Department of Electrical Engineering
Assignment
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Course Details

Course Title: Communications skills   **Module:** 2

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Note: **Plagiarized work is 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.	Marks 10 CLO 1
		Marks 10

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.	CLO 1
Q3	How does some valid Principles assess the communication skills in different age group of people and what does the impact of that assessment in different communication (education community, business community and sports community).	Marks 10 CLO 1

Ans 1)   Communication is the life blood of any Public institution. Many institution have collapsed due to poor communication or ineffectiveness in Communication. Communication is the key factor in the success of any Public Institution. When it comes to effective Communication, there are certain barriers that every Public Institution faces. The problem statement of this research of this research is based on the effect posed by Communication barriers on the efficiency of Public Institutions.

Objectives of study:
There are following objectives to study:
1) To investigate into the barriers of communication and its consequences on Public Institutions.
2) To identify the types of communication barriers and how those barriers prevent the success of institutions.

Concept of Communication:
Communication can be define " The process of transmitting information and common understanding from one person to another". (Keyton)

The word communication is derived from Latin word, _communits_ which means _common._ The definition undergoes the fact that unless a common understanding results from the exchange of information, there is no communication.

Two common elements is every communication exchange are the sender and the receiver. The sender initiates the communication. In a school, the sender is a person who has a need or desire to convey an idea or concept to others. The receiver is the individual to whom the message is

sender encodes the idea by selecting words, symbols with which to compose a message. This message is sent through a medium or channel, which is carrier of the communication. The medium can be face to face conversation, telephone call, e-mail or written report.

Process of barrier communication:

Every step in communication process is necessary for effective and good communication. Blocked steps become barriers. Consider the following situations:

Physical Barrier:

Any number of physical distractions can interfere with the effectiveness of communication, including a telephone call, drop in visitors, and distance between two people, walls, and static on radio. These physical barrier can be also removed like for example: inconveniently positioned wall can be removed. Interruption such as telephone calls and drop in visitors can be removes by issuing instruction to a secretary.

Improving Communication Effectiveness within Institutions:

Effective communication is a two way process that requires effort and skills by both sender and receiver. Administrators will at times assume each of these roles in the communication process. In this section guideline for improving communication effectiveness, including sender and receiver responsibilities, and listening.

Sender's Responsibilities:

1) Several communication theorists have gleaned Ten Commandments of good communication which are particularly applicable to the sender. These are: Need to clarify their ideas before communicating.
2) Need to examine the true purpose of each communication.
3) Need to consider the total physical and human setting.
4) Need to be mindful, while communicating, of the overtones as well as the basic content of the message.
5) Need to consult with others, when appropriate, in planning communications.
6) Need to take the opportunity, when it arises, to convey something of help or value to the receiver.
7) Need to follow up their communication.
8) Need to communicate for tomorrow as well as today.
9) Need to be sure that their actions support their communications.
10) Need to seek, not only to be understood, but to understand be a good listener.

Receiver's Responsibilities:

Communication depends on the ability not only to send but also to receive messages. There are some ways to which we should be a good listeners.

1) Stop talking while listening to other peoples.
2) Put the talker at ease.
3) Show a talker that you want to listen.
4) Remove distractions.
5) Empathize with talkers.
6) Be patient.
7) Hold your temper.

Theoretical Perspectives:

It is commonly held that public relations lack a comprehensive theoretical foundations. It is argued in this study that in general, although not exclusively, much of the theoretical work in public relations has not granted the process of communication its full importance.

Ans: 2)   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 had to deal with that millennials do not have to your significant other's parent answering the phone when you called, waiting for a latter in 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. One of the biggest changes in the way that we interact, due to social media network. Because of social media networks, we are now able to interact with thousands of people all over world. This is why we see people who have thousands of facebook friends or tens of thousands of twitter followers. Without social media, that would be impossible. Social media networks allow us the opportunity to share opinions with a far wider audience.

In the past, unless you spoke to people directly, you had no way to get your message across regardless of your freedom of speech. Now we can use social media to get our message out to thousands or even millions of people uncensored.

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 anormal conversation or interaction 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. People are more obsessed with checking their smart phones every 2 minutes than engaging in meaningful conversation with peoples. 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.

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. In today's world, abbreviations are now so common that we do not even have to think twice about what they stand for. 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 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.

Ans 3) Principles of Communication:

Communication is a two way process of giving and receiving information through any number of channels. Whether one is speaking informally to a person or friends. There are some Principle of Communications which impact in different communication, which are given below:

1) Be respectful:

It is very important while communication with peoples and always to some elder person than you in a respectful manner.

2) Be truthful:

Always speaks truth while in communication and ask a lot of question while communication.

3) Practice active listening:

Practice active listening is important in communication because some people stays long stories so be active in listening.

4) Consider tone or body language:

While in communication tone or body language is much important because by our body language the other person know's about us that how much he is interested. And keep your tone down in front of elder person while in communication.

Communicating impact on Educational assessment:

Educational assessment is the systematic process of documenting and using empirical data on the knowledge, skills, attitudes etc.

Assessment can focus on the individual learner, the learning community (class, workshop or other groups of learners), a course, or an academic program. The word assessment came into use in an educational context after Second World War. It impact on people on the theoretical framework etc or practical work.

Communicating impact on Business Assessment:

Effective communication is a vital tool for any business owner. Your success at getting your point across can be the difference between sealing a deal and missing out on a potential opportunity.

You should be able to clearly explain company policies to customers and also clarify their question answer about your products or services. It is crucial to communicate effectively in negotiation to ensure you achieve your goals.

Communication is also important within the business. Effective communication can help to faster a good working relationship between you and your staff.

Communicating impact on Sports Community:

In a sporting community research shows that developing good communication between coaches and players results in better, more effective teams. In addition, healthy communication both internal and with public has been shown to vital to creating successful business environment.

So these were the some valid Principles access the communication skills in different age group of people and the impact of that assessment in different communications.