

IQRA National University Peshawar

Department of Electrical Engineering

Assignment

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Q1: Traditionally, public relations have been portrayed as simple communication function and various communication theories in public relation or communication have been proposed but how do you investigate the barriers of communication and its consequences on efficiency of Public institutions?

Ans: The process of communication has multiple barriers. The intended communicate will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc.

Common Barriers to Effective Communication

❖ Linguistic Barriers

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

As per some estimates, the dialects of every two regions changes within a few kilometers. Even in the same workplace, different employees will have different linguistic skills. As a result, the communication channels that span across the organization would be affected by this.

Thus keeping this barrier in mind, different considerations have to be made for different employees. Some of them are very proficient in a certain language and others will be ok with these languages.

❖ Psychological Barriers

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

❖ Emotional Barriers

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

❖ **Physical Barriers to Communication**

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

❖ **Cultural Barriers of Communication**

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Hence it is a must that we must take these different cultures into account while communication. This is what we call being culturally appropriate. In many multinational companies, special courses are offered at the orientation stages that let people know about other cultures and how to be courteous and tolerant of others.

❖ **Organisational Structure Barriers**

As we saw there are many methods of communication at an organizational level. Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

❖ **Attitude Barriers**

Certain people like to be left alone. They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviours.

These employees can cause severe strains in the communication channels that they are present in. Certain personality traits like shyness, anger, social anxiety may be removable through

courses and proper training. However, problems like egocentric behaviour and selfishness may not be correctable.

❖ **Perception Barriers**

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication. All the messages or communicate must be easy and clear. There shouldn't be any room for a diversified interpretational set.

❖ **Physiological Barriers**

Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

❖ **Technological Barriers & Socio-religious Barriers**

Other barriers include the technological barriers. The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

Most of the organizations will not be able to afford a decent tech for the purpose of communication. Hence, this becomes a very crucial barrier. Other barriers are socio-religious barriers. In a patriarchal society, a woman or a transgender may face many difficulties and barriers while communicating.

❖ **Semantic Barriers**

When communicating with the other persons, no matter what kind of communication means is utilized, whether it is formal or informal, it is vital to make use of appropriate words, vocabulary and language; all kinds of communication should reflect decency. Language and vocabulary that is used in communication should be understandable to the persons; if a person speaks only English and a word is used in Spanish then he may or may not understand the word, for instance, if a person speaks only English, then it could be a possibility that he might have studied other languages such as Spanish or French. Two or more persons when they are

communicating with each other should use a common language, so that everyone can understand it well.

Consequences of Communication Barriers

Communication barriers are frequent occurrences in any organization, and small businesses are no exception. Sometimes, the barrier is subtle and only mildly disruptive. For example, perhaps a supervisor has difficulty motivating his/her team because of the geographic distance among team members. Other times, barriers create a breakdown of the company, as was the case with the lack of transparency and truthfulness between Enron and its shareholders. Communication impediments can affect public institutions in several ways.

➤ Identification

Communication barriers include any breakdown or impediment that concerns relaying information. Such communication may occur between workers or within a structural system. One example of a barrier is a lack of trust between a manager and her subordinates. This inhibits the open relaying of information, thereby creating the potential for differing expectations and misunderstandings. Barriers may also prove more tangible, such as an antiquated ordering system that fails to update deliveries in real time. This impediment would prevent streamlined communication among departments within an organization.

➤ Vision and Mission

Communication barriers can impede a company from relaying its vision and mission. Overcoming these barriers requires the management team to hold company-wide meetings, infuse employee orientations with the group's mission and welcome feedback at all levels of the organizational chart. Working through communication issues improves the likelihood that employees will be satisfied with the company's goals. Employees disinterested in the overall success of the company because of poor communication are more inclined to pursue other work opportunities and will probably take little interest in improving their skill sets.

➤ Customer Service

Communication barriers can devastate a company's customer service division. These barriers include dismissive, rude employees, poor customer service ordering techniques and failure to relay order information to the appropriate parties such as delivery warehouse employees and the accounting team. For instance, a customer may assume the package will arrive in less than

a week, whereas the representative knows deliveries typically arrive in two weeks. This lack of communication can create frustration and customer dissatisfaction.

➤ **Production**

The production process may suffer due to communication barriers within an organization. The formal and informal communication processes may impact production. Whereas formal communication explains the process in training manuals, directives and bulletins, informal communication relates to rumours and information that may or may not be true, but is nonetheless passed between workers. Barriers in communication can create inefficient production or even jarring halts in work flow. For instance, if a group of employees believe they may lose their jobs, yet they receive no information from the management team, their fear could transform into apathy and disinterest.

➤ **Lack of Knowledge**

Improperly structured organizations and communication processes and several other common barriers can ultimately contribute to an environment in which employees generally lack knowledge about the company, its products and their jobs. This can contribute to poor production, creativity and results within the organization. It can also lead to poor communication and ineffective results during interactions with clients or customers. Top management should take on the responsibility of making certain each employee has knowledge to do his job.

➤ **Bad Work Relationships**

Several common communication barriers can lead to disengaged and even conflicting relationships among colleagues, or between supervisors and subordinates. However, a barrier commonly tied to this negative affect is emotions. When a workplace becomes overly affected by the emotional state of one, a few or several workers, it can significantly affect the ability of people to work together. A supervisor who routinely expresses negative emotions can overwhelm workers. Co-workers who routinely project emotional outbursts can create hostile working relationships.

➤ **Misinterpretation**

Misinterpreted messages are also an effect of communication barriers in many large and small businesses. While this can stem from poor communication efforts by the message sender.

Language and communication differences are common as companies become more diverse. Additionally, noises and distractions in the work environment can cause confusion during the reception and interpretation of messages.

Inaction

One of the biggest effects of communication barriers in businesses is that it causes employees to fail to deliver on requested directives. A weak delivery of a message can cause the intended receiver to fail to act. This weakness can mean the receiver is uncertain about the request. Often, it can mean the sender has failed to present the request in a way that motivates the receiver to take immediate action and perform up to par.

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: There are currently 2.8 billion social media users worldwide. This means that over a third of the world's population is using some form of social media to communicate, making social media marketing an imperative tactic for boosting leads for higher education programs. While social media is a commonplace platform for communication today, and significantly social media has changed the way we communicate. Some of the top social media platforms that changed the process of communication are listed below.

1) Email

Email has revolutionized the way we communicate with each other. As the technology makes its way to more devices, such as mobile phones and tablets, its influence continues to grow. It's the pen and paper of the 21st century, but offers so much more. Email has made communication instant and global. You can send a message to the other side of the world in seconds for the price of an Internet or data connection. Business colleagues, families and friends can keep in touch much more easily, saving time and money and developing relationships that would suffer without email. We are communicating more quickly, with more people, across a greater area, than ever before.

Email is much more than words; it can include images and links as well as attachments of almost any kind. Thus, email enables us to distribute resumes, slideshows, articles of interest, music, links to video clips and much more. Email has made our communications more varied

and given them greater scope, touching all aspects of life. It enables working from home, reporting from remote locations and the sharing of holiday photos before the holiday has even finished. Being able to share files across the Web instantly and easily has had a tremendous impact on business and social relationships.

Email enables us to reach large numbers of people at once -- we can type the same message once and it can be received by dozens, hundreds or thousands of people, removing the need to duplicate a letter hundreds or thousands of times. Family gatherings or business meetings can be organized in a fraction of the time without getting up from the computer or looking up from a mobile device. You can send items such as newsletters, reports and sponsorship forms from one person to many people instantly, enabling information to be distributed in the blink of an eye.

2) Facebook

Facebook is seen as the most predominant social media platform and it has the numbers to back it up. With 2.01 billion monthly users, and 88 percent of 18-29 year olds using this platform, Facebook should always be a top priority for higher education marketers. Facebook is a pioneer in today's social world. Allowing people to connect with anybody, from their best friends to distant relatives, as well as share their personal thoughts, pictures, videos, blogs and links. The addition of Facebook Chatbots has also opened up a whole new world in customer service and digital marketing.

3) Twitter

Twitter is a fast-paced network that allows users to share information instantaneously in 140 characters or less. With 328 million monthly users, and 36 percent of 18-29 year olds using this platform, it can seem like the next best way to reach potential students. Take into consideration however, that nearly 79% of Twitter accounts are located outside of the United States. If this doesn't affect your digital marketing strategy, then Twitter can still be a lucrative platform. Just remember that the most important aspect of marketing on Twitter is the hashtag.

4) Snapchat

Snapchat has led the way in "temporary" social media, allowing users to share content that can only be seen for 24 hours at most. This social media is only available through a mobile app and boasts roughly 166 million daily users. If you don't believe Snapchat is worth your university's time, consider the fact that 56 percent of 18-29 year olds use Snapchat daily. This app is

designed for tech-savvy and content-hungry users. In other words, Snapchat is the perfect application to reach millennial, especially for universities looking to share a different side of their campus and boost interest in their brand.

5) Instagram

This Facebook-owned, social media platform has doubled its user base to 700 million monthly active users in just two years. Instagram is hugely popular among younger generations, with 59% of 18-29 year olds using the app. In order to grab their attention, Instagram created similar features for their stories, like filters and stickers, but implemented it in their own unique way. Stories has become an integral part of this social media app. Along with announcing its one year anniversary, Instagram Stories now has 250 million daily users.

The most important thing to understand is that no matter what platform you look at, social media as a whole has informed and shaped millennial culture through gifs, sound bites, chats, brief moments, and temporary flashes of content. Let's take a look at how all of these social media thrills are affecting the way we communicate.

a) Created a Sense of Urgency and a Need to Share

Social media platforms like Facebook and Twitter have manifested the need to constantly broadcast our lives on the internet. Twitter is most famous for this after becoming known for celebrities sharing what they ate that day or if they were tweeting from the bathroom. After this oversharing trend faded, social media became a bit more tolerable for the average user. In basic communication, humans transmit information and receive instant feedback. The integration of texting, messaging and emailing, however, has enabled senders and receivers to sit and dwell before responding. Instagram Stories and Snapchat have changed the game by making messages and content available to view for only 24 hours. In order to remember what was said, or seen, and reply appropriately, the user must reply as soon as they've opened it. In effect, these temporary messages take away the ability to dwell and create a more real-time form of communication.

Social media has created a way for people to constantly update and share content with their friends with little effort. Whether it is posted forever on a timeline or a couple seconds in a Snap, a picture is worth a thousand words and social media has created the perfect medium to share these visual stories with friends.

b) Provided an Inside Perspective of Faraway Places

Social media has enabled people from all over the world to share their story. Besides the internet essentially connecting the world, Snapchat was the first to really give people an inside perspective of foreign places. With the addition of live story streams and Story Explorer, users are able to get a peek of what life in other cities, states, and countries is like. Snapchat in particular, regularly features cities from around the world and features them on the app with a live feed of Snapchats from people in the selected city. For example, tapping on the “Rio” feed instantly transports users to the lively city in Brazil and provides a peek at life through the eyes of everyday citizens.

Besides cities, live feeds are perfect for sharing events. From a higher education perspective, this is the ideal platform to share student events, football games, community outreaches, and more. Snapchat provides universities the unique opportunity of sharing experiences from a wide array of the campus population. By utilizing a live feed, or a Snapchat account altogether, a university is now able to show prospective students what life on campus is like from a student’s point of view. The students who Snapchat their experiences are nurturing their connection to the university and sharing student stories on Snapchat can result in higher student interest, and help prospective students to determine if a school is a right fit for them.

c) 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.

d) 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.”

e) Emergence of Online Relationships

The introduction of the internet has managed to introduce online relationships. Some people meet and date online while seated right at home. Before the introduction of the web, it required

one to meet one another to date or start a relationship. However, with the internet, we can today date online and have an online relationship without physically meeting your mate.

f) Online Conferences

Would you imagine conducting or attending a conference right from your home? The introduction of internet has made the online meeting to become a reality. In fact, it is fast and cheaper. More and more webinars are becoming the most preferred long distance communication in advertising, marketing and are the trend is slowly moving to workplaces to assist conferences with clients who are situated far away. The webinars have made it possible for people to be invited to see presentations or have a face-to-face chat via the use of a webcam.

g) Sources of News

Previously, people used to here news only through radios, television sets or newspapers. However, with the web, thousands of news sites and educative blogs contain articles, blogs, and contents written by top experts whom you could not get. It has made it possible for people to receive breaking news immediately they happen. People can also do research on their academic work by going through various blogs on the internet. For example, there is infographic design team that specializes in producing the best content on the web.

Q3: How does some valid principles asses 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: Following Principles of Communication make it More Effective

➤ Completeness

The message must be complete and geared to the receiver's perception of the world. The message must be based on facts and a complex message needs additional information and / or explanation. A good subdivision of subjects will clarify the message as a result of which there will be a complete overview of what is said.

➤ Concreteness

Concrete business communication is also about a clear message. This is often supported by factual material such as research data and figures. The words used as well as the sentence structure can be interpreted uni-vocally. Nothing is left to the imagination.

➤ **Courtesy**

In addition to considering the feelings and points of view of the target group, it is also important to approach the audience in a friendly and courteous manner. Use of terms that show respect for the receiver contribute towards effective communication. The same goes for the manner in which you address someone. Not everyone will be charmed if you use a familiar form of address and use of a formal address could come across as too distant. By using the word ‘they’ a larger audience is immediately addressed.

➤ **Correctness**

A correct use of language has the preference. In written business communication, grammatical errors must be avoided and stylistic lapses or a wrong use of verbs are not sufficient either in verbal communication. A correct use of language increases trustworthiness and the receiver will feel that they are taken seriously.

➤ **Clarity**

Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions. By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

➤ **Consideration**

Communicating with the target group (Consideration). In order to communicate well, it is important to relate to the target group and be involved. By taking the audience into account, the message can be geared towards them. Factors that play a role in this are for example: professional knowledge, level of education, age and interests.

➤ **Conciseness**

A message is clear when the storyline is consistent and when this does not contain any inconsistencies. When facts are mentioned, it is important that there is consistent, supporting information. Systematically implementing a certain statement or notation also contributes to clear business communication. When statements are varied, they will confuse the receiver.

Impact of Principles in Different Communities

Most of our communication based on clarity, correctness, concreteness, completeness, courteousness, coherence and conciseness in every type of age group and communities like as business line, educational Institution, sports sector or the communities around us in which we face daily, with a lot of professional and non-professional peoples. These principles are much important in our daily line as well that our message should be clear and concise and complete to any age of our audience if we are communicating with child so try to speak much clear and use easy words if with education sector so we can use some kind of motivational talk and official language.

Sometimes we are communicating with a businessman or business community so we need to use some business terminologies in coherent, courtesy and concrete mean and our message should become complete and concise to deliver.