



Class: TY BSc

Subject : Business Communication

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Chapter: Unit 4 – Chapter 1

Chapter Name: Communication & Technology

Today's Agenda

1. The role of technological advancement
1. Communication Network
 1. Features of Networking
 2. Advantages of networking
3. Intranet
 1. Advantages
4. Internet
 1. Advantages
5. E-mails
 1. Advantages
 2. E-Mail Etiquettes
6. Short Message Service (SMS)
7. Teleconferencing
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1.1 The Role of Technological Advancement

In this age of communication, information and wide access to it is considered as wealth. One of the keys to such a source lies in the application of information retrieval techniques which have contributed a lot for the emergence of new communication technology.

The use of new communication technology can tackle some of the basic problem, namely, accuracy, cost, speed, quality, quantity in the light of wide corporate business operations. So, the search for alternative methods has become imperative in the modern complex business organization, where communication has to go to vast geographical territory, both inside and outside the country.

Over the traditional media like radio, television, computer, audio and video cassettes, video disk, telephones and many mechanical devices have been successfully used as a means of communication in many organizations. They are also helpful in managerial functions like planning, control, direction, motivation etc. Business world must adopt new technologies for the cause of communication to serve the community as social responsibility or, it will be difficult to survive in the competitive scenario.

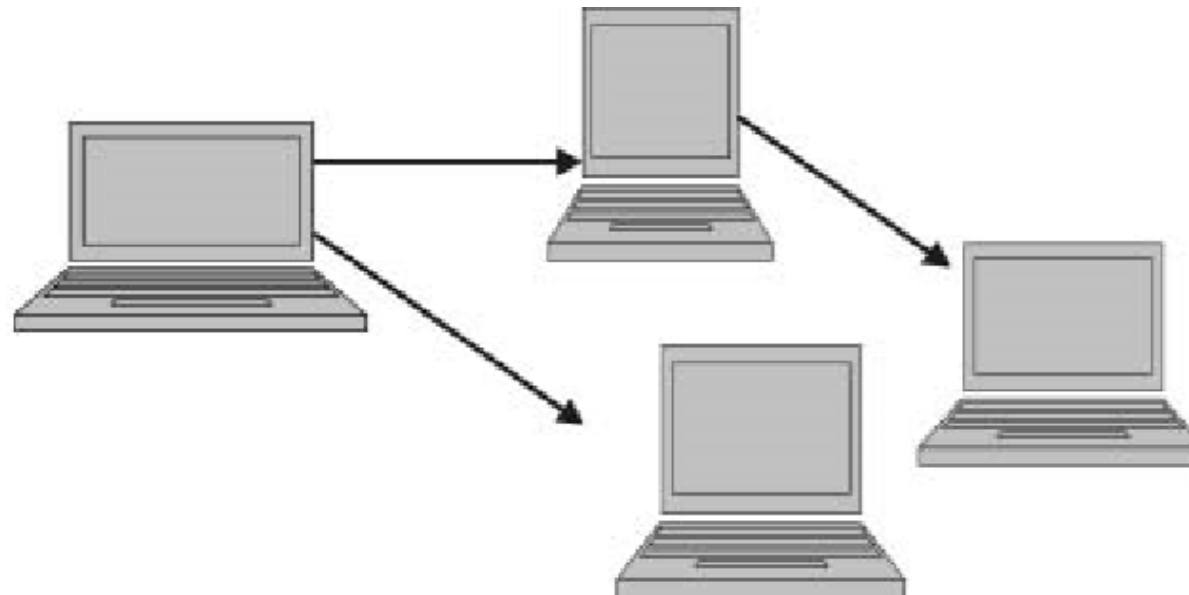
2 Communication Network



What is a network?

'Network' means anything in the form of the Net which may have many lines crossing each other.

The interconnection are the sum total of various channels and is known as the computer communication network



2.1 Features of Networking

- establish and maintain external communication with outside organization.
- redefines the role of management and transforms the manager's role altogether
- employees can interact with the other co-workers of any department.
- developing networking in organization is achieved by making employees more productive.
- information is always online, it is real time and constantly improving the quality of data.
- connects more computers or terminals
- permits the distribution of information timely, quickly, efficiently

2.2 Advantages of Networking

1. Data transfer between computers is easy and convenient.
1. Easy and quick access, immediate availability of information which helps in increased production.
1. It minimizes the labour cost of doing paperwork.
1. It saves lot of time and efforts of the employees as the technology permits face to face interaction.
1. Easy to inform any changes in organization policies or practice across the employees who scattered at different location.

3 Intranet



An internet connection within the organization is known as intranet. It is also referred to a system with restricted audience.

Features of intranet :

- has limited or private accessibility.
- private networking within an organization.
- Used to disseminate business related information and data to employees
- distribution of materials more efficiently and reduce overhead costs.

3.1 Advantages of Intranet

1. Cuts corporate communication cost up to 60 per cent.
1. Increases productivity and efficiency level of employees.
1. It provides a way for people to easily retrieve the information they need and at any time.
1. Any member of an organization has an opportunity to access the technology of intranet and to have access to information within the organization irrespective of their hardware technology.
1. Intranet converts the conventional paper office into an electronic office by creating electronic documents for potential business communication.
1. Intranet removes barriers to free flow of communication within the organization and allowing individuals and groups to communicate and share knowledge.

4 Internet



The internet is a conglomeration of a number of smallest networks and other smaller inter-connected machines distributed over the entire globe.

4.1 Advantages of Internet

1. Sending and receiving the messages through internet across the globe.
1. Getting information stored on the computers for future reference.
1. Reading newspaper, magazines and newsletters.
1. Downloading articles and other materials of our interest.
1. Participating in e-banking, i.e., operating one's bank account through e-mail facility.
1. Shopping through internet save the time of customers.
1. Updates your company with latest technology across the globe.

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E-MAILS

Electronic Mail or e-mail is a system of electronic correspondence by which users send and receive message over a network of computer and telecommunication links.

5.1 Advantages of E-MAILS

1. It permits sending to and receiving messages from others having e-mail address.
1. It transmits the message almost immediately. Thus, its speed is very fast.
1. It does not require the presence of the receiver of the message at the other end. The message is delivered into his mailbox and it can be checked by the receiver by opening his mailbox at any time.
1. It directly reaches the concerned individual's electronic mailbox.
1. It ensures a higher degree of secrecy of the message.
1. It is a very cheap medium of communication. Hard copy letters and memorandums can often be replaced by electronic mail.
1. Message can be sent at any time, day or night, decreasing problems brought about by differences in time zone. 8. Identical message can be sent to many people simultaneously

5.2 E-Mail Etiquettes

6 Short Message Service (SMS)



Short Message Service (SMS) is the facility to send and receive the text messages to and from mobile telephone

- **Advantages**

- Message can be sent at any time.
- It is helpful in urgency.
- It saves cost and time both.

- **Disadvantages**

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- Delay in delivery of message due to network conjunction.
- Very short words or sentences sometimes misinterpreted by receiver.

7 Teleconferencing



Teleconferencing is electronic communication between two or more people at two or more locations.

- **Advantages**

- Easy to use.
- Easily available.
- Easy to participate from any telephone line in the world.
- Take only few minutes to set up a conference hall.
- Costs, energy and time are saved.

- **Disadvantages**

- A major limitation of teleconferencing is that it can't replace the face-to-face interaction between people. Where people prefer face-to-face interaction, teleconferencing will not serve the real purpose.

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8 Video Conferencing



A real time video session between two or more users or between two or more locations. Videoconferencing allows people at different locations to see and hear each other at the same time.

- **Advantages**

- It serves as a substitute for face-to-face communication.
- Communication is real time.
- It overcomes transcending barriers of distance.
- It leads to saving in travelling costs of executives.
- It leads to saving in time of holding meetings.
- It facilitates rapid expansion of knowledge of people sitting at different places.

- **Disadvantages**

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- The person that you want to talk to should have a computer as well as the hardware and software required for conferencing.
- Computer is not portable like cellular phone. Hence, it affects the portability of your conferencing.
- The privacy of a videoconference is not always guaranteed.