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PUBLICATIONS

# CRUCIAL COMMUNICATION

Improving Conversations at Workplace



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**Crucial Communication:  
Improving Conversations at  
Workplace**

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**Nitya Publications**

First Edition 2023

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Editor © : Dr. Divya R. Panjwani, Dr. Fatima Sahrish, Dr. Nazia Akhlaq

ISBN : 978-93-5857-554-5

Price : Rs. 300.00

Published & Printed by:

Nitya Publications, Bhopal MP India

Web: [www.nityapublications.com](http://www.nityapublications.com)

Email: [info@nityapublications.com](mailto:info@nityapublications.com)

Mob: 9009291840

# FOREWORD

In the dynamic tapestry of the modern workplace, communication stands as the cornerstone of collaboration, innovation, and organizational success. As we navigate the intricate channels of professional interaction, it becomes increasingly apparent that the ability to communicate effectively is not merely a skill but a strategic imperative. "Crucial Communication: Improving Conversations at Workplace" emerges as a beacon in the realm of interpersonal dialogue, offering insights, guidance, and practical tools to enhance the quality of conversations that underpin our daily professional lives.

The authors, seasoned experts in the fields of communication and organizational psychology, bring a wealth of knowledge and experience to the fore. Their collective wisdom, distilled into the pages of this book, transcends the theoretical and delves into the practical nuances of effective communication. One of the book's strengths lies in its holistic approach to communication, encompassing verbal and written exchanges, as well as the often overlooked realm of emotional intelligence.

Moreover, "Crucial Communication" extends beyond the conventional boundaries of business rhetoric, offering valuable insights for personal growth and development. By illuminating the connections between effective communication and individual well-being, the authors underscore the transformative power that lies within each conversation. In doing so, they invite readers to not only enhance their professional relationships but also cultivate a more fulfilling and harmonious work experience.

As we embark on this journey through the pages of "Crucial Communication," let us embrace the opportunity to refine our communication skills, deepen our connections, and contribute to the creation of vibrant, thriving workplaces. In an age where the ability to communicate is synonymous with empowerment, this book stands as a compass, guiding us toward a future where our words are not just spoken but heard, understood, and celebrated. May it serve as an enduring resource for all those committed to fostering a culture of meaningful dialogue and collaboration in the ever-evolving tapestry of the modern workplace.

**Dr. Divya Panjwani**

**Dr. Fatima Sahrish**

**Dr. Nazia Akhlaq**

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## Chapter 8

# Government Communication and Use of AI: An Effective Strategy to Improve Public Governance

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### **Abstract**

The premise of this paper is to discuss the applications of artificial intelligence (AI) across various government sectors. The approach is predicated on a methodical analysis of numerous research papers and articles that are downloaded from different databases. It was discovered that the body of existing literature ignores the real-world applications of artificial intelligence in the healthcare, ICT, education, social and cultural services, and fashion sectors in favor of focusing less on these areas. The framework outlines several governance-related topics and highlight knowledge gaps in the body of current literature that can be further developed to advance the field of digital governance research.

### **Introduction**

The role of public relations in society has been discussed more and more in the last few years (Heath, 2018, Sommerfeldt, 2013, Taylor, 2010). The provision of societal value and the advancement of the common good have been positively and negatively correlated with public relations (Gregory, 2019; Ihlen, Ruler, & Fredrikson, 2009).

Public relations literature has been advocating for a more public-centric approach for the past 20 years. In the field of public relations, critical scholars advocate for equality and an emancipatory shift (Berger, 2005; Bourland-Davis et al., 2010; L'Etang et al., 2016; L'Etang, 2005; Motion and Weaver, 2005; Smith and Ferguson, 2010). In order to comprehend public relations as a social phenomenon within specific contexts, some suggest integrating social theories (Ihlen et al., 2009). Public relations' function in fostering community growth and development is also discussed by a number of academics