

# Sadia Ishaq

## Part II

### Question 2:

#### Introduction

Communication is derived from Latin word "communico" means sharing and imparting. Communication is a social process and countless ways in which human beings deep in touch with one another. Communication is also a process on it social relations exist.

#### Principles of effective Communication

For effective communication we should have knowledge about our audience, purpose and topic then we can effectively communicate and can get practical and useful feedback. While communication avoid jargons and terminology, address only relevant issue or top. There are



following principles of effective communication -

## 1. Environmental Factors.

Environmental factors have very importance in effecting communication. For example in online meeting, around us will have a lot of noise. it spoils the agenda, reputation and creditability of meeting.

## 2. People Remember

People remember more what they see and hear. Our presentation and deliverance of message to others, should effects on their minds.

## 3. Communication with decision makers.

While communication, always focus on others interest and opinions. It is a key to persuade the people who take innovative decision. Using their past experiences and skills, can have more importance in any institution.



#### 4- Selling new ideas

We sell our ideas when we think our customer is important although it takes effort to plan, prepare, initiative, patience and more usage of resources

#### 5- Eliminate distractions.

For effective communication with other we should need to eliminate the distractions. While taking online training unstable net connection will destroy the purpose of communication.

#### 6. Focus feedback on behavior

It is the principle of communication to focus to give feedback on behaviour rather than on one's personality.

#### 7- Listen to complete message

It is important principle to listen complete message and description of others. Because half listening may leads to take wrong decision and effect negatively on communication



## 8. Control on emotion

During face to face communication we should have strong control on emotions. Emotionally involvement in communication may have negative consequences.

## 9. Conciseness of Information

In communication conciseness of information has a key role. A long and lengthy communication may cause not get the attention of the audience.

## 10. Feedback based on <sup>the</sup> abilities and need

If we are giving a feedback, consider the needs and abilities of the receiver.

## Effects of Socio-Psychological barriers in Communication process

### 1. Status barriers

Status barriers is a barrier in way of effective communication



A person with low status are usually afraid, lack of confidence and feel uncomfortable and nervous while delivering of information to high up -

## 2. Attitude and Values

If we convey message according to our attitude and values, assumptions and standards it may create hurdle for effective communication. For example if office uniform is part shirt and you wear shalwar Qamez it negatively effects -

## 3- Inference

While communicate to receiver our statement should be concise and based on facts and figures and go beyond facts are inference. It can create wrong signals and image of sender.

## 4- Abstracting

Communication should be precise and to the point. Comprehensive in delivery of information has positive impacts on receiver's mind. Instead of verbosity



## 5. Closed Mindedness

Conservative or close mindedness is a hurdle in effective communication. Like <sup>rigid</sup> religious people, they only accept or believe which is according to their frame of mind.

## 6. Distortion

Background disturbance is also a hurdle in communication process. It may lead to bad result. Because sender and receiver can not interpret the information due to distortion of medium.

## 7. Bad Listening

Half and bad listening is a importance barrier that effects the communication process.

## Conclusion

In sum up, Communication plays a key role for effective communication process. It can improve by following the principles of effective communication.



## Question No. 6

### Introduction

A strategic way to communicate that builds relationship b/w between organizations and communication with public. For example government have relation with public, organizations have relation with customers.

### Definition

Public relation help an organization and its public to adapt mutually each other

Relation  
↑  
(The Public Society of America)

### Key Challenges of Public

### Relations in Pakistan

Public relation can be intact to any business, organization NGO's with public and media with the public. Today, Due to new media



Concept of Public relations have been changed. i.e. every-one has a account on twitter, people are directly connected to eachothers. There are the following key challenges of public relation is Pakistan.

## 1- Company Distortion

Someone can do propoganda to spoil the good will of the company. Then it is responsibility of the company to compromise by instant and continuous feedback for example Gormay company did propoganda against Shezan Bakery & Company it is owned by Jews which destroyed the good will of this company. Then Shezan Company compensate it by writing Kalma in front of shops to clear its position and maintain public relations again.

## 2- Poor Efficiency.

PR department has poor efficiency due to government control in Pakistan.



People in Pakistan believe society and democracy, one party uses hands out to deliver message to public while other party deliver message without handsout. In this way relations of public with former party set negatively and later one people feels emotional and reality.

### 3- Advocacy Eliminate Public Relations

Public relations runs on credibility. If we support any specific party or organization. It can damage the good will and relation with public. For example in Pakistan football company scam that company took work to child process. <sup>Due to</sup> this fake or baseless news West company cancelled their contract. Company immediately announced the message company was not involved in it.



#### 4- Govt. Institution face many issues

Government institutions in Pakistan have to face many issues. People and many agencies propagate against government, institutes and military forces. For examples to main its relation with public army department ISPR produces songs, drama, documentary. It is way to eliminate eliminate the negative propoganda and develop a positive re preception in public's minds. -

#### Significance of Press in the Public Relation

In today market of competition media can play important role. It can help a company succeed by, establishing strong media relations and controlling propoganda.



## 1- Building Brand Awareness

It can help our country's brands to grow by building brand coverage to create awareness in public. Media can promote goodwill of Pakistani brands through newspapers, facebook, television, podcasts, radios, websites and blogs.

## 2- Building Creditability

Whether we are inaugurated a new company or celebrating 50<sup>th</sup> anniversary, gain the trust of our public is essential. Consumers become brand conscious and uses same brand products for many years. Therefore media is also essential to maintain the goodwill, creditability not only in Pakistan but also at international level. Media can promote the positive image of Pakistan and its brands.



### 3-Control in Crisis

Media can play vital role to support the Pakistani companies and organization at the time of crisis. Media - If case any crisis happen, sent a written statement to media. Media should control negative image building. When media plays their due role, it cause our image to other countries.

### Conclusion

In nutshell, Media has a significance role to maintain public relation with government, organization and other different institutions.

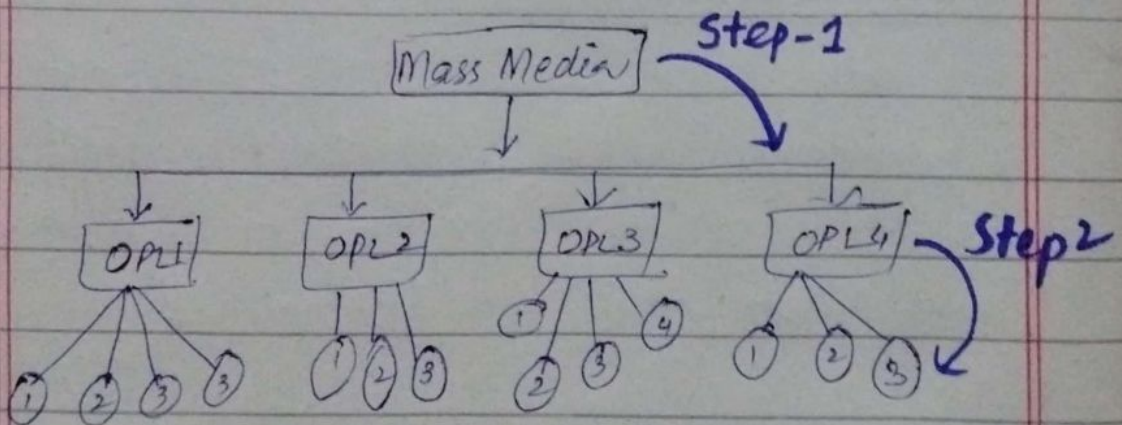


Qs:-

(b) Role of Opinion Leader  
in two Step flow of communication.

### Two Step flow of communication

It explains that opinion leaders pay close attention to mass media and pass on their interpretation of media message to others.



Step-1 : Mass Media connects with  
Opinion leader

Step-2 : Opinion leader connects with  
Public.



## Opinion Leader

Agents who are active in interpersonal communication, network, supplying information opinions and suggest to the people.

## Role of Opinion Leaders

### 1. Exchange of Information

Opinion leader gives his opinion on different news and topic. He exchanges the information with facts and figures.

### 2. Personal Opinion and Commentary to people.

He gives his personal opinion and commentary to the public. It is expert opinion and analysis either specific news is genuine or fake.

### 3. Authenticity of news.

People get authenticity of news through programmes of opinion leader. They play due role in mind shopping.



of the people.

#### 4- Innovation of communication and ideas.

Public perceives new and innovative ideas. They like to listen his favourite opinion leader and trust on its analysis and facts and figures.

#### 5. The expert in their fields.

Opinion leaders should be experts in their field. For examples if we want to discuss economic issues in Pakistan. We would like to listen opinion of economically expert leaders.

#### 6. Public & followers trust on them.

Opinion leader should be fair, accurate in his opinion because public and followers trust on them. And believe what his leader is conveying is based on truths & facts.



## (d) Development Support

### Communication

Development Support is multi-sectoral process of communication and information sharing about development agendas and planned actions. It links planners, beneficiaries, implementers, donor community, government, semi-government and PVT. limited. It uses all available structure and mean of info sharing. It is not limited to mass communication. It can be formal and non-formal.

### Functions

It has two functions  
① Planning ② Implementation  
and ③ Strengthen Suitable development at local and national level.



## Role of development support communication

- It provides donation for development
- It provides resources for development of society - i.e polio Campaign -
- Small enterprises participate to help the needy people providing them small loans, shelter etc.
- Participation in economic development for example Pakistan's government starts digital skills and e-crozier program to train them. After getting skills, they will be able to earn online and will contribute in Pakistan development.
- Role of NGO's is very important they helps the youth and education people how to survive and improve his status in society.
- Industrial sector also play role in development -
- IT selectors is also participating in development by starting freelancing



training programs free of cost.  
It is very help for the people  
who can not go out side the  
home.

→ Service sector also play inde  
vital role for development. It  
help in social integration of  
people.