

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:

Public relations is the planned communication process that helps an organization and its publics mutually. It goes in a long way to maintain the image of organization in the eyes of audience , investors and all other who associated with it. **For example:**

For schools , the target audience would be students and their parents, for retailers the target audience would be customers and so on.

In the above examples, PUBLIC RELATIONS gives a smooth two way communication between the school authorities and its target audiences. Retailers must be confirm their customers well for positive word of mouth and strong position Of brand. It is very important to create the positive image of brand of any brand in the minds of consumers for it do well. Public relations experts not only help in flow of information from organization to its public but also from the public to the organization. The flow of information from the public to the organization is generally in the form of views,

1. **Feedback (negative or positive) .**
2. **Appreciation and so on.**

Now, investigation of the barriers of communication and its consequences on efficiency of public institutions. So there are different types of barriers communication are as given below:

1. **PHYSICAL AND EXTERNAL BARRIERS.**
2. **SEMANTIC AND LANGUAGE BARRIERS.**
3. **SOCIO-PSYCHOLOGICAL BARRIERS.**
4. **GENDER RELATED BARRIERS.**
5. **CORPORATE COMMUNICATION BARRIERS.**

1. PHYSICAL AND EXTERNAL BARRIERS:

Physical barriers relate to disturbance in the immediate mean which can include in the course of effective communication. Let us take a look at some physical factors to communicate.

communication is a two way process and distance between the sender and the receiver if message is an important barrier to communication. Noise and environment also block communication. These are the sources which prevent a message from reaching the wrong recipient. While some cannot be control because they are in the environment while some can be controlled by the management. Some are discuss below;

Noise :

Any disturbance or interference that reduces the clarity and effectiveness of communication is called noise. It may be physical or psychological , written or visual. Noise disturbs the persons communicating and acts as barrier to communication. Loud noise of outside like speaker or shouting someone and noise of machines, affects listening process of person mental health is called physical noise and bad handwriting incorrect typing irritates the readers is called written noise and the late reply of the employ results in distraction of superior attention is called visual noise. These noises are divided into two types of barriers like physical and psychological communication barriers.

PSYCHOLOGICAL:

Mental confusion of any type, which distracts the interaction of someone to paying attention to the spoken content because may be it makes the anxiety, ego etc.

PHYSICAL:

Sounds related to the physical disturbance in the surrounding environment which makes noise and get the persons attention is called physical noise.

IMPROPER TIME:

Improper timing of communication also hinders the process of communication..e.g A phone call at midnight , disturbing sleep and further irritates the receiver if message is not important.

DISTANCE:

The distance between the sender and receiver acts as a barrier in communication process as the sender has to speak loudly to convey the message because if there is no proper export process like fax, telephone so it may be ineffective coz of distance of miles.

2. SEMANTIC AND LANGUAGE BARRIERS:

Semantic barriers are concerned with the problems in the process of encoding and decoding the message into words or other impressions. The same words or symbols carry different meanings to different people. Difficulties in communication arise when receiver of message use words as a symbol in different senses. Some semantic barriers are given below:

SYMBOLS WITH DIFFERENT MEANINGS:

Communication symbols usually have a variety of meanings and we have choose one meaning from many. In verbal sense the word may be have a different meanings.

DIFFERENCE IN LANGUAGE:

In any organization the people there have different languages. This is the main barrier where no one have the same feelings and ideas to convey it. This increases the isolation in them from others and build a communication barrier.

POOR VOCABULARY:

poor vocabulary makes the communicator to convey written or verbal message in right sense because if they are not use the proper wordings and process so it will make the difficulty in communication barrier.

WRONG INTERPRETATION:

Whenever one interprets a symbol, his meaning is may be differ from others. For example the HINDI word KAKA means uncle in one part of country, but a small boy In another part.

BADLY EXPOSED MESSAGE:

Semantic barriers arise because words mean different things to different people. It is said, meaning is in people not in words. Age , education ,cultural background and many other phases give the meanings we give towards words.

3. Socio-psychological barriers:

People have personal feelings, desires, fears, hopes, likes , dislikes, attitude, views and opinions. Some of these are from the family background and social environment and some are owned by the person intelligence , education and personal experiences. It is useful to understand how barriers develop in persons and what problems prevent communication from being successful. These are called socio-psychological barriers and following barriers are given below:

GROUP IDENTIFICATION:

Over values and opinions are made in some matters by the group to which we belong. All the persons have their own sense of belonging to a group like family, the larger family of relatives, people of our own family or city have their own language and religion, age group, economic group and so on. Many of our ideas and opinions are taken from the group. But it is too difficult for parents and also for children to agree with one another because of their age differences and the way of thinking and feelings. This becomes the barrier to communication.

POOR LISTENING:

Poor listening is one of the psychological barriers in the effective communication. Most of the people just hear and don't listen attentively. If they listen they listen selectively like taking the desired part and ignore the undesired part of message. It is easy to go into mind thinking about other things while listening to someone. This is the purpose to listening active may gain information, obtain directions, understand others, solve problems, share interest, see how another people feels, show support etc. It means that the listener give attention to the words and feelings of sender to understand him.

EGOTISM:

Egotism is opposite to transmission of understanding, the most important aspect of communication. The selfish person thinks that their ideas are more important than others. Such people are bad listeners, they keep their mind closed and the people whom they work don't take interest in their any ideas. If a person wants others to understand him he has to understand them.

EMOTIONS:

Positive emotions like love, affection smoothen the flow of communication, the negative emotions like hatred, anger, anxiety harden the flow communication process. People didn't receive the message like they want and don't think while they are including their negativity to others. So this is the effective communication gives smoothen heart and SILENT MIND. This can lead to miscommunication, hurt feelings and even severed ties.

From all these barriers there are some organizational barriers that are needed to be addressed:

4. ORGANIZATIONAL BARRIER:

This is the type of barrier which occurs in an organizational when there is communication between the members of organization. This is usually attempt through a different official members of organization such as designing the organizational arrangements for performance of various activities, rules, regulations and procedures, instituting the reward and punishment system. Major barriers given below:

ORGANIZATIONAL RULES AND REGULATIONS:

It is prescribing the different matters along with formal pronunciation may restrict the flow of message and acts important in the communication process. Sometimes it happens that important message are omitted. Observance of rigid rules and regulations relating communication causes delay of message and don't courage the employ in conveying their creative ideas. Where such rules are flexible and communication is free, employs feel encourages and motivated to come up with new ideas and options.

COMPLEXITY IN ORGANIZATION STRUCTURE:

In any organization where there are a number of managerial levels, communication structure also blocks the flow of communication and more particularly in upward direction.

FILTERING:

Filtering is the process of reducing the details or aspects of message according to his or her understanding of situation. In the role of sender we tend to edit information so it will appear

favourable to our self; some information is changed and lost this way. At each level the information gets edited according to the what the person thinks is important for boss. The more levels of rules in an organization the greater is the filtering and loss of information.

RESISTANCE TO CHANGE:

This is the senior psychological barrier. Some people strongly resist new ideas which are against their established opinions or traditions or social customs. They may avoid new ideas because they feel insecure or afraid of changes in methods or situations.

CLOSED MIND:

Person with close mind have limited understanding of human nature this makes it difficult for them to receive communications with sympathy. This becomes a serious barrier to receiving appeals. These barriers may come to some extent by organizational produces like committees and suggestion schemes.

5. GENDER RELATED BARRIERS:

Gender barriers to communication arise because men and women have a different way of communication and each feel uncomfortable while talking to the other because of basic differences in communication styles. For example women talking around unlimited words while the men not talking too much so it shows that when the two communicate so they will get bored. Even in workplace where women and men share equal knowledge and experience but they have different communication styles in this case they prevent from working together effectively. Some communications are given below:

EMOTIONS:

In the research women give more attention to the feelings and tend to talk about people while men are focus on the facts and logic and tend to talk more on the reality based things like business and sports.

MOTIVATIONS:

When women meet new people they focus on learning about other people and take interest to gain their trust, while men focus on establishment of anything and talking about their achievements and their responsibilities at work place.

6. CORPORATE COMMUNICATION BARRIER:

In corporate barriers in communication mat arise primarily due to superiors of subordinate. Focus on those behaviours which produce improved personal relationships in the workplace and which could be widely do by the managers seeking to promote good practice in their own organizations considers attitudinal barriers to the implementation of such approaches. Barriers occur due to superior may be as follow:

ATTITUDE OF SUPERIORS:

The attitude of superior towards communicator in general or in particular affect the flow of message in different directions.

FEAR OF CHALLENGE TO AUTHORITY:

In the organizations a person always tries to get a higher position and to satisfy his needs. So he never communicates freely with his superiors.

LACK OF CONFIDENCE:

Superior don't listen to them while they must have the more confidence to convince the organization otherwise the lack of confidence let them to downwards.

IGNORING COMMUNICATION:

This works against the willingness of subordinates to communicate. Most people fail in different communications styles like functional and personal. They are not personality types but deal with how people like to give and get information. It is important because of this we can't call ourselves great communicators. We need to show different types of communicators with different kinds of information and things get more tricky.

LACK OF TIME:

Superiors feel whether it is correct or otherwise they get bored with work and have a little time to their subordinates.

UNWILLINGNESS OF COMMUNICATE:

Sometimes subordinates do not communicate upwards certain information because they are not willing to do so.

7. METHODS OF OVERCOMING COMMUNICATION BARRIERS:

Communication takes place when one person transfers information and understanding to another person. An effective communication is one which is followed by the receiver of the message and his reaction or response is known to sender. It is a two-way process. When we send a message we intend to communicate meaning but the message itself does not contain meaning. The meaning exists in our mind and in the mind of our receiver. To understand one another we and our receiver must share similar meanings of words, gestures, tone of voice and other symbols. It may not be possible to get proper communication.

Q2. THE DIGITAL AGE HAS BROUGHT MANY NEW WAYS TO COMMUNICATE SUCH AS EMAIL, FACEBOOK, TWITTER. DOES THE PROCESS OF COMMUNICATION CHANGE? JUSTIFY THE ANSWER.

ANS. FACEBOOK is a popular social networking website that allows you to create a free profile and make friends online. You can use Facebook to connect with people you know, such as friends and family or to connect by making new connections or promoting the business or any add.

EMAIL is used for many different purposes, including contacting friends, communicating with professors and supervisors, requesting and applying jobs, internships, and scholarships. Depending on the need of messages you send will differ in their formality and outcomes.

TWITTER is one of the most powerful communication tools ever. There are people who use it to tell their followers what they had for lunch or what film they saw on TV last night. Most people on Twitter use it to communicate and share the important and useful information.

INSTAGRAM is far different from the Facebook which is focused around comments and likes from friends who are in social circles. The decrease level of social pressure in this space actually makes it easier to start conversation through these digital apps.

COMMUNICATION PROCESS:

The communication process obviously changed by these apps. Nowadays the people are more likely to communicate through social websites like in this current time the COVID-19 pandemic damages the whole nation and people cannot communicate with each other to discuss their business issues, school colleges and universities giving the online classes and taking the online exams through these modern DIGITAL apps because of social distancing. So this is the greater way to communicate with anyone by the one click of these apps. In the present era the ability of individuals to transfer and communicate information freely, and to have quick access information that once had been difficult in the previous times.

Most of us can remember the communication used to be face to face in previous but if not face to

face the phone call on telephone with the cord attach with it. Nowadays the information is relayed online. Most of the traditional ways to read and interpret communication messages now go lost in translation. Today the receivers of our communication messages do not usually hear our voices and are consequently not able to read in vocal tone which carry 38 percent entire message it self. While it consists of different elements :

1. **SENDER:**
The sender gives the process of communication by sending a message.
2. **ENCODING:**
Encoding is the process where the sender selects the message using words in nonverbal like gestures, tone of voice etc.
3. **MESSAGE:**
Message gives the information that is being transferred. The composition of audience determines the style, language, length and tone of message.
4. **CHANNEL:**
Channel used for communication may be verbal or non verbal channels. The various media used for communication may be telephone, fax, computer, letters etc.
5. **RECEIVER:**
The person who receives the message is known as the receiver.
6. **DECODING:**
Decoding is process in which the receiver gets the message transfer by the sender. If the message is decoded correctly, it means that receiver in manner in which the sender conveyed the message.
7. **FEEDBACK:**
It is the receiver response to the message. This the final stage of communication process and may be verbal or non verbal in nature. Verbal feedback would be in the written form and the nonverbal feedback would be in the form of gestures and facial expressions.

These are the modern age communication process elements through these we are able to communicate with people and get rid of that previous trails.

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 ,BUSINESS, SPORTS COMMUNITY)?

ANS. Communication in different ages have their different feelings, expressions, gestures, impressions and so on. **LIKE CHILDREN OF DIFFERENT AGES** they have their different ways of communicating **FOR EXAMPLE** younger children tend to work out problems or frustration through play and older children can use words to express their feelings and troubles. **OLD AGE PEOPLE** are afraid to communicate because they don't want to bother someone who is a complainer. Some don't have the mental capacity to talk to you to fully express themselves immediately. So we have to manage the capacity of our feelings, gestures, temperament, expressions etc to deal with the society in proper manners and we have to know the communication skills in different factors of society like business, sports, education.

PRINCIPLES OF COMMUNICATION:

1. **CLARITY:**

It is the important communication for individuals and in business communication. One can focus on specific message at time. So the message that is being conveyed must clear. It also helps the receiver to easily understand the given message. Clarity is in verbal form like in writing form. **For example** giving a presentation on a particular topic the presentation must be from topic and also voice tone and words are must be understandable to audience.

2. **CORRECTNESS:**

If the message is correct then its impact is also great and also boostup the confidence of sender. So the correct language is essential in effective communication and also increases the trust factor between the sender and receiver. **For example** writing emails or business communication letters the correct use of language should be their like grammatical wrong verbs need to avoid.

3. **CONCRETNESS:**

The clear message is defined as concrete message. While communicating the message should be to the point and clear instead of being general or unclear. It includes facts to strengthen the message. **For example** in organizations the meetings of sale communicating message of annual sales that include facts of sales. This communication is based on concrete communication.

4. **COMPLETENESS:**

The communication should be complete to be effective. When the receivers get their information what they want is also consist of a call action. The facts in it also the part of it. The complex communication sometimes need more information so there is no doubt for audience. **For example** online shopping sites display complete information on different products like fabric, color, measurements, price, quality etc so to buy the product by pressing buy now option it is the complete communication process.

5. **COURTEOUSNESS:**

While communicating the sender should show respect to the audience. So the sender should polite reflective and sincere. When the sender take care own and receivers feelings so that will be positive for audience. **For example** while communicating with the employ the head should take care the feelings of employ and listening to their issues in polite manner.

6. **COHERENCE:**

The consistency and logic should be part of the senders message. Without these both the main purpose behind this message cant be conveyed properly. **For example** when there is any change in the policy the head communicates the changes by sending email to the staff. This is the logic behind this communication so they will follow the new rules which changed by the head.

7. **CONCISIOUS:**

It means that the message should conveyed in the short form like the message should forward in the shortest form to the audience. By following this method the organizations and individuals save their time and get money as they can. It also helps in the unwanted words to exclude from the message. **For example** writing email to different clients to invite for an organizations annual day celebration function gives email message of concise.

There are different age groups of people with whom we communicate in different ways here we are going to discuss shortly by the help pf these above principles such as:

A) TODDLERS:

Toddlers communication skills grow by bounds across the few years of life. **CLARITY** is the principle in which we communicate with toddlers in different ways like :

> **TALK WITH HIM AND LITEN TO THE TODDLER.**

- **HELP THEM TO BUILD ON THEIR LANGUAGE SKILLS.**
- **TEACH YOUR CHILD ABOUT NON VERBAL COMMUNICATION.**
- **RESPECT AND RECOGNIZE YOUR TODDLERS FEELINGS.**
- **HELP YOUR CHILD TO DEVELOP VOCABULARY.**
- **READ TOGETHER.**
- **BE A GOOD ROLE MODEL.**
- **ENCOURAGE THEM WHILE PLAYING.**
- **NARRATE WHAT YOU DO IN A DAILY ROUTINES.**

B) TEENS:

Teens pull away from parents and begin to assert their own independence. No wonder they sometimes acts like are in the middle of the universe. This means that having healthy and trust parent child relationship during the teenage years is more important than ever. **CONCRETENESS** is the principle in which we communicate with teenagers in different ways like:

- **LISTEN TO THEM.**
- **VALUE THEIR FEELINGS.**
- **SHOW TRUST.**
- **DON'T BE A DICTATOR.**
- **GIVE PRAISE.**
- **CONTORL YOUR EMOTIONS.**
- **DO THINGS TOGETHER.**
- **BE OBSERVANT.**
- **SHARE REGULAR MEALS.**

C) MILLENIALS:

They are often misunderstood but they are the next generation to take control of both workplace and economy. Marketers want to know the best way to communicate with this confusing generation. **CORRECTNESS** is the principle in which we communicate with Millenials in different ways like;

- **PARTAKE IN MOBILE COMMUNICATION.**
- **PUTS YOUR MILLENIAL CONSUMERS TO WORK.**
- **LEVERAGE THE POWER OF SOCIAL MEDIA.**
- **DEMONSTRATE YOU UNDERSTAND THEIR VALUES.**

D) ELDERS:

The communication process in general is complex and can be further complicated by age. Ne of the biggest problem the doctors face to handle the older patients. Their wide range of life experiences, cultural backgrounds, illness, memory loss they all cause a mess but the youngsters have to communicate in a proper way. **COURTEOUSNESS** is the principle in which we communicate with elders in different ways like;

- **AVOID DISTRACTIONS.**
- **SIT WITH THEM FACE TO FACE.**
- **MAINTAIN EYE CONTACT.**
- **LISTEN SPEAK SLOWLY, CLEARLY AND LOUDLY.**
- **USE SIMPLE WORDS.**
- **GREET THEM.**
- **CHECK ON THEM FROM TIME TO TIME.**

IMPACT OF THAT ASSESSMENT IN DIFFERENT COMMUNITIES:

1. EDUCATION COMMUNITY:

- > **KNOW YOUR TOPIC.**
- **ANTICIPATE OBJECTIONS.**
- **PRESENT A ROUNDED PICTURE.**
- **ACHIEVE YOUR CREDIBILITY WITH YOUR AUDIENCE.**
- **FOLLOW THROUGH ON WHAT YOU SAY.**
- **COMMUNICATE A LITTLE ON TIME.**
- **PRESENT INFORMATION IN SEVERAL WAYS.**
- **DEVELOP A PRACTICAL, USEFUL WAY TO GET FEEDBACK.**
- **USE MULTIPLE COMMUNICATION TECHNIQUES.**

BUSINESS COMMUNITY:

Business community is the foundation of any business operation. Effective communication improves the productivity, increases efficiency. Whether you are emailing the colleague, pitching a client or preparing for job interview, strong communication skills will help you sell more and get more and land your dream job.

A) principle of clarity:

Clarity is the number one rule of all business communication must follow. A message that leaves the reader scratching his head is a failed message. A lack of components is going to affect your message.

B) principle of conciseness:

Business communication is founded on the principles of brevity. This applies not only to your message length but also its contents. Try to use short messages and short words.

C) principle of objectivity:

Business communication must have the purpose always. This purpose must be apparent to any who glances through your message. Before you put a single word to page, ask your self.

D) principle of consistency:

Business communication must have consistency of tone, voice and content.

E) principle of completeness:

Each message must have the clear and logical meaning. The reader should not be left wondering if there is more to come.

F) principle of relevancy:

Every message you send must be contextually with previous or future messages. Everything you write in a business setting is contextually related and relevant.

G) principle of audience knowledge:

Lastly your message must have understanding of your primary audience. Everything else clarity, completeness, objectivity, results from your knowledge of your audience.

1. SPORTS COMMUNITY:

It can emphasize the study of personal and organizational communication both verbal and nonverbal between participants within a particular sport e.g players, coaches, managers, referees, trainers, and physiotherapists and governing bodies. The communication between the sports participants, fans and the media and the way that sports are represented and communicated is something that happens at different levels ranging from preschool to college levels. Its not restricted to professionals. The coaches are harsh in their words and gestures to train their players.
