**Department of Art & Design**

**Assignment**

**Subject: Business English**

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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.?**

There are some valid principles of communication that are Under consideration throughout the world i-e courtesy/consideration,clarity,conciousness,completeness,correctness.Thse principles assess the communication skills in different age groups such as correct assessment of clarity of tongue in childhood results in the correctness and concreteness of words in the adolescence .Same as the effective assessment of attitudes leads to courtesy, consciousness and completeness of communication throughout the life. Active listening with consciousness and consideration is the first step of good communication ,then its understanding, after that processing an answer with correctness, completeness and concreteness and then using the expressive language giving an answer with clarity is the last step. Assessment of communication skills have huge impact of different communities such as if you are in an educational community your active listening is first priority. Its assessment in childhood and adolescence results in fruitful achievements .Attitude formation and correctness develops during adolescence or in the educational era.

If you are in a business community you have to deal with people of different mind set,different level and different culture who have different perspective of life .If your skills of communication are assessed properly you will deal with different people effectively and achievement of success will be quite easy.

If you are in a sport community so you have to use your receptive language during the time period of learning and your expressive language during the period of teaching .Ups and down can be handled easily.

Assessment of principles of communication skills should be assessed properly with respect to age by good parenting and teaching that will affect a person’s role in different communities.

**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**

As digital age brought many new ways to communicate such as email, twitter and Facebook it changes the process of communication. There are different perspective regarding the change in communication. Some people find this change effective while some curse it depends upon its use .Email ,twitter, Facebook and other communication means put ease in one's work. Time management is the key role to success. Ancient ways take a lot of time to convey a message ,it may be an important email or any other socially revolving news and awareness’s. The above mentioned means of communications are relaxing and less time consumers .It is evident from the rapid success of technology, countries ,companies and people .If we compare the modern age with the ancient age we will get a justified answer because now a days communication is very reliable and convenient .In old age it takes months to talk to our love ones but now we can send multiple types of messages we can see them we can talk to them we can hear them .Same when we talk professionally we get a satisfied answer such that now we don't have to go there to give a letter or to gain knowledge we only send and receive emails. We don't have to ask people to teach us we can get awareness only with one click. We can get entertain.

These all are the positive changes the digital age brings in the means of communication but one thing that is negative aspect of these communication ways is it overcome or almost finished person to person interaction. We are so busy in interactions and facilitations of far away sitting people that we almost forget about the people living with us. Time wastage is another cursing aspect most of the people are investing time on these social apps without the aims of getting anything fruitful. People’s privacy became vulnerable and easy. Changes are brought up for facilitation but uses and abuses are revolving in every aspect of life it is upon people how they are using it.

**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 .**

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