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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.

ANSWER:

Communication is the core unit of every organization , community or a country. Communication help us

understand the basic need for everything. The barrier in the communication can cause a serious

consequences.

Barrier's in communication:

There are many barriers that can cause the communication ricochet.

The first barrier in any public institutions or a general communication comes into mind is the language

problem. Many people speak different languages through which the effect of the communication is not

as ideal as we want it to be. People speak different languages which means a lot of time is required to

understand the information that is passed on.

The lack of proper planning of the information can also lead to less effective communication. The

information that is overloaded with extra words or sentences can cause the message to be ignored by

receiver. Which can then mislead to less informative knowledge and the value of the communication is

less effective.

Lack of technologies can be also very important factor. If the sender is using the platform of email and

the receiver do not know how to use it? It can cause many problems.

The surrounding of the receiver or sender can also determine the effectiveness of the communication. If

the receiver is surrounded by a loud noise or if the sender is using any means to communicate but the

there is any noise in the background be that a classroom or any meeting the communication will not be

effective.

The level of superiority in any department can also cause the communication to be less effective. Not

listening to the supervisor or giving the lower level person a proper message can

be cause a mislead
communication.

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:

The digital age has brought many new ways to communicate such as email, Twitter and

Facebook, these platforms has made the process of communication so easy unlike the old times,

where people waited for letters to arrive. The service wasn't that fast at old times , so it took weeks

and weeks to receive a letter or a message.

The process of communication is now fast as everyone has the access of internet now a days. People

use internet and get to avail the free platforms such as WhatsApp, Facebook, Twitter, email etc.

these apps help us to communicate with our family and friends within seconds. Its easy to convey

message on the other end.

Process of communication did change and is quicker than the old times.

sender, encoder , selecting a channel of communication , receivers , decoding the

message are 5

process of communication.

Earlier times , Sender used to write a letter to their family/friends and then select a post office to to

drop that letter mentioning specific address to it and then after weeks , the post man would receive

the letter and then drop it to particular address. After that the receiver would receive the letter. Old

times , it was hard to communicate because no one has very vast and easy access to technology. But

now it is easier to communicate with anyone and anytime.

Now a days , the sender opens the app, selects the platform, and sends the message to the receiver.

The receiver than receives the message and decode it. Unlike the old times, the receiver directly gets

the message instead to third party. And in the old times , many people were involved to deliver a

message.

Thus the process of communication has been changed and is easy and fast than the old times.

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:

COMMUNICATION SHOULD BE AGE APPROPRIATE AND CHILD FRIENDLY:

Children need and have a right to clear and interesting child-centered (not adult-centered) communication. As previously mentioned, children at different stages have very different needs and interests and learn in different ways from different media materials. This means that children need exposure to a variety of genres and content. It is crucial to keep in mind that simply adding child-like characters or a child-friendly production format, such as using animation or comics, does not automatically make something “appropriate for children”.

Even countries without significant access or resources can today locally produce a wide variety of low-cost communication for children and respond to the letter and spirit of the Convention on the Rights of the Child by ensuring that they produce something appropriate for each age group.

ON EDUCATION:

Poor language predicts poor literacy skills and without the help, between 50% and 90% of children with persistent communication needs go on to have reading difficulties. Vocabulary at age 5 is a very strong predictor of the qualifications achieved at school leaving age and beyond.

Only a fifth of children with speech, language and communication needs to reach the expected levels for their age in both English and Maths at age 11.

ON BUSINESS COMMUNITY:

Effective communication is one of the most important factors in creating an efficient work environment. Being able to communicate effectively across an organization, from the highest levels to the lowest levels, creates an environment that promotes productivity and efficiency. Employees are better able to understand each other, which provides an increase to office morale and unity. There are many ways that the communication within an organization can have an affect on the work being done, and by creating a better understanding of communication organizations can use that affect to their advantage. Below are the key points of understanding communication and it's affects on the workplace.

1. Workplace Communication Statistics
2. Types of Communication
3. Flow of Communication
4. Improving Communication

ON SPORTS 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