



Iqra National University

MID TERM ASSIGNMENT

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Subject: Buisness English

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Course: Business English

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Discipline: BFD

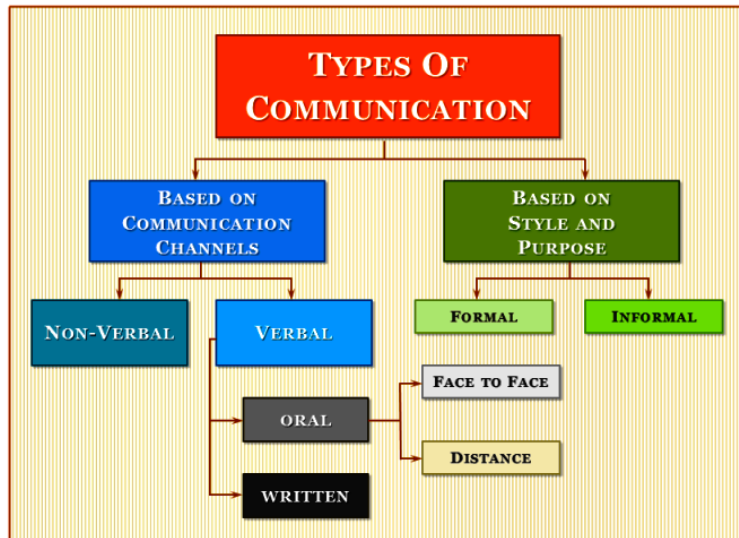
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Q1: Communication:

Communication is a simplest way of exchanging information between two individuals or entities. In today, s modern world all systems are relying on good communications in order to carry out day to day operations. Apart from these, humans are relying on a good source of communication. Communication has a vital role in our life. Good Communication is a process of exchanging information from one another. In order to understand the process of exchanging information, the required information should be read, comprehend and then transferring it. Communication involves a huge effort and factors for instance gestures, tone of voice, spoken language & body language which turns in to important aspects of communication. If any of these factors are not carried out properly, the whole process will get fail.

There are four types of communication:


- 1) Verbal Communication
- 2) Non verbal Communication
- 3) Written Communication
- 4) Visual Communication



Investigating Barriers of Communication:


- 1) **Language Barriers:** Language barrier is a term which describes the inability of passing information between two individuals due to linguistic differences. Language barriers occur between individuals by not understanding the required message or language difference.

Psychological Barriers: psychological barrier impact the process of the good communication in an organization or communication between individuals. Personal stress and worries result in lack of concentration and the receiver may not be as receptive to the message as the normal human being will be. Controlling stress or stress management is an important skill that has impact on our interpersonal skills. Personal feelings also make the process of communication fail. sometime background noise creates difficulties to carry on a good communication process.

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- 2) **Physical Barrier:** This type of communication barrier leads to geographic distance between the sender & receiver. Shorter distance results in a good communication. Shorter distance communication results in more communication channels & fewer efforts are required in terms of technology. Modern technology helps in reducing the physical barriers.
- 3) **Attitudinal Barriers:** these kinds of barriers based on personal behaviors or thinking which leads to prevention of communicating effectively. Personality conflicts, poor management, or lack of motivation may results in attitudinal barriers due to which the process of communication may be interrupted and the communication process may not be carried out properly.

Consequences of Communication barriers on efficiency of Public institution:

Communication barriers collapse the organization. Communicational gap leads to lack of flow of information between the employees and the Executive. A language barrier is a big factor in organizational efficiency. The flow of information may not occur in such way which can solve the problem. In organization people of different cultures working and it become very difficult for some individual to convey their messages to the higher authorities. Many times the low line employees has no reach to the higher authorities and often their no middle manager or manager connecting the low line employees with the higher authorities to discuss individual problems, which later leads on to affect the production section and it demotivate the employees. When there is a proper communication channel between employees and Authorities and manager works as a middle man between the low line employees to convey



their problems and issues to the employees then there will be a good outcome from the production sector & it will keep the employees motivated. If an organization lacks a proper communication process then it became difficult for the companies to survive under this situation, because when problems are not approached in better position than it hits the employees emotional sensitivity and the employees of such organization cannot work under such circumstances, which automatically leads to inefficiency of the public institution.

Question 2: Does the Process of Communication Changed with email, twitter & Face book?

As the world is getting advance, the new means of communications are introduced for the sack of creating ease in the process of communication. With the creation of social apps for instance twitter and Facebook, for most of the companies now it is very easy to communicate with their employees around the globe. As we know email is the main source of communication among different organization. Through which the organizational heads sending detail messages to other individuals regarding day to day business in organization. In fact, if we realize social media and email has created ease for the companies and can reach out their employees located in the different parts of the world. Social media can be use for recruitment purpose as well. Nowadays different companies use the social media platform for their company's advertisements which millions of people can see the advertisement directly on different social apps. Individuals have direct access to these social apps and they can use these platforms to interact with different companies and can avail different opportunities sometime advertise by these companies. It is a clear that social media has a very direct communication channel with different personals. Apart from this we can get news directly from different parts of the world. We can

communicate with different individuals directly regardless of religion and other aspect. Sometime interruption can occur because of technical issues but on overall aspect twitter, Facebook, email which we can call social media platform, it has created different communication line through which it is very easy for the individuals to approach to the companies managers, higher Authorities and can also take a direct participation in the recruitment and interview process. The process of communication is getting change as we heading towards more advancement and new techniques are up ahead that can further make the communication process smooth and proper.

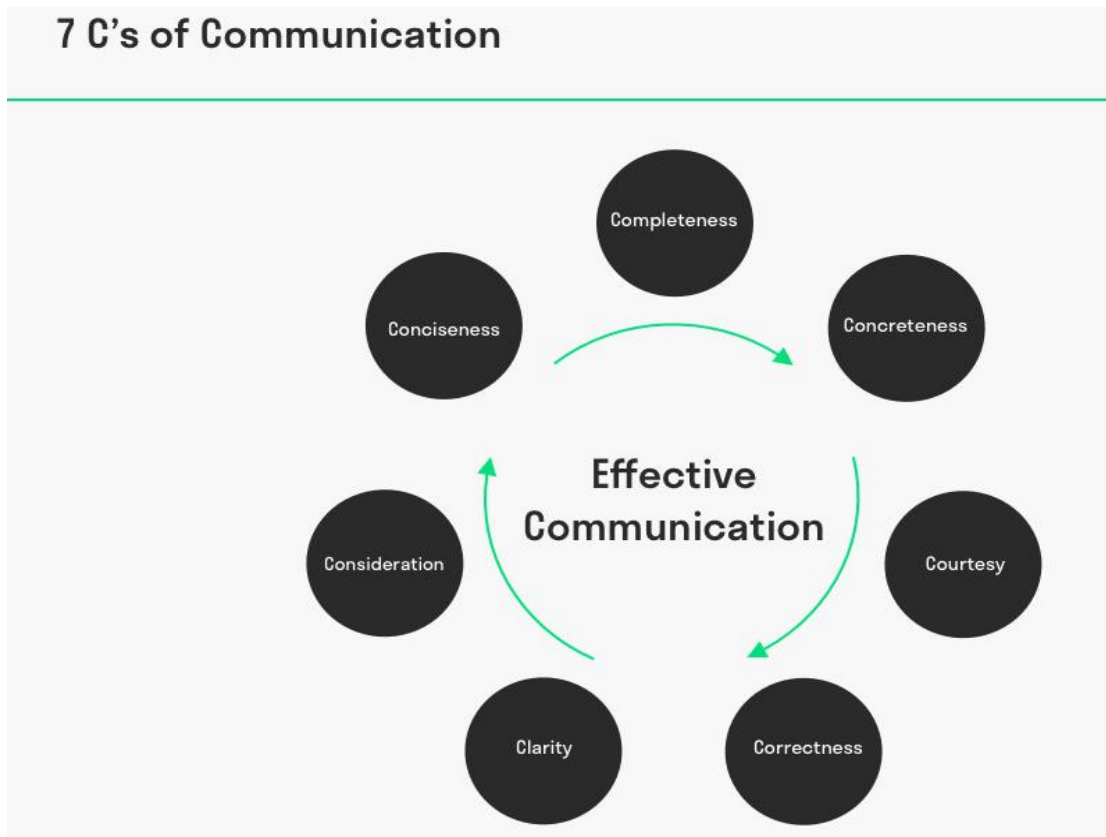



Q3: Valid Principles of Communication skills & the impact of assessment in different communities?

Principles of Communication:

1. Courtesy
2. Clarity
3. Conciseness
4. Completeness
5. Correctness

7 C's of Communication





The above-mentioned principles have a deep impact on the communication process while communicating with different communities and people of different age. Communication is a process which involves individuals with each other where they can speak and listen each other and understanding human's problems, issues and solving these problems through a understandable communication process. As we know communicating with communities is not an option. It is a humanitarian response while talking and listening the people of different communities and different sectors either its business community, sports community or educational community they all need to be listen and their problem needs to be address by conveying their message or issues to the government officials or directors of the different companies. If the above-mentioned communities are suffering from different crisis, it is important that their needs should be listened and their preferred channels, information needs & trusted sources should be understood. For the sack of providing courtesy and clarity in the process of communication while communicating with different age groups new means of communication channels should be adopted so the people can understand the easiest available means of communication. While communicating with people or communicating with the people of above-mentioned communities, communication should be technology driven, nowadays there are different means of communication through which people problems are being addressed. But the important thing is to focus on the content before determining channel, targeting population & the most important purpose is to establish a dialogue between the above-mentioned communities.

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