Department of Art & Design

Assignment Subject: Business English

Total Marks: 30

*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**. Public relations have portrayed as a simple Communication but in every day life we have to face an amount of barriers which creates the misunderstandings in a communications for example

**\*Unnecessary voices** : needless and unnecessary noise can not let the sender to convey his or her messages in a form they want it.

**Bad sound system** : during a speech or lecture due to poor sound system one can never get that relation with the audience. The voice will always crack and the audience would get frustrated because they will not learn anything.

**Receivers attitude** : Due to receivers non serious and bad attitude, it would be difficult for the sender to convey or when information is too much to handle it is difficult for the listener to stay in focus all the time. In communication it’s important for both sender and receiver to think about other.

**Language problems** : when we can speak the same language it creates the barrier with other people that’s people of other groups. It will become difficult for us to understand other groups language eg Doctor’s language differ from accountant’s.

**Information overload** : when someone have too much information they forget to mention the important information. It’s necessary to plan things in a way in which only important points has been highlighted. Too much knowledge can hide the important message.

**Society differences :** when people have gone through different ways of life their point of you on many aspects changes which bring arguments between people of different backgrounds. Eg, person with good health have different point of view and a person with poor health have another

**Medium choice :** Choosing medium according to the need is important because wrong medium can disconnect the connection unintentionally between the sender and receiver

**Think before you speak :”***think before you speak*” it is the proverb which is necessary for sender for not creating the barriers, if someone start writing or speaks without planning or giving second thoughts then they can get in to trouble and would never get the desired feedback

**CONSEQUENCES OF BARRIERS :**

1.When a institution go through these kind of communication barriers there are big chance. Of misunderstandings.

2. Due to language differences they are unable to understand their points.

3.in the institutions miscommunication would greatly effect productivity

4.Different point of view can create big arguments which would reach to bad environment

5.mistakes in documents are possible

*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. In my point of view no digital age has not change the process of communication as we know process include 7 main steps

1.Sender

2.Encoding

3.Message

4.Channel

5.Receiver

6.Decoding

7.Feedback

With the time a lot of advancement has been made but the process remained Same.

1. The sender is the same it’s the source of any information
2. Even in this age encoding is the same,still people put there ideas into messages which depends on receiver
3. Messages are still important part of communication, without message no communication can take place. Messages may include letters, speech, gestures. Their written forms and speech is the message
4. For sending the particular message we need channel which is the main step of communication. Which in the age of Facebook twitter became advance but still very important and necessary point
5. Receiver is still receiving their messages. Receiver or decoder play important role because the sender can never write anything without thinking about receiver
6. Getting the meaning out of the message is what decoding is and decoder gets the same message as the source wanted.
7. the last step depends on receivers response, it tells all about the success of the communication. So the communication is never complete without feedback

***Process of communication never changed but with time a lot of advancement has been done***

***Example***

1. In old times it use to take forever for contacting other person through letters or phone calls,but now we can contact through email, Facebook just with the blink of eye.
2. Every step of communication became advance with unique properties but components of communication remain same.
3. Now a days we can say encoding is possible with typing, and emoji. That’s now we can convert our gestures in to emoji while typing any message.
4. Channels are now different now we use Gmail, Facebook, Instagram, WhatsApp to send our messages.
5. We can also get feedbacks in few seconds, now we don’t have to wait for any letter.

*Q 3. How some valid Principles asses the communication skills In different age Group of people and what does The impact of that assessment in Different Communities(educationCommunity,businesscommunity*

**Ans. PRINCIPLES OF COMMUNICATION** : To learn the communication skill we need valid Principles, if we want to do it orally or verbal so for accuracy we need these principles

**Clarity*:*** in this principle the message should be in easy words. So that I can be easily understandable for the reader, it will not waste any time and one can give the feedback fast. If a person use easy words and gives the reference of pronoun in each sentence, **av**oid old phrases, do not use words with double meanings it means they have good communication skills.

**Conciseness :**it means completing the conversion by using short-terms. Including relevant material, making negative positive, if don’t repeat unnecessary, needles prefaces, no wordy expressions like hurrah wow etc gives the image of good communication

**Completeness :** when all the facts the reader need gets completed in the message without any extra points. The communication needs All necessary requirements, all the five ws that’s what, where, why, when, who are fulfilled, Extras when needed.

**Consideration :it needs the you attitude**  when a sender writes the message with the receiver in mind. Sender must take care of the emotions of the receiver, if a person gives positive messages, consider you other than I, and gives benefit to reader these are the sign of good communication. who fulll the requirements of considerations

**Correctness**  in a written message or letter we need every step of writing to be correct unless you will not be call as a good communicator. Using correct spellings, Punctuation, grammar, capitalization and double checking everything results in a best writing technique

**Courtesy**  courtesy in a daily messages and messages shows love manner, etiquette and politeness. This gives good impact on the reader and the reader seems smiling while reading. Using Courteous words, showing respect, and being thoughtful give great idea about the reader

**Concreteness** whatever the topic is must be convincing that’s if the reader read the message it gives him exact message. Use specific words for the information you want to give. To adopt this work one should use image building words, using of words that can connect with your senses, and give the good image

**Educational community** : in educational community the professors apply the the Concreteness because there duty is to bring educated people in society so they adopt such style in which the students directly gets the information, they use such words which are understandable by the students. And courtesy is that principle of the communication which should be both by the students and teacher for creating good environment in the class but sometimes it does not. Other than that the teachers words are clear, easily understandableFor students. In written exams Completeness really helped them so they give all necessary informations, give all the answers, and never forget the Ws answering

**Business community :** in handling business everything should be handle carefully, thats why boss and employees adopt courtesy in there language firstly to attract customers and secondly to give good impact on the customer. A presentor follows Conciseness, clarity and Concreteness. For the best presentation and to give good impression on customers. In business the company take up the consideration very seriously for their selling purposes. In every tag they think about others more. In every application the Completeness and Correctness are important points, if you complete all Cs but your message is not correct, your communication skills are zero.

**Sports community :** sports need a good and friendly environment that’s why the coach follows courtesy with the players. The commentators usually use tough language which is very difficult for public to understand. They should follow Conciseness and clarity but they do follow Concreteness, they use such a image building words that even a blind person can imagine what in reality is happening. Consideration every team think about the other feelings and emotions before saying anything