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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 One:***

One of the big problem that I observe with people and companies who want to either to create a good reputation through public relation or increase awareness but whatever the objective organization might have they mostly fail to deliver that specific message to that particular group of people who are targeted for these messages, for example international nonprofit organization always keep saying they work for the welfare of humanity and yes they do but the communication channel they use lead to only those people who have more than they need and ultimately the targeted audience never knows of this if somehow they get to know then they would be rejected to reach through proper channel where we deliver the message but that message never reach them, now the problems that this message face are first the medium they use , second the target audience segmentation , and third right use of words and fourth how they are going to interpret this message because mostly that people either don't care or if care they don't know if the message is supposed to be interpreted by them, problems like these and many other are in the way of public relation messages.

**(A) The “chronic know nothings.”** No matter what you do, regardless of importance or quality of content, these folks are simply disinterested. As field of marketing and communications gets ever more crowded, we can anticipate growing sense of apathy.

**2) Low awareness.** People are disinterested in information they know little about – it’s hard to gain that initial interest. In a twist like Newton’s Law, objects in motion tend to stay in motion, while an object at rest will remain so unless an unbalanced force acts upon it. It takes energy to overcome inertia – and energy to overcome a lack of awareness.

**3) Preconceived notions.** People tend to seek out information congenial to their preconceived notions. In fact, everything about the web feeds this idea. It is explicitly designed to feed users information in which they are most likely to be interested. That’s the essence of the message in Erik Quitman’s Social Media Revolution video – we don’t find the news, the news finds us.

**Reference:** <https://www.swordandthescript.com/2010/07/five-reasons-pr-campaigns-fail/>

**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 Two:***

By evolution of technology and digital media and information the communication and its process has also changed time by time as we know that the communication is the exchange of idea, information , speaking it can be in written form, spoken form, or digital form.

At the age of digital communication as the communication channel has changed obviously the process of communication is also changed nowadays at age of digital communication we can communicate with each other at free short time or on the time and also we can communicate with millions of receivers at the same time (tweeter) which was not possible action in traditional communication.

As the process of traditional communication was that the sender of message encode the message through a channel and receiver decode that message and if he wants to give a response he needed to do this process reversely which is a long process.

In the age of digital communication the sender just write or record its message the through a digital channel (Facebook, Tweeter, video call ....) and on then can send to millions of receiver and on the time can get feedback from them. Now we can say that the process communication is also have changed because for convey the message we use a digital media and can communicate with lots of people at same time also can get feedback at the time.

**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 communities (education community, business community and Sports community)?**

***Answer 3:***

The principles that assess communication skills vary accordingly not only its limited to education, sport or community impact but it vary further what the aim or objective the communicator want to achieve. And those principle are used according to situation that's best suited for example the communication of a speaker in an educational environment or for educational purpose would be asses with factors like the use of formal words and its effectiveness and as well as its efficiency, now here the observer might observe how clearly and relevantly the words are put in a sentence that clearly communicate the objective of what the speaker wanted to communicate and not only that, but wither the stated words are suited and needed in the way this speaker communicated, these and many other principle are not only limited to educational impact but as well as to other formal environment for example a presentation in a corporate sector or in a meeting with officials

Now this assessment also vary according different age group, and that make sense because if you are assessing a small boy method of communicating with an old man , then you may be frustrated soon because that will create problem not only for you but for the subject that you are assessing, and we see around that for small age group we naturally use a very soft tone and a type voice to entertain them and as well as deliver our message and in return we expect the same childish innocent tone and words from them, and that's why the assessment be different for different age group because they have a huge gap in communication experience. Now all these factors somehow little bit vary in educational environment and as well as other environment like sport or community , for example in sport you may use harsh words to encourage players and here your assessment is on the basis of the deep heavy voice and the motivated words you use to encourage best performance in players, but you cannot do the same in a community there you should be listening more and speaking less but always smile so your neighbor do not think you are bad , now if here you use that sports factor and use those words in a normal conversation then you may get famous with unwanted words.