

Department of Art & Design

Assignment

Subject: Business English

Total Marks: 30

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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.

Ans: **COMMUNICATION:** It comes from a Latin word meaning ' to share / to exchange'. Communication is the process of sharing ideas, views, information etc. among people. It's a two way process, it maybe verbal or non-verbal.

BARRIERS AND IT'S CONCEQUENCES: Barriers are the factors or obstacles which inhibit the effective flow of information in communication process. Some of the barriers are listed below;

1- Physical barrier:

Most of the time communication barriers are physical such as noise, connection problem, less o no attention of the listener, poor sound quality, uncomfortable chair, listener hearing issues, or lighting etc. can fully disturb and an effective communication.

2- Poor listening:

Very few people pay full attention to the speaker and majority of people let their mind wander here and there. This lack of listening cause be a barrier in communication process, as with information that's difficult to pick, people lose focus.

3- Language barrier:

Language can be a barrier to those who aren't familiar with our language and expressions. Understanding is considered as a key to successful communication. Like language of an artist is different from that of a doctor. While communicating, we must keep our audience in mind and choose words and language accordingly.

4- Gender barrier:

Gender is also considered as a barrier when it comes to communication. Some people feel uncomfortable when they speak or communicate with opposite gender and hence successful communications is not done.

5- Information overload & lack of focus:

Giving too much information is considered really bad while communicating. It makes the receiver lose interest , lose focus and can create confusion whether you are avoiding telling them something they would rather know.

6- Lack of planning:

Planning plays a key role in communication. Most of thee time people start speaking or writing without proper planning. Planning while keeping channel, time etc. in mind can really be helpful and can bring desired results.

7- Wrong medium:

Choosing wrong medium for communication can totally destroy our communication process. For good communication , we need to choose the medium keeping our

receivers in view, that's how we can get our desired results and the communication can be successful.

8- Different backgrounds:

When the speaker/ sender and receiver/ listener belong to different backgrounds, this could be a barrier in successful communication. Such as age, education, power, beauty, economic positions, status, religion, cultural background etc. make communication difficult.

9- Lack of eye contact:

Lacking eye contact is a way of making your listeners lose their interest and focus and raising doubt. Which in turn make them feel suspicious.

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.

Ans: Communication is a two-way process consisting of a sender and a receiver. In which the sender sends a message to the receiver using a medium.

Communication Process

- **Source/encoder:**
Sender is the person who sends a message or share something. A sender could be a speaker or a writer. The sender choose the message form, channel and time and is also known as encoder.
- **Encoding:**
Encoding means bringing all the ideas into a message which may talk the form of words, gestures etc. It depends on receiver, channel and message.
- **Message:**
In whole communication process, message is of key importance. Message can be a piece of writing, speech, gestures or body language.
- **Channel:**
Channel is known as medium it could be computer, letter a report etc. channel is selected according to message, privacy, receiver, distance.
- **Receiver/decoder:**
Receiver is of key value in communication process. It might be a reader or a listener. While sending a message the seder keep the receiver in view.
- **Decoding:**
Decoding is understanding the message. Communication is successful when the de the message is decoded and understood as same way the sender intended it to be.
- **Feedback:**
Feedback is the response we get from the receiver. It is the key element in communication process. Through feedback we can get an idea whether our communication is successful or not.

In past communication was limited to letters, for which people had to wait for many days to arrive. With time and after arrival of digital age the communication process has changed and advanced a lot. The most drastic change is in communication medium such as Facebook, twitter etc. one can convey his message within seconds, in this digital age communication has become more reliable, fast, successful, and one can get immediate feedback.

Q3- How some valid principles assess communication skills in different age groups of people and what is the impact of that assessment in different communities (education community, business community and sports community)?

Ans: Communication is the sharing of information and the ability to share that information is called communication skills. These skills commonly include reading, writing, listening and speaking. We have got certain principles known as 7Cs, which are **clarity** (use of clear words, no unnecessary cliché and jargons), **conciseness** (use fewest words, be brief, avoid needless repetition, only relevant material), **completeness** (containing all facts and information), **consideration** (focus on reader, shows positive facts), **correctness** (right level of language, accuracy of words and grammar), **courtesy** (thoughtfulness and use of expression that show respect), **concreteness** (use of vivid words, solid figures, convincing words). Through these principles we evaluate the communication skills in different age groups. In assessment of any age group, these principles check the confidence, listening ability, tone of voice, expressing an opinion, understanding, empathy, friendliness, cohesion and clarity and their behavior.

Impact of assessment on different communities

The evaluation of communication skills in varying age groups has impact on different communities such as sports, business and education. Talking about business community, healthy communication is the key to success, because of good and healthy communication the person is valued in workplace, being able to understand other people and ability to deliver clear message lots of tasks can be done effectively which benefits the business. It's natural to feel nerves while speaking to clients or superiors, this assessment helps how to communicate in wide range of situation effectively to get most out of dealing with others. It enhances professional image, upturn productivity, sound business relationship and strong decision making.

In sports the impact shows the importance of communication between players and coach and among players. Mostly the communication is kind of motivation for the team. Coaches who know how to communicate effectively with their teams can deliver positive feedback and criticism which influence player's performance.

Communication is necessary in education community whether it's between teacher and student, student to student or teacher to parent. It is something that doesn't always happen. Sometimes lack of time, lack of resources etc. education skills assessment improves the communication in education community.

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