

**Department of Art & Design
Assignment**

Subject: Business English

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Note: Plagiarized answers are 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.

Ans:1. COMMUNICATION:

The process of sharing of ideas or messages from one person to another is called communication. Communication is very essential and is required at every portion of life. There are three main types of Communication, when communication occurs, it classically happens in verbal, nonverbal and visual way.

BARRIERS OF COMMUNICATION:

Sometimes the flow of communication among humans is not proper due to some reasons, this kind of communication is called barriers communication. Let

understand there are some kind of barriers of communication, In the first barrier of communication, the words could be taken in different ways like badly expressed messages, faulty translation, body language and pre mature evolution.

Badly Expressed Messages:

The example of badly expressed messages is that Although the intension of the person was not to write a rude email but he ended up without realizing that he wrote a rude email.

Faulty Translation:

Sometimes does not has a proper translator and he obeys a faulty translation from one language to another. Suppose the message was supposed to be translated from English to Urdu and he converted the message in a wrong mattered so it will also goes to be a barrier of communication.

Body Language and Gesture Decoding:

Sometimes our language is act just like a barrier to language. Let say your teacher would teach you something but than your body language just like that are not interested in that.

a. Pre-mature Evolution:

If I go and tell my teacher and she doesn't have a good image and good opinion about me so when I go and say, "Teacher" I want to holiday due to some reasons, before I complete my sentence she make an assumption that I want to have an holiday just to enjoy it, rather the truth is I want to I want to holiday because my mother is not feeling well so it is pre-mature evolution.

b. Attitude:

Attitude of a person also effects the process of communication. You might have noticed that an energetic employ will always be ready for communicate effectively to his senior and when dissatisfied employ will even try to communicate, which causes misunderstanding and confusion.

CONSEQUENCE ON EFFICIENCY OF PUBLIC INSTITUTION:

Most of the barriers can be removed and communication can be made more meaningful and effective to consequence the barriers of communication on efficiency of pubic institution, if we follow the steps given below.

1. Clarity of Thought:

We have to arrange our communication in thought process, we have to arrange our thoughts properly and then only communicate accordingly. Aimless thought can misguide to different kinds of communication.

2. Understanding the Need of Audience:

It's very important to know about the audience wants. We have to understand the audience requirements and then accordingly customize our thought and ideas in the entire communication objectives and only then communicate.

3.Control Your Emotion:

Keep your anger in control, it is very important to be a positive person. Positivity is a medicine to overcome all drawbacks in life so keep control on your emotions to consequence the barrier of communication. If we follow the steps, we can consequence the efficiency of public institution.

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:2. DIGITAL AGE:

The time period starting with the introduction of advanced technology like mobile, computer and internet. It provides the ability to transfer information quickly and easy, that time period is known as digital age. Social network is a communication medium which people broadcast and receive several bits of information. So, Email, twitter, Facebook helps us create new effective communities where discussion and exchange of ideas through words, images and videos. The basic features of communication that are included in any social networking sites are inboxes, messages and notes. Most of the people prefer using social media as the primary means of communication. A person can discuss

on any issues on social media, and also there is the option of notice boards. Social networking is fast catching up as a means of keeping contacts and also sharing your ideas with others. Social media technologies are capable of reaching audiences all over the world.

CHANGE IN PROCESS OF COMMUNICATION:

Social media has had a great effect on the way people keep in touch.

Communications are shorter and more common than when letters were used to send messages to each other. Instant messaging on devices has created another method of interaction, where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Facebook, Twitter and email change the communication.

Before time period of advance technology and social media, people used to send letters to communicate with each other from place to place, from country to country, the letters were usually long and complex because receiving and sending of the letters would take a lot of time. When time passed, various other easy ways of communication were formed due to advanced technology because as technology developed in machinery and devices, it introduced instant messaging and calling from any place at any time later it introduced social media, social media include email, twitter, Facebook, which shorten the conservation or message by sender and receiver and it would take less time to receive and send information to other person as compared to letters sending age. The process of Communication in our societies have changed a lot from letter to social media,

which was I think brought up due to advance technology but still Communication through letters is still used in this digital age.

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)?

Ans:3. COMMUNICATION SKILLS:

The abilities of a person use when giving and receiving different kinds of ideas are known as communication skills. Communicating new ideas, feelings among humans are the example of communication skills. Communication skills includes or requires active listening, adapting your speaking style, confidence, observing and understanding.

PRINCIPLE OF COMMUNICATION:

Principle of human communication requires social communication, small set communication and decision making, and human communication in the workroom. We have to understand that some valid principles of communication assess or value the communication skills in different age group of people.

Pre-Mature Age Group:

The communication skills are quite different from other age groups mainly due to less developed communication skills and are less knowledgeable and they have no proper decision-making properties. For example, my nephew is six years old and when he tries to do something wrong and when his mother says to him, don't do this. He first reacts by looking at her for a while and does nothing then he does that thing from which his mother disallowed, this is because he doesn't have choice or free-will and pre-mature doesn't know what is right or wrong, due to this the communication skills of pre-mature age group has less developed.

Mature Age Group:

Mature age group has better communication skills than pre-mature age group because mature age group have more knowledgeable than pre-mature age group. Mature have realized or experience what is wrong and what is right according to their brought up, adapted their speaking style, became more confident, better Observer, understands better than pre-mature age group.

Old Age Group:

Old age group are irritated and stubborn due to which their communication skills becomes changed than mature age group. Their speaking style differ and less confident, their observing become weak and understanding of things slow down, due to these factors the communication skills of old age group differ from mature age group.

IMPACT OF COMMUNICATION SKILLS ASSESSMENT:

The Impacts of principle of communication skills assessment in different communities (education community, business community and Sports community), are given below;

Impact In Education Community:

In education community the teachers don't have problems with students who have a good communication with them, especially students who understand the English language. As these students got higher degrees in their final grades.

Furthermore, students who have a good relation with their teachers and communicate in a friendly and clear way got high marks in their course results.

On the other hand, a group of students wasn't comfortable during their classes due to negative communication with their teachers, which affected their academic performance and they got lower grades.

Communication skills are significant in the improving of students' academic performance, consequently, teachers must have different methods of teaching and communication to help students in their academic life.

Impact In Business Community:

Principle of communication skills has a great impact on business community because it removes the barrier of communication between the employees and employers. In business community it also reduces the stress and improves the

productivity. By the help of this, an organization can achieve goals more effectively. For example, if you want to build the presence of a business organization online, you must need marketing skills for that. And communication skills are one of the most important marketing skills in itself.

Impact In Sport Community:

Many studies have shown the benefits of good communication in competitive athletics. Players who know how to effectively interact with each other will work together better, forming a stronger overall team. However, learning to communicate one's thoughts and feelings clearly and effectively without hurting or offending others can take time. Fostering this knowledge in players is primarily the responsibility of the team's coach. Workshops in effective communication are a part of many successful athletic programs, and coaches who communicate openly with their athletes can model effective interaction by speaking directly, listening attentively and valuing others' opinions. Positive communication in sports can also benefit from common practices like pre-game meetings, when the team and coaching staff can come together to give feedback, discuss strategies and set goals for the day.
