that builds mutually beneficial relationships between organization and their publics. When we communicate with public then we says a big barrier that is public we have a lot of audience or decoders/receiver so everyone in our audience have their own level of understanding and mentality level to understand words by senders /speakers want to say. Many from our audience are negative thinkers who take our message negatively at the raise objection that creates the communication gap. Language is also a barrier when the speaker communicates in English in a village public relations office many of them understand urdu or other local languages clearly. So the speaker needs to select the channel accordingly sometimes the speaker cannot communicate all things openly without the approval from upper level management. This creates a little misunderstanding with public.</p>
ANS 2	<p>As communication and information is travelling faster and world seems to get smaller because of advancement of social media the communication is becoming faster and effective. Before social media we were limited to a few person we knew. Our social media circle was limited before social media that includes Facebook, twitter, WhatsApp, Instagram etc. Because of today's social media communication is becoming faster and effective now we have thousands of friends all over the world because of social media. Because of social media the world has become a global village. Now we can share our knowledge, experience, opinions, and views with anyone all over the world because of social media. Because of social media we are in touch with thousands of our friends through different communication channels. Social media has helped us a lot in online studies all over the world. Now our physical existence is not effectual in university from where we are getting education. We can get guidance from our teachers' online means that our teacher sitting in one country is guiding us about our subject and we are receiving his information while sitting in other country. Now e commerce business is successful because of social media.</p>
ANS 3	<p>Our communication is based mostly on 7 C's concept. 7 C's includes clarity, correctness, concreteness, completeness, courteousness,</p>

coherence and conciseness for every type of age group and for communities like business lined, educational institutions, and sports sector, or the communities around us we face daily professional and nonprofessional people. This concept is important because following this concept our message for our audience will be précised and complete. When we are communicating a child we should speak much clear and use easy words. When we are communicating with educational sector then we can use some kind of motivational talks and we need to use official language. When we are communicating with businessman or business community we need to use some business terminologies and coherent courtesy and concrete mean and our message should become complete and concise to the deliver.