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DEPT: ART AND DESIGN  
ASSIGNMENT: MID TERM  
SUBJECT: BUSSINESS ENGLISH

**QUESTION 1.** Traditionally, public relations have been portrayed as simple ……..?

**ANSWER:** The barriers in communication can be caused by multiple factors and it can have major consequences on efficiency of public institutions. The barriers are as following.

* **LACK OF PLANING:** If a speech is not planned properly and the content are not well organized. It might not bring the desired result for the listener.
* **LANGUAGE PROBLEM:** Communication becomes very difficult when a group of people do not know the common language. Incorrect usage of vocabulary can leads to communication problems.
* **POOR LISTENING:** If the listener have bad listening skills the essence of whole communication is lost. People lose their interest in listening very easily.
* **PHYSICAL DISTRACTION:** listener can be distracted and it is possible to lose interest in speech if the environment is not comfortable. Noise, lightening and even an uncomfortable chair can be a source of distraction for a listener.
* **INFORMATION OVERLOAD:** The important messages are lost in too much information. It will frustrate the listener and it can also cause misunderstandings.
* **INCORRECT MEDIUM:** The sender or listener have to choose a medium keeping in mind of receiver. If a medium is not correct the whole message will be destroyed.
* **DIFFERENT BACKGROUND:** Sometimes communication becomes difficult if there is a cultural difference, social difference, educational difference, political difference, different mental level and age gap between a group of people.
* **CONSEQUENCES:** When there is a communication gap between people it automatically brings negative consequences with itself many institutions collapsed because of poor communication. Employees misunderstand their duties due to this productivity rate decrease gradually. Also employees makes mistakes more often. People will get frustrated and bore from the particular institute. The communication gap will become more between the workers.

**QUESTION 2:** The digital age has brought many new ways to communicate…….?

**ANSWER:** Although, the digital age has brought many new ways to communicate such as email, twitter and facebook. But the components of communication process remains the same. Communication process have seven components such as

1. Sender
2. Encoding
3. Message
4. Channel
5. Receiver
6. Decoding
7. Feedback
8. **SENDER:** Sender shares the information with others. He will choose the medium and timing of the message.
9. **ENCODING:** Encoding is putting thoughts into message. The message may be the words, expression and gestures.
10. **MESSAGE:** Message plays a vital role in whole communication process. Before sending message the sender will keep the receivers capabilities in mind. Message can be a speech, writing or gestures.
11. **CHANNEL:** Channel is a medium of sending messages. It depends on sender that from which channel he wants to share message. It also depends on receiver, distance and how early we want to receive the reply from other person
12. **RECEIVER:** Receiver is a person who will receive the message. Receiver can be listener or a reader. It is also called decoder. Receiver have a eminent role in the process of communication.
13. **Decoding:** When the receiver gets the message he will take idea out of the message. If the message is well delivered the receiver will get the idea as sender intended.
14. **FEEDBACK:** Feedback is the last stage in the process of communication. It is the reply of the receiver.

Ways of communication have evolved over the period of time and it will evolved as the time passes. Early humans used to draw animal pictures on the caves to communicate then things changed over centuries. Symbols were used by people to communicate. Decades ago, the ways of communication were very slow people used letters as a medium to send messages to other cities and even countries. This method was very time consuming. Now a days thanks to revolution and social media the communication have become very easy it hardly take 1 to 3 sec to send a message to a person or various people despite distance.

The point I want to say is that the sender did not changed over the year. The rules for sender is the same he will keep the receiver in mind also the message he want to send. Likewise receiver will receive the message and he will answer the sender as he wants. We can add emogies in a message to show emotions gesture etc. In todays world the channel is changed facebook twitter emails are the channel to communicate because of this the communication have become very easy. Like past receiver will give a feedback to the sender. Feedback remains the key element in the process.

So the ways are changed but not the process of communication

**QUESTION 3:** How some valid principles assess the communication skills……?

**ANSWER:** There are different principles that can be used to judge communication skills in different age group of people such as

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

**CLARITY:** Clarity means to communicate in a clear and non-confusing language. Talking in clear language ease the job of listener or the receiver. It also saves the time and efforts. Use common and easy words and keep the pronoun reference clear. Words having 2 meaning should be avoided also avoid the uses of jargons and phrases.

**CONCISENESS:** It conveys important messages by eliminating unnecessary ideas. It is one of the basic principle of writing. It comes in a message by eliminating irrelevant expressions or materials. Also avoid repetitions and prefaces.

**COMPLETENESS:** It conveys all important information and facts that reader might need. It brings desired result and goodwill. Completeness comes in message by gives all the information one can give some extra detail when needed. Answer all the question that is asked.

**CONSIDERATION:** A desire to avoid doing something that will make another person un happy or upset. It is also called “ you-attitude”. It comes in a message when we add positivity in a sentence which benefit readers.

**CORRECTNESS:** The language or a writing should be correct in grammar, vocabulary, spellings and punctuations. It is a greatest quality of a message.

**COURTESY:** Courtesy is very important as it shows respect, love politeness for the listener. It makes life pleasant and positive. Use expression that show politeness and respect to others

**CONCRETENESS:** This means the language should be specific, definite and vivid rather than general. In this provide solid figures and put action into words.

**EDUCATION COMMUNITY:** In education community these principles are highly useful for example CLARITY a teacher should be clear about the concepts so that he or she will deliver to students. All the 7 principles applies in education community. COURTESY A teacher should be polite and have a positive energy towards her students. CORECTNESS All the vocabulary and spellings should be clear. COMPLETENESS A teacher should deliver a complete lecture to her students.

**SPORTS COMMUNITY:** In sports community courtesy is very important because sometimes at heat moments the players lost their tempers. It is very important for the players to calm themselves and spread love and positivity in community. Sometimes commentators uses words which are not clear to layman so using a clear language will be a better choice.

**BUSSINESS COMMUNITY:** When it comes to business community it is important for a employer and also for a business man to communicate in simple clear and to the point language with each other or with a costumer. When writing an application use correct vocabulary and words which is easily understood by other. Boss should have polite positive attitude to employees.