



Class: BSc Sem 5

Subject : Business Communication

Subject Code:

Chapter: Unit 3 Chp 4

Chapter Name: Technology enabled communication

Today's Agenda

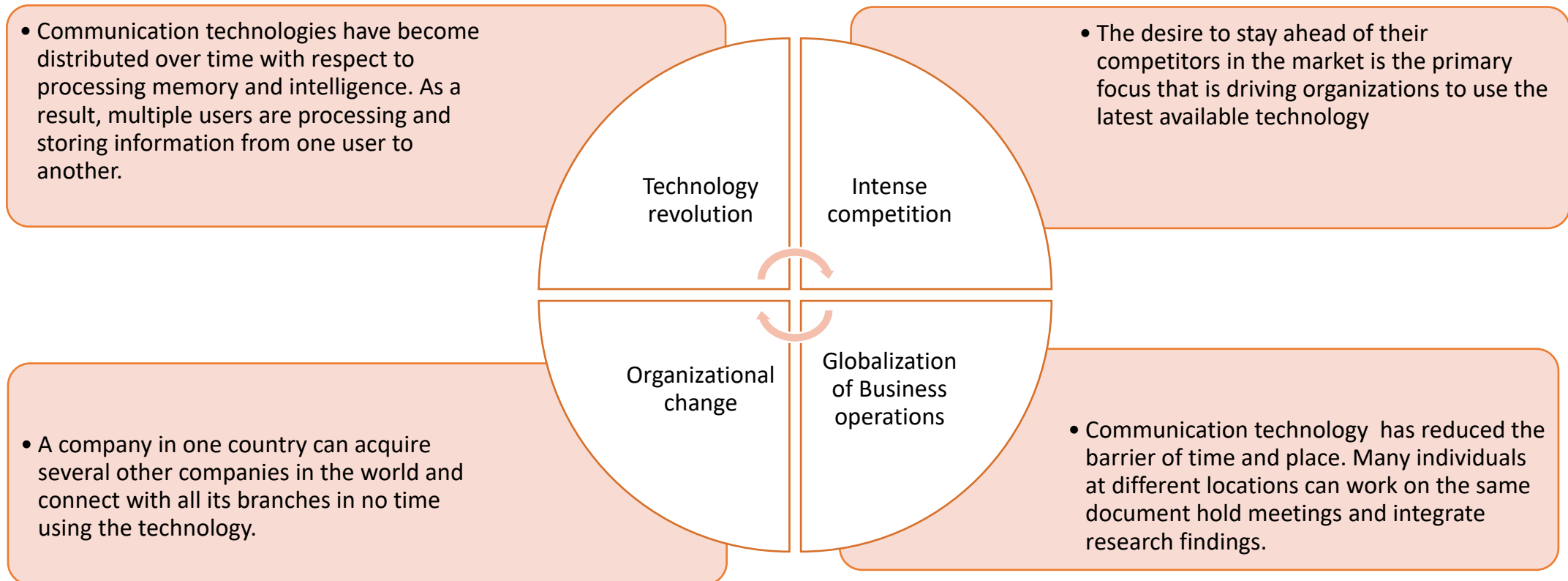
1. Technology enabled communication
 1. Communication technology at workplace
2. Technologies used in communication
 1. Formal context
 2. Informal context
3. Advantages of technology enabled communication
4. Disadvantages of technology enabled communication

1 Technology enabled communication

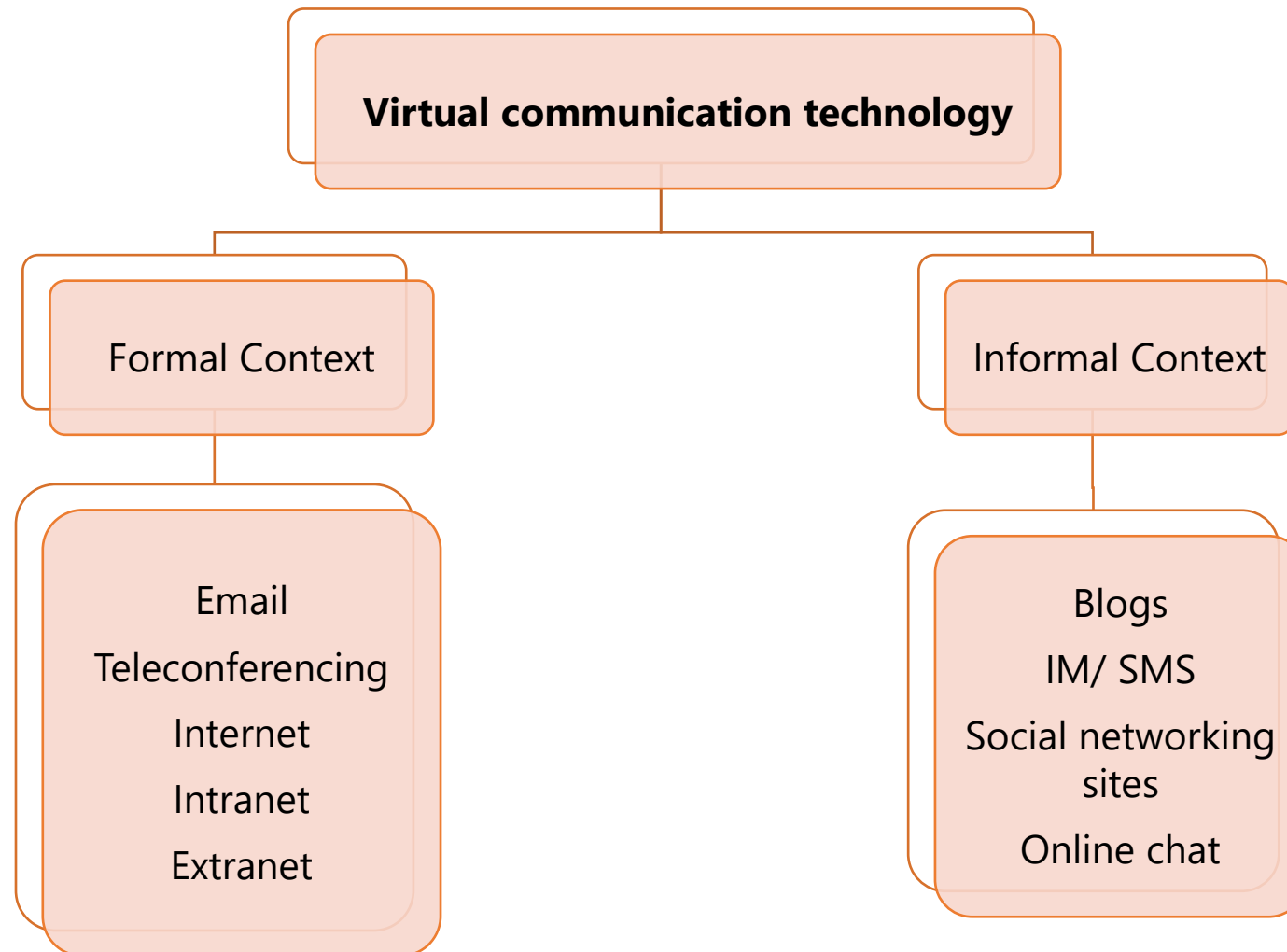
- Technology enabled communication uses technology to aid communication.
- Technology – enabled communication involves technologies and practices that are important not only for our daily lives but also for our organizational lives.
- The proliferation of information and communication tools or the advent of Web 2.0 has revolutionized the way we work and conduct business. Traditional channels such as letters, phone calls and face to face meetings are now being replaced by e-mail, SMS and audio and video conferencing.

1.1 Communication Technology at workplace

Sheth has identified 4 distinct reasons contributing to the growth of technology at workplace.



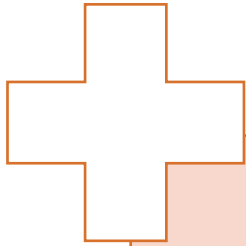
2 Technologies used in communication



2.1 Formal Context : E-mail



Electronic mail, commonly shortened to “email,” is a communication method that uses electronic devices to deliver messages across computer networks.



E-mails provides faster and easy mean of communication. It is effective and cheap means of communication

E-mails are very easy to filter. One can send any kind of multimedia within mail.

E-mail ensures timeliness of message.

It is secure and reliable method to deliver our message.

It is source of viruses.

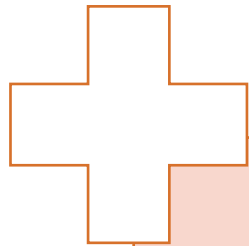
It can be source of various spams.

It is informal method of communication. The documents those require signatures are not managed by e-mail.

To be updated, user have to check inbox from time-to-time.

2.1 Formal Context : Teleconferencing

 Teleconferencing is essentially a live, interactive audio or audio-visual meeting that ensues between geographically dispersed participants.



Cost-effective
Increased Productivity
Improved Communication

Technical Difficulties
Lack of Personal Interaction
Limited Collaboration

2.1 Formal Context : Internet



Internet, a system architecture that has revolutionized mass communication, mass media, and commerce by allowing various computer networks around the world to interconnect.

Many other advantages make the Internet a very popular and effective medium of the following:

- Networking, with the help of many news groups. These allow real synchronous communication through 'forums,' 'bulletin boards' and 'chat rooms'
- Entertainment, including video games, music, movies, chat rooms, news accessible through the Internet
- Commercial business transactions, which allow buying and selling of products through ecommerce
- Job searching, online banking, buying movie tickets, hotel reservations and a variety of other consultation services

2.1 Formal Context : Intranet



Intranet is an internal or private computer network that is accessible only to people within an organization, company or educational institution for the purpose of sharing information within that particular organization.

- The intranet is a great tool that may be used to get messages across to the staff members, to share and view information within the company.
- It helps in improving company's efficiency and output as tailor-made information on all company policies and procedures can be stored and made available to the employees.
- Employees can have access to the most advanced information like manuals, sales data and product information in the form of electronic documents.
- Information can be modified, updated and changed immediately.
- Interactive data sharing and brainstorming sessions can be held.

2.1 Formal Context : Extranet



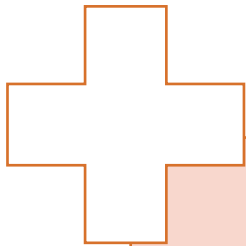
Extranet similar to intranet but it is made accessible to only selected external parties, such as business partners, suppliers and key customers.

- Company information can be analysed at periodic intervals and made available to all approved members
- It can help in improving relationships by giving them access to correct, precise and efficient information.
- It can also save a lot of meeting time and cut costs on organizing conferences.

2.2 Informal Context : Instant messaging



Instant messaging (IM) is text-based communication where two or more people participate in a real-time conversation over their computers or mobile devices.



They can help facilitate short, sharp conversations and allow people to share information quickly.

Instant messenger systems are more likely to be paid attention to by employees.

Instant messengers are intuitive and easy to use, requiring very minimal technical skill.

The external instant messenger platforms are essentially on public networks, which means that they could easily be intercepted or hacked by external parties.

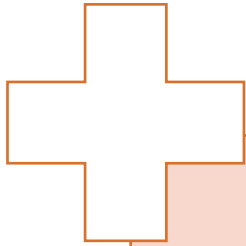
Ineffective tool for mass communication

Cannot be controlled by management

2.2 Informal Context : Blogs



Blogs are being used as a viable and effective communication tool for small businesses and could serve a wide range of purposes, from viral marketing to search engine optimisation.



Business blogging helps in expanding its online presence and providing more avenues for potential customers to find you.

Can improve customer retention, as it keeps businesses top-of-mind for interested consumers, and build brand awareness

Gives customers the opportunity to learn more about your company

Needs maintenance

Huge investment of time and work

Your competitors may get to know about your plans & strategies

Not everyone will like the content

2.2 Informal Context :Social networking sites



Social networking sites (SNSs) are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests.

Social networking sites allow individuals to create a profile and formulate a list of other users whom they connect and communicate with. It functions like an online community of Internet users.

2.2 Informal Context :Social networking sites



3 Advantages of technology enabled communication

- Travel costs are nominal for conference calls vis-à-vis face-to-face meetings. Not only do virtual teams offer flexibility, it provides large savings as commuting and office infrastructure can be done away with
- Time management is enhanced, message reaches recipient immediately and can be read anytime, anywhere according to convenience
- Increases communication flow and supports social networking and knowledge management in organisations, for example, company blogs and wikis
- Groups of people from all over the world who would not normally communicate are brought together and can share televised pictures, conversations, graphics, circuits and interactive software. Files are stored in an online space and hence can be easily accessed by all
- Technical tools enable higher quality communication with all the facts clearly presented in black and white without emotion in an email.
- Increased speed of communication results in faster processing of important matters related to business, finance, trade, etc.

4 Disadvantages of technology enabled communication

- Hacking and virus attacks are major concerns of technology-enabled communication. Security of data can be easily compromised.
- As large volumes of data can be transmitted at a fast pace, all of it cannot be properly absorbed by the managers and employees. The speed of transmission may even alter the structure of the messages.
- An email is sent in the form of data packets via computer network. These data packets have to pass through a number of routers (a computer device used for forwarding packets in the computer network) and computers before it reaches its destination. So, tampering cannot be ruled out and privacy of data is an issue. While the data packets are transferred from one computer system to another, they can be lost when one router transfers it to another. If the router is bombarded with more number of data packets than its carrying capacity, the receiver can experience a delay in receiving it.
- Communication problems arise in virtual teams, as though team members know what they are doing on an individual basis. The big picture remains elusive and creates frustration. Individual members are often not sure as to how their own contribution fits into the big puzzle. Culture plays a major role, and interpretation of the communication by the receiver may differ from the one intended by the sender.