

ASSIGNMENT

English 2

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Q1: 7Cs of Communication

ANSWER:

1. Completeness
 2. Conciseness
 3. Consideration
 4. Concreteness
 5. Clarity
 6. Courtesy
 7. Correctness
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- **Completeness:** The most important characteristics of effective communication is completeness. A message should be complete that aspects incomplete message results in chaos and misunderstanding. A complete message contains all the information required by the receiver. It does not leave any question in the mind of readers.
 - **Conciseness:** Conciseness means brief but complete. A concise message give us short and essential communication in minimum words it avoid repetition of wordings and unnecessary words.
Extra details and use of many words can lead to confusion and boredom.
 - **Consideration:** The meaning of Consideration in communication means to be sympathetic with the audience background, mind set, interest and education. Considerate communication does not hurt the audience, Rather it takes care of audiences self respect an emotions. A communication which lacks consideration is not received warmly and therefore is not effective.
 - **Concreteness:** Concrete means solid. A concrete message is supported with specific facts and figures. It contains words they are clear an leaves no space for confusion. Concrete message are particular, not general.

- **Clarity:** A message should be clear both in its purpose and content. The receiver of the message should understand the purpose of the message that is, why the message has been delivered to him. The content of the message should be cleared as well. There should be no difficult words used. The message will be clear if written in simple language and simple structure. Long and complicated sentences should be avoided.
- **Courtesy:** Courtesy carries the meaning of politeness. A message should contain courteous words. It should not be harsh and cold. Good manners in communication lead to better understanding and a positive reception of the message. It is not enough to use polite words like "Please" or "Thank you" but the content of the message should also be positive. There should be no hidden insults or passive-aggressive tones.
- **Correctness:** First point: a correct message contains correct information delivered in a correct language. An effective method guides the receiver. It does not mislead him. Second point: it is also important that the language used be free of all kinds of errors. There should be no spelling or grammatical mistakes. Using incorrect language reduces the reliability of a message.

Q2: Negative and positive message:

Answer: Persuasive messages may appeal to logic or to emotions. Negative arguments illustrate the bad things that may happen if people do not follow a particular course of action or if they do the wrong thing. Positive persuasive messages, however, point out the good things that can happen if people follow a course of action or if they follow the wrong path.

Negative Emotions Appeals:

People use negative emotions like fear, anxiety, and disgust, for instance, to craft negative persuasive messages. These arguments predict that something scary, disgusting, or bad will happen if people don't follow a course of action or if they do the wrong thing.

For example: Anti-smoking messages are generally fear messages. The famous "this is good brain on days" advertisements played on the fear that a person's brain would fry if that person took drugs. Ads calling cigarettes "Killaz" are ads showing teens with rotted-out teeth. Anti-drug lessons on the body damage due to methamphetamine use also use fear to persuade. And ads can motivate people to recycle more to try to avoid polluting the oceans.

Negative Logic Message:

Negative logical messages show that negative results will follow a certain action or inaction.

For example: An argument may use statistics. From the March of Dimes to show that mothers who drink alcohol during pregnancy are more likely to have miscarriages, premature delivery, and women who have five or more drinks per week are 70% more likely to have stillborn babies. This kind of logical argument pointing out dangers and problems is a negative persuasive message.

Positive emotional messages:

The same kind of messages can use positive appeals.

For example: A positive anti-smoking campaign would show kids doing well in school, looking healthy and happy, and having lots of positive friends. A positive recycling message would talk about how many natural resources are saved by recycling. What positive thing it is for business finances and how recycling cell habitats for endangered species. Positive appeals appeal to the good and appeal to the listener's desire for good, happy emotions.

Q3: Intercultural communication and barriers To intercultural communication?

Answer: Intercultural communication is a necessary part of today's world. Whether in business, school, or everyday life. It is essential in being a part of the growing global community and knowing how to communicate cross culturally is a skill you must have to succeed.

Introducing intercultural communication:

If you are just beginning your journey of intercultural competence, it can be confusing where to start, one of the best ways to introduce yourself is to start with the concept of intercultural communication.

Intercultural communication is much more than your typical types of communication such as verbal and non verbal. It is about the broader exchange of ideas, beliefs, values, and views.

Culture values impact how people speak, , and act all essential aspects of communication. Culture also have a lot to do with how people think about and judge other peoples.

Barriers to intercultural communication?

- 1. Ethnocentrism:** Ethnocentrism is the belief that one's own cultural Groups behaviour's, norms, ways of thinking, and ways of being are superior to all other culture groups.
- 2. Stereotyping:** (Cognitive component) Stereotypes are over simplified or distorted views of another race, Another ethnic group, or even another culture.
- 3. Prejudice:** (feeling components) Prejudice is a negative attitude toward a cultural group based on little or no experience.
- 4. Discrimination:** (Action Component) Discrimination is the over to actions one takes to exclude, avoid, or distance oneself from other groups.

Q4 : Descriptive essay on My Blessings?

Answer: the beginning rays of the sun fell slanting through my window as I woke To soft sheets. It was a beautiful day in Karachi where the sky was blue and it was an ambient temperature. The sound of my steps followed me down the corridor. Exhausting thought crammed into my head as I observed The scattered boxes all over the lounge room. One by one i started to unpack them and place the items where they belonged. Belonging, what an Impeccable feeling. I Raised my eyes for a second, a box differentiated from the others. It was smaller, covered by a smoky grey texture. It slit the top off and began to look through placing my hand inside i gathered Small trinkets. One of which was a green beaded bracelet. It was extraordinary, covered in bronze and reds an pattern that I have never seen before, I focused my attention on it my mind began to fumble an eye begin to feel repercussions of shock throughout my body. Ceased tight and I was faced with a memory. my body dropped to the floor and I capped my mouth Closed with my palm. It was mine. My breathing was rapid that I could hear myself breath and position. I am currently in a blessing. It was impossible I remembered my traumatic past was yet to be accepted it was my personal normality. My bones commonly popped out from their Thin layer of skin. Energy was being drained out of me constantly. And it what happened to me for first time so I could not understand that what should I do. Then I tried to call my family members to keep me on bed then within few minutes I was getting normal as I was.

THE END

THANK YOU....