

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.

Answer:

The barrier:

The way of communication is blocked by different factors .These are known as barrier in communication.

1.Lack of planning :

Planning is the sow of communication to after people start writing or speaking without planning . If not planned ,communication would hardly bring desired results .

2. language problem:

When we choose the words for our message , we indicate that we are number of a particular group.our language in vocabulary maybe impose its own barrier in our message.forexample,the language of an accountant differ from that of a doctor.

3.information overload:

Too much information is very bad because in this case the important message for buried people facing overload sometime tend to ignore some of the message they have less time to copy with message.

4.complex message:

When we send a message,we communicate both in as individual end is representative of our society, so we must adjust our own ideas and style so that they are acceptable to our reciver.

5.incorrect choice of medium:

If we chose an incorrect communication medium,our message can be disorted.we in chose a medium keeping in view the reciever in the nature of message.

6.poor listening:

Perhaps the most common barrier to reception is simply lack of attention on the receiver part. To few of us listening well. We all let our mind wander now and then. People are likely to lose the focus when the information is difficult to understand.

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.

Answer:

As communication and information travel faster and faster, the world seems to get smaller and smaller. As a result, this changes how the world communicates, especially with today's obsession with social media networks.

Before social media, we were extremely limited in our means to interact with others and we were limited largely to the people that we knew in-person. There were things we (those my age and older) had to deal with that millennials do not have to – your significant other's parent answering the phone when you called, waiting for a letter in the mail, waiting a week to get your pictures that you sent off to be developed, and so on.

The internet and social media has drastically changed the way people all over the world interact and communicate.

Social media has also changed the way that we interact, mainly the way we have lost some of our social skills. Some people are completely incapable of carrying on a normal conversation or interacting with people in person because of the dependency of social media.

Social networks are becoming one of the dominant ways we communicate. Snapchat or Instagram, anyone?? People are more obsessed with checking their smartphone every 2 minutes than engaging in meaningful conversation with their child or spouse. Social media and technology are double-edged swords. It's awesome to have and can really help us, but it also distracts us to the point of being blind and deaf to everything else going on.

Next time you are out, count how many people you see walking and staring down at their smartphone.

It can also be argued that social networks have affected our communication *by the way we converse and in our writing techniques*. The social web has changed the written word in a couple of crucial ways:

1. Writing is more summarized: When Twitter and its 140 character limit were introduced, most of us questioned how we could get anything meaningful across in 25 to 30 words. As we have adapted to Twitter and other social media networks, we have realized that the 140 character limit has actually pushed us to get to the core of what we are conveying. However, this has allowed for shorter sentences or paragraphs and made way for neglecting correct grammar use.
2. Abbreviations are more prevalent: People who communicate via social media or text message aren't necessarily spelling things incorrectly, they are speaking a new language entirely. "TTYL" is commonly used to let someone know you will talk to them later. In today's world, abbreviations are now so common that we do not even have to think twice about what they stand for. *Example: "FB is the best way 2 use sm. U have lots of chances 2 advertise ur biz."*

There is not a right or wrong way to communicate and/or adapt social language into our lives. However, we are all becoming engulfed in this new world of communication due to technology—and if we haven't done so already, will be forced to learn this new form of language, especially if you are a parent of a tween (I am) or a teen.

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:

Dealing with all different age groups Knowing a correct way to communicate –Kids –Pre-Teens – Teenagers –Middle Age –Elderly Communicating about certain issues with the different ages that come into the office or that you face while helping them. –Ex: Talking to a teenager about something that could be going on in society would not get them interested to talking to you as well as talking to someone that would be older. They might have more interest in it than a teenager would.

At the age of 7 to 10 years Use nurturing language to develop positive feelings about themselves, others, and the larger world. Create opportunities for them to explore and test their own ideas and skills. Demonstrate understanding and respect their feelings and worries. Facilitate interactive problem-solving and critical thinking. Model pro-social actions (kindness, conflict resolution, empathy). Introduce and discuss topics that show other children dealing with difficult social issues.

At the age of 11 years and above guide those into adult life by being open to discuss behaviors that put them at risk about responsible sexual behaviors. Recognize and respect their ideas and opinions. Allow them to learn from their mistakes and correct self-destructive behaviors. Present divergent points of view, opinions, and perspectives. Create opportunities to discuss and learn about role models with whom they can identify. Reinforce ideas such as equality and talk about issues of concern to their particular age group (substance abuse, sex, violence, romantic relationships, bullying and discrimination, friendships). Talk respectfully and not didactically: don't "talkdown" and Use a lot of humor and creativity.

Different communities have different style of communication and their barriers. Education communities have somehow different style and skills of communication than other communities. Communication affords members of participating communities an opportunity to really understand the problems confronting their communities and to a certain extent on how to address them through collective action for improved living conditions of people of the various communities. Communication helps communities to break out of the culture of silence and address the problems and issues of concern in their various communities. In community development, the project participants must build confidence and trust in themselves. Effective communication empowers members of participating communities through provision of relevant information to be able to address prevailing community development challenges in their various communities.

Business Communication

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Thus, to develop profitability, the communicator

should develop good communication skills. Knowing the importance of communication, many organizations train their employees in communication techniques.

1) Internal Communication

Communication within an organization is called —Internal Communication. It includes all communication within a specific organization. It may be informal or a formal function of the firm. Upward Communication, Downward Communication and Horizontal Communication is major types of Internal Business Communication.

a) Upward Communication: Upward communication is the flow of information from subordinates to superiors, or from employees to management.

b) Downward Communication: Information flowing from the top of the organizational management hierarchy and telling people in the organization what are important mission and what is valued policies. Downward communication generally provides enabling information which allows a subordinate to do something.

c) Horizontal/Literal communication: Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the accomplishment of work.

2) External Communication

Communication with people outside the company is called —external communication. Supervisors communicate with sources outside the organization, such Communication with people outside the company is called —external communication. Supervisors communicate with sources outside the organization, such Communication with people outside the company is called —external communication. Supervisors communicate with sources outside the organization, such communication with people outside the company is called external communication: supervisors communicate with sources outside the organization such as vendors and customers Communication

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