Department of Electrical Engineering
Assignment
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Course Details

Course Title: Communications skills   **Module:**   2
Instructor: Mam 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	How does some valid Principles assess the communication skills in different age group of people and what does the impact of that	Marks 10 CLO 1

	assessment in different communities (education community, business community and Sports community)?	

Answer no 1;

Communication Process

The idea of communication is dynamic and has been used and characterized contrastingly by various researchers. They have considered communication as it identifies with individuals in different social associations. The term communication is of Latin origin. It originates from the word,
'communicare' which intends to normal. Correspondence is the response to the general need of making regular comprehension among individuals or associations. Communication is the act of conveying meanings from one entity or group to another using mutually understood signs, symbols, and semiotic rules.

Public Relations

Public relations is the act of purposely dealing with the discharge and spread of data between an individual or an association, for example, a business, government office, or a philanthropic association and people in general. . Public relations may incorporate an association or individual picking up presentation to their crowds utilizing subjects of open intrigue and news things that don't require direct installment. This separates it from publicizing as a type of showcasing interchanges. Public relations plan to make or get inclusion for customers for nothing, as opposed to paying for promoting or publicizing.

The point of Public relations is to illuminate people in general, imminent clients, financial specialists, accomplices, representatives, and different partners, and at last convince them to keep up a constructive or positive view about the association.

Public relations as a Function of 'Communication'

Communication assumes a fundamental job in compelling public relations. It's critical to convey between the two gatherings with the goal that the two associations are in the same spot. The association that is doing the Public relations must see precisely what it is their other gathering needs for presentation. In advertising the organization doing the PR for a specific association must guarantee they are accepting the data effectively and if not, they ought to get input with regards to what they should change. This would help by composing surveys and conveying to and fro permitting the sending gathering to help as well as could be expected.

The message that is being conveyed must effect the shopper conduct of the clients so they become faithful to the brand. Communication needs to affect the objective market for them to stay faithful to that brand or association.

That is the reason when you speak with each other you can fix things, develop things, and start new things.

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Barriers of Communication

Barriers to successful communication can impede or twist the message or goal of the message being passed on. This may bring about failure of the communication procedure or cause an impact that is unfortunate. These incorporate sifting, specific recognition, data over-burden, feelings, language, quietness, correspondence misgiving, gender differences and political rightness

Process Barriers

Every step in the communication process is necessary for effective and good communication. Blocked steps become barriers, Process barriers may include sender barriers, encoding barriers, receiver barriers, decoding barriers and medium barriers etc.

Physical barriers

Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff is in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems. Staff shortages are another factor which frequently causes communication difficulties for an organization. An appropriate choice of media can overcome distance barriers between people.

Semantic Barriers

The words we choose, how we use them, and the meaning we attach to them cause many communication barriers. The problem is semantic, or the meaning of the words we use. The same word may mean different things to different people. Words and phrases such as efficiency, increased productivity, management prerogatives, and just cause may mean one thing to a school administrator, and something entirely different to a staff member. Technology also plays a part in semantic barriers to communication. Today's complex school systems are highly specialized. Schools have staff and technical experts developing and using specialized terminology jargon that only other similar staff and technical experts can understand. And if people don't understand the words, they cannot understand the message.

Cultural diversity

In case of communication in public relation the usually the public is at the receiving end of the communication process and the public can always be culturally very diverse there would be groups of people among public with very different socio-economic and cultural backgrounds

thus perceiving the message very differently which eventually becomes a problem therefore it's very important to know the audience for the intended message.

Cultural differences exist within countries tribal/regional differences, dialects etc. between religious groups and in organizations or at an organizational level – where companies, teams and units may have different expectations, norms and idiolects. Families and family groups may also experience the effect of cultural barriers to communication within and between different family members or groups. For example: words, colors and symbols have different meanings in different cultures. In most parts of the world, nodding your head means agreement, shaking your head means no, except in some parts of the world. So, in order to have an effective communication across the world it is desirable to have a knowledge of cultural variables effecting communication.

Geography

The audience for a public relations communication is diverse geographically as well, people belonging to different geographic conditions are usually conditioned very differently thus behave very differently as well.

Technological Complications

If the communication is taking place via technology, it can also act as a barrier to effective transmission of the message thus distorting the process this can also be named as Medium barrier. therefore, proper measures should be adopted to combat these technological complications.

This also includes a lack of expressing "knowledge-appropriate" communication, which occurs when a person uses ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.

Attitudinal barriers

Attitudinal barriers come about as a result of problems with staff in an organization. These may be brought about, for example, by such factors as poor management, lack of consultation with employees, personality conflicts which can result in people delaying or refusing to communicate, the personal attitudes of individual employees which may be due to lack of motivation or dissatisfaction at work, brought about by insufficient training to enable them to carry out particular tasks, or simply resistance to change due to entrenched attitudes and ideas.

Bypassing

These happens when the communicators (sender and the receiver) do not attach the same symbolic meanings to their words. It is when the sender is expressing a thought or a word, but the receiver takes it in a different meaning. For example- ASAP, Rest room

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Fear of being criticized

This is a major factor that prevents good communication. If we exercise simple practices to improve our communication skill, we can become effective communicators. For example, read an article from the newspaper or collect some news from the television and present it in front of the mirror. This will not only boost your confidence but also improve your language and vocabulary.

Gender barriers

Most communicators whether aware or not, often have a set agenda. This is very notable among the different genders. For example, many women are found to be more critical in addressing conflict. It's also been noted that men are more than likely to withdraw from conflict when in comparison to women. This breakdown and comparison not only show that there are many factors to communication between two specific genders but also room for improvement as well as established guidelines for all.

Consequences of Communication barriers on Efficiency of Public Institutions

The impacts of communication boundaries inside the institutional administration. Practice has indicated that the absence of communication or of understanding makes the different portions of a similar social body live on various directions. The advanced world, the information society depends on the standards of communication. No association would concede its inside or outside absence of correspondence, presently, when the period of PCs and high innovation is developing quick. No partnership would concede that communication is in certainty such an individual component and it is a property of every part set in the progression of the association. In any event, while seeing the absence of correspondence, the issues which it causes the association, restricted supervisors, directors who just try to perform every day exercises without any points of view, won't take the measures which are forced in these circumstances. The absence of correspondence involves disappointment, clashes, it obstructs improvement and it prompts the decay of the organization which needs correspondence. boundaries of correspondence which exist together in the interior condition, in the correspondence with the outer one, with the objective open of the scholarly association, components of the connection which by and large keeps the open organization from achieving its strategic to arrive at its destinations. Open foundations are inflexible associations, portrayed by a progressive structure, frequently delayed in responding. Changes are for the most part initiated by outside powers, either political suppositions or universal associations that set basic guidelines that the foundations must conform to. However, with regards to changing individuals – their attitude,

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the manner in which they act/respond what happens next is anyone's guess, as there are social and mental components that enter the condition. At whatever point change is being executed, the dread factor can set in. This can be simply the dread of progress and its results, for example, the conceivable loss of employer stability or loss of obligation or control. Persistent, legit and open correspondence is basic in such cases, since change can remove individuals from their "usual range of familiarity" and raise their feelings of anxiety. The test is to impart the correct message that the "new zone" is significantly progressively agreeable and secure, or possibly it will be previously the underlying momentary distress of actualizing change has been survived. knowing how, what, when, to whom and the amount to impart is fundamental for foundations experiencing correspondence hindrances and it can help inspire the representatives and increase comprehension and backing from the network.

Ans 2:

The communication process consists of a message, sender, a channel and a receiver. The process itself has not changed as such, but the channel that is used most has changed dramatically.

It seems like advancements in technology and changes in communication always go hand in hand. When science was working to introduce new tools to let distant people contact each other, the landlines replaced telegraph and subsequently, cell phones replaced landlines. When the Internet arrived, it not only brought revolution in the sales industry but also opened new doors of personal communication. When science was looking for more convenient ways to send messages, e-mails replaced postal emails and social media replaced text messages. So it would not be wrong to say that technology has been shaping the communication industry for over a hundred years.

Previously, there were not much mediums of communication and today we are completely overwhelmed with the disparate mediums, thanks to the ever-changing technology! From Facebook to Instagram and skype to Whatsapp, we now have the limitless database of communication tools that have brought us closer to the entire world. All these communication mediums have also impacted our lives in different ways. For example, it's true that Smartphones have brought us closer to our friends and relatives living in distant places, but at the same time, they have also made our society somewhat impersonal. Although they have helped increasing workplace engagement and productivity, they have also given rise to certain security and privacy issues. While some of these issues are relatively minor, but some may have profound effects on the lives of users.

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Yes the process of communication became too easy and faster in current era of IT through social media channel. Before now we used different channels which may not have been perfect for effective communication and couldn't possibly have conveyed our message as quick as todays means do .For example now we have emails ,tweets and Facebook etc message or post utilizing these means we can share information to a large audience , wherever they may hail from , we can even share information globally within seconds using these different platform which are available to us and also can get quick feedback that too quite effectively , as the communication is concise and to the point because these advancements have also made people very busy.

BUT

With a rapid increase in technologically driven communication in the past several decades, people are progressively confronted with consolidated correspondence as email, content, and social updates. This has, thus, prompted a striking change in the way more youthful ages impart and see their own self-viability to convey and associate with others. With the ever-consistent nearness of another "world" in one's pocket, people are performing various tasks both genuinely and psychologically as steady tokens of something different happening elsewhere besiege them. Although maybe excessively new of a headway to yet observe long haul impacts, this is an idea right now investigated.

Ans 3

Communication Skills

Having the option to communicate successfully is maybe the most significant of all fundamental abilities. It is the thing that empowers us to pass info to others, and to comprehend what is said to us. You just need to watch a child listening eagerly to its mom and attempting to rehash the sounds that she makes to see how fundamental the ability is to communicate effectively.

The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It's never too late to work on your communication skills and by doing so, you may well find that you improve your quality of life. Communication skills are needed in almost all aspects of life.

Valid Principles in Assessing the communication skills of different age groups

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Principles of assessment are guidelines to ensure that the test is appropriate and effective. These principles are crucial to be taken into consideration because assessment is an important aspect of every process which determines the level of accomplishments of people involved.

There are five general principles of assessment:

1. **Practicality**
2. **Reliability**
3. **Validity**
4. **Authenticity**
5. **Washback**

Practicality imparts that the assessment test should be practical and should be contextualized according to different age groups of people. For example nature of practicality changes according to different age groups . The test should be economical to provide. The format of the test should be simple to understand.

Also these assessments and the results of these tests should be reliable for all different age groups of people. principle of reliability refers to the stability of scores over time and different raters.

These assessment methods should be valid according to the environments in which these tests take place and should be able to provide the required results and also should be authentic and widely accepted and should also have some sort of feedback mechanism.

Impacts on Education Community

Communication is fundamental in education. Regardless of whether it is instructor to student, student to student,instructor to instructor, educator to parent, instructor to administrator or administrator to parent, or the other way around, communication is expected to ensure our understudies are fruitful. Communication is something that doesn't generally occur. Once in a while is an absence of time, an absence of assets, an absence of realizing how to get the point across or a language barrier.Technology can help improve communication in education

Impacts on Sports Community

Numerous investigations have indicated the advantages of good communication in sports. Players who realize how to adequately collaborate with one another will cooperate better, shaping a more grounded in general group. Be that as it may, figuring out how to convey one's musings and sentiments obviously and successfully without harming or culpable others can require some investment. Encouraging this information in players is basically the duty of the

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group's mentor. Workshops in viable correspondence are a piece of numerous fruitful athletic projects, and mentors who discuss straightforwardly with their competitors can display viable collaboration by talking legitimately, listening mindfully and esteeming others' sentiments. Positive correspondence in sports can likewise profit by basic practices like pre-game gatherings, when the group and training staff can meet up to give input, examine procedures and set objectives for the afternoon.

Impacts on Business Community

Communication abilities help to design, oversee, sort out, advance, improve different showcasing, the executives, advancement, development procedures, and frameworks. Communication abilities are critical to advertise and advance the business. Communication abilities help to construct and motivate individuals to move in the direction of authoritative objectives. What's more, relational abilities is the technique that a business can use to give incredible client experience.

Communication skills are critical to evacuate the correspondence hole among businesses and workers. Communication skills help to decrease pressure and improve profitability. Furthermore, this is the way that motivates everybody to accomplish the authoritative objectives viably and cheerfully. That is the reason relational abilities are significant in business the board and association

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